



AskCody

CORPORATE VISUAL IDENTITY

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AskCody

LOGO

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best.

The AskCody logo or logotype must appear on 100% of all communications. Collateral and marketing graphics.

All AskCody branded marketing communications must use the full-color logo. The AsCody logo must be used on 100% of internal and external communications.

The logo is intended for use by:

- corporate organizations and facilities;
- certifications and subscriptions;
- programs and events;
- competitions;
- corporate solutions (multiproduct);
- and AskCody technologies, services, and products.

The logo is often viewed as the 'face' of a brand, and a logo is the most obvious graphic element of a brand's identity.

Let the AskCody logo breathe

We respect the logo by giving it some space.

The minimum clear space that must surround the logo is equivalent to the height of its capital A.

The logo and the icon's exclusion zone are equal to an "A".



LOGO

Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in the application.

In print, the logo should never appear smaller than 1" (25 mm).

On-screen, it must appear at least 70 pixels wide.

The logo for AskCody, featuring the word "AskCody" in a bold, blue, sans-serif font. The letter "A" is stylized with a blue triangle on its left side.

Minimum size

Print: 1" (25mm)

On-screen: 70 px

LOGO

Logo placement in digital communications

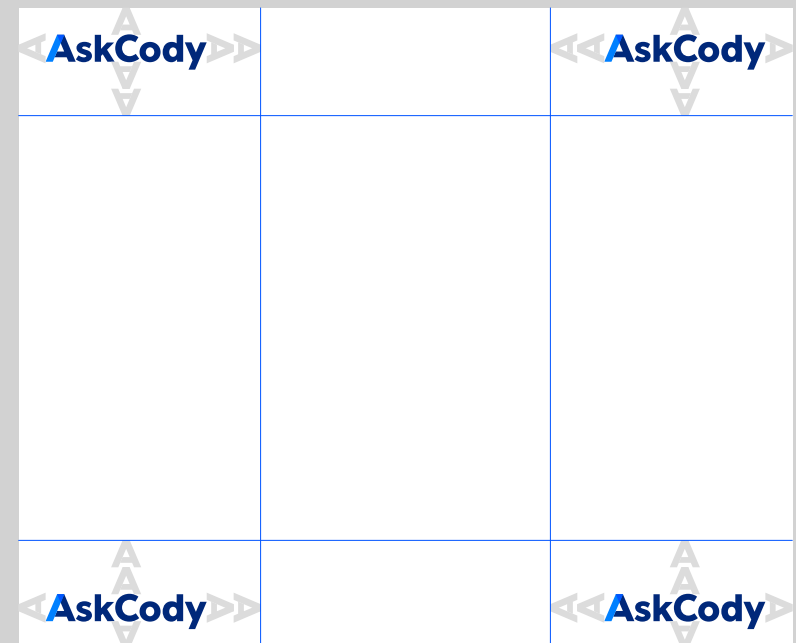
The AskCody logo must appear in one of two positions for a minimum of one second in all digital communications (e.g. ads, banners, etc.):

1. Call-to-action end-panel (shared)
2. Alone on the end-panel

Online ad

The AskCody logo should be placed in one of the four corners of the ad, equal distance from two edges in space constrained communications.

Accompanying subbrand logos should be placed no closer than two "A" spaces next to the logotype.



LOGO

Use the **primary logo** whenever possible.

Primary logo

The primary logo consists of the word "AskCody" in a bold, sans-serif font. The "A" is a vibrant blue, while the remaining letters "skCody" are a dark navy blue. The logo is centered on a light gray rectangular background.

Logo in one color - white

The logo "AskCody" is rendered in white against a solid dark navy blue background. The font remains bold and sans-serif, maintaining the same visual weight as the primary logo.

Logo in one color - blue

The logo "AskCody" is rendered in a dark navy blue against a solid bright blue background. The font remains bold and sans-serif, maintaining the same visual weight as the primary logo.

LOGO

IT'S OK

to use the logos on different backgrounds, but make sure it doesn't interfere with the logo.

IT'S NOT OK

to use the logo in colors other than blue or white.

OK

White logo on a colored background

AskCody

OK

Primary logo on a light grey background

AskCody

NOT OK

The image interferes too much with the logo

AskCody

OK

The image doesn't interfere with the logo

AskCody

NOT OK

Choose a logo in one color instead

AskCody

NOT OK

It is not ok to change the color of the logo

AskCody

TYPOGRAPHY

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

1234567890!"#\$%&/'()=?~"\$¢%°~\{}≈

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

1234567890!"#\$%&/'()=?~"\$¢%°~\{}≈

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

1234567890!"#\$%&/'()=?~"\$¢%°~\{}≈

Lato Black

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ

abcdefghijklmnopqrstuvwxyzæøå

1234567890!"#\$%&/'()=?~"\$¢%°~\{}≈

ASKCODY IN TEXT

When writing body test,
never use the **AskCody** logo.

**HEADLINES ARE WRITTEN
IN ALL CAPS.**

**THIS IS HOW WE WRITE
ASKCODY IN HEADLINES.**

This is how we write AskCody
in body test.

With a capital A and C.

COLORS

Primary colors are the three colors from the AskCody logo + an additional dark blue.

Blue#1 is the most used just like in the logo.



Blue#1

Blue#2

Blue#3

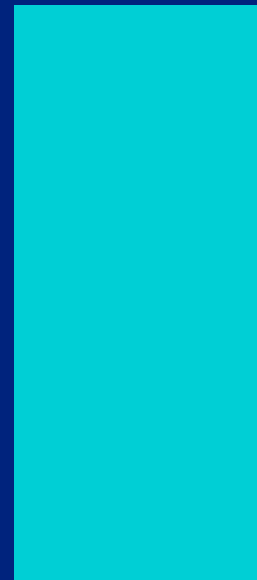
Blue#4

COLORS

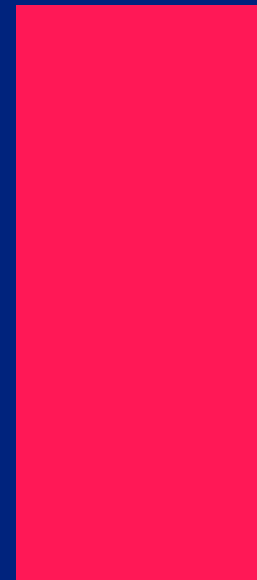
Secondary colors are used to support the primary blue colors, and can never appear as the main color. Use them for extra highlights.

Teal is the primary CTA color.

Teal



Red



Yellow



COLORS

All the color codes you need.

Primary colors

Blue #1

Hex: #00287a
RGB: 0-40-122

CMYK: 100-85-0-20
PANTONE: 541 CP
RAL: 5000
HEXIS: S5303B

Blue #2

Hex: #0054ff
RGB: 0-84-255

CMYK: 100-45-0-0
PANTONE: 3005 CP
RAL: 5023

Blue #3

Hex: #0080ff
RGB: 0-128-255

CMYK: 100-10-0-0
PANTONE: 2192 CP
RAL: 5015

Blue #4

Hex: #001b52
RGB: 0-27-82

CMYK: 100-85-0-50
PANTONE: 282 CP
RAL: 5022

Secondary colors

Teal

Hex: #35ced4
RGB: 53-206-212

CMYK: 80-0-25-0
PANTONE: 2199 C

Red

#: f51e55
RGB: 245-30-85

CMYK: 0-90-45-0

Yellow

#: ffc143
RGB: 255-193-67

CMYK: 0-30-80-0

Tints of light grey

Grey #1

#: f7f7f7
RGB: 247-247-247

CMYK: 0-0-0-7

Grey #2

#: e3e3e3
RGB: 227-227-227

CMYK: 0-0-0-15

Grey #3

#: c5c5c5
RGB: 197-197-197

CMYK: 5-0-0-30

GRADIENTS

#00287a



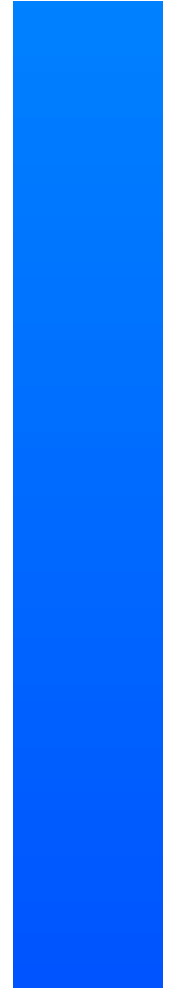
#001b52

#0054ff



#00287a

#0080ff



#0054ff



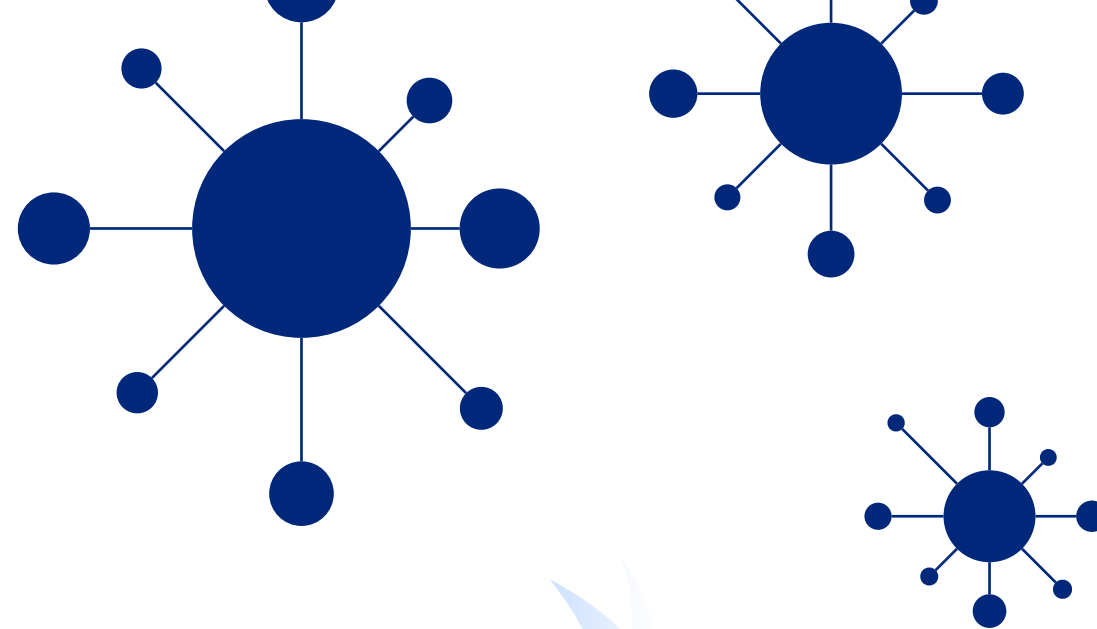
GRAPHIC ELEMENT

The graphic element can be used in various ways.
Turn it, flip it, crop it, but whatever you do - never stretch it.

It works well on top of our three gradients.



ILLUSTRATIONS



Iconified illustration

3-dimensional illustration



MOCKUPS

We use mockups from our mockup-library.
And always in one of our primary colors.



MOCKUPS

How it's done.



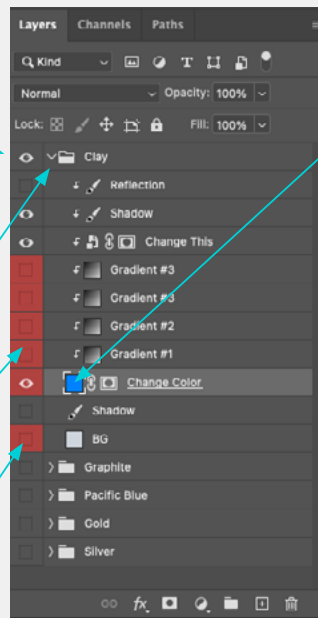
1 Open the mockup PSD-file in Photoshop

Make the "Clay" layer visible by pressing the eye icon. Make the "Graphite" "Pacific Blue" "Gold" "Silver" layers invisible.

Open up the "Clay" folder by pressing the arrow-down icon.

Turn off the "Gradient" layers. In some mockup files you may also want to turn off the "Reflection" layer.

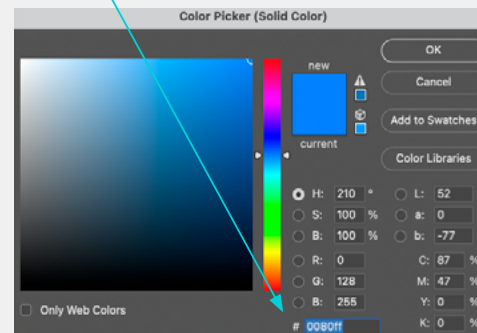
"Shadow" and "BG" is the background layers. Use them if it makes sense.



2 Change color

Press the color box (In this case the blue box).

Change the color to one of the primary colors. Use RGB or #(Hex) for online use.



3 Change image (This is what you see in the screen).

Double click on this icon.

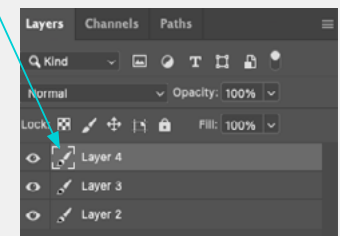
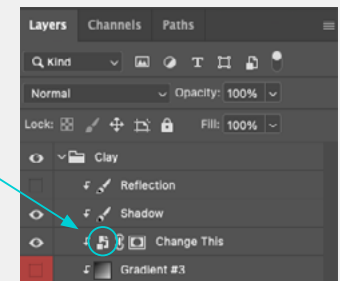
A new files opens up.

Place you image on the top layer.

Save the file and close it.

Now you have placed you image inside the mockup.

Well done!



IMAGES

We use images to describe what we do.

Show people in meetings - in a positive and professional way.

Very often we use images that are shot from outside the meeting room so you can see reflections of glass.

We use images with colours that goes well with our corporate colors. A blue color tone and often with a yellow/orange detail to add contrast in the image.

