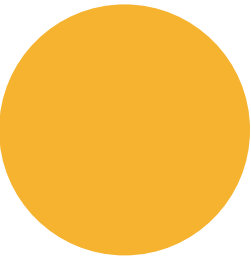


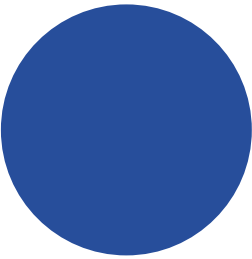
# CODE NATION BRAND GUIDELINE CHEAT SHEET

When creating anything to be used on behalf of Code Nation, please use the following colors, typography and messaging below.

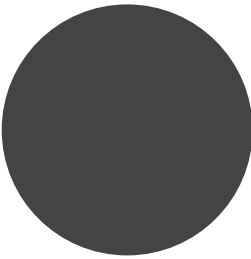
## COLOURS



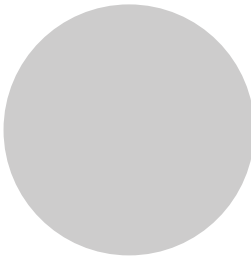
**CN Orange**  
#F5B32F  
RGB: 245, 179, 47  
CMYK: 3, 33, 87, 0



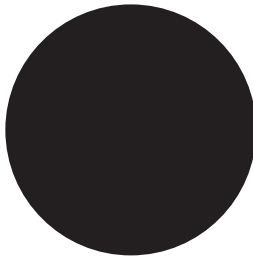
**CN Blue**  
#274E9B  
RGB: 39, 78, 155  
CMYK: 93, 72, 3, 0



**CN Dark Grey**  
#444444  
RGB: 68, 68, 68  
CMYK: 23, 17, 18, 81



**CN Light Grey**  
#CDCCCC  
RGB: 205, 204, 204  
CMYK: 23, 17, 18, 1



**CN Black**  
#000000  
RGB: 1, 1, 1  
CMYK: 91, 79, 62, 97

## TYPOGRAPHY

We used 2 main font types when producing material that will be shared with others. These fonts may need to be installed on your device, please speak with marketing or IT if you need support adding these. Our main font is Gilroy. Often, having two font styles complement each other. If using a second font type, use Gil Sans.

### Primary Font

**Gilroy Extra Bold**  
abcdefghijklmnopqrstuvwxyz AB-  
CDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£&/?\*()

Use for Headings in sentence case

Gilroy Light  
abcdefghijklmnopqrstuvwxyz AB-  
CDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£&/?\*()

Use for body copy in sentence case

### Secondary Font

**Gil Sans SemiBold**  
abcdefghijklmnopqrstuvwxyz ABC-  
DEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£&/?\*()

Use for Headings in sentence case where Gilroy is not available

Gil Sans Light  
abcdefghijklmnopqrstuvwxyz ABC-  
DEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@£&/?\*()

Use for body copy or course material where Gilroy is not available

## MESSAGING


Code Nation is focussed on Creating Employable Talent. Learners are at the heart of what we do and the core focus is helping them progress onto more advanced courses and ultimately into employment.

We believe anyone can code, which is why we host courses for all levels. Any content produced should focus on this message and not alienate people. Avoid using Acronyms without explanations or making assumptions. Use positive words focussed on making progress and improvement.


## LOGOS

We have two logos. A long logo and a short logo. The long logo is preferable and should be used where possible. There are some iterations of each logo, designed for different coloured backgrounds. See below for the logos and when to use each.

### LONG LOGO




This is the main logo. It should be used for any white backgrounds, on print material or electronic material.




These logos should be used for any black or dark backgrounds, on print material or electronic material.



### SHORT LOGO



Use on any white backgrounds. Can be used in presentations in either the top right or bottom right.



Use on any orange backgrounds. Can be used in presentations in either the top right or bottom right.



Use on any black or dark backgrounds. Can be used in presentations in either the top right or bottom right.

## IMAGES

We have a bank of images that can be used in material. You can request these via marketing. If you are using your own images, ensure they are not copyright protected and are free for commercial use. If in doubt, ask.

### FURTHER SUPPORT

If you need a copy of any of our logos, contact marketing and they will send them over.

If you want any support with branding documents, presentations, reports or collateral, please send over your material and marketing will apply branding.