

codera

BRANDING DELIVERY GUIDE

06/20/2016 | Round #1

OUR STORY

Codera is a collective of talented individuals with experience working with billion dollar companies to brand new tech startups. We bring the scalability of growing and managing a large team along with keeping innovation at the forefront of what we do. We are experts of our craft.



01

BRAND MARK

The brand mark helps support the brand without the entire brand element. The “co” represents the infinite possibilities with Codera Development House. The subtle infinity symbol helps re-inforce that in a subliminal way. The unique shape helps identify the Codera brand.



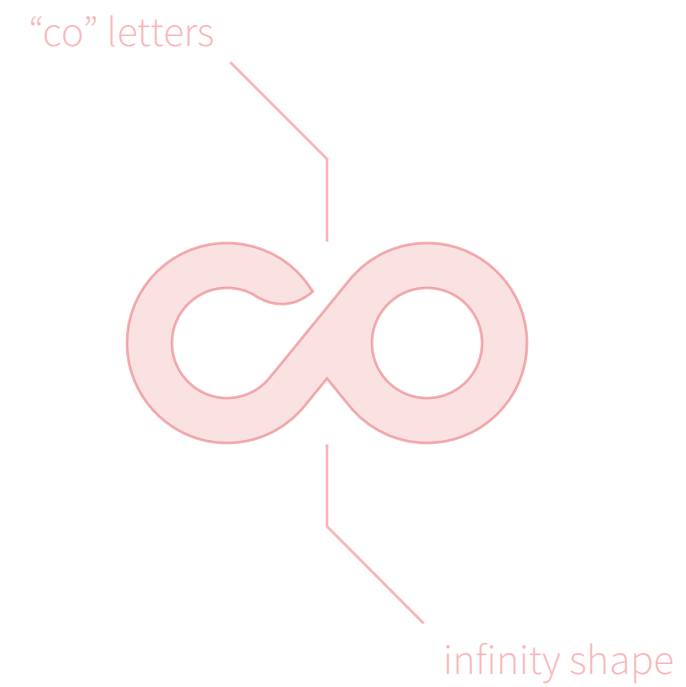
Codera mark on white



Application on dark backgrounds

THE ANATOMY

The anatomy of Codera is simple. It was developed with the infinity shape at the start of the brand. This signifies the endless possibilities any customer can develop with our collection of talented team. It also helps support the “co” of the Codera brand.





02

LOGOTYPE

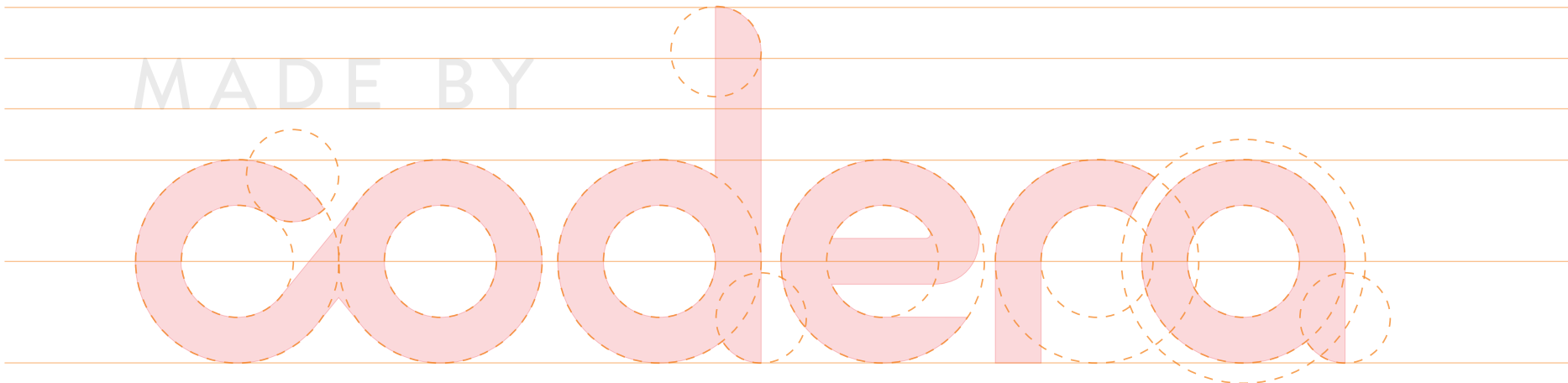
The logotype for Codera was made from scratch. It was developed from a shape that ends on itself. It was important to create a design that not only created custom shapes but also didn't overcomplicate the design.

THE DIRECTION

The direction for the logotype was to create something that was not overcomplicated. The design was intended to be unique, memorable, and tie in the roots of the United States without screaming it. The off-red color helps connect to the red stripes of the United States flag.

The word "codera" is displayed in a bold, lowercase, sans-serif typeface. The color is a vibrant red. The letter 'c' is a simple, rounded shape. The 'o' is a clean, circular form. The 'd' features a tall, thin vertical stem that curves slightly at the top. The 'e' is a classic, slightly rounded shape. The 'r' has a short, curved tail. The 'a' is a simple, rounded shape with a small opening at the bottom.

BRAND DEVELOPMENT



FULL MOCKUP

MARK



MADE BY



LOGOTYPE



MADE BY





03

TYPOGRAPHY

The typography for Codera was designed to support the brand. Not all applications are going to be optimal. They are only an initial guideline to help explore the best possible typography solution when creative elements are designed.

TWO PAIRINGS

Heading

BRANDON TEXT BOLD

Sub Heading

BRANDON TEXT REGULAR

Body copy

This shows off the body copy treatment for Codera. You can see the font is very thin and light. On occasion, even Source Sans Pro Light can be used where the font feels a bit too light to help the font pop off the page a bit more than normal.

Source Sans Pro Light

Source Sans Pro Light Italic

Action items

JOIN NOW

Brandon Text Medium

SUPPORTING BODY COPY

SOURCE SANS PRO

Source Sans Pro is a support font type for body copy only. It should not be used for headlines or sub headings without expressed permission from Codera Corporate staff. This font is use for body copy as a more vertical, less rounded typeface, where Brandon Text is more rounded and sometimes not as appealing as Source Sans Pro.

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

AaBbCcDdEeFfGgHhIiJjKk

Glyphs

ÀaßbĆcD̄dĘËeßĞgHhΩjKœ

Tabular Numerals

0123456789%!.@#\$%^&*?+



04

COLORS

This section covers the color numbers and application for each category. Use this document as your guide to ensure color accuracy every time.

COLOR TREATMENTS

These colors have been designed to assist in the execution of any Codera brand collateral. Any colors that go outside of these color treatments must be approved by Codera staff before use to ensure brand integrity.

PRIMARY COLORS



CODERA RED

#E23D46
C5 M91 Y74 K0



DARK GRAY

#323232
C70 M63 Y62 K59

ALTERNATE COLOR



DARK BLUE

#2E3F59
C87 M73 Y42 K32

