

BRAND GUIDELINES.

1.0 ————— VERSION



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01

Foundation

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What We Are

CodeCraftGraphics is an innovative online platform offering a comprehensive range of services encompassing web and Android development (Code), strategic marketing (Craft), and creative graphic designing (Graphics). Our mission is to deliver high-quality digital solutions that drive success and growth for businesses of all sizes.

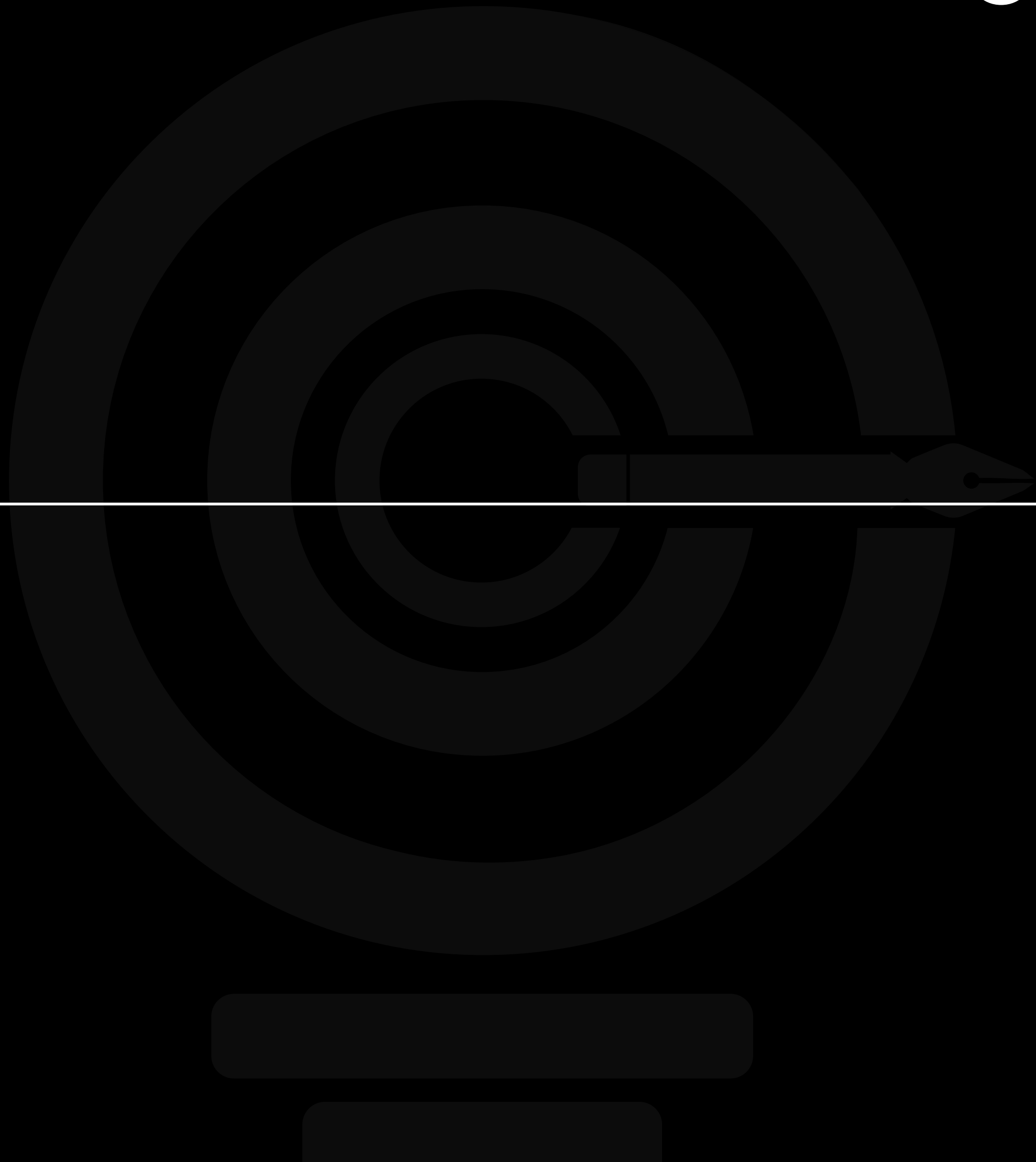
Mission

Our mission is to empower businesses by providing cutting-edge development, strategic marketing, and captivating design solutions, fostering innovation, and driving success through our integrated services.



Vision

Our vision is to become a global leader in digital solutions, renowned for our creativity, innovation, and excellence. We aim to continually evolve and expand our services, setting new standards in the industry while fostering a collaborative and inclusive environment for both our clients and team.



Value of brand

01 Innovation:

We constantly strive to bring fresh ideas and creative solutions to the table.

02 Quality:

We are committed to delivering top-notch services that exceed client expectations.

03 Collaboration:

We believe in working closely with our clients to achieve their goals.

04 Integrity:

We uphold honesty and transparency in all our dealings.

05 Customer Satisfaction:

We prioritize our clients' needs and work diligently to ensure their success.

Target Audience

Our target audience includes startups, small to medium-sized enterprises, and large corporations seeking innovative digital solutions in web and mobile development, marketing strategies, and graphic design. We cater to businesses across various industries, including technology, retail, healthcare, education, and more.

Brand Essence

**Innovative, reliable partners
committed to client success
through cutting-edge solutions.**



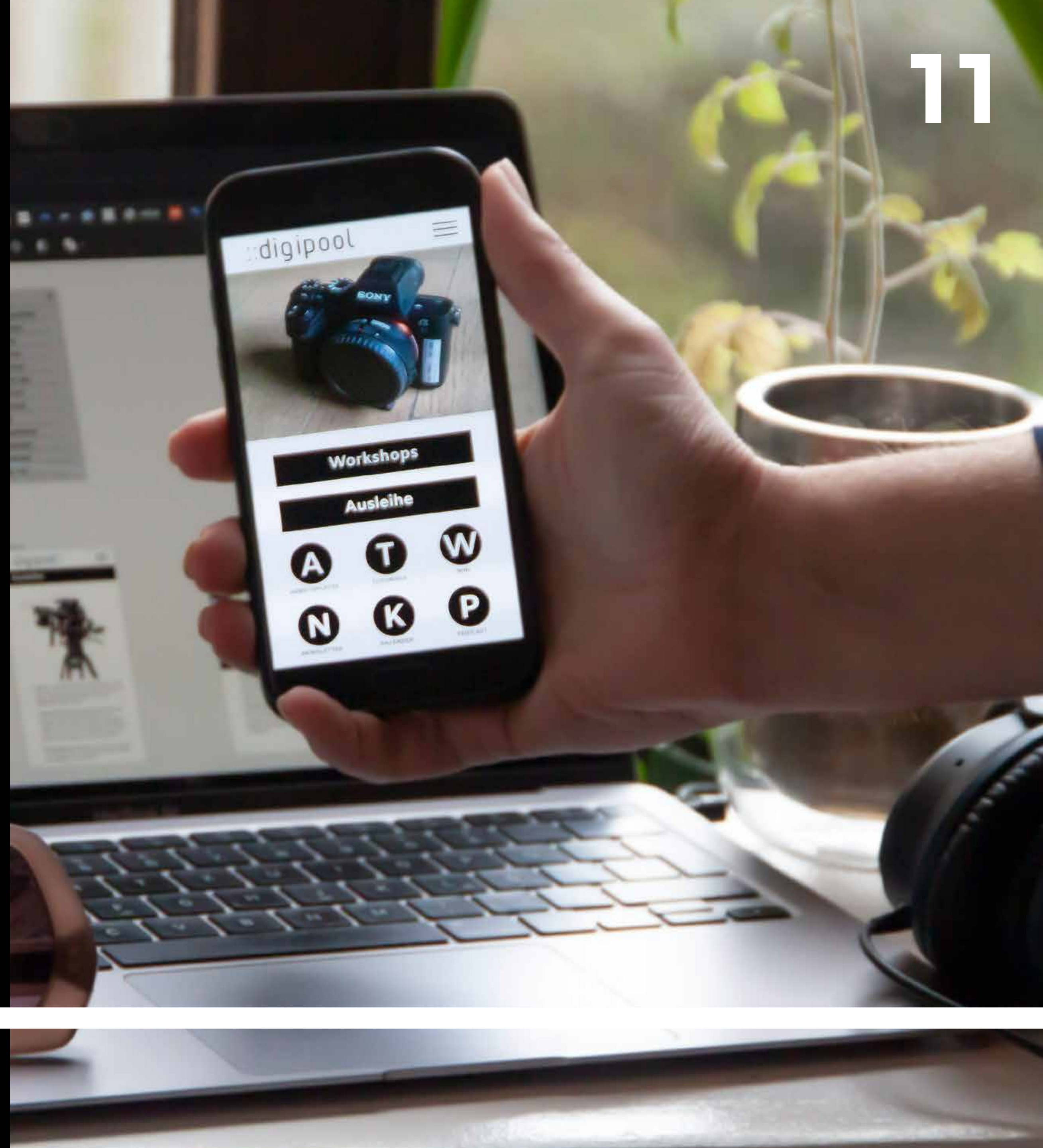
Brand Promise

Delivering tailored, high-quality digital solutions that drive business growth.



Brand Persona

Dynamic, approachable experts
passionate about problem-solving.



Tone of Voice

**Clear, confident, and warmly
engaging communicators.**



02

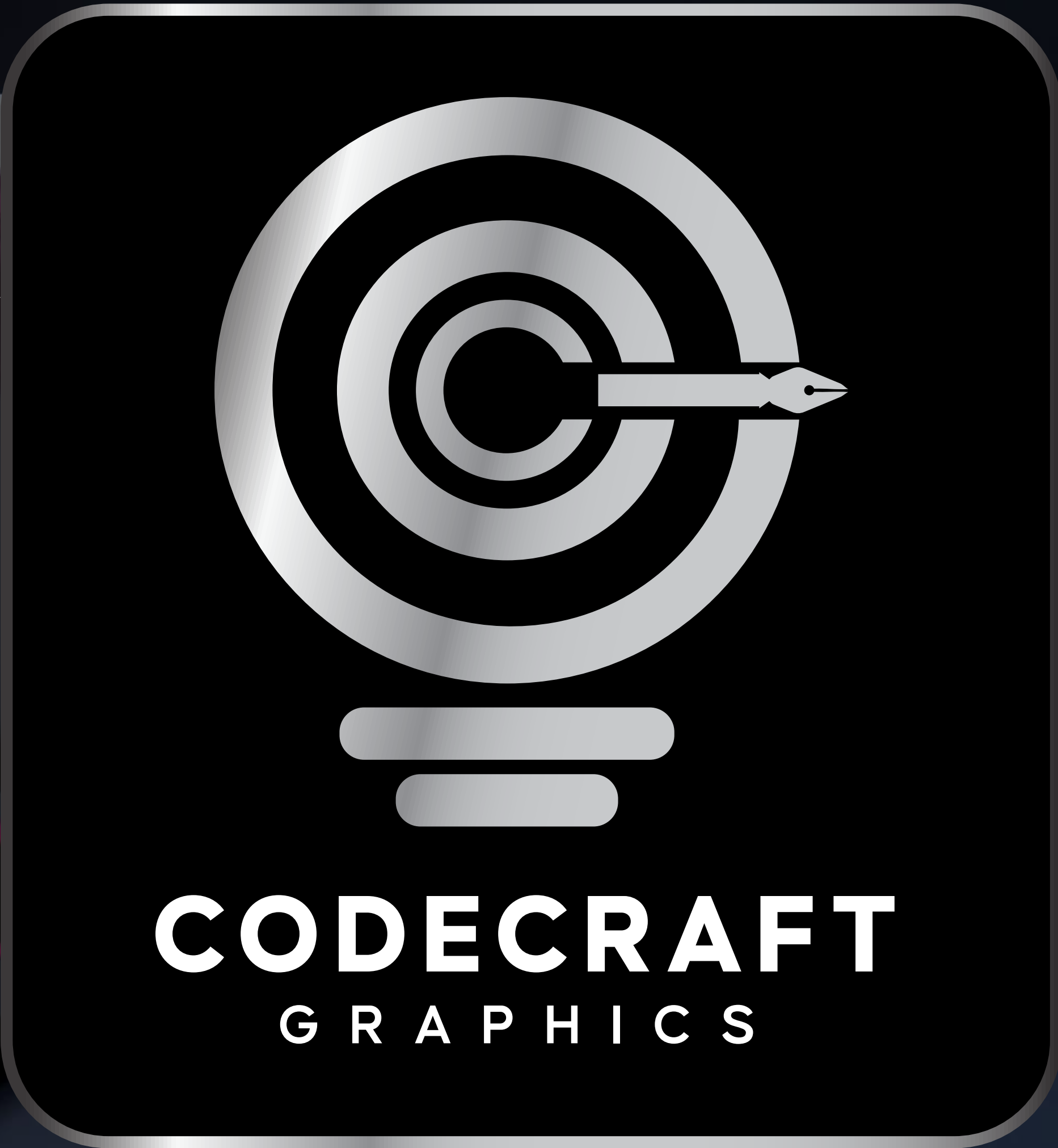
Mark Identity

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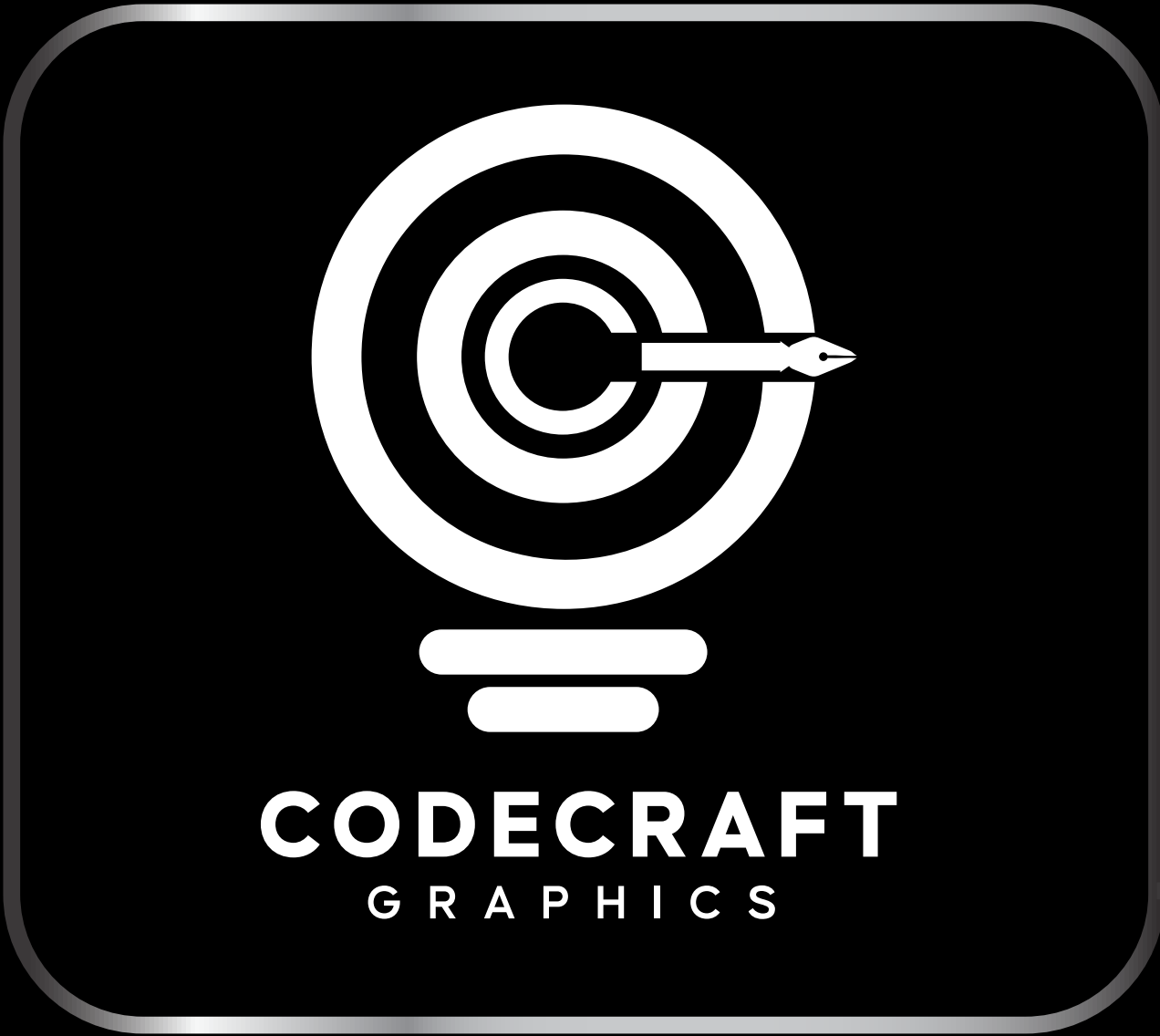


Master Logo

The master logo is the preferred brand marque to use on all applications



Logo Variants



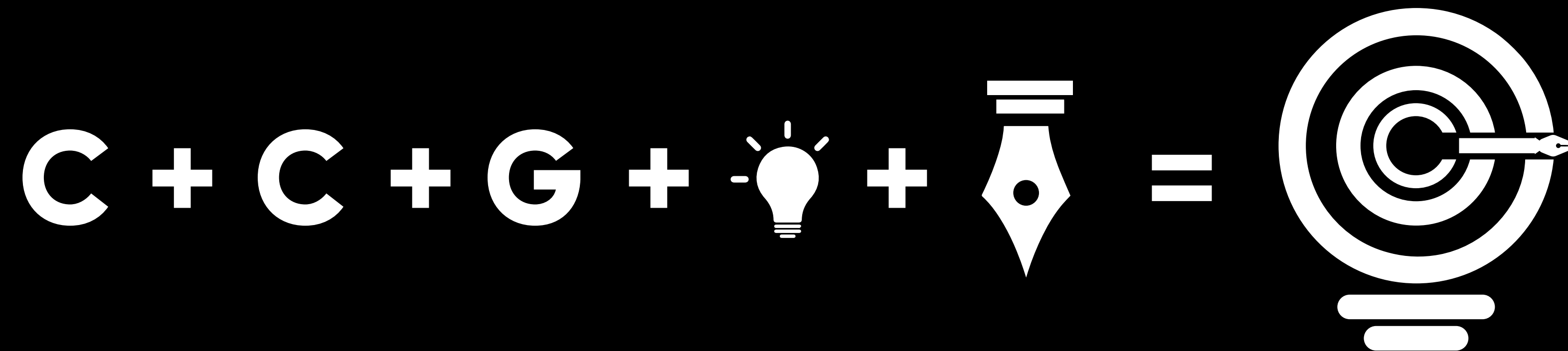
Primary Logo

Abstract Mark



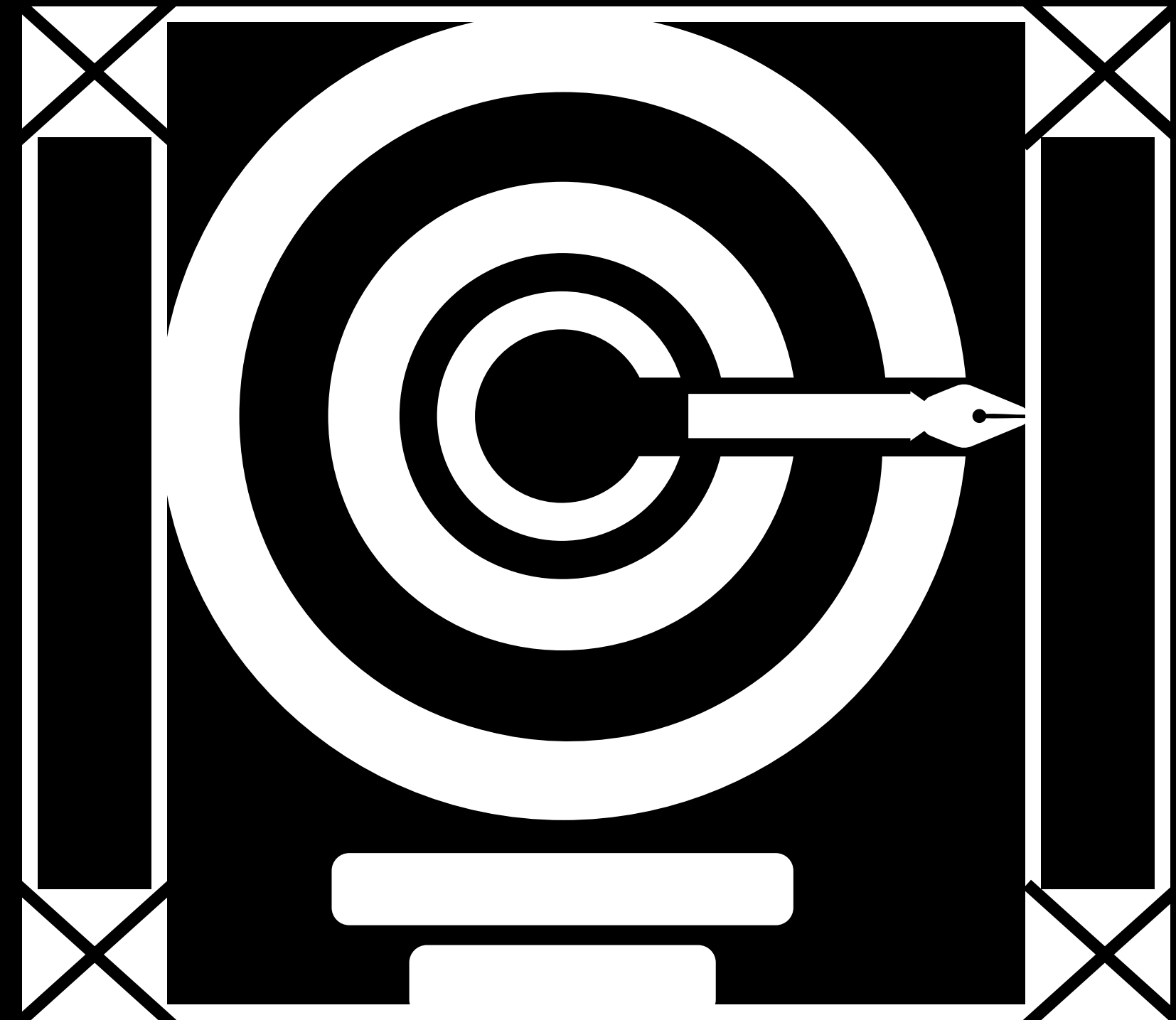
Logo Theory

The logo is the combination of C,C and G letters within the combination of marketing bulb and graphic design pen that truly reflects the values of CodeCraft Graphics.



Logo Spacing

A minimum area of clear space around the logo is applied to protect the clarity and visual integrity of the construction.



Logo on Colors



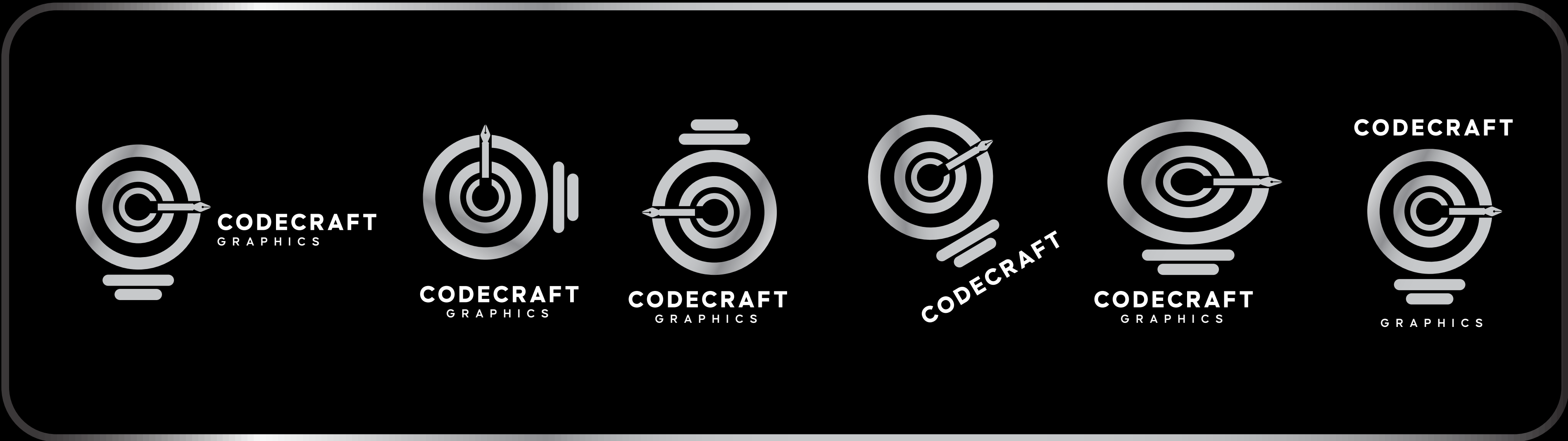
Max & Mini Sizes

For ease of recognition, we have set a minimum size for reproduction of the logo in any media.

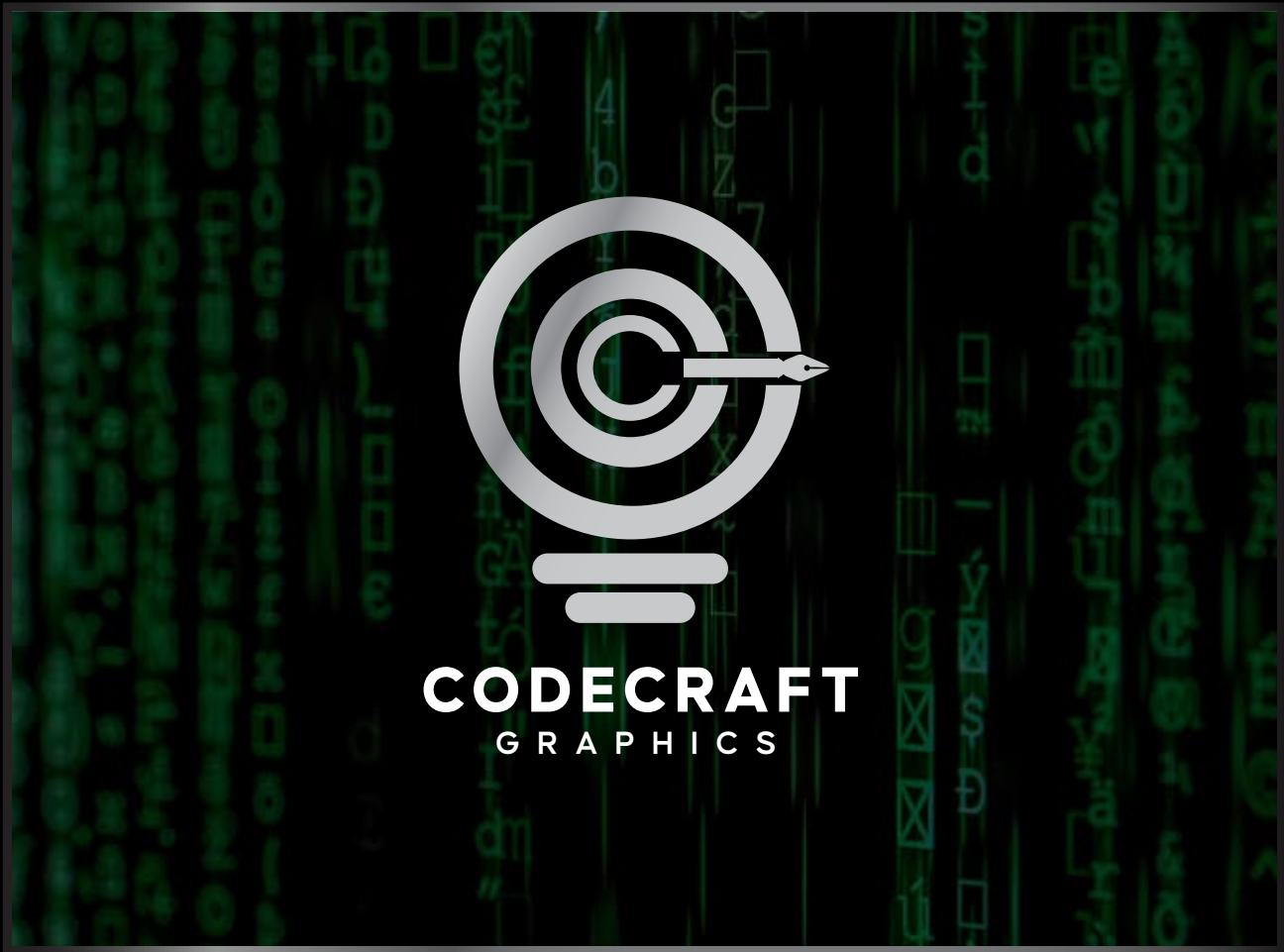
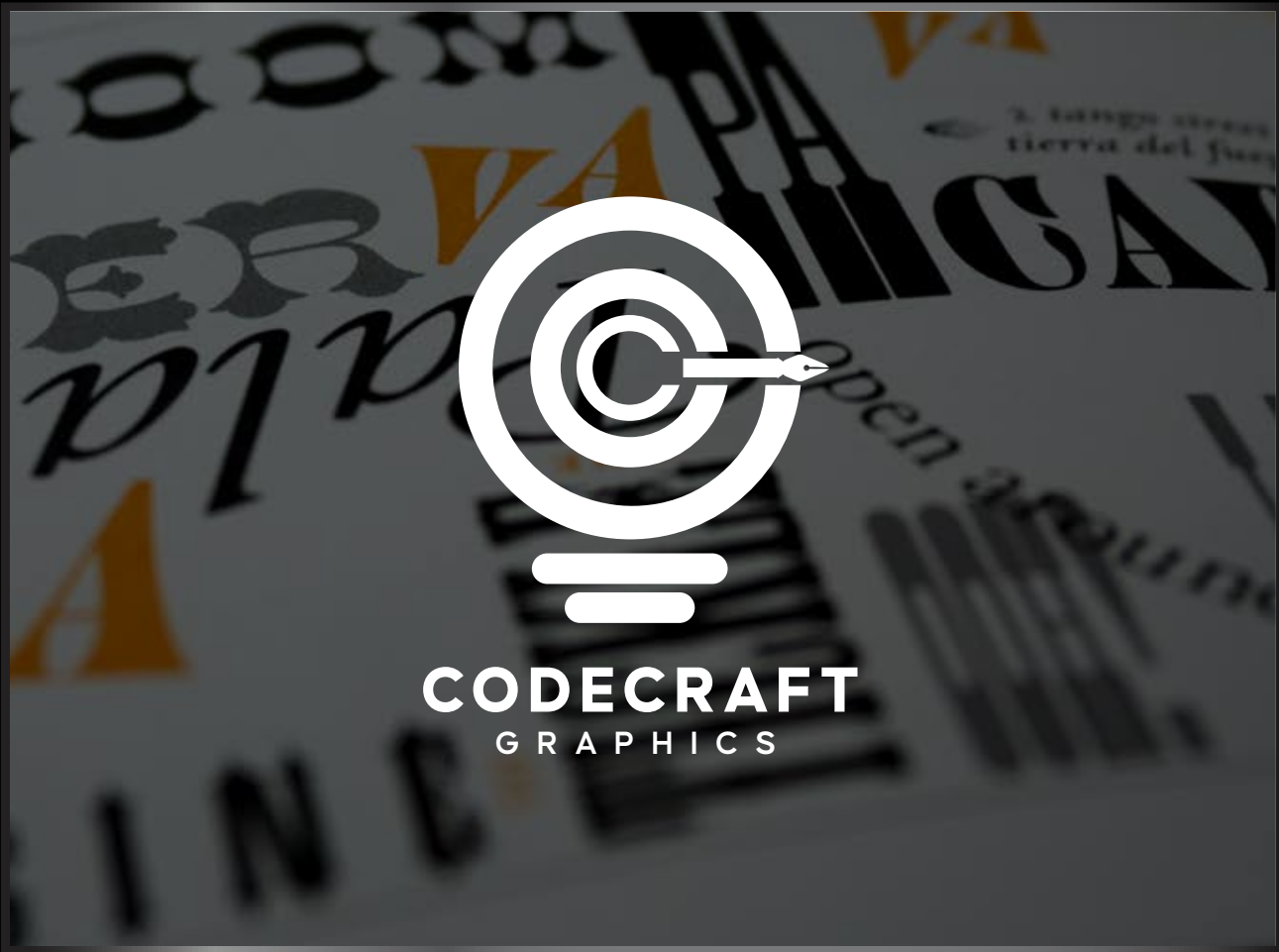


Don'ts of Logo

CodeCraft Graphics logo should not be altered or changed in any way. This ensures it is always consistent, recognisable and legible.



Logo on BGs



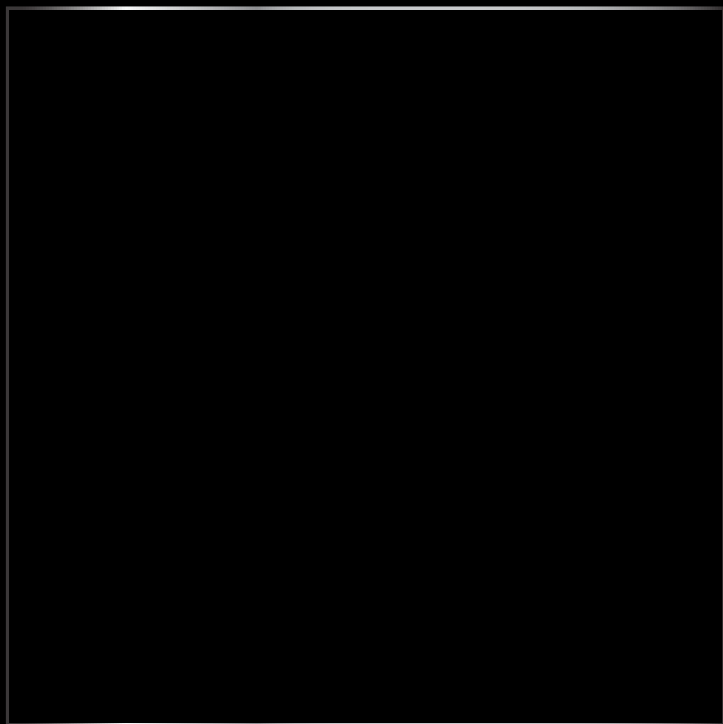
03

Colors

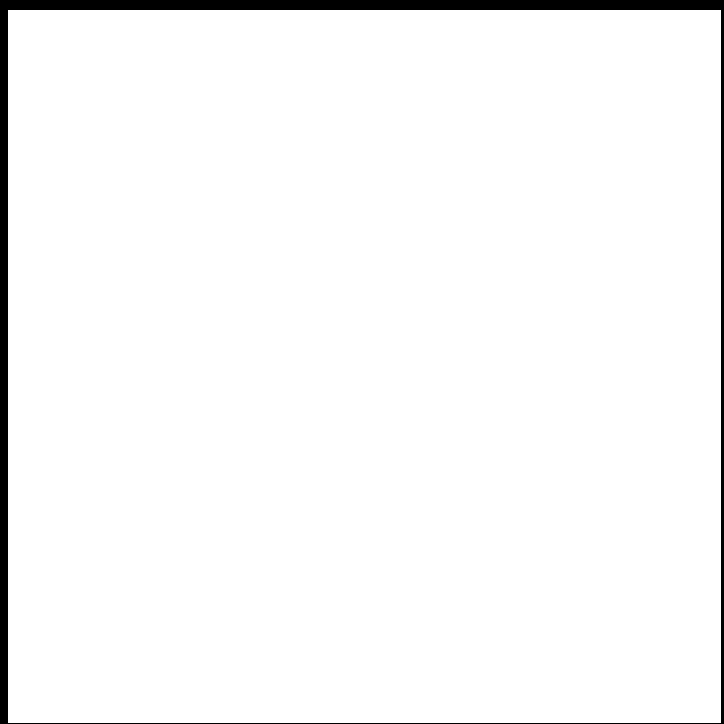
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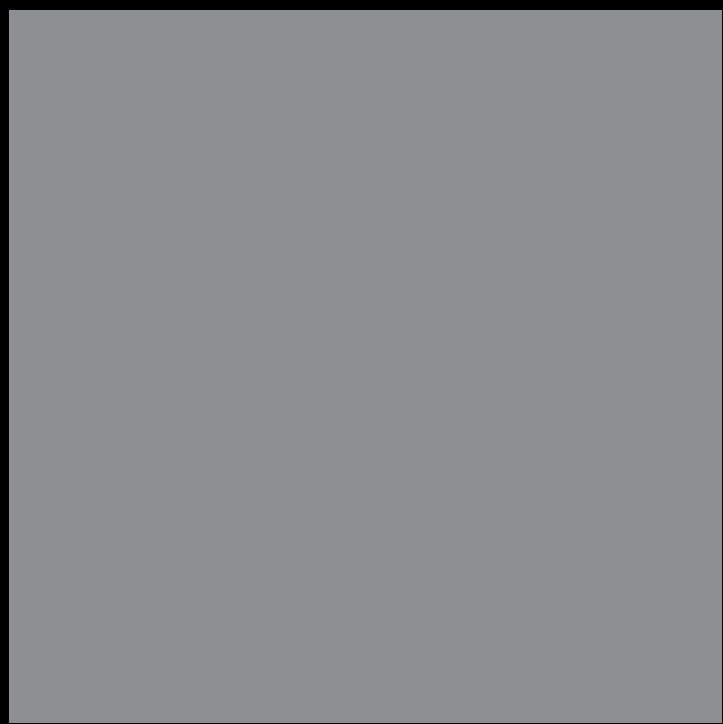
Color Palette



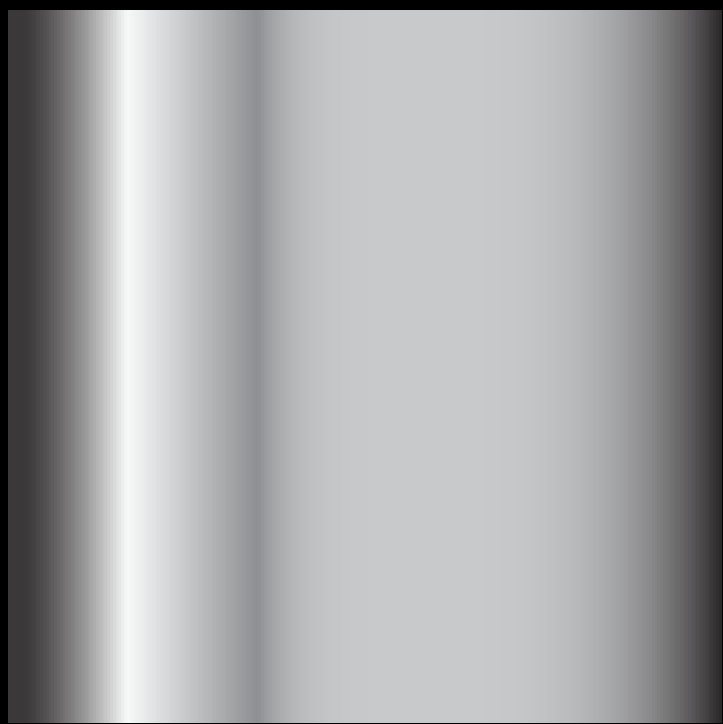
Black
#000000



White
#ffffff

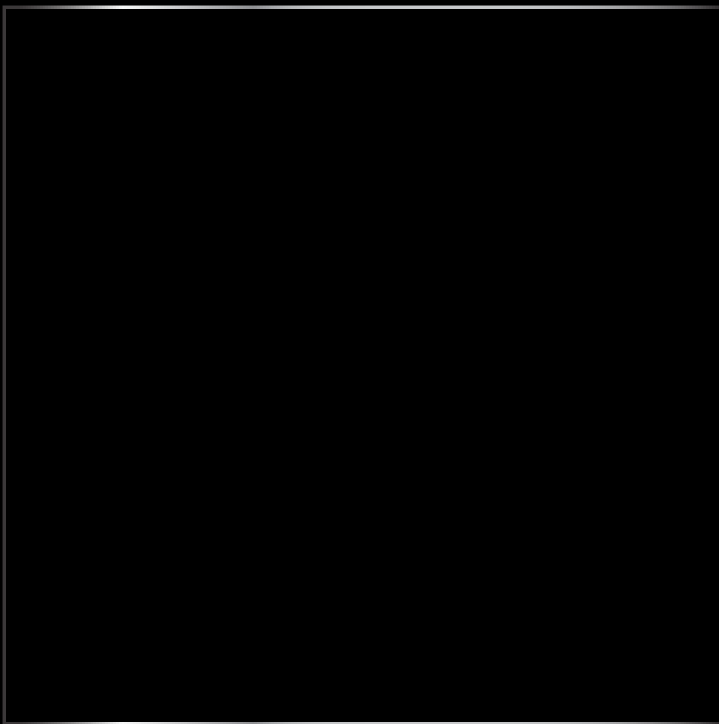


TaupeGrey
#8E8F92

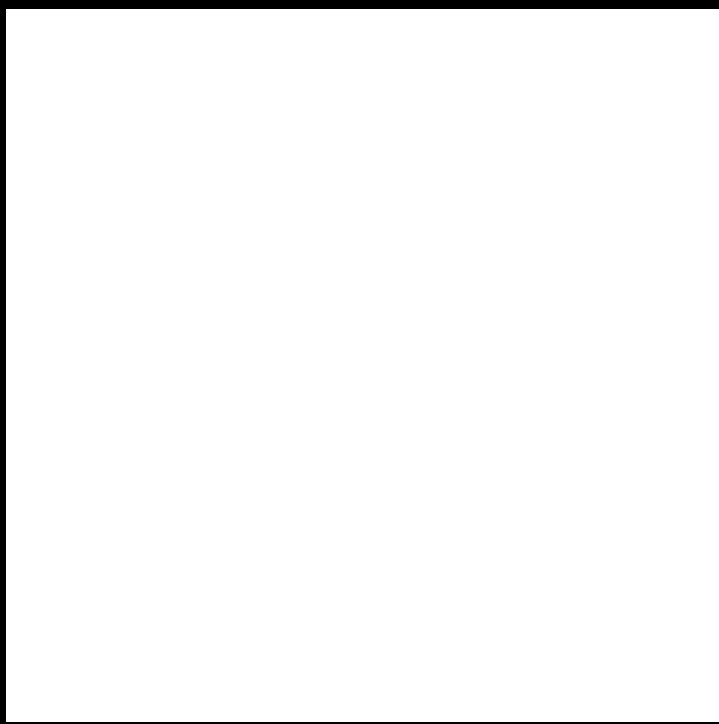


Gradient

Color Sense



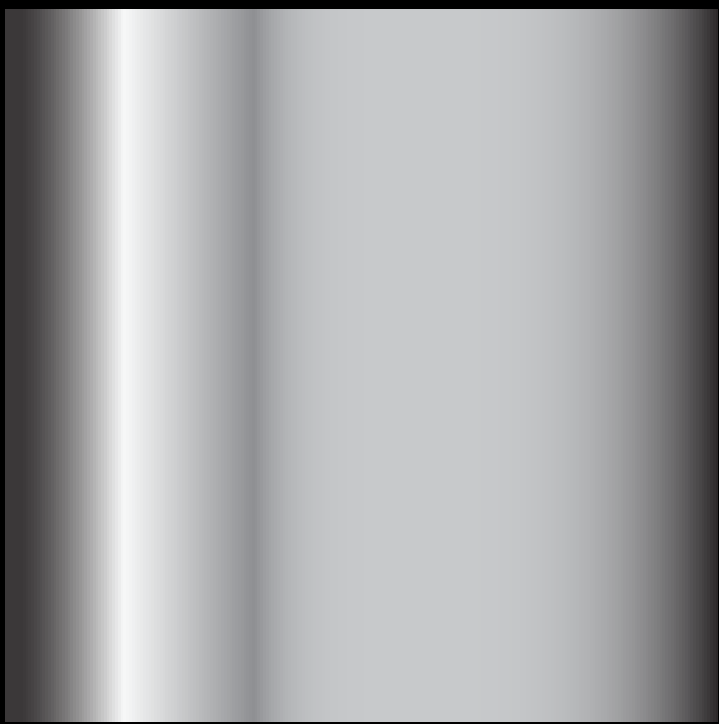
Black color signifies sophistication and professionalism. It represents the precision and attention to detail that you bring to your client work.



White is a clean and pure color that represents clarity, purity, and precision. It reflects your dedication to precision and quality in every aspect.

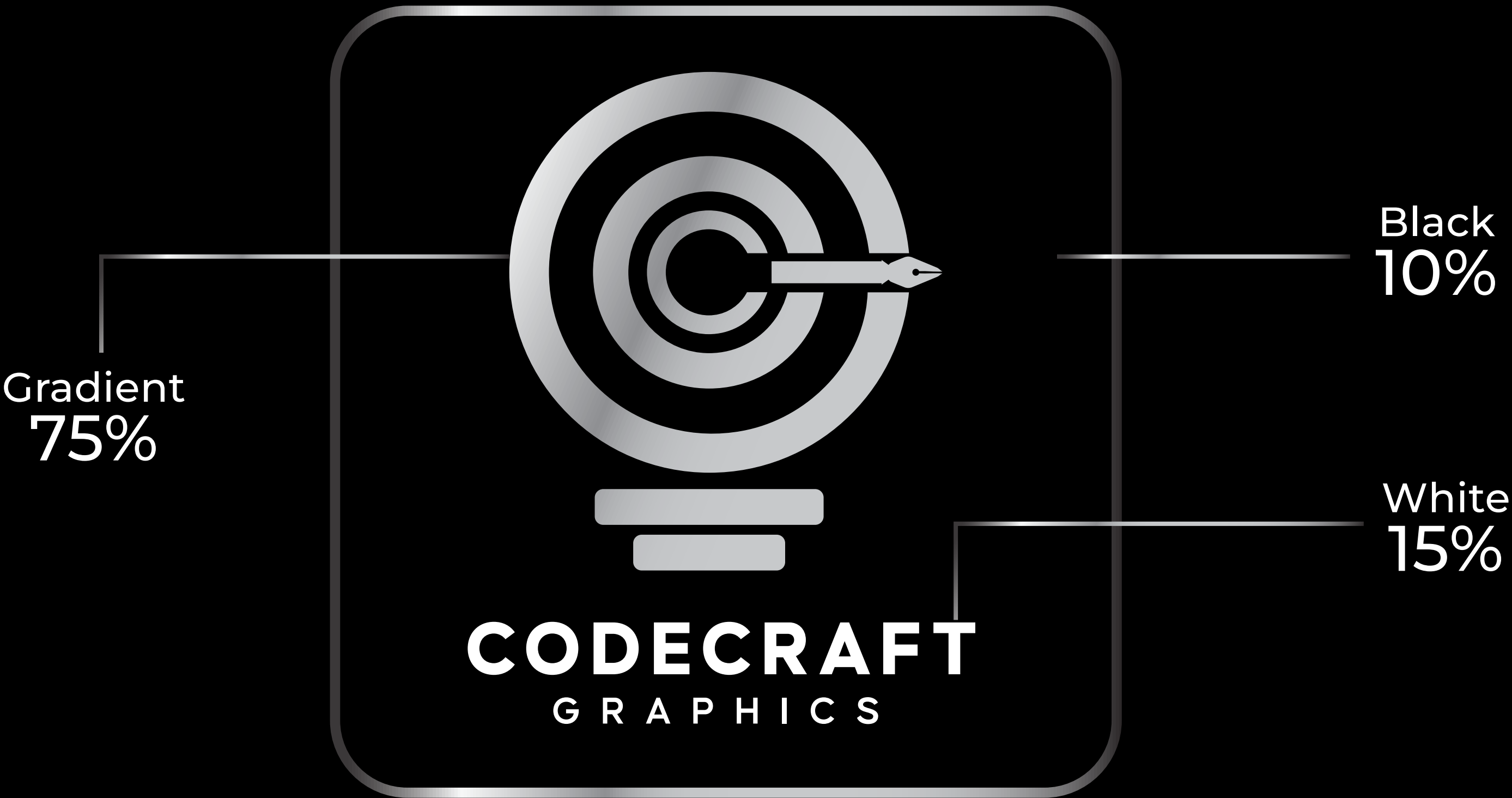


Taupe gray convey stability, composure, and practicality. Taupe promotes feelings of calmness and composure.

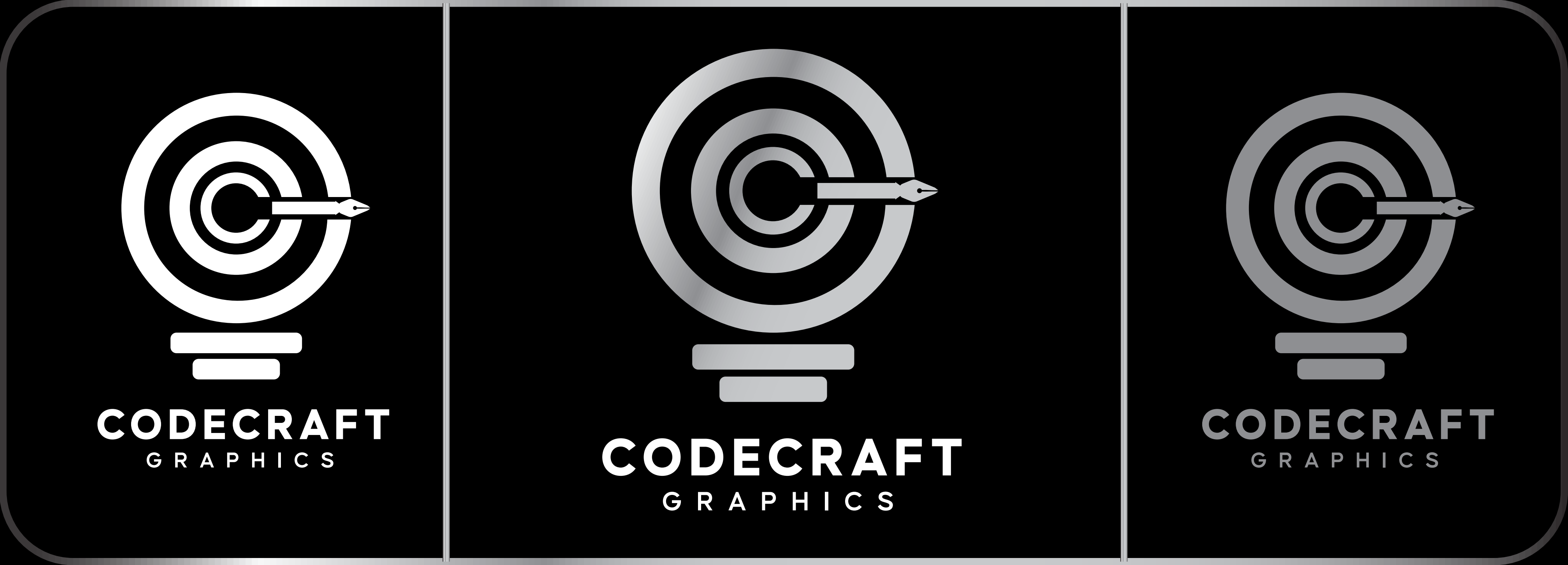


It's a identical gradient to show the premium and high quality value agency providing to their clients and audience.

Color Usage



Logo with Colors



04 TypoGraphy

Font No. 1	23
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Font 1.

Aa

Causten

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£%^&*()_

Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£%^&*()_

Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£%^&*()_



Font 2.

Aa
Montserrat

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£%^&*()_

Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£%^&*()_

Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£%^&*()_



Font Usage

Our typeface is Causten used as heading and sub heading, and second typeface is Raleway used as body text. This typography should be used in both social and print media.

Headings - Causten Extra Bold

**A lazy fox jumps over
a brown fence.**

Subheadings - Causten Bold

**A lazy fox jumps over
a brown fence**

Body Text - Montserrat Medium

A lazy fox jumps over
a brown fence

Sizes of Fonts

Headings - 180 Px to 100 Px

**A lazy fox jumps over
a brown fence.**

Subheadings - 70 Px to 33 Px

**A lazy fox jumps over
a brown fence**

Body Text - 20 Px to 17 Px

A lazy fox jumps over
a brown fence

04 MockUps

MockUps 32





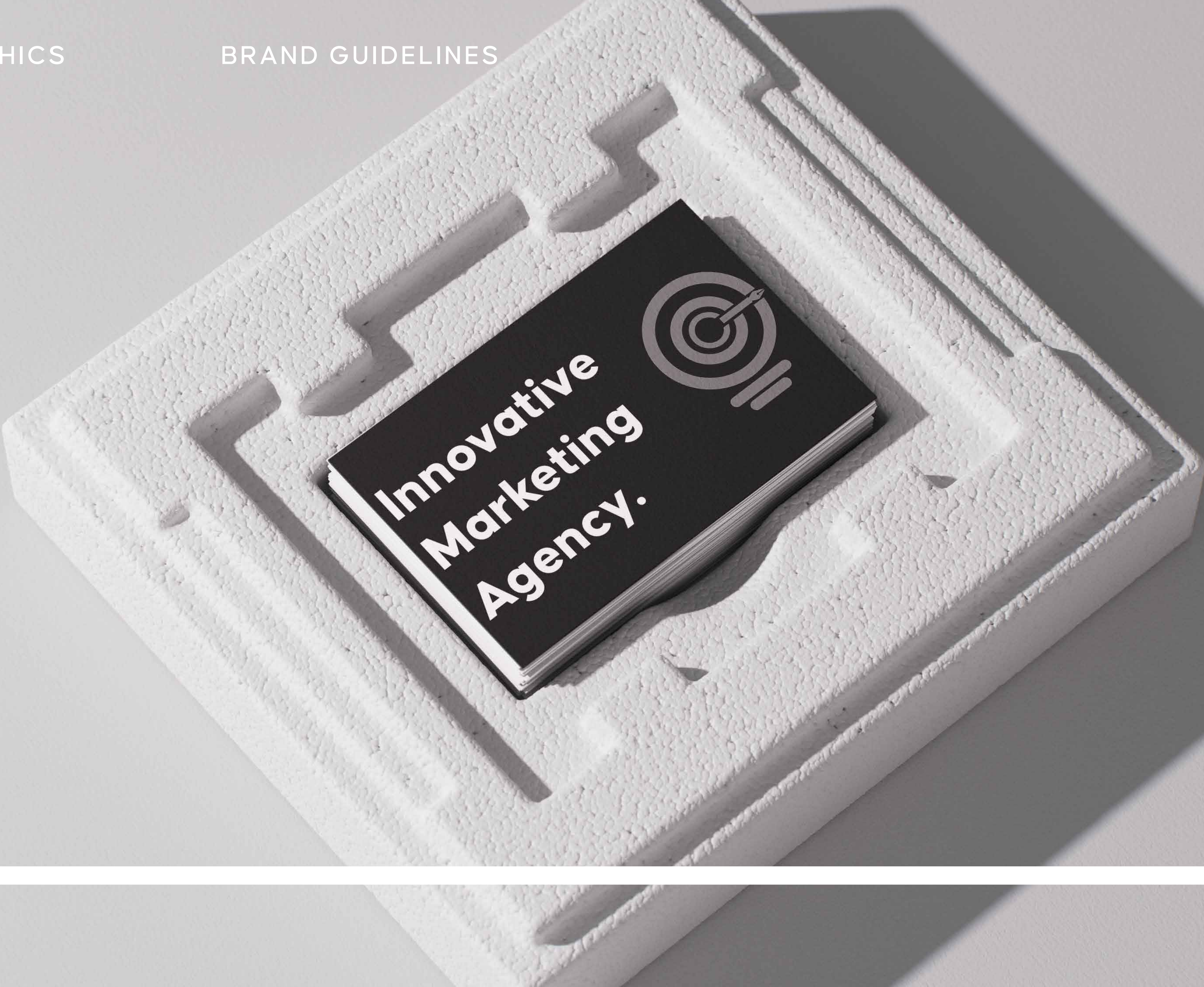


We
Believe
in Quality.











**CodeCraft
Graphics
Speaks.**





Thank You.

