



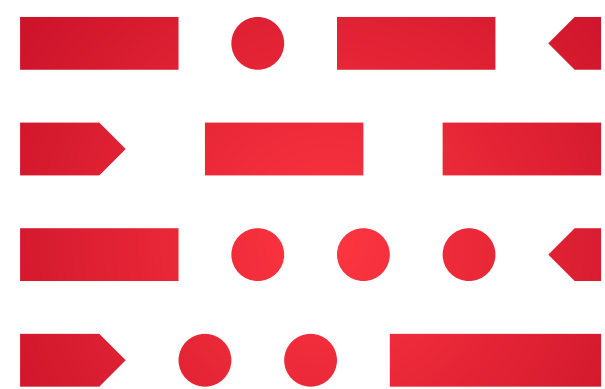
KODEDIT

BRAND GUIDELINES

About Kodedit

Kodedit is a tech consultancy agency targeting start up businesses who need any type of tech services.

The Logo



Logomark

KODEDIT

Wordmark

Concept Development

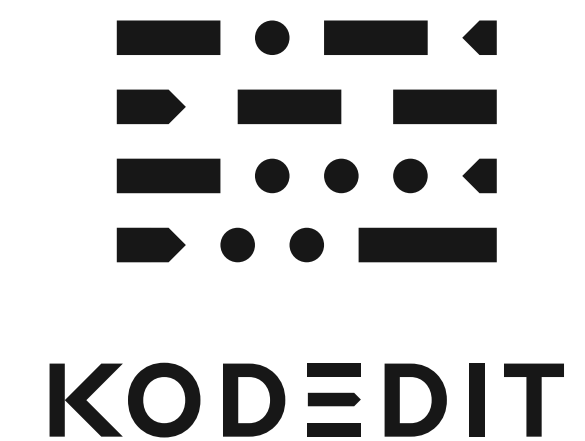
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The word Koededit is a play on the words “Code” and “Edit”. And we can interpret the word as “Koded it” and “Code Edit” at the same time. Its a “nowhere” word. The initial idea was to represent the logo in some kind of coded appearance. Brainstorming with more focus on the coding aspect led to Morse Code technology. Morse code was widely used for radio communications in which each letter of the alphabet is represented by using either a dot or a line or a combination of both. The logomark is a coded version of the word Kodedit using the Morse Code technique. However, the morse code representation used in this logo is a customized version with lines and dots replaced by rectangles, squares and pentagons.

The wordmark also required some unique appearance in order to stand on its own. That is to be used separately from the logomark. The E in Kodedit is represented using a rectangle with the middle one appearing like a pencil to the right slightly giving a reference to the process of editing. Pencil shape is widely used among the digital world to represent edit process. The K is also customized with a direct reference to ‘<’ operator used in coding process. So the wordmark with its minimal references, incorporates the idea of Kodedit.

The alternate use of different shapes along a horizontal line have a natural tendency to grab attention. The red color represents strength, power and courage. Combined with simple and customised typography, the logo stands out from all the competitors with its unique, modern, and fresh concept and execution.

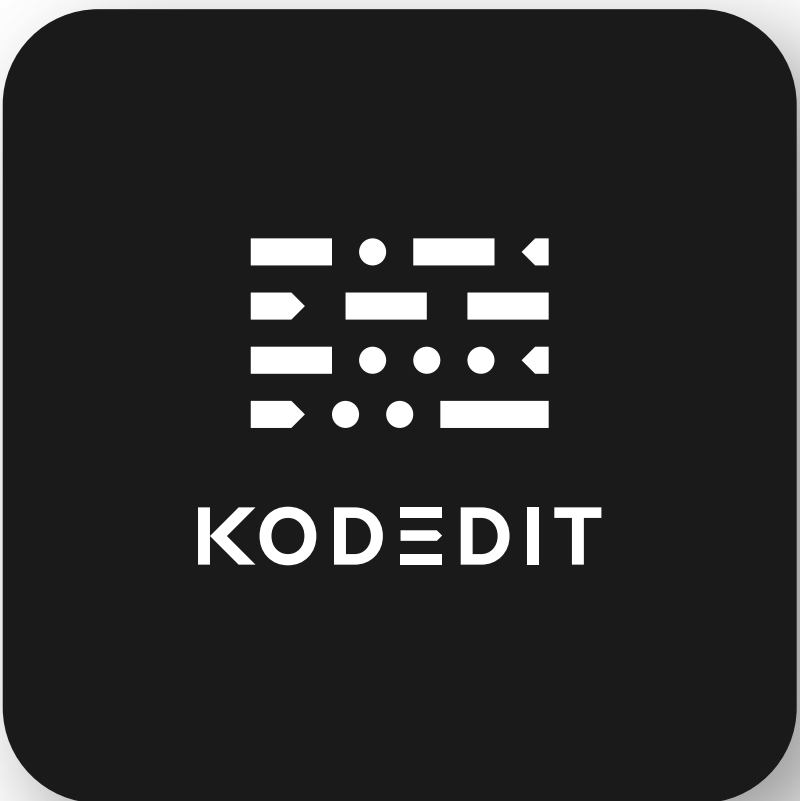
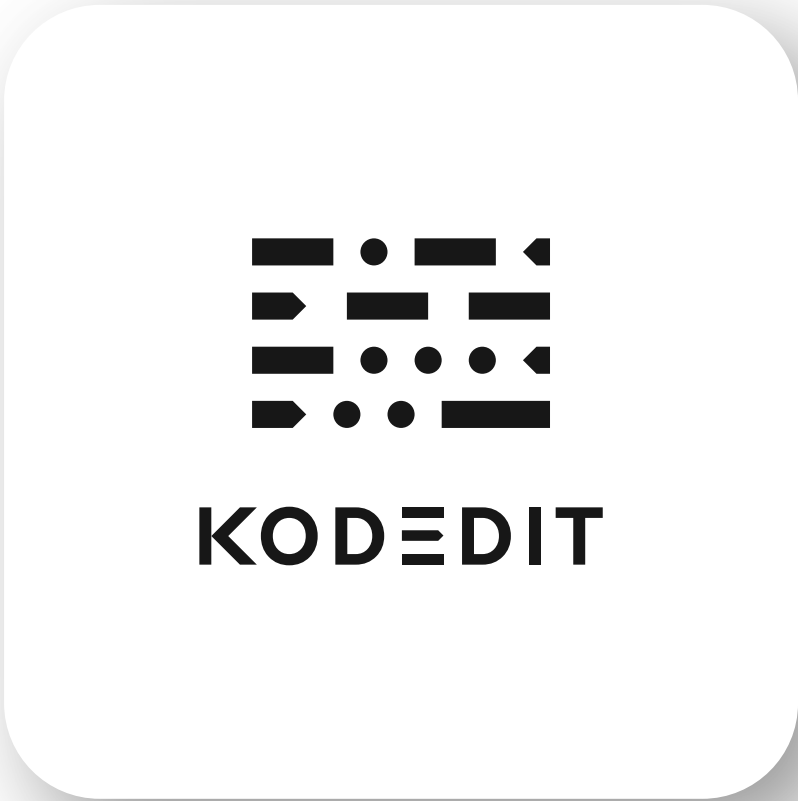
The simple shapes and typography used in the logo helps the logo to be used across a wide variety of platforms including all the accessories and merchandise related to the brand.



K			
O			
D			
E			
D			
IT			

Morse code representation of each letter

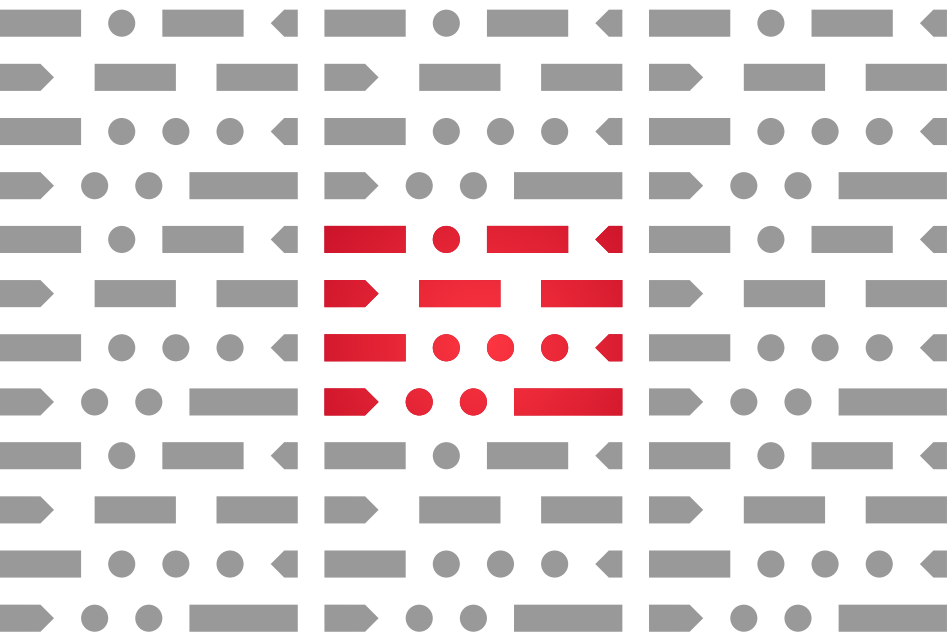
Logo Variations



Logo Usage

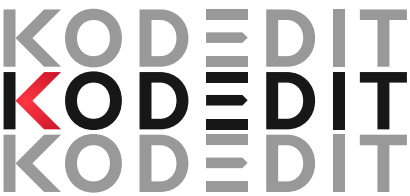
Exclusion zones

Always allow a minimum space around the logo.



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Typography

Finding the Right Modern Typeface

After playing with a number of typefaces, it became apparent that sticking with a custom typeface let the logo mark (symbol) take center stage. Daikon has earned it's place as a fantastic flexible typeface which can be used as the base for the custom typeface.

DAIKON

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

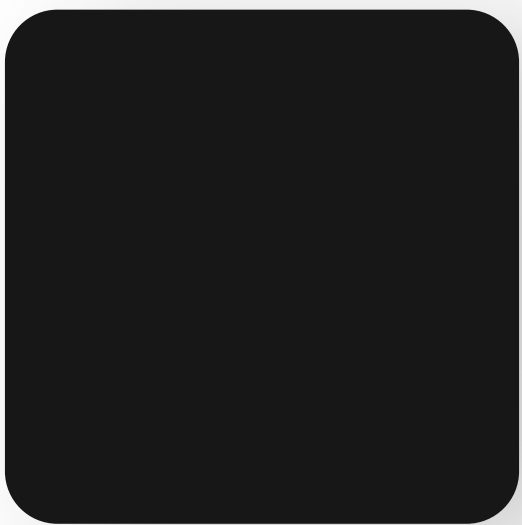
DAIKON
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DAIKON

KODEDIT

Color



HEX fe3641
R254 G54 B65
C0 M87 Y66 K0
HEX be0a24
R190 G10 B36
C18 M100 Y88 K8



HEX 171717
R23 G23 B23
C77 M68 Y61
K85



HEX FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You’ll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a “container” for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.