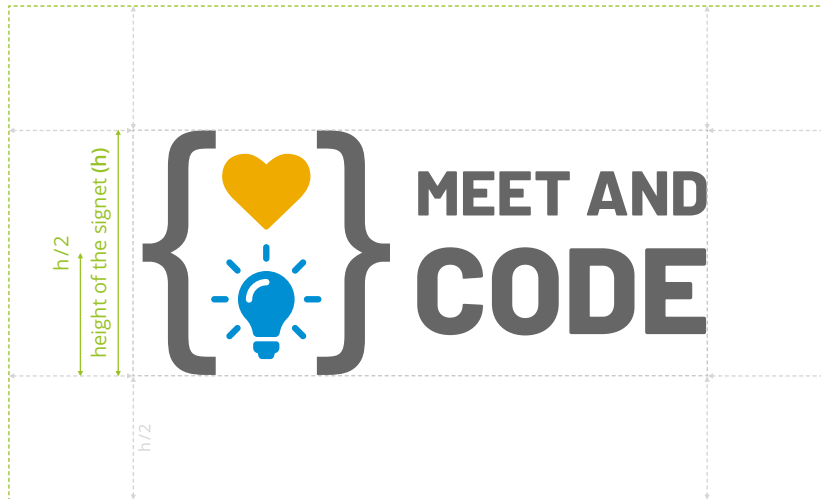




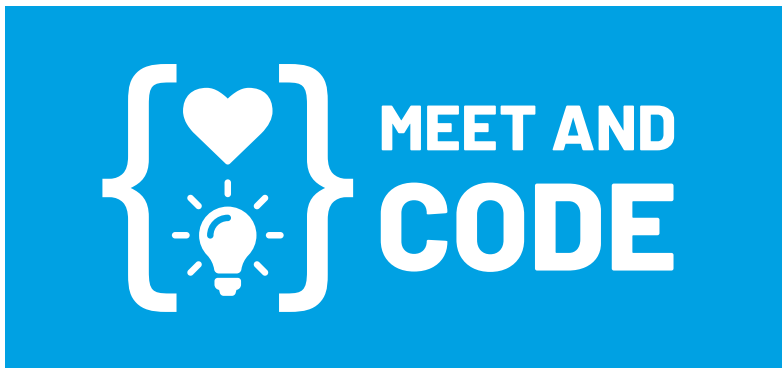
STYLEGUIDE

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, fonts 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“.



**MEET AND
CODE** **Events**
6. - 21. October 2018



THE LOGO

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:

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

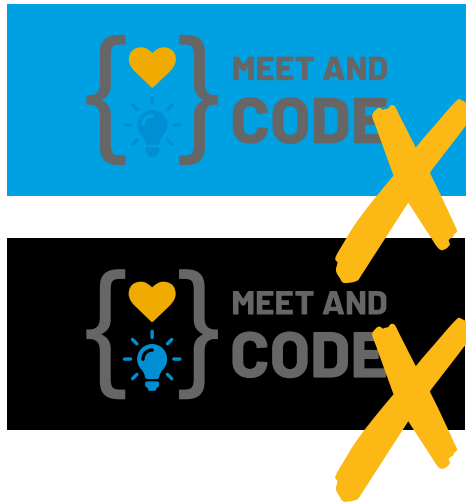
Combination with text

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.

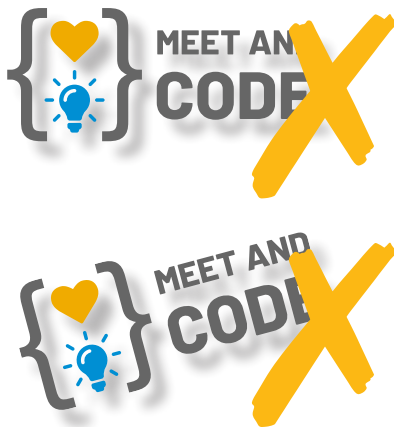
1 | Background Color



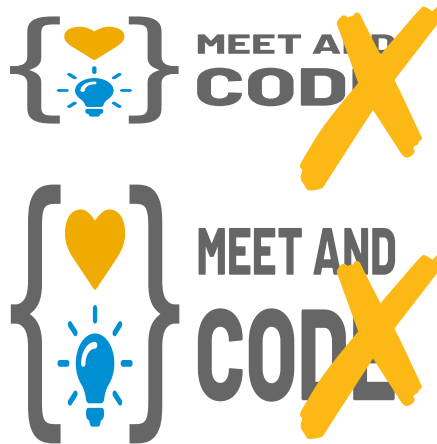
2 | Background Photo



3 | Shadow & Inclination



4 | Stretching



DONT'S

Some Examples

1 | Background Color

Never use a colorful background color.

2 | Background Photo

Do not place any photos in the background. With photos in the background, the logo is hardly legible. Therefore only use it on white backgrounds.

3 | Shadow & Inclination

Do not add any bends or effects.

4 | Stretching

Neither stretching nor upsetting. In general, the manual stretching and compressing of writing is a typographical sin. Accordingly, the logo may only be enlarged proportionally.



Blue

HEX #008fd3
RGB 0 143 211
CMYK 100 10 0 0



Gold

HEX #fbaa00
RGB 251 186 0
CMYK 0 30 100 0



Grey

HEX #727272
RGB 114 114 114
CMYK 0 0 0 72



Text Web

HEX #4A4A4A
RGB 74 74 74
CMYK 0 0 0 85



Text Print

HEX #000000
RGB 0 0 0
CMYK 0 0 0 100

DIE FARBEN

Primary Colors

The primary colors are taken from the logo and are, for example, used for headings, icons and colored backgrounds.

If the title consists of several words (and lines), the individual elements can be colored. The order of the primary colors is irrelevant.

Look at the following example:

What's Meet and Code?

Text Color

Texts on screens appear in a dark gray. The lower contrast is more comfortable for the eye.

In printed materials the text color is black, because the writing looks sharper.

HEADLINE

Subheadline

Section Headline

Pis modis asperum faccaep elentiae cum sin pos quid quam arciminumqui ut etustrum Fersperibus dolore nit occae sam et maxim ernam, solum labo. Doluptiisi doloratur, cones res et ut qui tem et la num aut fugiata dipsunt otatur, ab illabore, aut por aut atur aut venecullis eaquiatquae net hici- mus, ut vellaborum voluptatur aut quuntur sedist int isquate qui doluptatem estiuscim nulparuptis soluptaturi natem dolorum re corem aperum, oditio. Ciliasp ieniam vendame ntores eaquam as anditatem faccume parum sin rem sita suntur?

Menture labo. Itatquis sam ide sinctibus, velest qui toriostion remquist, tem ulpa cupta sinienis do- lore culluptatus undit officidunt, nim consequi ut quia videbis et prat quodigendant volluptae con re alit explis eatur ressim aut enisque eos esti quod ut ut videl etusda asinvenis suntias aliam volorum voluptas eos dolori ducit quis enistet laccusape plant que volumet qui rernamus, vent enime lam

Subheadlines can also stretch out over two lines

Pis modis asperum faccaep elentiae cum sin pos quid quam arciminumqui ut etu- strum Fersperibus dolore nit occae sam et maxim ernam, solum labo. Doluptiisi doloratur, cones res et ut qui tem et la num aut fugiata dipsunt otatur, ab illa- bore, aut por aut atur aut venecullis ea- quiatquae net hicimus, ut vellaborum voluptatur aut quuntur sedist int isqua- te qui doluptatem estiuscim nulparuptis

Section Headline

Pis modis asperum faccaep elentiae cum sin pos quid quam arciminumqui ut etu- strum

Section Headline

Fersperibus dolore nit occae sam et ma- xim ernam, solum labo. Doluptiisi dolo- ratur, cones res et ut qui tem et ntores eaquam as anditatem faccume parum sin rem sita suntur?

TYPOGRAPHY

Die Typografie zeichnet sich durch ihre klaren Formen aus. Texte sind übersichtlich gegliedert durch Headlines, Subheadlines und verschiedene Zwischenüberschriften.

Headline

Font: Barlow ExtraBold
Font size: 23pt
Color: Blue

Subheadline

Font: Barlow ExtraBold
Font size: 15pt
Line spacing: 14pt
Color: Gold

Section Headline

Font: Open Sans Semibold
Font size: 9pt
Color: Gold

Flowing Text

Font: Open Sans
Font size: 9pt
Line spacing: 13pt
Color: Gray / Black



Contact Person

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www.innofabrik.de

If you have any questions regarding the use of the visual elements please contact innofabrik. innofabrik is the marketing agency that supports "Meet and Code".