Jekacode Brand Identity

Who we are:

Jekacode is a nongovernmental and not-for-profit organization that is dedicated to equipping and empowering youths in various technology careers and also partners in achieving some of the Sustainable Development Goals.

Our Tagline

Building Tech leaders of tomorrow

Brand Purpose

As partners of the SDGs, Jekacode is aiming at using tech to combat poverty, and hunger, provide access to quality education in tech, create gender equality in the tech space, and work as partners to achieving the 2030 Sustainable Development Goals.

Brand Mission

Our mission is to raise a community of tech enthusiasts by empowering the youths with the necessary tech skills, igniting their entrepreneurial spirit, and cultivating a generation of digitally empowered individuals who can shape a brighter future for themselves, their communities, and the world at large.

Our Target Audience

The primary target of Jekacode is youths between the ages of, for example, 16 to 25, who have an interest in technology careers or want to explore opportunities in the technology sector.

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jekacode
Building Tech leaders of tomorrow.

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The arrows serve as a coding languages and connections i.e **Bridging the Digital Gap for Youths**

The circle shape serve as an icon of Human form **(Youths).**

About the logo

This symbol represents the tech knowledge and empowerment we offer to help youths get equipped with tech skills and foster creativity and innovation in their minds.

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Persona

These words encompasses how we want the brand to be perceived.

Aa Bb 123

Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-_=+@!#$^&*(),./?

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-_=+@!#$^&*(),./?

Mena Grotesk

Primary

Gulf Blue

HEX: 03045E
RGB: 3, 4, 94
CMYK: 100, 98, 24, 34

Secondary

Malachite

HEX: 16DB65
RGB: 22, 219, 101
CMYK: 67, 0, 84, 0

Deep Cerulean

HEX: 0077B6
RGB: 0, 119, 18
CMYK: 87, 48, 5

White

HEX: 0077B6
RGB: 225, 225, 225
CMYK: 0, 0, 0, 0,

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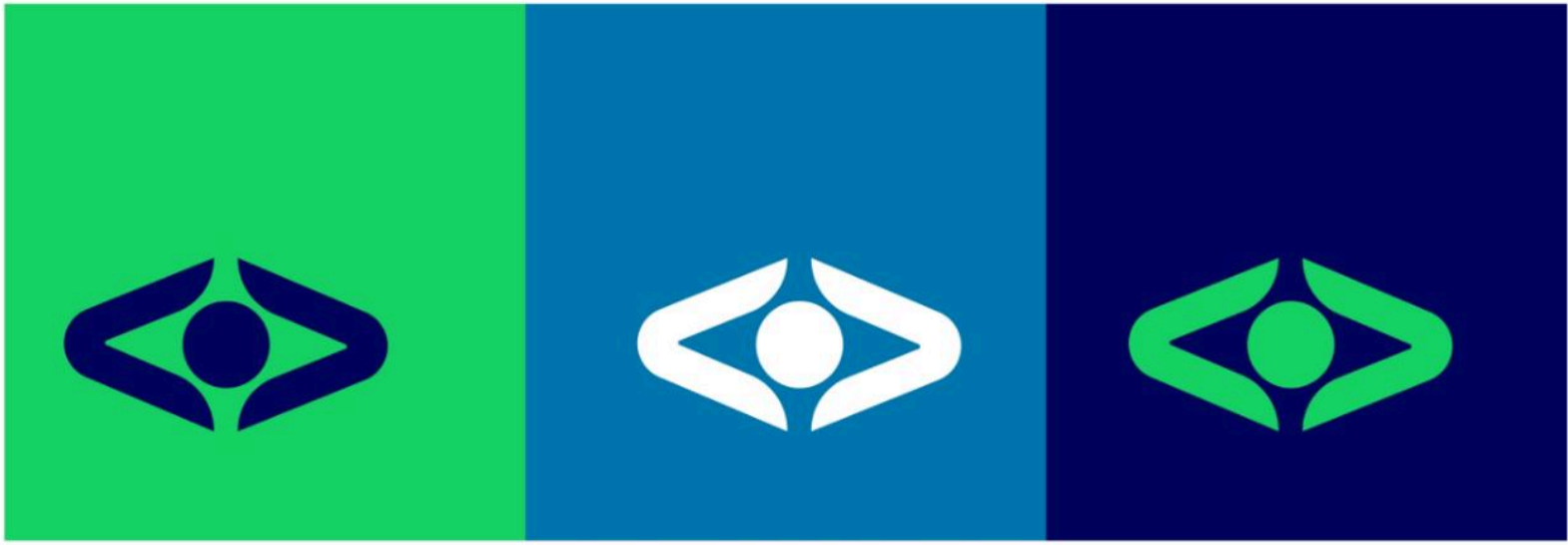
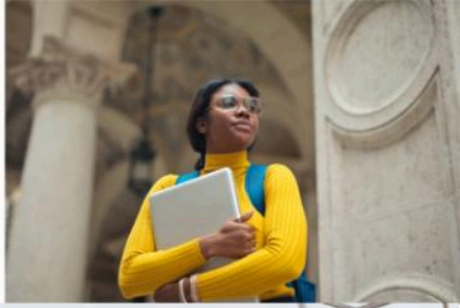
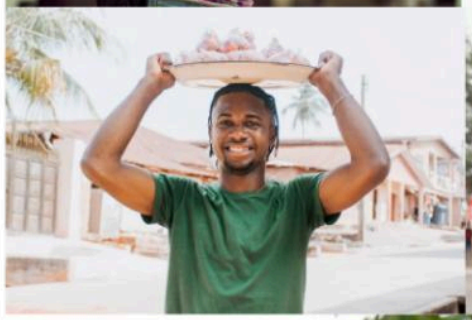


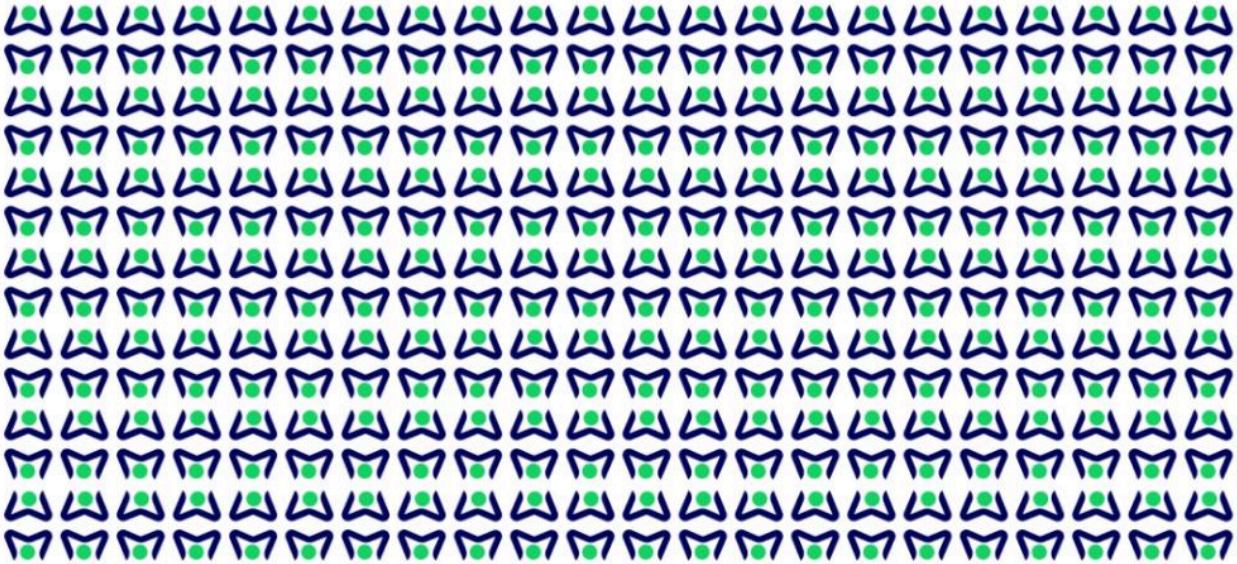
HORIZONTAL LOGO

VERTICAL LOGO

Imagery

Here are proposed brand visuals that tells the story of the jekacode and the journey they are moving



Patterns are a way of making our identity memorable.
They can also be used to make our brand distinguisable
from our competitors.The patterns we
have also give our brand the Value Addition
feel that we want.

Bridging the **Digital Gap** for Youths

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Building Tech leaders of tomorrow.

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Get ahead in the
digital space
with us.

Bridging
the Digital
Gap for
Youths
jekacode
Bridging
the Digital
Gap for
Youths
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jekacode

Get ahead in the
digital space
with us.

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We will build your
future with tech!

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Briding
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Gap for
Youths

WORKSTATION
Harmony
essenza
purplemary
GENESIS CINEMAS
Ice Cream Factory
-PEP-
THE PLACE
You can become a tech bro and sis and access financial freedom without a fee!
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ETERNAL GEMS
moove

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Solarin Ayo
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@Jekacode
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Fri09
4:06pm
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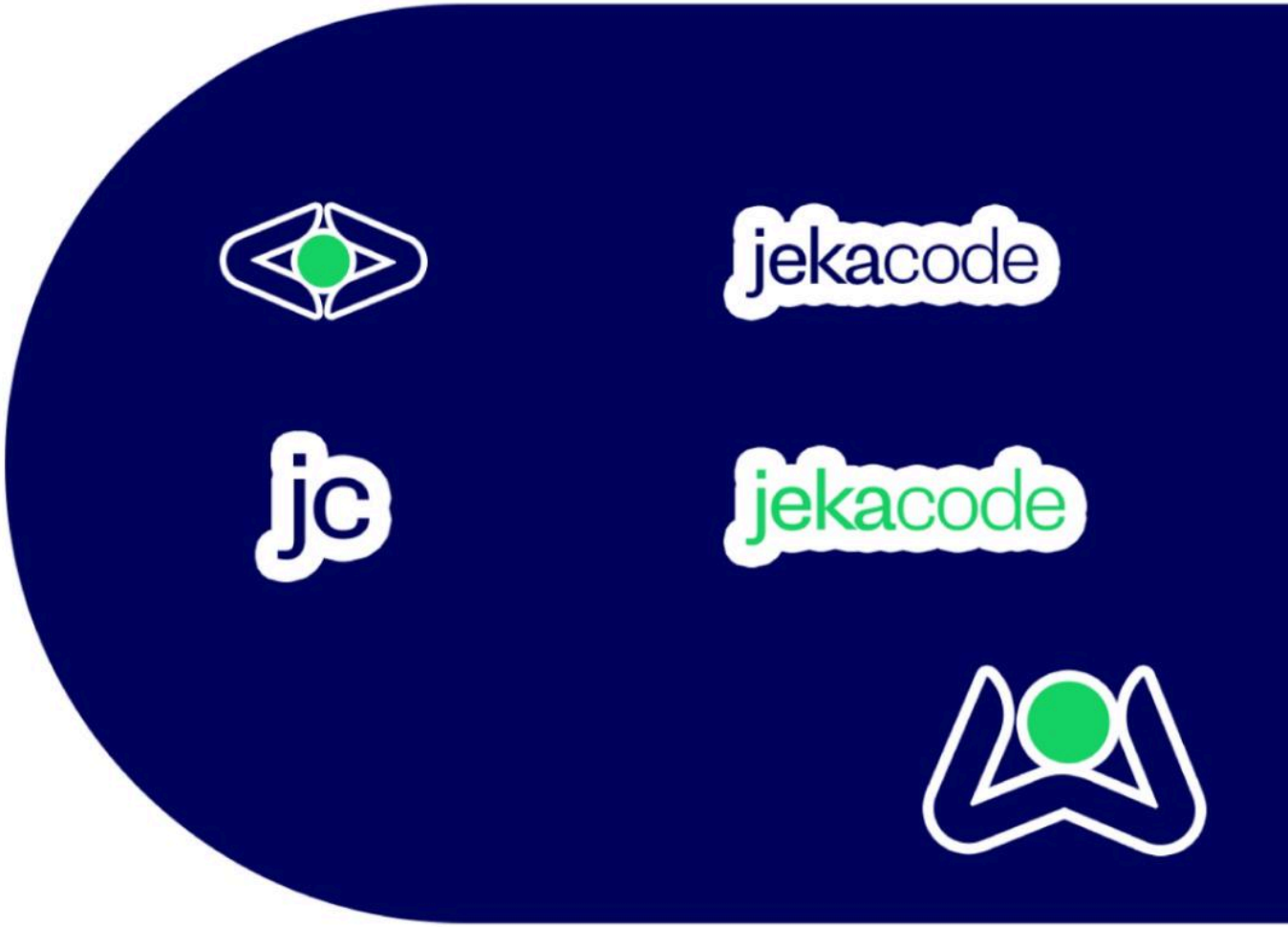
Stickers

For the purpose of marketing,
souvenirs and in-tech usage
for laptops and other gadgets.



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