

# **Brand guidelines**

(web version)

# Contents

## Code Club

- 04. Our story
- 05. Code Club brand principles

## Our logo

- 08. Logos
- 10. Logo customisation
- 12. RPF Official Code Club logo
- 13. Clear space and minimum sizing
- 14. Logo application
- 15. Logo legibility

## Typography

- 18. Primary typeface
- 19. Secondary typeface
- 20. Headline setup
- 21. Playing with type
- 22. Type over imagery

## Colour

- 24. Our colour palette
- 25. Supporting colour palette
- 26. Colour combinations
- 27. Colour accessibility

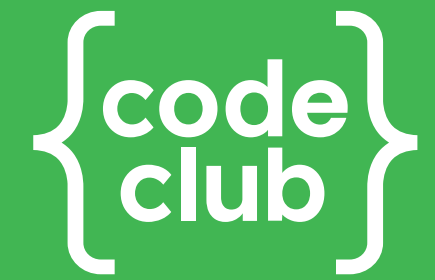
## Tone of voice

- 29. Promotional phrases

## Application examples

- 31. Physical swag
- 32. Posters
- 33. Banners

# 01. Code Club



- 04. Code Club story
- 05. Code Club principles

# Our story

## This is Code Club.

A global community of clubs where young people develop the skills and confidence to become digital tech creators.

We are one community, present around the world. We offer a space for everyone to learn, create, and develop a deeper understanding of the digital world.

Code Clubs give young people the skills they need to be creators and not just consumers. They support young people to be confident and proud as they grow to shape the world around them.

Code Clubs are always free to join. They cater for young people of all ages and experience levels.

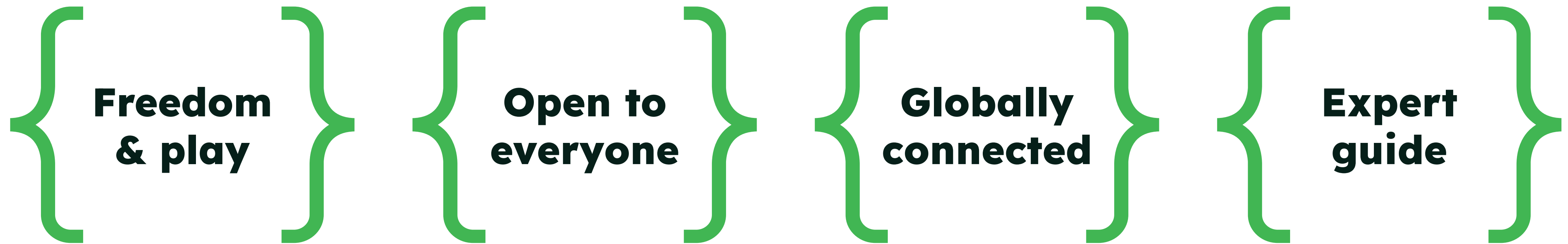
Code Clubs run in all sorts of places, including schools, libraries, office spaces, and community centres, to name just a few.

Clubs are run by leaders and mentors who volunteer their time, experience, and passion to inspire the next generation of creators.

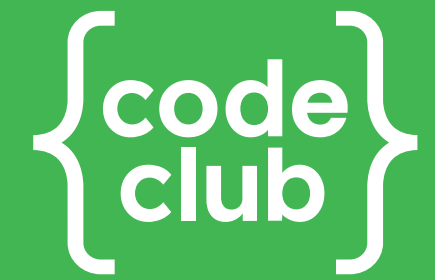
Mentors have a wide range of skills and backgrounds. They learn important skills while running club sessions. They're supported by world-leading tools and resources developed by experts at the Raspberry Pi Foundation.

**Wherever we are in the world, whatever we are doing,  
we want to inspire confidence.**

The Code Club brand is shaped by four principles that govern how we show up in the world:

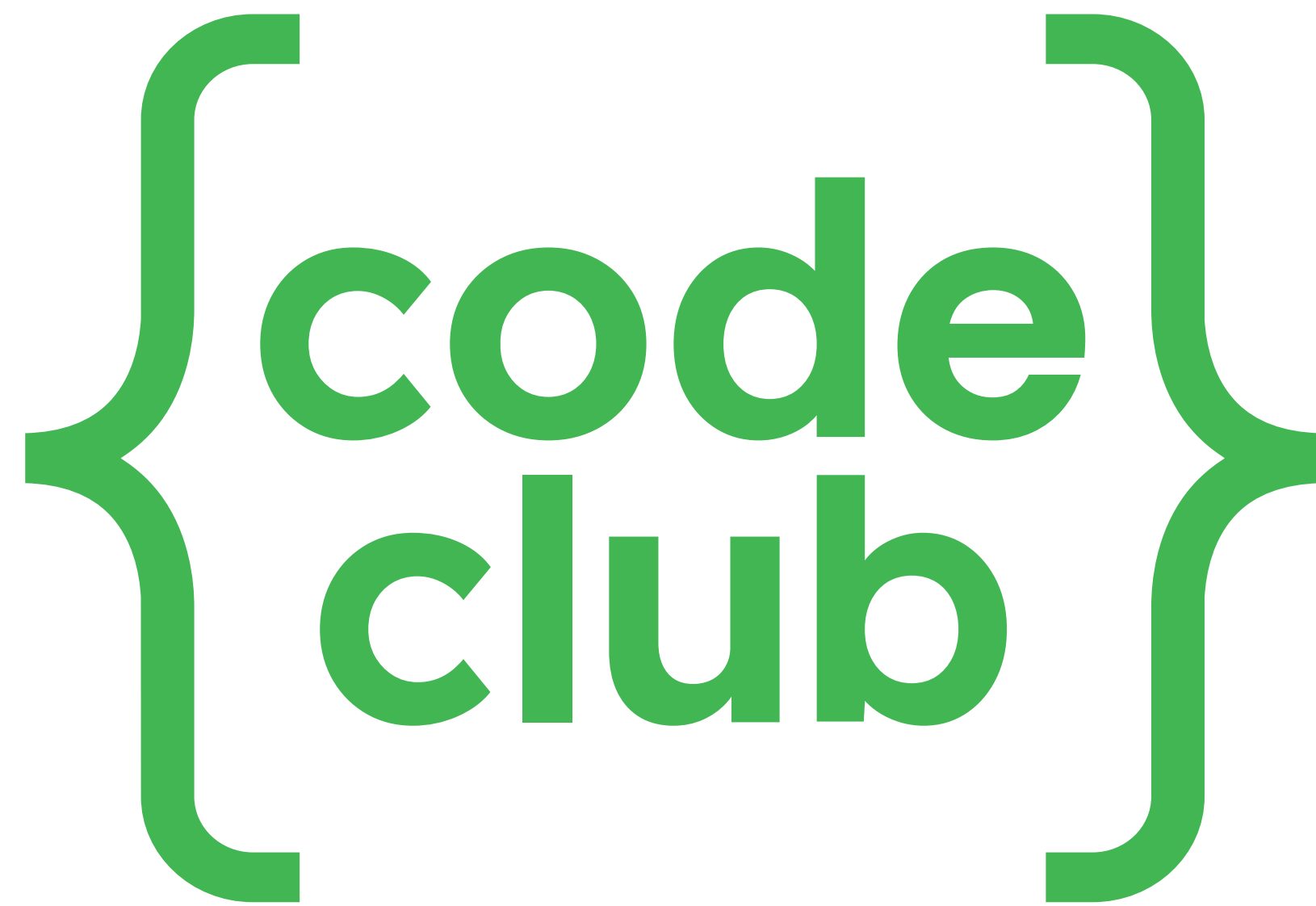


# 02. Logos



- 07. Primary logo
- 08. Our logos
- 10. Logo customisation
- 12. Raspberry Pi Foundation Official Code Club logo
- 13. Clear space and minimum sizing
- 14. Logo application
- 15. Logo legibility

# Primary logo



# Our logos

## Stacked and horizontal logos

The stacked logo is the preferred logo and should always be used where possible. A horizontal option has been provided for when there is not enough space to use the stacked version.

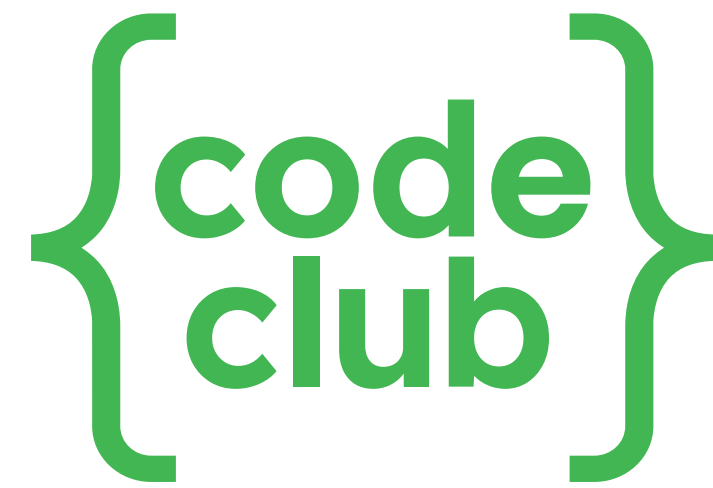
## Colour

Green is the preferred colour for the logo. Where legibility is an issue, black or white versions of the logo can be used. See page 16 for more information on using the logo on different-coloured backgrounds.



Please don't change the logo in any way. For example, don't edit the font, change the colour, or stretch the shape.

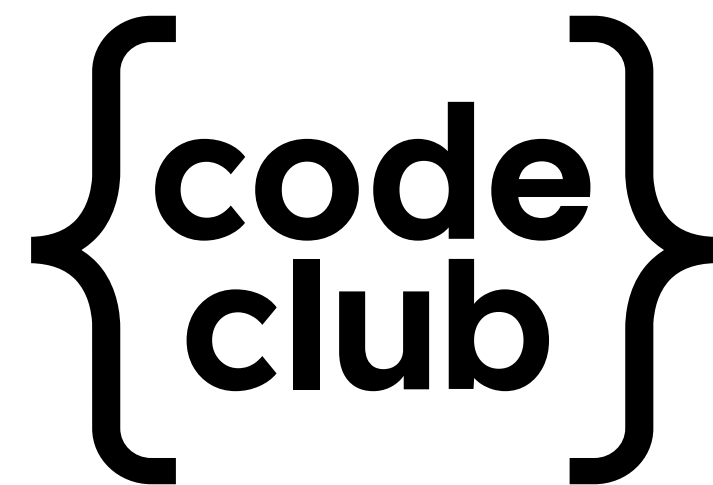
Primary logo: stacked



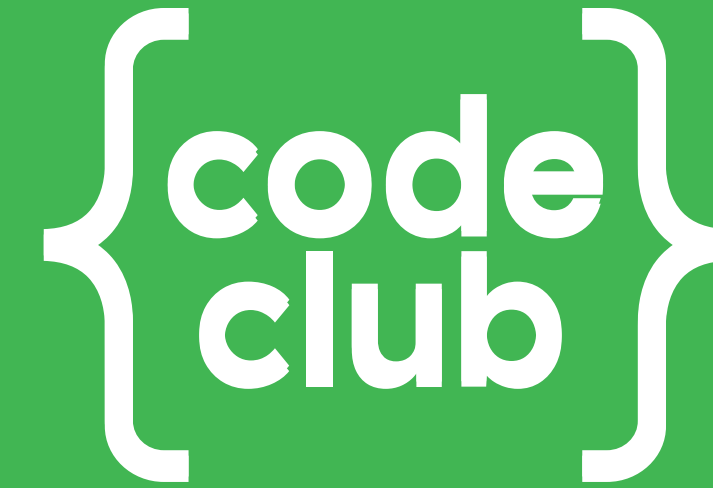
Secondary logo: horizontal



Mono logo: stacked



Primary logo, white: stacked



Secondary logo, white: horizontal



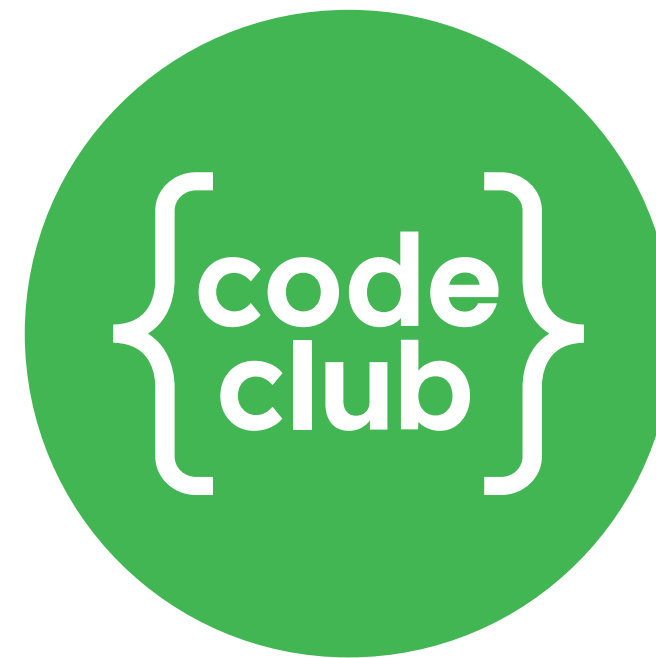
Mono logo: horizontal



# Our logos

From large printed banners to small social media icons, there are many different types of assets where the logo needs to be visible. To give some flexibility, you could use the logo in a circle, for example. This would work well as a social media profile picture.

Circle version



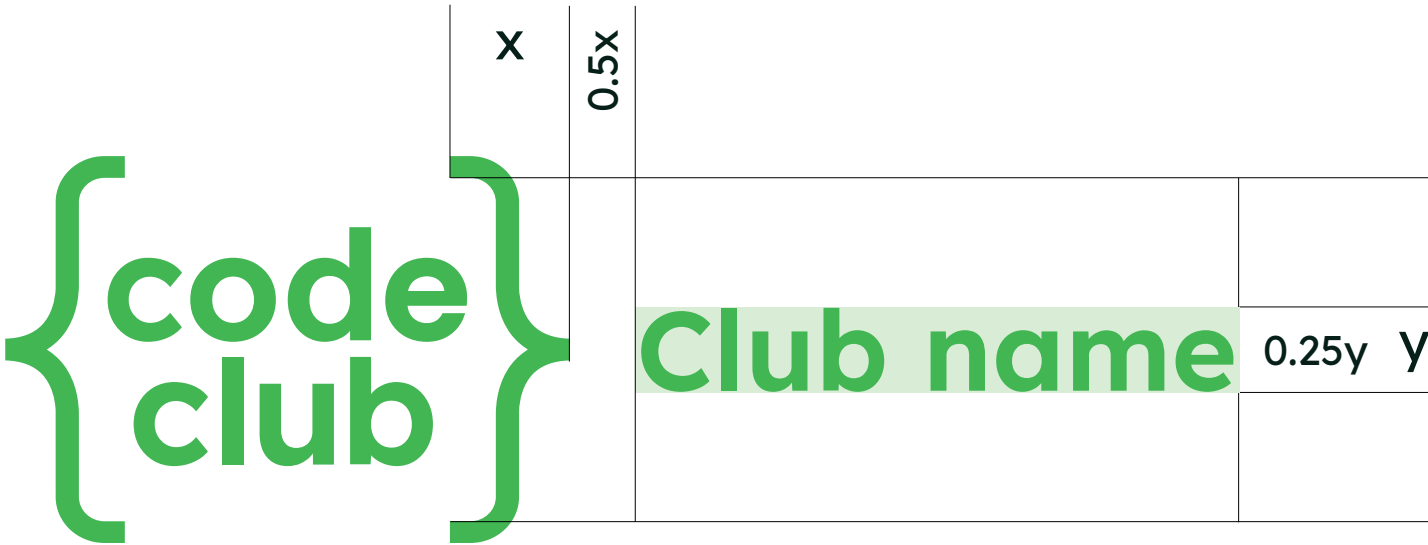
Please don't change the logo in any way. For example, don't edit the font, change the colour, or stretch the shape.



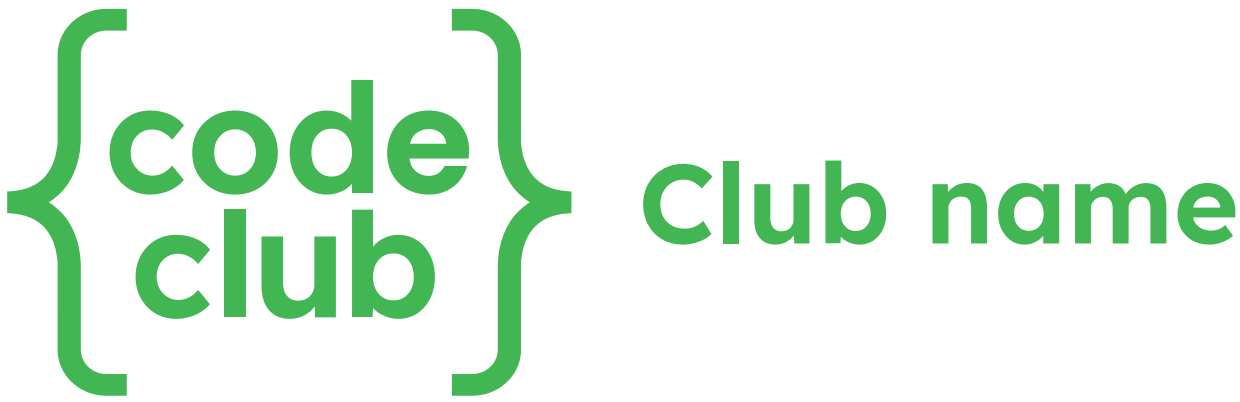
# Example of logo customisation for clubs

We know that it’s important for Code Clubs to be able to adapt the logo to add their club name or location. Whilst the Code Club logo itself (the words ‘code club’, the colour, and the brackets) must not be altered, you can, for example, add text to the side of the logo as shown here. For guidance on using coloured backgrounds, see page 16.

We are happy to help you create a logo for your club. Contact us at [marketing@raspberrypi.org](mailto:marketing@raspberrypi.org)



Location name over 1 line



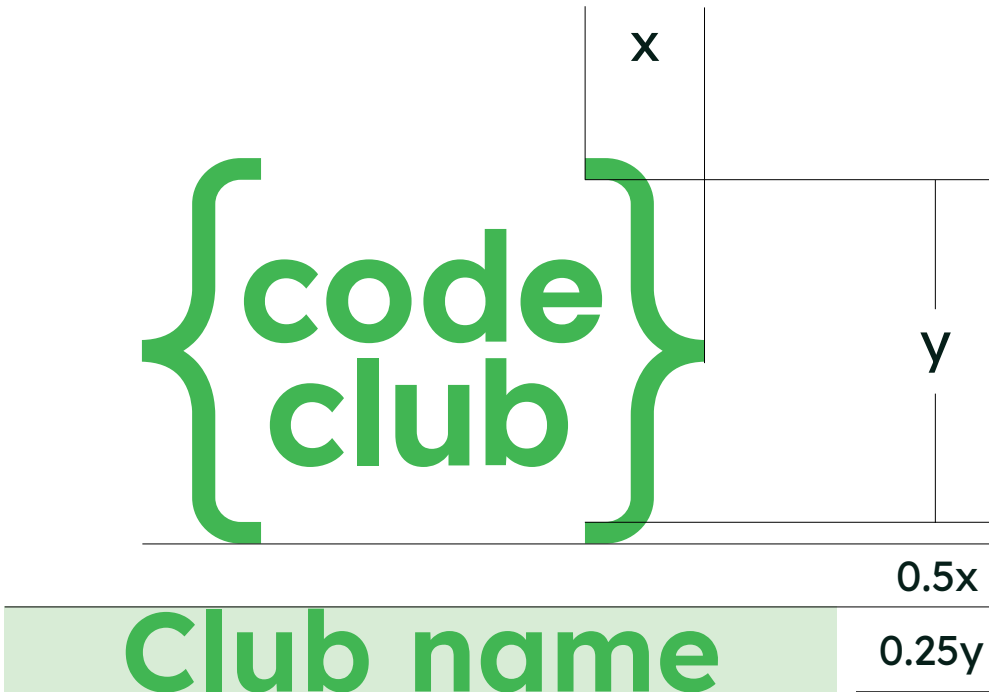
Location name over 2 or more lines



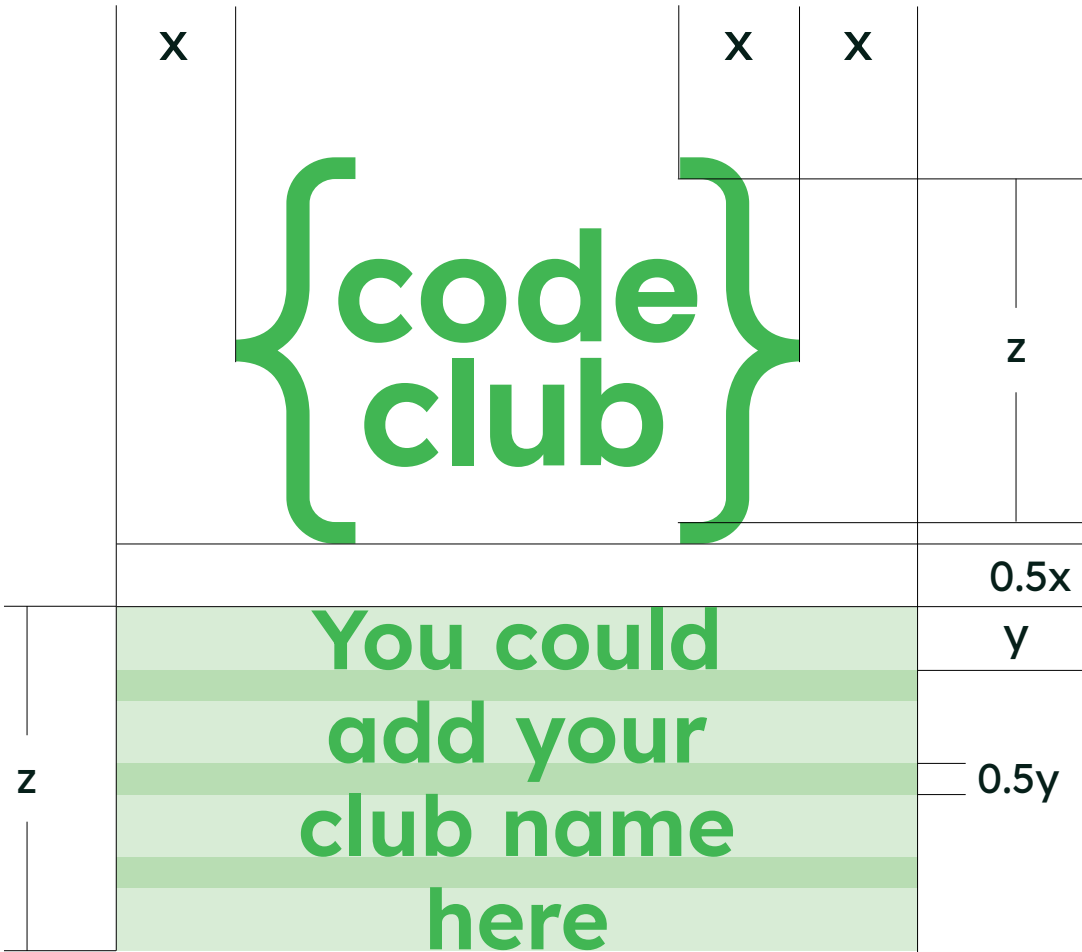
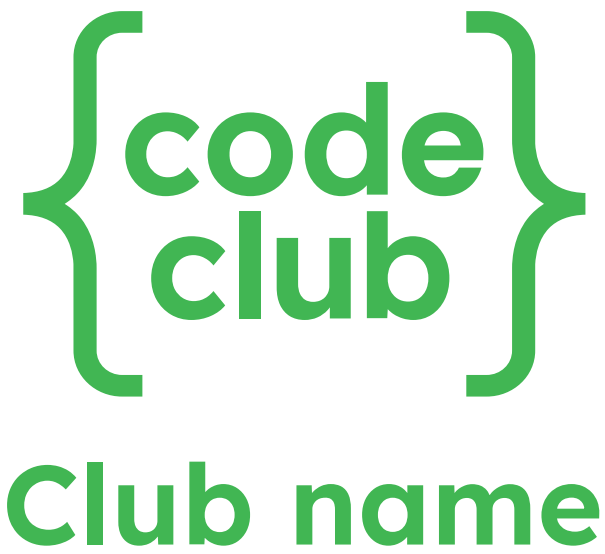
# Example of logo customisation for clubs

## Location stacked

If space is limited, you could place your name below the Code Club logo as shown here.



Location name over 1 line



Location name over 2 or more lines

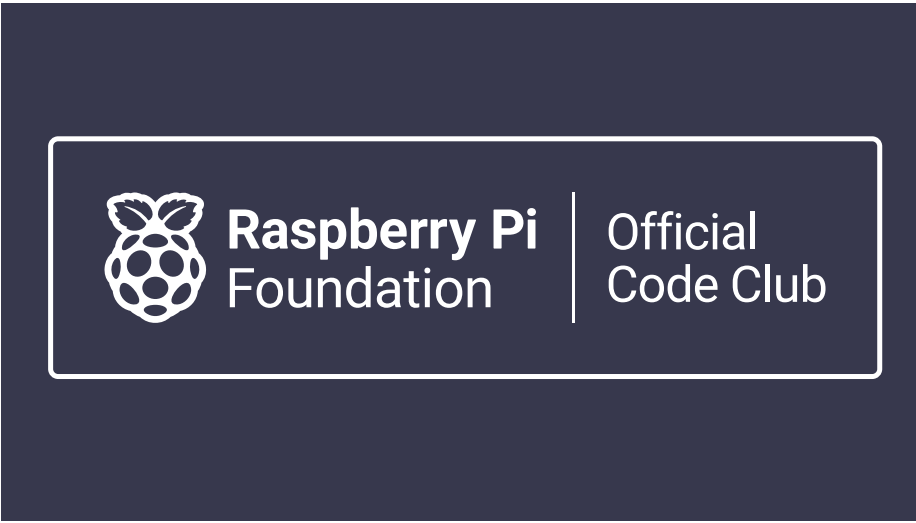


# Raspberry Pi Foundation Official Code Club logo

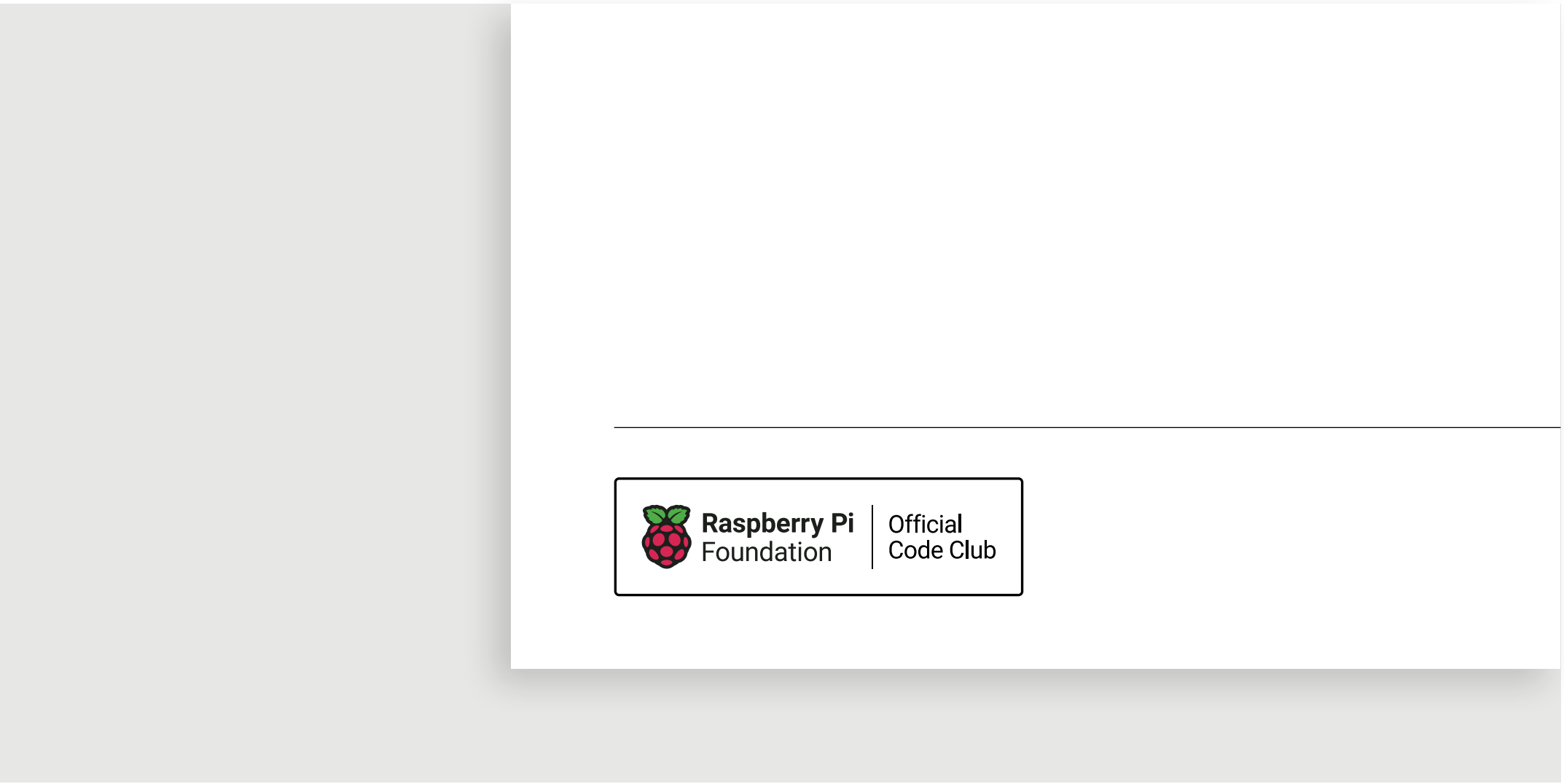
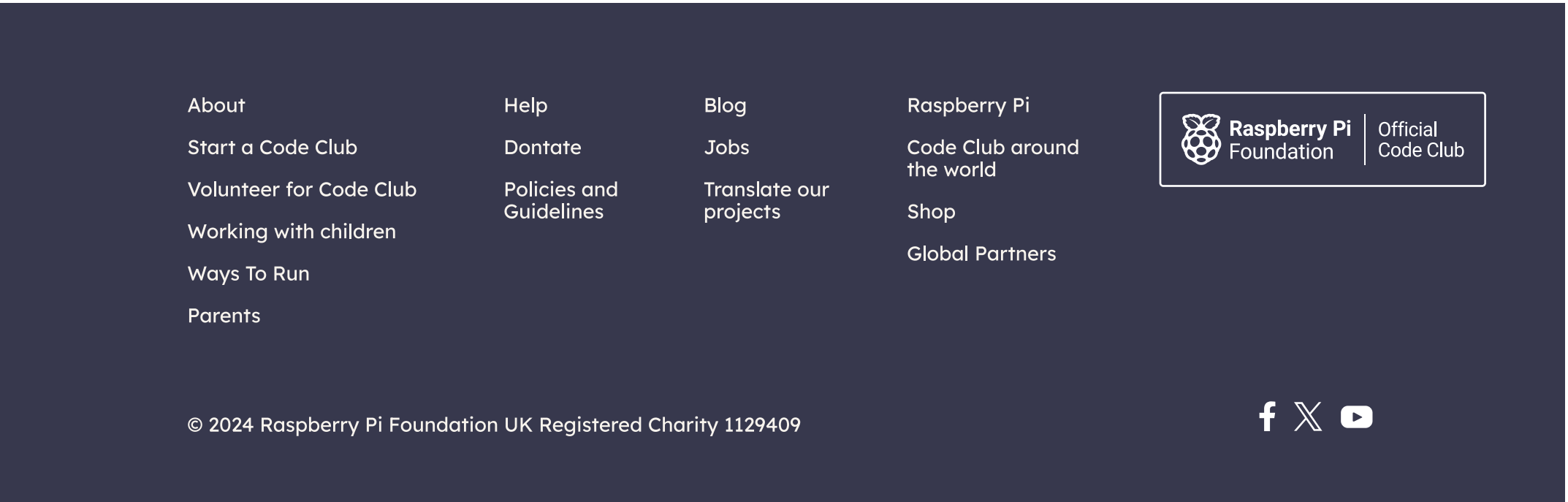
We know that some clubs may wish to highlight the link to the wider Raspberry Pi Foundation, so we’ve created a ‘Raspberry Pi Foundation Official Code Club’ logo for clubs to use if they would like to.



Dark version



Light version



Examples of logo usage

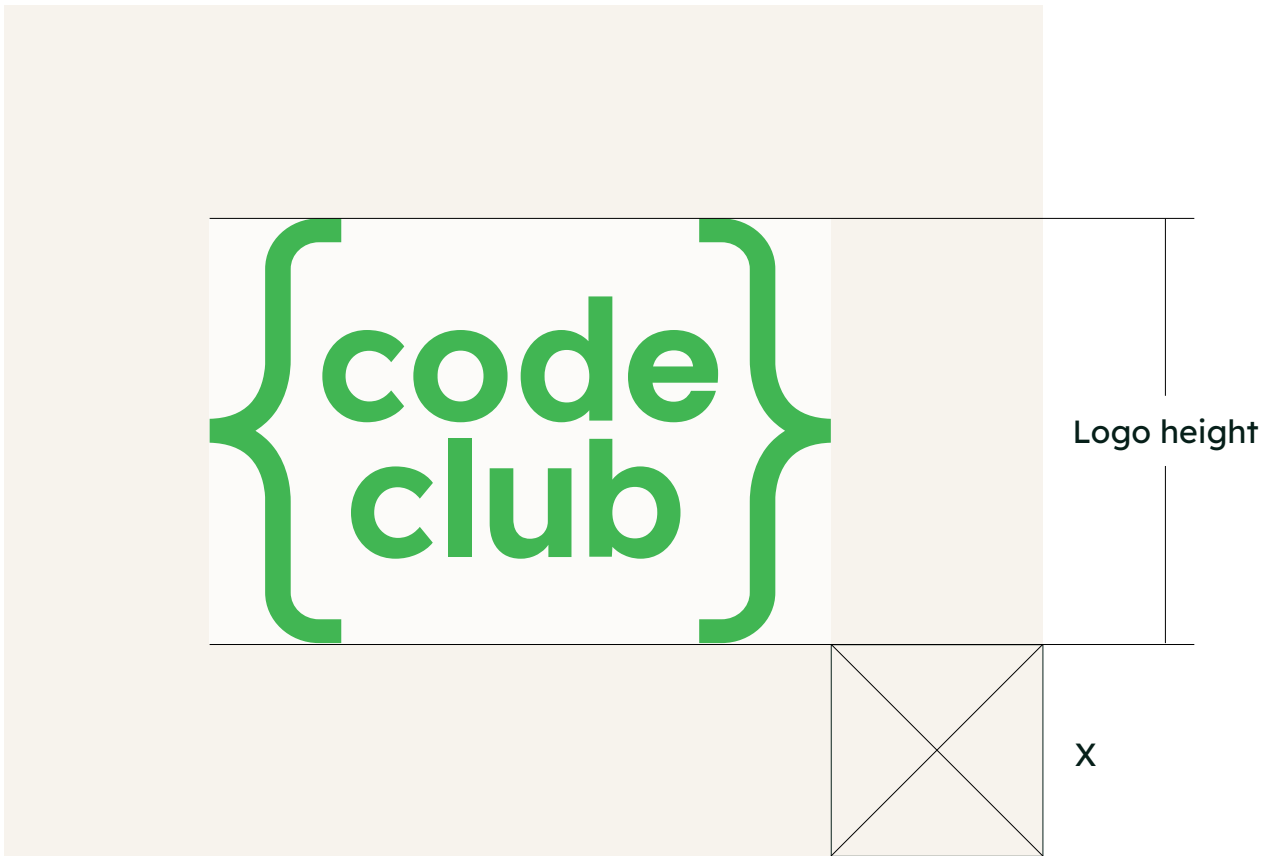
# Clear space and minimum sizing

## How to space the logo

To ensure the logo has enough space around it, we use a clear space area. For the stacked logo, this should be equal to 50% of the height of the logo. For the horizontal logo, it should be equal to 100% of the height of the logo. This applies evenly around the top, bottom, and sides.

## Minimum size

To ensure the logo is legible across both print and digital materials, we recommend a minimum size, measured by height. For the stacked logo, the minimum height is 12mm for print materials and 35px for digital materials. For the horizontal logo, the minimum height is 5mm for print materials and 20px for digital materials.



**Stacked logo:**  
x = 50% of the logo height



**Horizontal logo:**  
x = 100% of the logo height



**Stacked logo:**  
Digital: 35px in height  
Print: 12mm in height

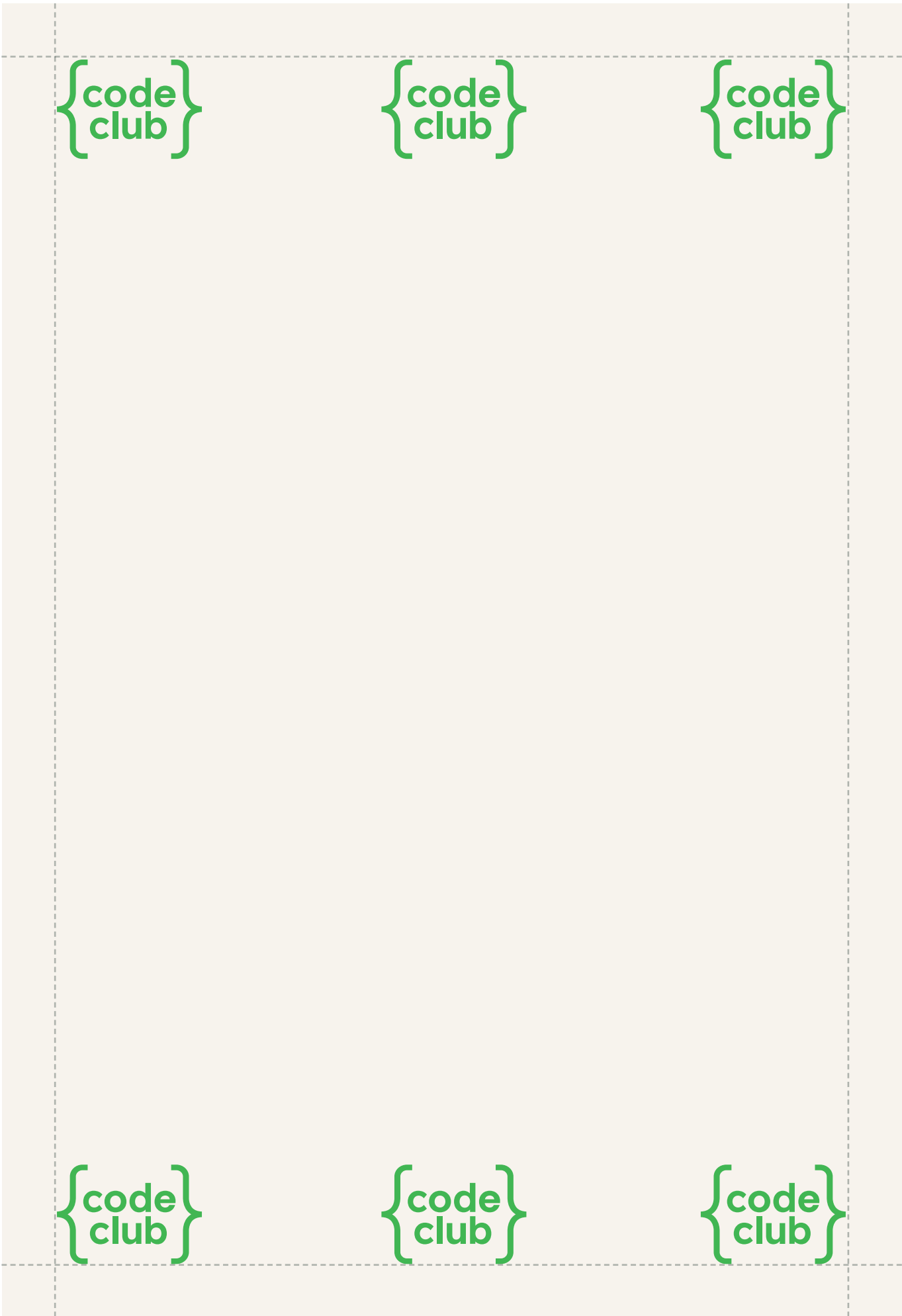


**Horizontal logo:**  
Digital: 20px in height  
Print: 5mm in height

# Logo application

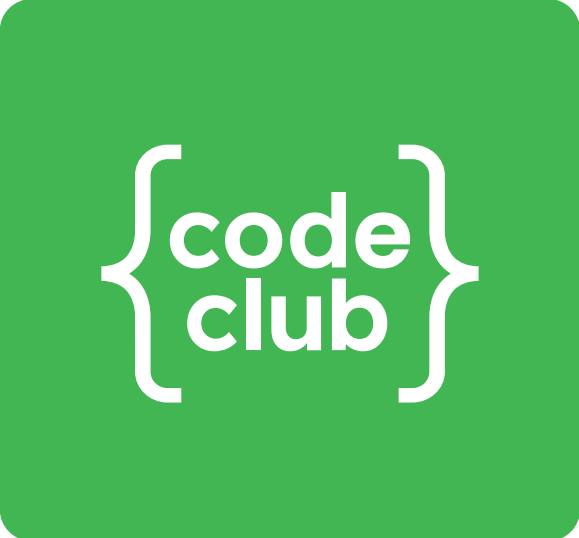
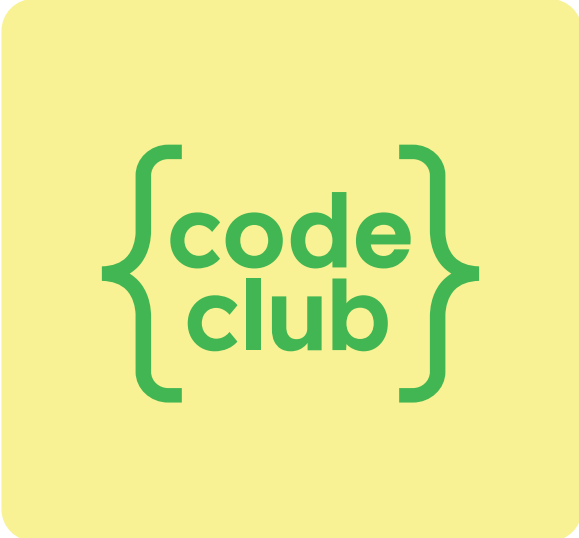
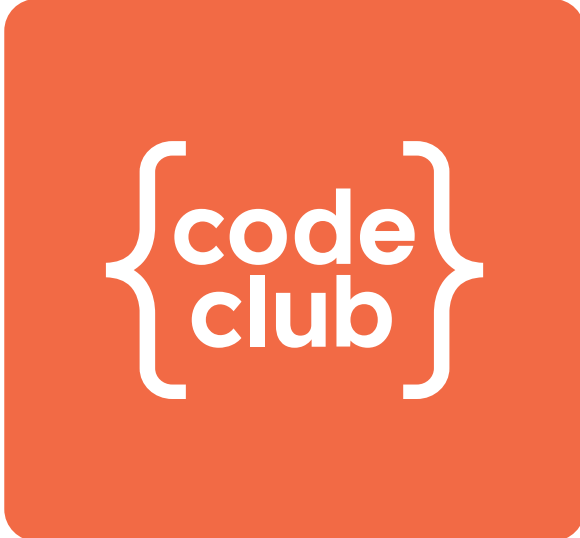
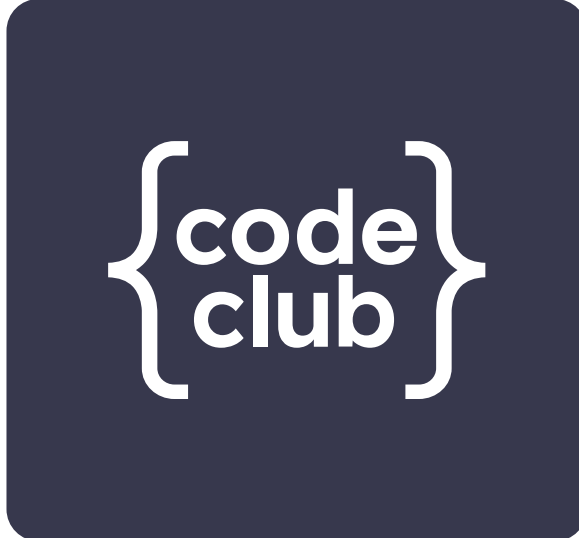
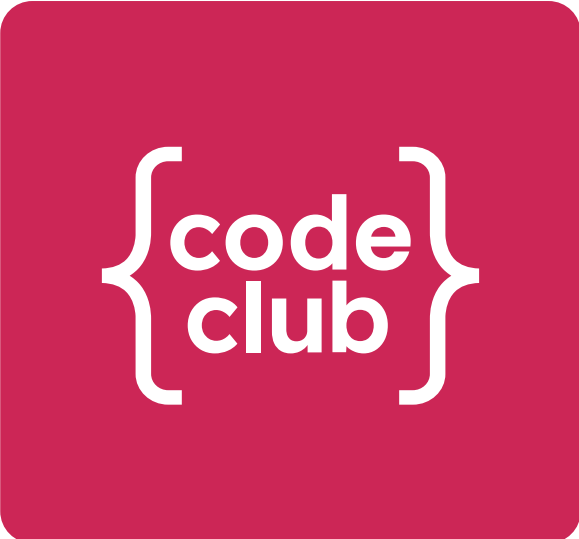
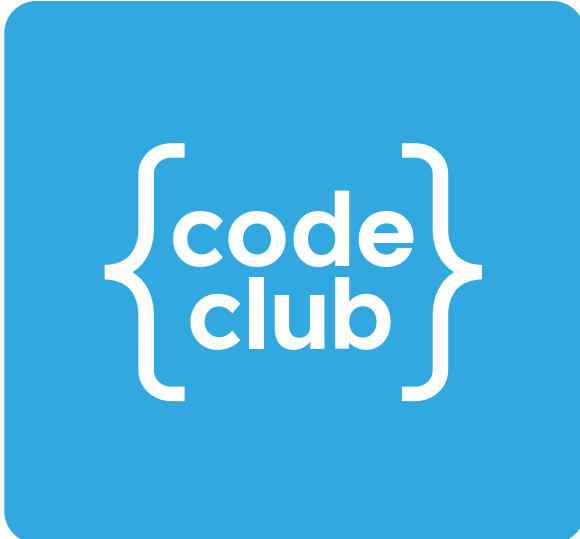
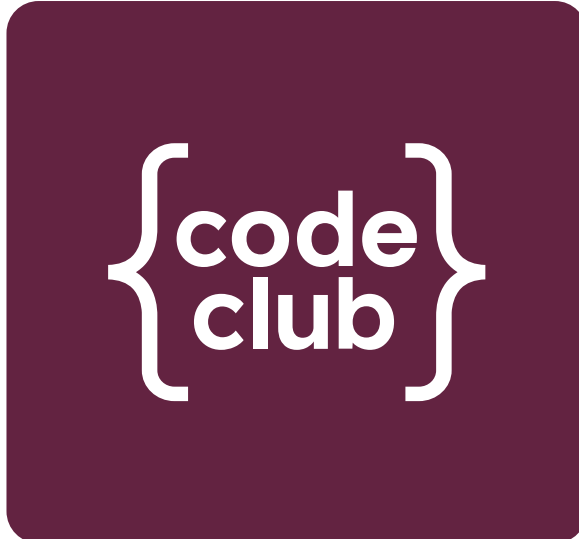
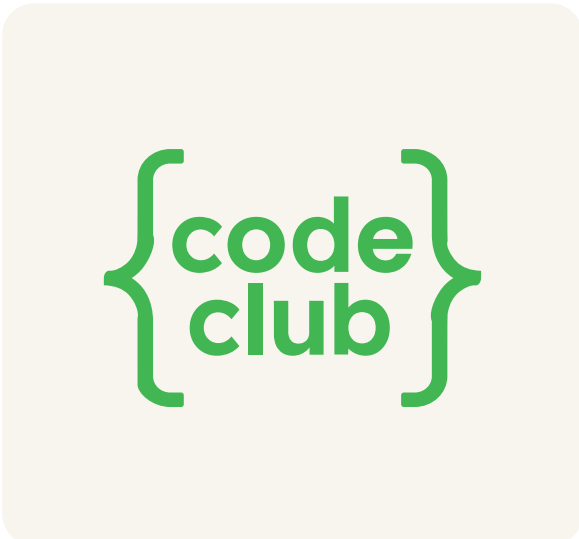
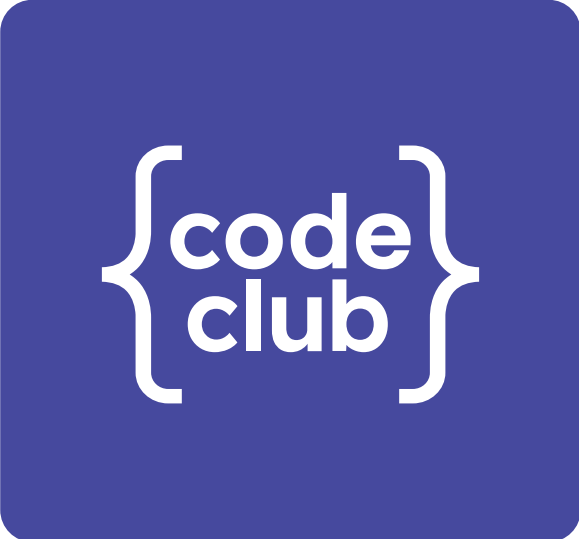
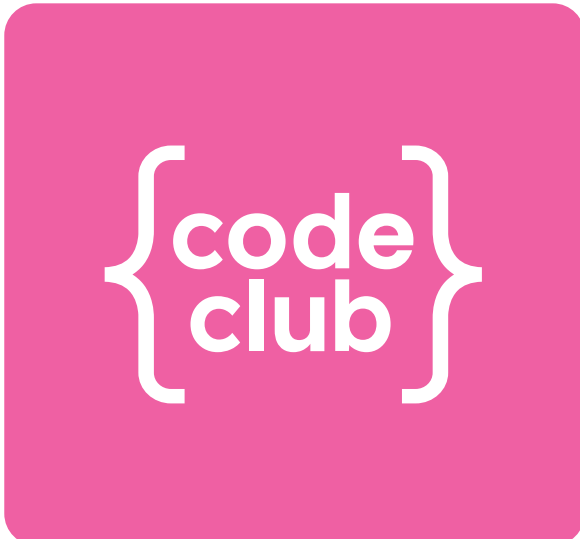
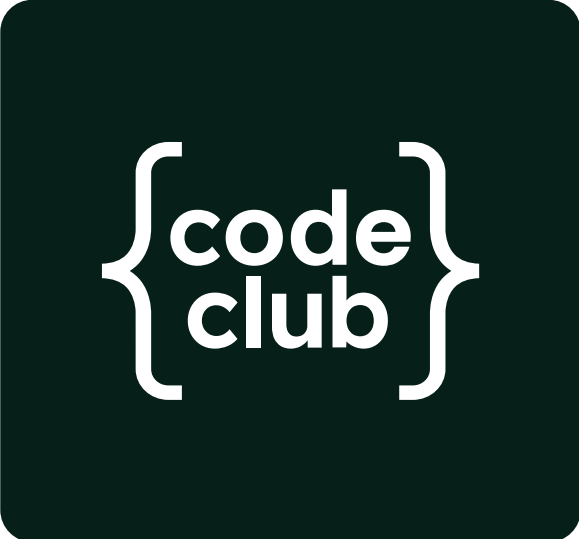
## Logo positioning

The logo can be placed in a corner or along an edge. Take care to balance the logo with headings, especially when the logo is centred.



# Logo legibility on coloured backgrounds

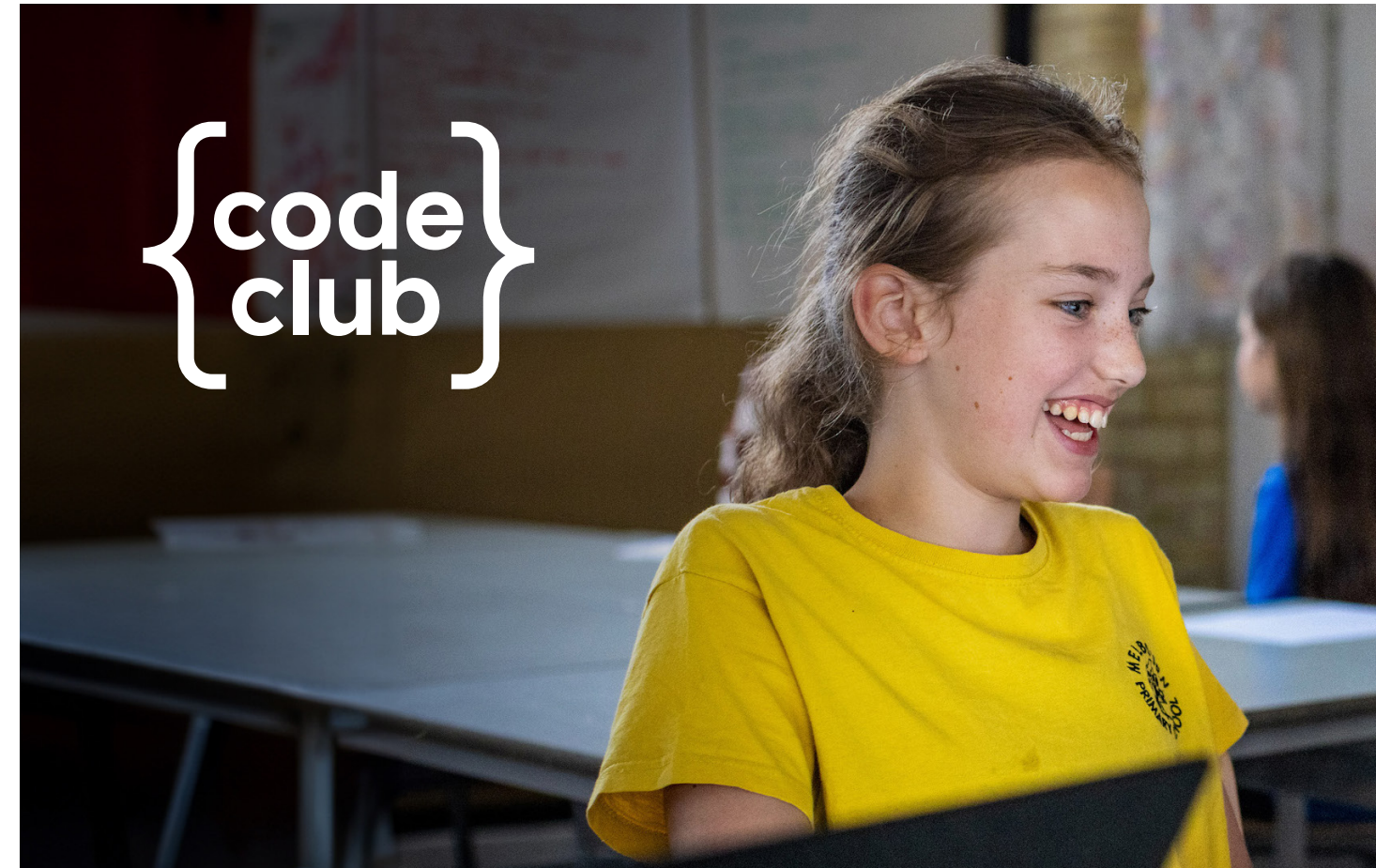
When placed on a coloured background, it is important that the logo is legible. The examples here give guidance on when to use the green or white logo over each of our brand colours. When thinking about using the logo on a coloured background, please be mindful of how the logo is being used and what size it is being displayed at.

Core Code Club green	Secondary colour palette	Bright	Dark
			
			
Core Code Club green — reverse			
			

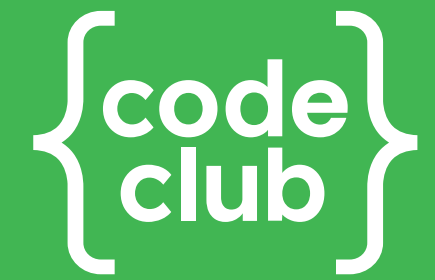
# Logo legibility on images

It's important that there is a high contrast between our logo and photography.

Here are examples showing high and low levels of contrast. If the contrast isn't strong enough, we recommend darkening part of the image. Do not apply a drop shadow to the logo.



# 03. Typography



- 18. Primary typeface
- 19. Secondary typeface
- 20. Headline setup
- 21. Playing with type
- 22. Type over imagery

# Primary typeface

Lexend is our main typeface for use across all of our communications.

We achieve hierarchy in our layouts by adjusting scale and weight.

# Lexend

A free, open-source typeface available from Google Fonts, developed specifically to improve reading proficiency

**Lexend ExtraBold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789!@£\$%^&\*()**

Lexend Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

 [You can download Lexend here.](#)

# Secondary typeface

Roboto can be used in instances where Lexend is not available or does not provide the correct characters for the language you are writing in.

# Roboto

A free, open-source typeface available from Google Fonts, which supports multiple languages

## Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()

## Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@£\$%^&\*()



[You can download Roboto here.](#)

# Headline setup

Headlines can be used in a variety of ways depending on the format. Headlines can be centred or left-aligned. Its position can be left, bottom left, or centred. Headlines are usually in sentence case.

A light beige rectangular box with a thin vertical dashed line on the left side. The headline text is left-aligned and positioned to the right of the dashed line.

Meet the next  
generation of  
tech creators

Left-aligned

A light beige rectangular box with a thin vertical dashed line on the right side. The headline text is centred and positioned to the left of the dashed line.

Meet the next  
generation of  
tech creators

Centred

A light beige rectangular box with thin vertical and horizontal dashed lines on the left and bottom. The headline text is positioned in the bottom-left corner, to the right of the vertical line and above the horizontal line.

Meet the next  
generation of  
tech creators

Bottom left

# Playing with type

In certain circumstances, we can alter the layout of the type to help make it more expressive and fun.

We can be playful with use of illustration and type, adjusting the scale, rotation, and colour of certain words.

Here we show an example of how this can be achieved.



# Type over imagery

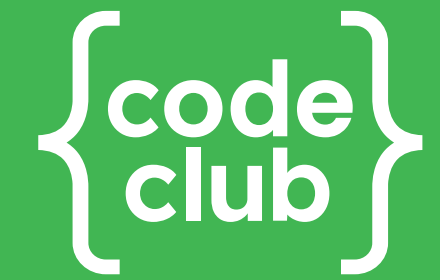
## How we use type and imagery together

We can combine our messaging and imagery in an interesting and engaging way. Always ensure there is enough contrast between the text and the image, and make sure the words are balanced. Use careful consideration when selecting a message.

If the image shows a person, it is important not to cover any part of the person's face when placing the text.



# 04. Colour



- 24. Our colour palette
- 25. Supporting colour palette
- 26. Colour combinations
- 27. Colour accessibility

# Our colour palette

## How we use colour

This is our primary and secondary palette for use in all of our communications.

Tints of these colours should never be used.

### Core Code Club green

#41b653

C 73  
M 0  
Y 93  
K 0

### Secondary colour palette

#da315f

C 10  
M 95  
Y 50  
K 0

#f8f294

C 4  
M 0  
Y 53  
K 0

#46499e

C 86  
M 84  
Y 0  
K 0

# Supporting colour palette

## Colours that work in harmony

Our supporting colour palette should be used alongside the Code Club green and secondary palette.

The supporting palette is made up of both bright and dark tones. These colours should be used to highlight information, visualise data, and support illustrations.

Where necessary, tints of 80%, 60%, 40%, and 20% of these colours can be used.

### Bright

#f26a45

C 0  
M 73  
Y 78  
K 0

#ef60a3

C 0  
M 78  
Y 0  
K 0

#31a9e0

C 69  
M 16  
Y 0  
K 0

#fedf00

C 2  
M 8  
Y 100  
K 0

#4aba7a

C 69  
M 0  
Y 71  
K 0

#f7f3ed

C 2  
M 3  
Y 5  
K 0

### Dark

#37384d

C 79  
M 73  
Y 46  
K 41

#061719

C 82  
M 58  
Y 70  
K 78

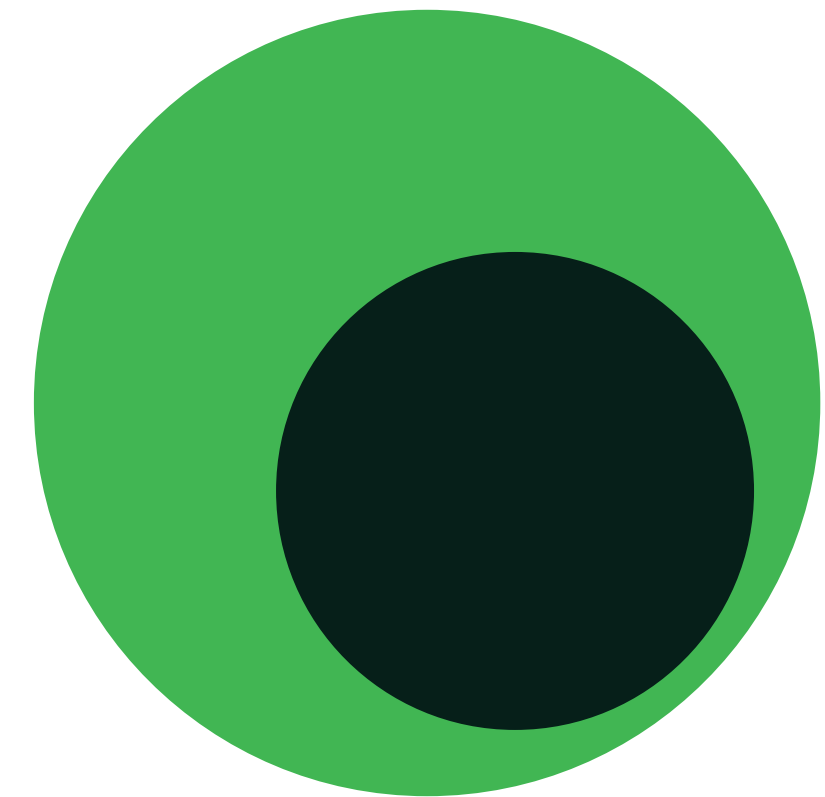
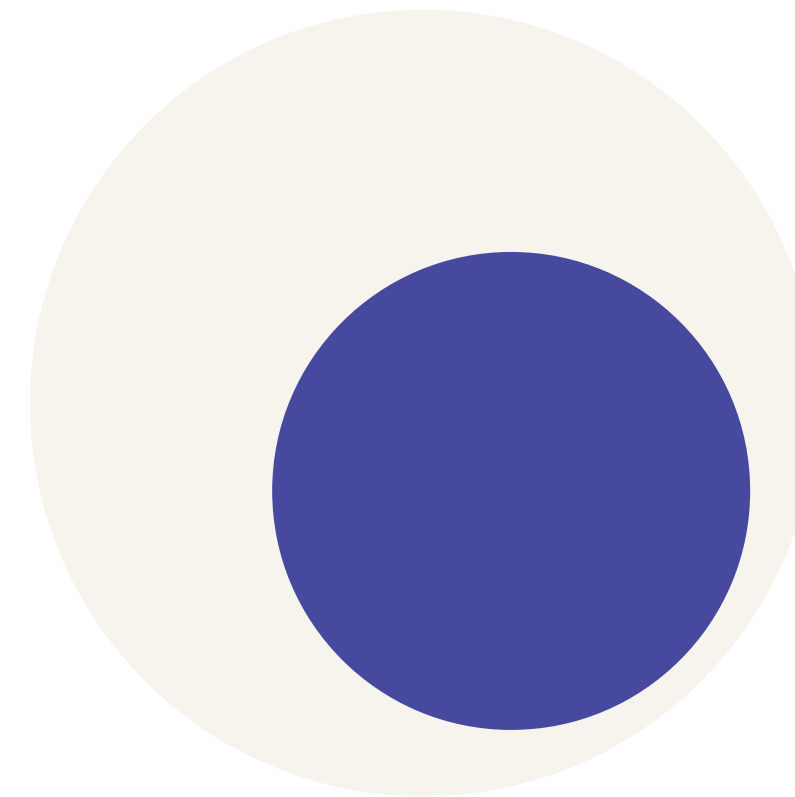
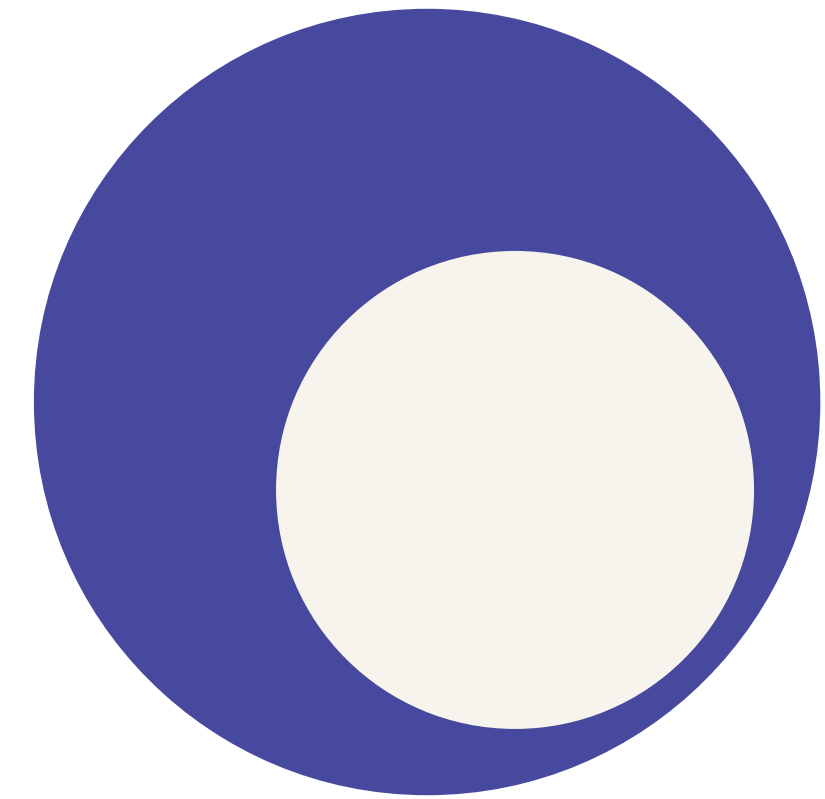
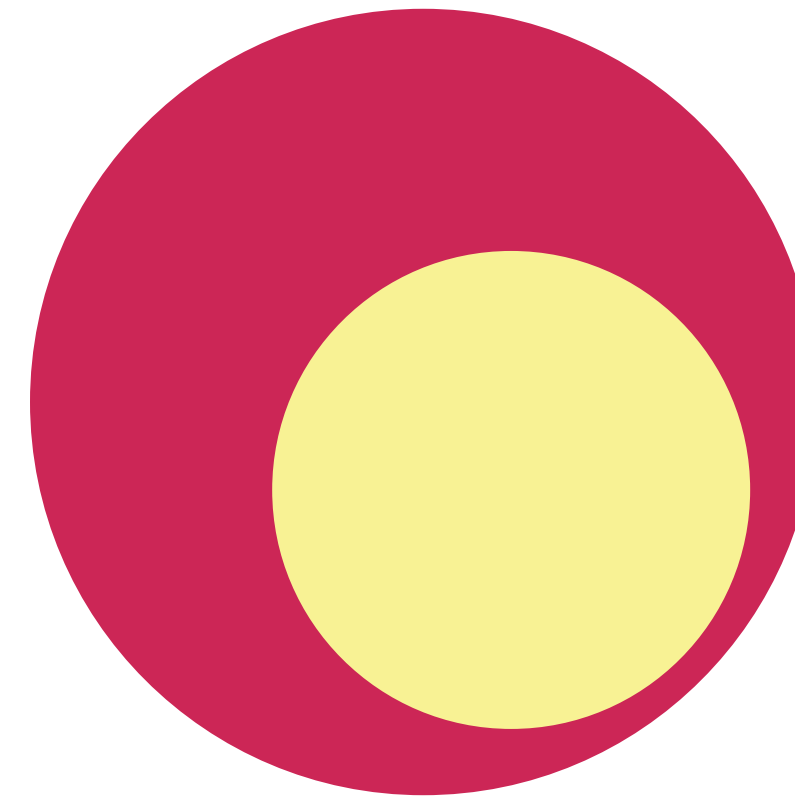
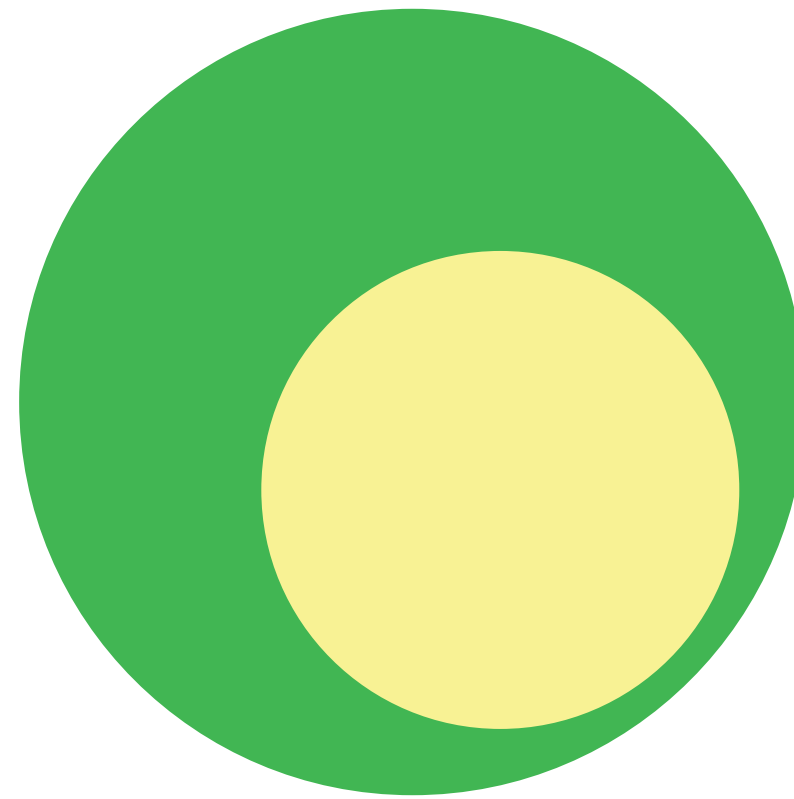
#632341

C 48  
M 91  
Y 49  
K 41

# Colour combinations

## Colours that work in harmony

There are certain colours from our palette that work particularly well together. We have given some examples here. We try to use these combinations as much as possible in our communications.



# Colour accessibility

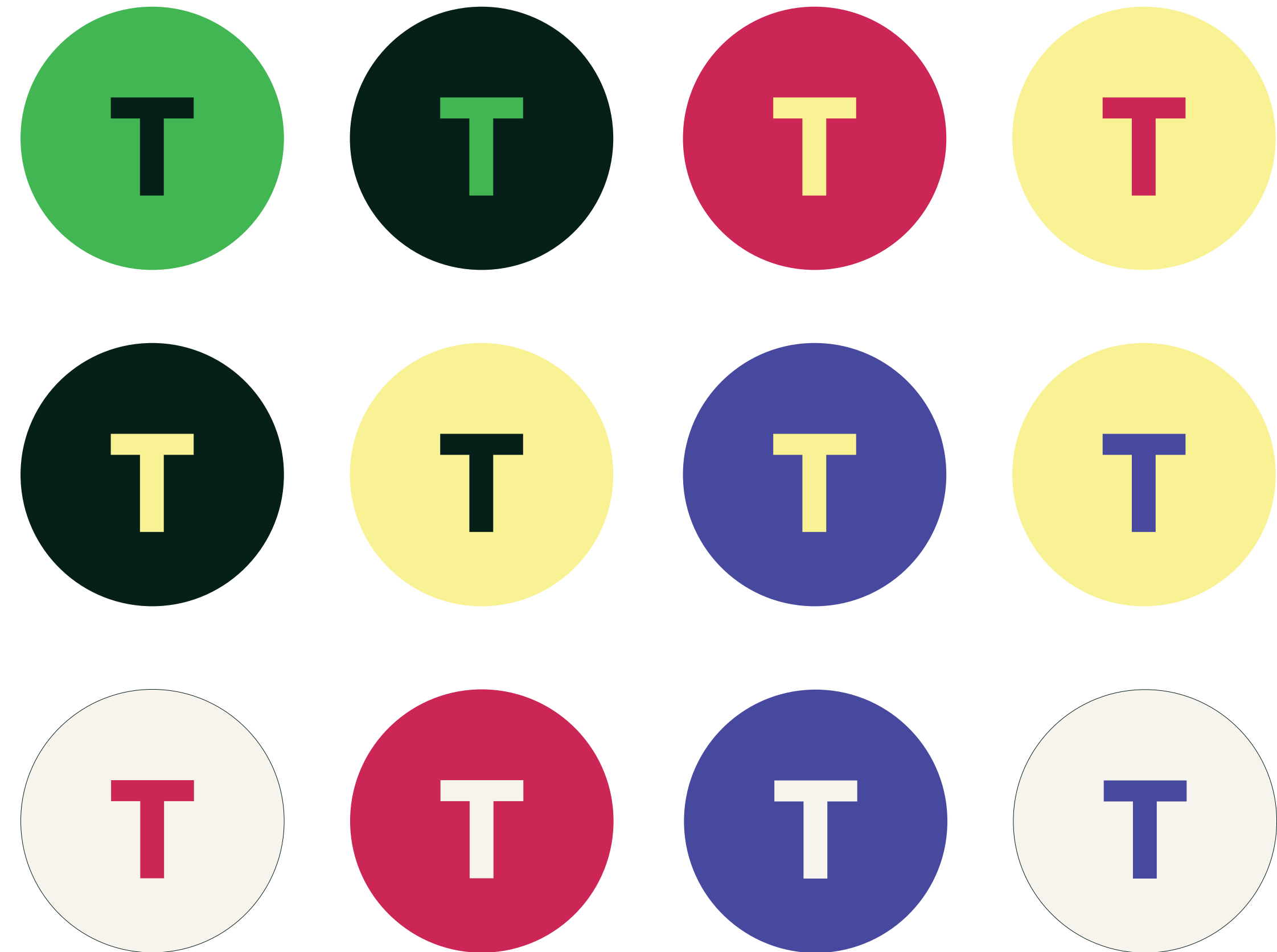
## Accessible colour combinations for text and backgrounds

Our palette is designed to achieve WCAG Level AAA accessibility online wherever possible.

The examples opposite demonstrate the recommended colour combinations for headline legibility on coloured backgrounds.

For the best possible legibility, these combinations should only be used for type sizes above 24pt.

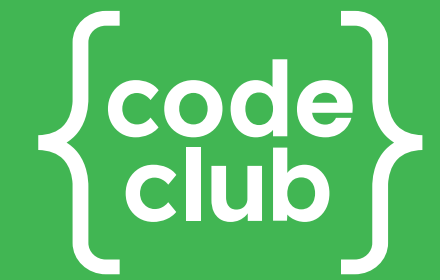
Please note that these are the preferred colour combinations and not an exhaustive list. Other combinations should be passed through an online contrast checker prior to use.



### Important note:

In line with WCAG Contrast (Enhanced) Level AAA guidance, the Code Club logo is exempt from colour contrast requirements, so we can use the white version of the logo on a core Code Club green background.

# 05. Tone of voice



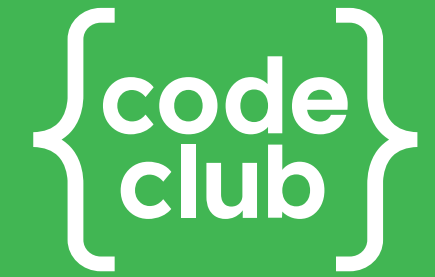
29. Promotional phrases

# Promotional phrases

When we create promotional assets such as stickers, postcards, or pop-up banners, we like to use appealing phrases that resonate with our different audiences. We have listed a few examples here that can be used across different assets.

- **Be cool**
- **One rule, be cool**
- **Meet the next generation of tech creators**
- **Make your ideas**
- **Code Club is for everyone**
- **Anyone can code**
- **I/we made this**
- **We shape the world with code**
- **Join the club**
- **One club, everyone's welcome**

# 06. Application examples



- 31. Physical swag
- 32. Posters
- 33. Banners

# Physical swag



Tote bag



T-shirt, front



T-shirt, back

# Posters

# Come to code Club

## Would you like to learn how to make your ideas?

At Code Club, you can learn how to make **cool games**, **animations**, and **websites** too!

**Code Club takes place here on:**

Day:

Time:

Contact:

[codeclub.org](#)

Code Club is part of the Raspberry Pi Foundation (UK charity no. 1129409) and Raspberry Pi Foundation North America, Inc (a 501(c)(3) nonprofit)

# Come to Code Club

## Would you like to learn how to make your ideas?

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Day:

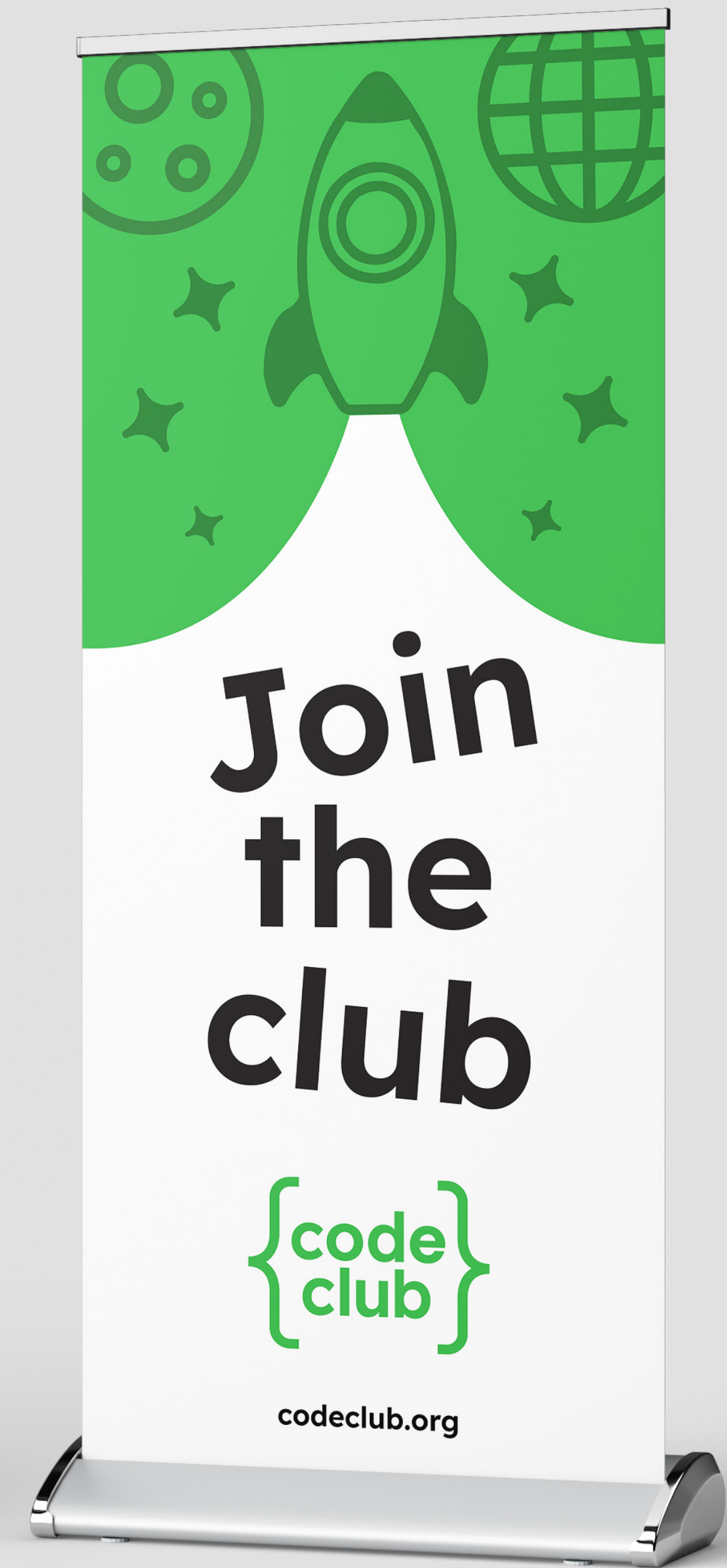
Time:

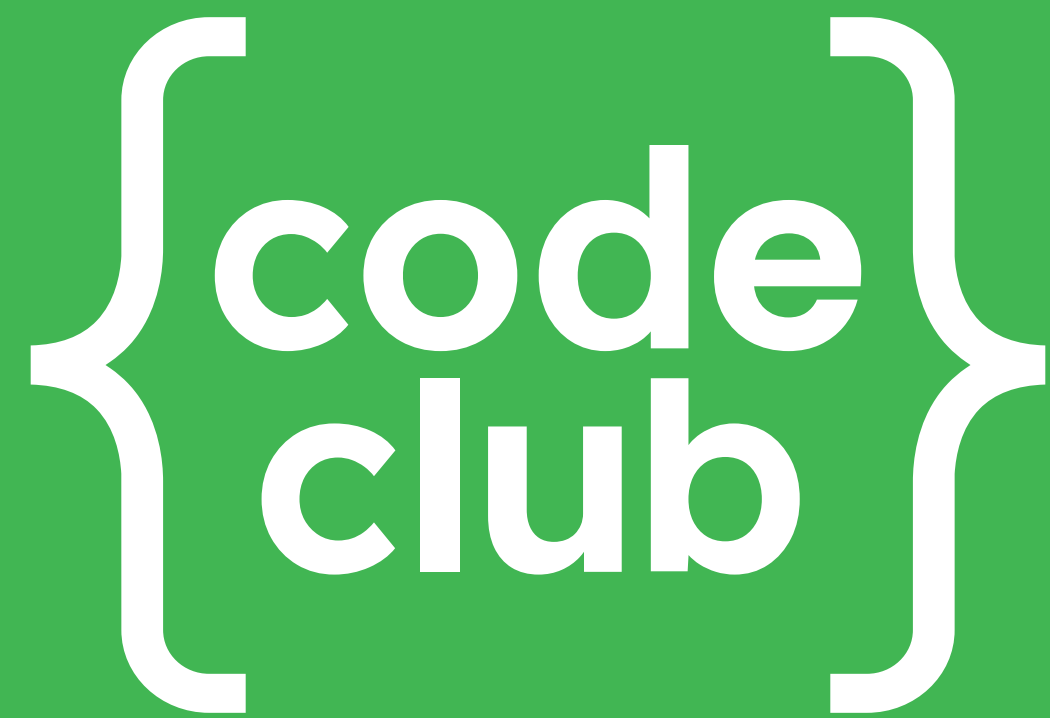
Contact:

[codeclub.org](#)

Code Club is part of the Raspberry Pi Foundation (UK charity no. 1129409) and Raspberry Pi Foundation North America, Inc (a 501(c)(3) nonprofit)

# Banners





**For further information, please contact [marketing@raspberrypi.org](mailto:marketing@raspberrypi.org)**