

# Brand Guidelines

Version 1.0



**CODE**  
for **Youth**

# LOGO

## Variations

### Horizontal Logo



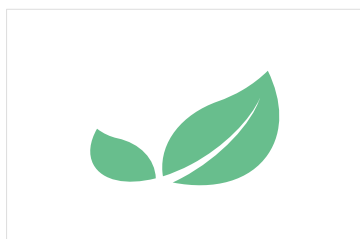
\*aspect ratio 5:2

### Square Logo



\*aspect ratio 1:1

### Logomark

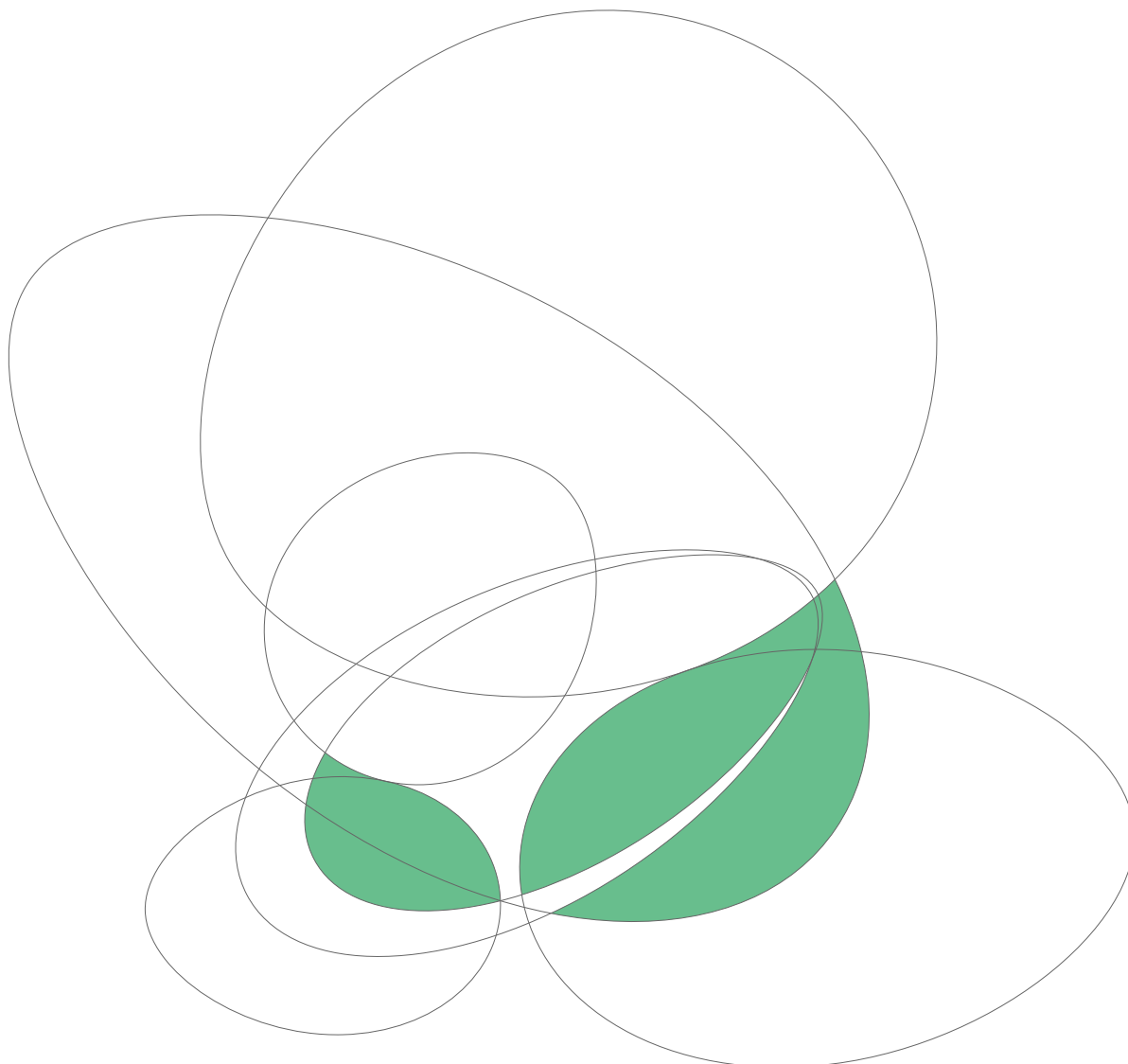


### Logotype



# Design Concept

$$\begin{cases} x = a \cdot \cos \frac{\theta}{4} \cdot \sin \theta \\ y = -b \cdot \cos \theta \end{cases}$$

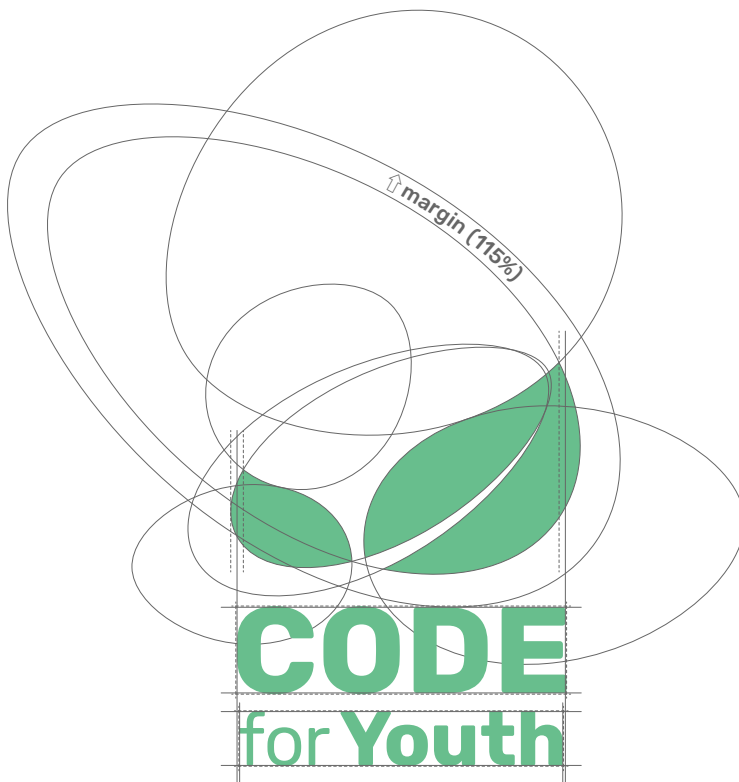


# Construction Grid



## Horizontal Logo

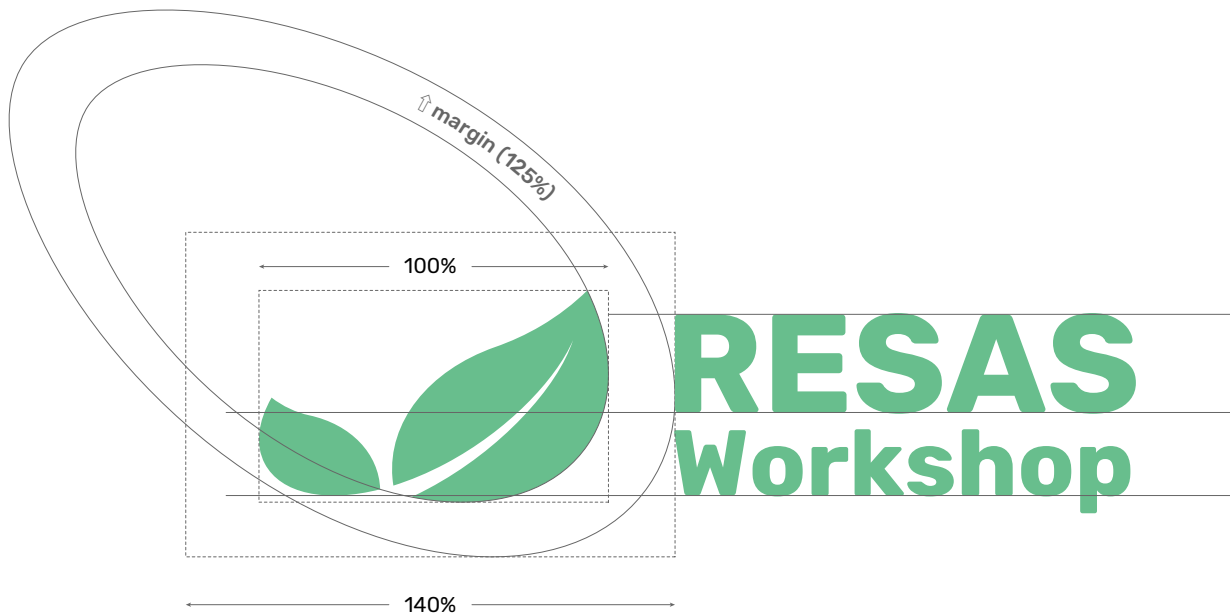
125% safety margin is needed.



## Square Logo


115% safety margin is needed.

# Safety margin and Logo pairings



# COLOR

## Primary Color

 #68be8d - Young bamboo



## Secondary Color

# TYPOGRAPHY

# RUBIK

by Google fonts

**Bold**

**RUBIK**

**RUBIK**

**RUBIK**

**RUBIK**

**RUBIK**

**Medium**

**RUBIK**

**RUBIK**

**RUBIK**

**RUBIK**

**RUBIK**

**Regular**

**RUBIK**

**RUBIK**

**RUBIK**

**RUBIK**

**RUBIK**









