BRAND GUIDELINES



BRAND GUIDELINES 01 About



At Coding Mind (https://codingmind.com), we strive to inspire and educate K-12 students on the exciting opportunities in computer science and technology. Our goal is to equip young learners with the skills and knowledge to excel in competitions, research projects, and startups.





BRAND GUIDELINES 02 Logo Version

Black Version

White Version

Logo Version 1 Logo Version 2 **Logo Version 3** Coding Mind Coding Mind CodingMind (Coding Mind CodingMind CodingMind Primary Dark Version Primary Dark Version Primary Dark Version (<u>(</u>) Coding Mind Coding Mind (Coding Mind (Coding Mind CodingMind CodingMind

Black Version

White Version

Black Version

White Version

BRAND GUIDELINES 03 Typography

Gotham Rounded Bold

Paragraph Font

ABCDEFGHIJKLMNOPQRSTUVW abcdefghijklmnopqrstuvw 1234567890!@#\$%^&*()

Light

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

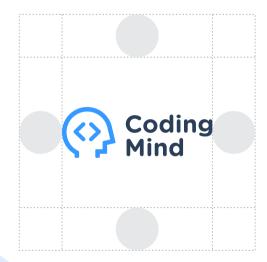
Regular

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Bold

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

BRAND GUIDELINES 04 Logo Usage



Please allow adequate spacing at all times









Photography Example







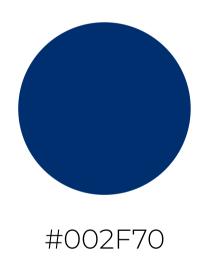
Business Card Example



BRAND GUIDELINES 05 Color Guide







BRAND GUIDELINES 06 Behind The Design





Hakamid_Art

Experince Skill Set

Logo Design

Business Card

Brand Identity

View Portofolio

https://99designs.com/profiles/3988760

99designs helped connect Coding Mind with designer hakamid_art

The contest went for 17 days attracted over 278 design entries from all around the world. This allowed Coding Mind to explore lots of design options before they selected a design they loved and fit their brand.

BRAND GUIDELINES 07 Glossary

RBG

(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.

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.

Vector

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

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.

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.

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.

BRAND GUIDELINES 08 Glossary

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.

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.

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.

ΑI

Al 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, Al files are primarily a vector-based format, though they can also include embedded or linked raster images. Al 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)

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.

TIFF/TIF

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.



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