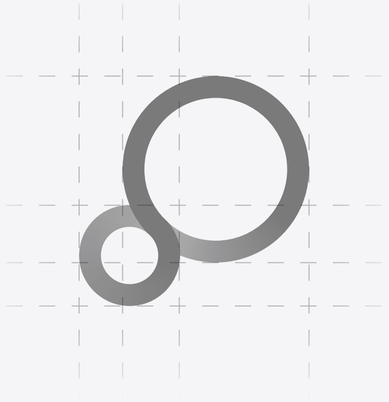
CODIAY

Branding Guidelines

Innovation

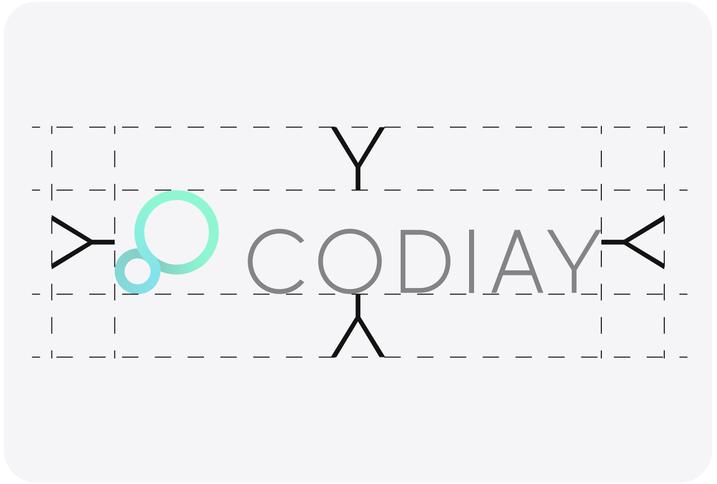
Infinity



Our logo embodies our core values of innovation and growth through its carefully constructed design.

At its heart, we feature a radiant lightbulb, symbolizing the brilliance of our ideas and the constant pursuit of innovation that drives our organization. Surrounding this luminous core, the infinity symbol gracefully extends, representing our unwavering commitment to continuous growth and the limitless possibilities that lie ahead.

This fusion of the lightbulb and infinity symbol not only serves as a visual representation of our brand but also encapsulates our vision to illuminate new pathways and foster perpetual development in all that we do.



To ensure prominence and legibility, the logo is always surrounded by an area of clear space which remains free of other design elements, such as type and other logos. This is also the minimum distance the logotype can be placed from the edges of the page. **The construction of the exclusion zone is based on the height of a single letter from the logo.**

The minimum size is defined by the hight of the logo. To ensure maximum clarity the minimum size is 12mm (hight) when used for print and 35px (hight) when used for digital.

Primary

#28fbae

#1ee7c7

#15cfe3

Accent

#07484f

#131313

#f5f5f7

Use these color proportions in any layout or collateral design. Text should always be set in light black (#1313131) or white.

Accent colors are to be used only when additional colours are required.

Dark White (#f5f5f7) shall be used as the main background for element boxes.

MADE TOMMY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

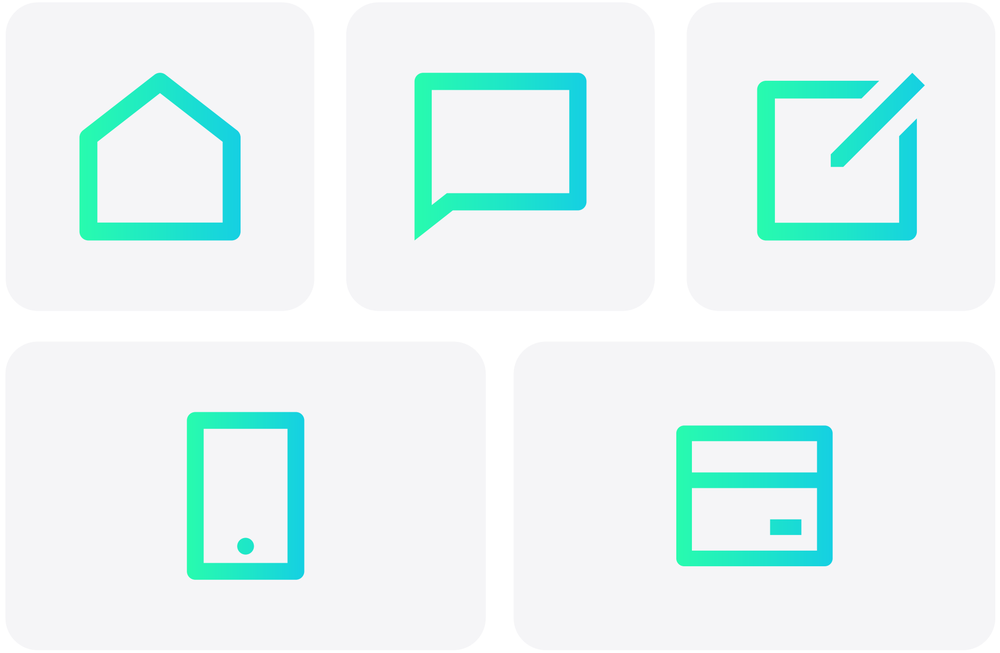
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Codiay typeface is **MADE TOMMY**.

Headings should appear in **Medium** thickness, body text should appear in **Light** thickness.

Incase editing documents on Google Applications (Sheets, Slides, Docs) – **replace MADE TOMMY with Montserrat**.



Icons shall be outline style

Icons are used across different brand touchpoints from marketing, websites to mobile apps.

The MESA icon library is **Remix Icons**

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