



# 2024 STYLE GUIDE

This style guide contains more detailed rules for using the visual elements of the Meet and Code initiative.

The document deals with the placement of the logo as well as the use of colors, font and key visuals. The guidelines are intended to help maintain a professional form of all marketing materials.



The official URL to be used is: [www.meet-and-code.org](http://www.meet-and-code.org)

LOGO



New



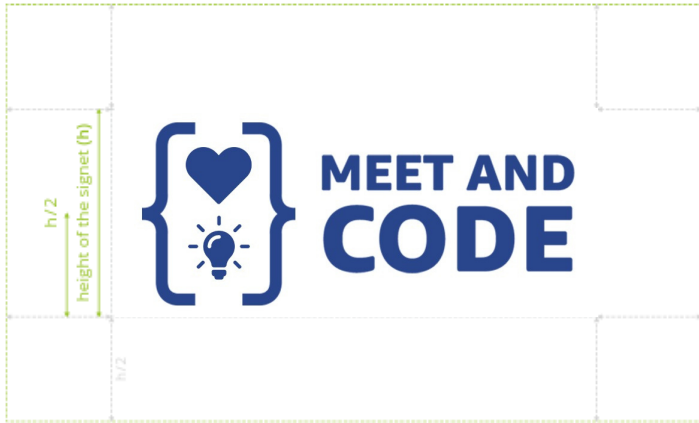
Old



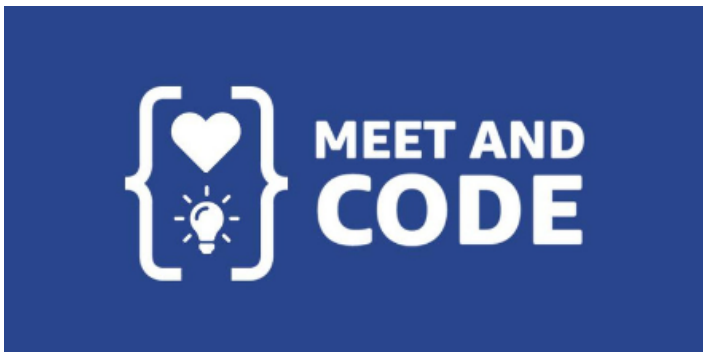
LOGO



# FONTS + FORMATTING



**MEET AND CODE** **Events**  
17 June - 31 October



## Whitespace

Partners in connection with the project may only use the logo. It requires enough white space for adjacent texts, pictures or other elements. The minimum distance is the following:

$$\frac{\text{height of the signet}}{2} = \text{minimum distance}$$

## Font

Amazon Ember Display = body text

Amazon Ember Display Heavy = titles

## Combination with text

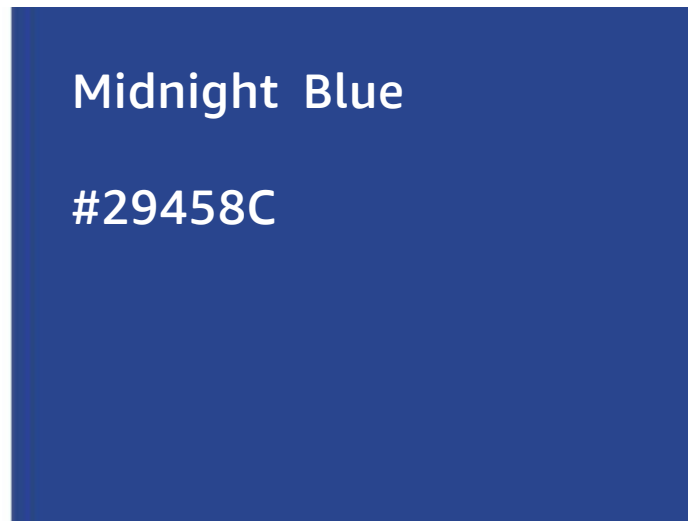
The lettering can also be combined with additional text. The font sizes of the word mark are adapted in such a way that they give a balanced image (see example).

## On colored background

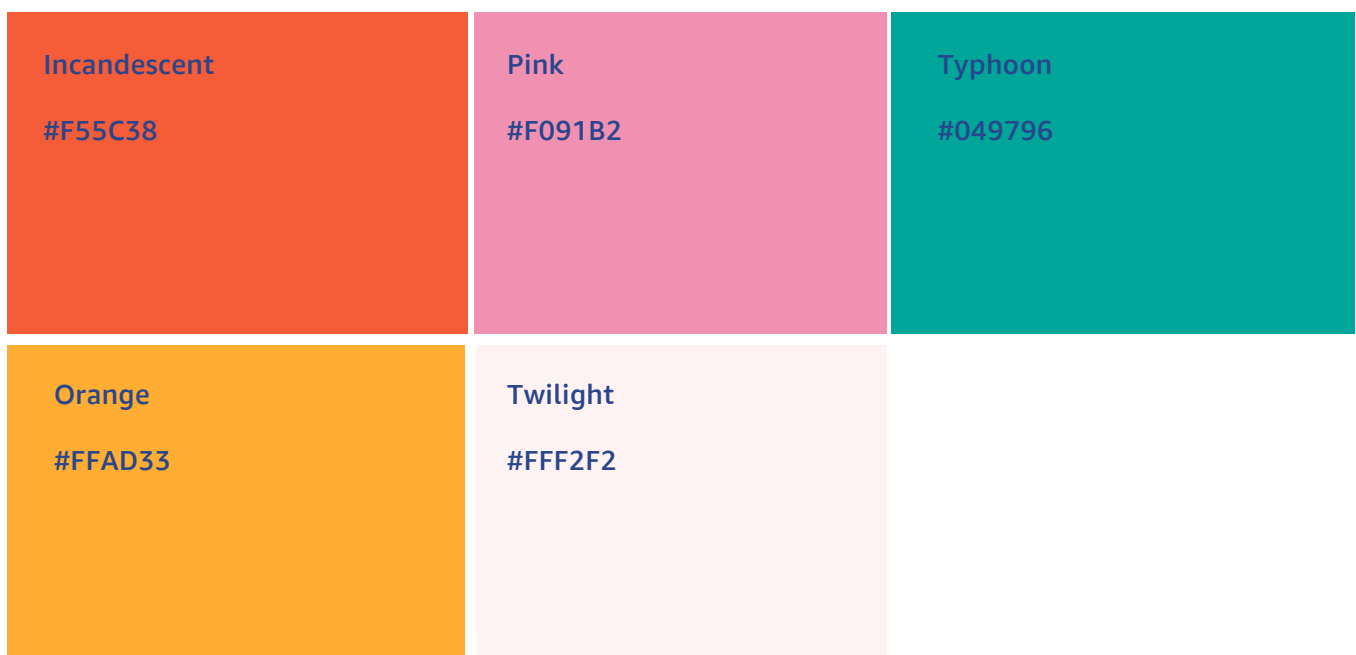
If the logo should be used on a colored background, there is a white version of the logo that can be used.



# Primary Color



# Secondary Colors





## Hashtags:

**#MeetAndCode**

**#MeetAndCode2024**

**#amazonfutureengineer**

**#DigitalSkills4All**

**#CollectiveImpact**

**#codeEU**

Meet and Code, a civil society initiative in Europe, is dedicated to empowering children and youth with digital skills. This collaborative initiative is organized by Haus des Stiftens, TechSoup Europe along with the main donor partner, Amazon which enables the initiative within the framework of Amazon Future Engineer.

## Donor



Amazon is the main donor partner for Meet and Code and enables the initiative within the framework of Amazon Future Engineer by providing financial support and know-how. Together with Meet and Code, Amazon Future Engineer shares the goal of making computer science and digital skills accessible to all students, regardless of their background, and especially to those from underserved and underrepresented communities.

## Organizers



Haus des Stiftens is a social enterprise and works with committed companies that want to realise their social responsibility. It focuses on the 17 Sustainable Development Goals of the United Nations. Haus des Stiftens is responsible for the initiative and the charitable project.



TechSoup Europe is part of the TechSoup Global Network. The network consists of 25 partner organizations reaching more than 485,000 non-profit organizations in 48 countries, and equips changemakers with IT products, knowledge, and services so they may benefit from technology and focus on their mission to make social change. TechSoup coordinates the funding and operation of the Meet and Code project through the responsible non-profit country partners of the TechSoup Europe network.

For further queries, please contact us on: [contact@meet-and-code.org](mailto:contact@meet-and-code.org)