



# Brand Guidelines

SEPTEMBER 2023



# Clear Space

## Code42 Logo

The minimum clear space is equal to the height or width of the “c” in the Code42. Please keep all visual elements outside of this zone. The spacing between the shield and wordmark is equal to the width of the “X” and should never be altered.

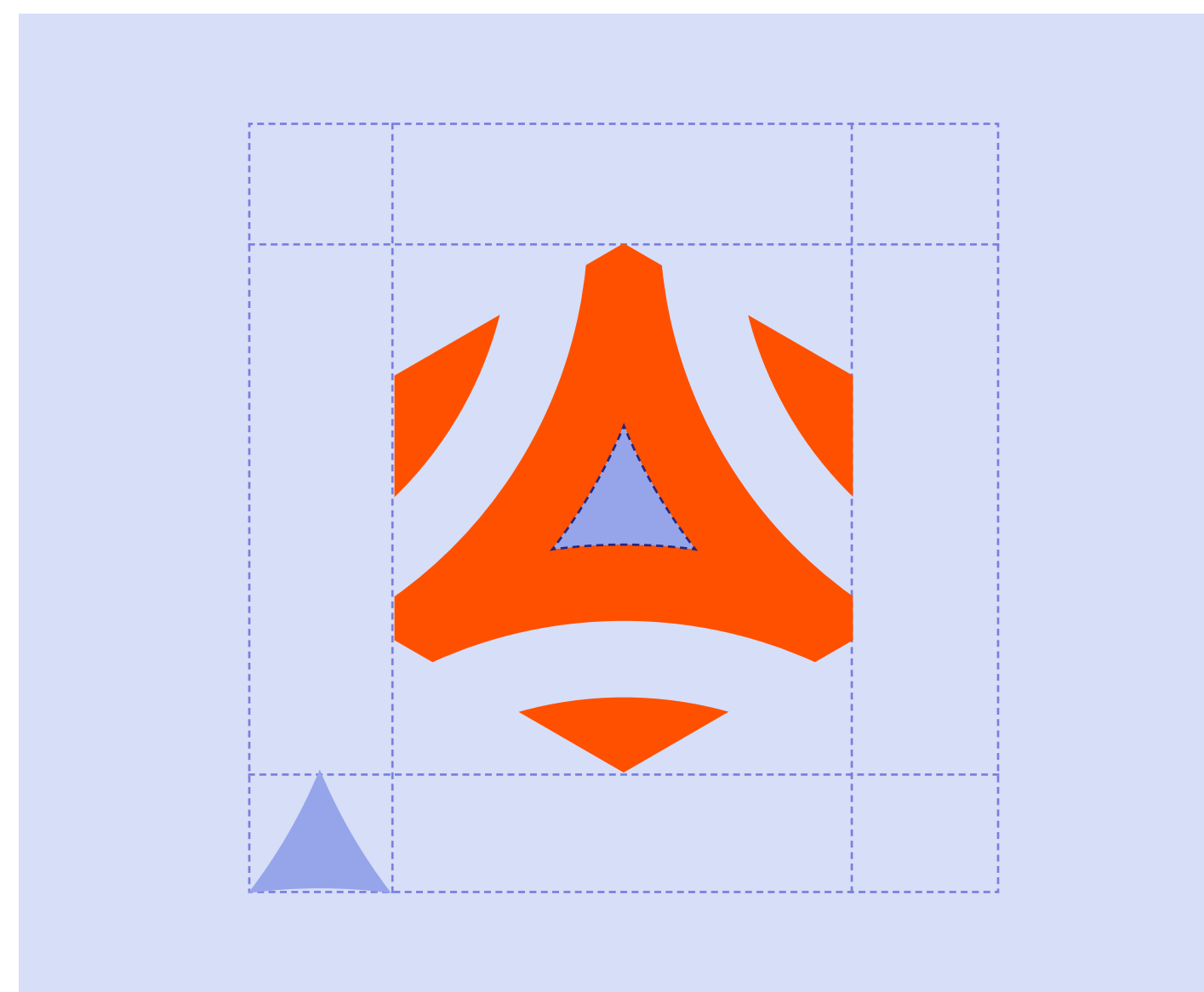
## Shield

To help give our symbol maximum visual impact and to separate it from any other elements on the page, always maintain at least the minimum clear space around it, equal to the triangle at the center of the shield.

### Logo Clear Space



### Shield Clear Space



### Shield / Wordmark Spacing



# Color Usage

## Full Color and Reverse Color

Always maintain our logo's visual impact by reproducing it in a high-contrast manner.

## One-color

Black and white versions of the logo should only be used when the application doesn't allow color or when contrast is an issue for the color versions.

Primary



Reverse



One-color

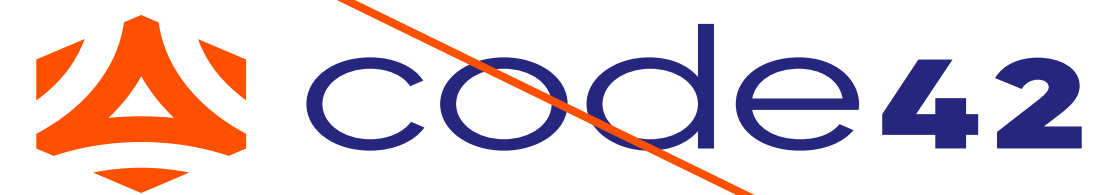


# Misuse

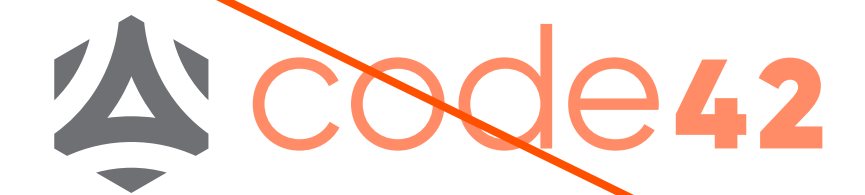
## Logo No-No's

Consistent presentation is an important part of making our logo recognizable. The following examples highlight a few improper uses.

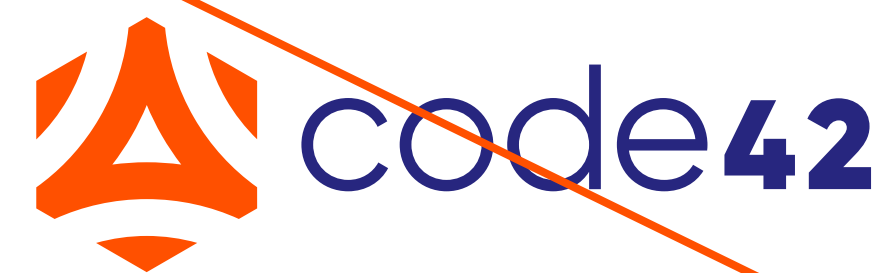
*Do not stretch*



*Do not recolor*



*Do not resize elements*



*Do not add unapproved text elements*



*Do not use on low contrast backgrounds*



*Do not outline*



# Primary Palette

## Colorways

The Code42 color palette is comprised of two different spectrums—warm and cool. The warm spectrum is derived from our core red-orange color and consists of a range of lighter tints that add depth and flexibility across the visual system.

Similarly, the cool spectrum consists of a cascade of blue-violet values, but includes a wider range of hues (as opposed to true tints) to contribute more vibrance, saturation, and variance.

### Warm Spectrum (W)

<b>SUNRISE</b> (W1)	<b>CREAMSICLE</b> (W2)	<b>CORAL</b> (W3)	<b>VERMILLION</b> (W4)	<b>RED-ORANGE</b> (W5)
<b>Pantone 939 C</b> C 0 M 17 Y 15 K 0 R 255 G 217 B 204 # FFD9CC	<b>Pantone 925 C</b> C 0 M 36 Y 35 K 0 R 255 G 179 B 153 # FFB399	<b>Pantone 1635 C</b> C 0 M 55 Y 60 K 0 R 255 G 141 B 102 # FF8D66	<b>Pantone 1645 C</b> C 0 M 74 Y 85 K 0 R 255 G 103 B 51 # FF6733	<b>Pantone 021 C</b> C 0 M 82 Y 100 K 0 R 255 G 80 B 0 # FF5000

### Cool Spectrum (C)

<b>MIST</b> (C1)	<b>PERIWINKLE</b> (C2)	<b>JACARANDA</b> (C3)	<b>INDIGO</b> (C4)	<b>TWILIGHT</b> (C5)
<b>Pantone 2706 C</b> C 14 M 9 Y 0 K 0 R 214 G 222 B 248 # D6DEF8	<b>Pantone 2716 C</b> C 40 M 32 Y 0 K 0 R 150 G 164 B 234 # 96A4EA	<b>Pantone 272 C</b> C 57 M 53 Y 0 K 0 R 122 G 125 B 222 # 7A7DDE	<b>Pantone 7670 C</b> C 77 M 74 Y 2 K 0 R 86 G 87 B 163 # 5657A3	<b>Pantone 2745 C</b> C 100 M 100 Y 0 K 17 R 39 G 38 B 127 # 27267F

# Secondary Palette

## Neutral Palette

A set of cool, neutral grays serve as an extension of the brand palette. These grays are intended for secondary use only and should be featured sparingly throughout branded communication.

## Accent Palette

Intended to stand out and draw attention, a range of vibrant, energetic and optimistic yellow-orange values provides a contrasting palette reserved specifically for calls-to-action (buttons).

### Neutral Spectrum (N)

PEBBLE (N1)	SILVER (N2)	SHADOW (N3)	SLATE (N4)	GRAPHITE (N5)
<b>Pantone 9380 C</b> C 10 M 7 Y 3 K 0 R 230 G 231 B 239 # E6E7EF	<b>Pantone 9383 C</b> C 12 M 12 Y 4 K 0 R 208 G 211 B 227 # D0D3E3	<b>Pantone 7450 C</b> C 25 M 18 Y 5 K 0 R 189 G 195 B 218 # BDC3DA	<b>Pantone 535 C</b> C 47 M 32 Y 13 K 0 R 141 G 158 B 188 # 8D9EBC	<b>Pantone 533 C</b> C 91 M 82 Y 45 K 47 R 32 G 41 B 69 # 202945

### Accent Spectrum (A)

BUMBLEBEE (A1)	HONEY (A2)	BUTTERSCOTCH (A3)	GREEN (A4)	RED (A5)
<b>Pantone 108 C</b> C 1 M 13 Y 100 K 0 R 255 G 214 B 0 # FFD600	<b>Pantone 123 C</b> C 0 M 25 Y 100 K 0 R 255 G 193 B 0 # FFC100	<b>Pantone 137 C</b> C 0 M 37 Y 100 K 0 R 255 G 172 B 0 # FFAC00	<b>Pantone 802 C</b> C 71 M 0 Y 98 K 0 R 35 G 204 B 75 # 23CC4B	<b>Pantone 485 C</b> C 6 M 100 Y 100 K 1 R 224 G 5 B 5 # E00505

# Gradients

## Monochromatic Blending

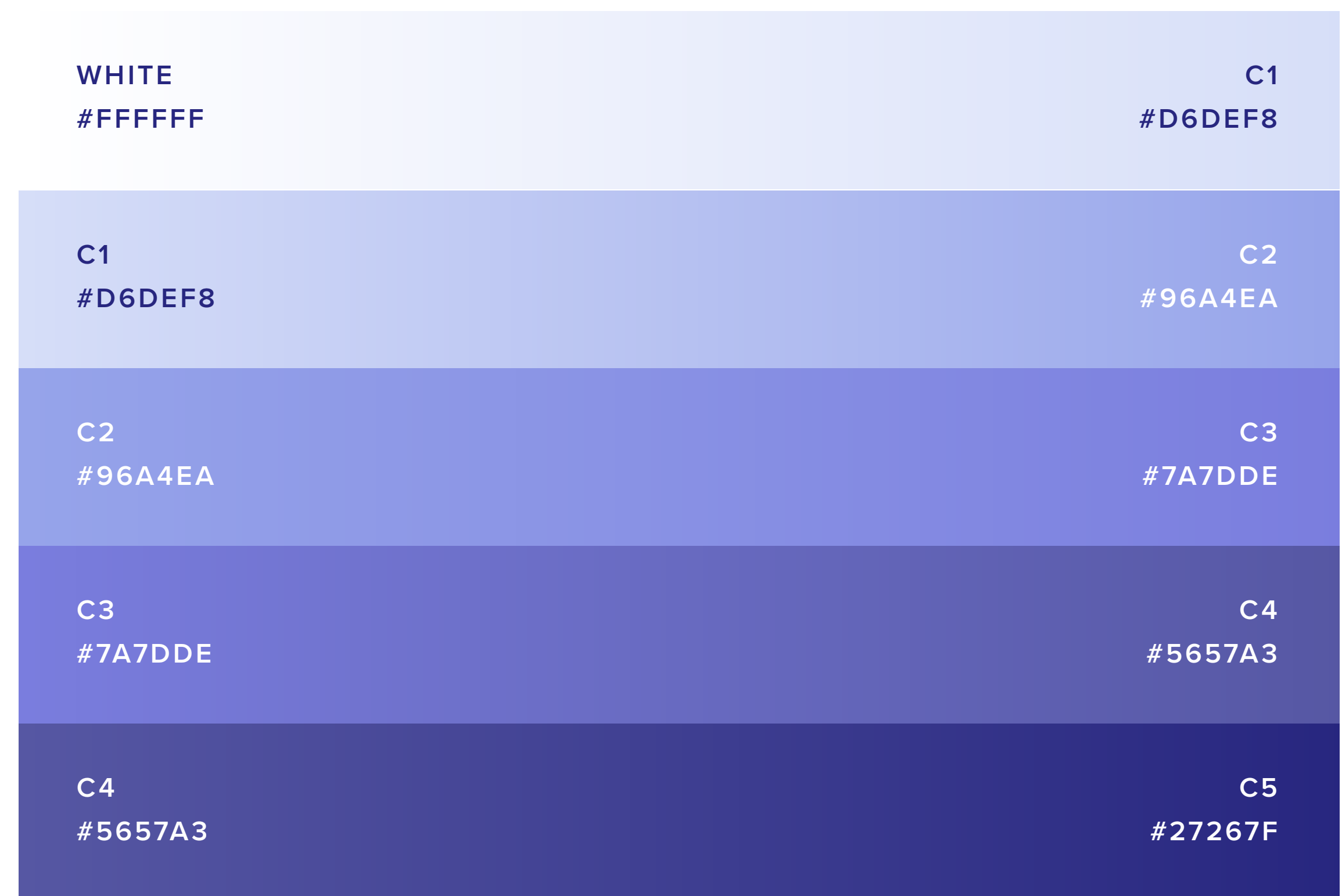
The use of two, separate spectrums (warm and cool) lend themselves to monochromatic color blending. Each gradient shown below is a systematic approach that blends two, neighboring colors—resulting in a smooth, subtle color shift that adds depth and dynamism to the identity.

The accent spectrum is also designed to be applied as a monochromatic blend, however, combines three colors (instead of two) into a single gradient. This accent palette is specifically used for calls-to-action and should not be used interchangeably with the warm or cool palettes.

### Warm Spectrum (W)



### Cool Spectrum (C)



### Accent Spectrum (A)





This document is owned and managed by the Corporate Marketing team. If you have any questions or considerations, please contact [brand@code42.com](mailto:brand@code42.com), or [#c42-brand](#) on Slack.