

**c:dedish**

Brand Guidelines



This brand guideline provides a comprehensive reference for maintaining consistency in all visual and communication materials. It outlines essential elements such as logo usage and color palette, ensuring a cohesive brand identity across all platforms.

# Primary Logo

Our primary logo reflects the idea that developing a great game is like crafting a well-balanced dish. Just as a chef selects the right ingredients and techniques to create a satisfying meal, we combine creativity, precision, and innovation to develop games that deliver memorable experiences. Each element, from gameplay to design, is thoughtfully blended to create an engaging and seamless product.

The logo consists of a lowercase 'c' followed by the word 'dedish'. The 'c' is white with a dot that is a cluster of four colored dots (yellow, blue, red, green). The word 'dedish' is in a bold, black, sans-serif font.

## On white

A Code Dish logo on a white background is our primary logo use.

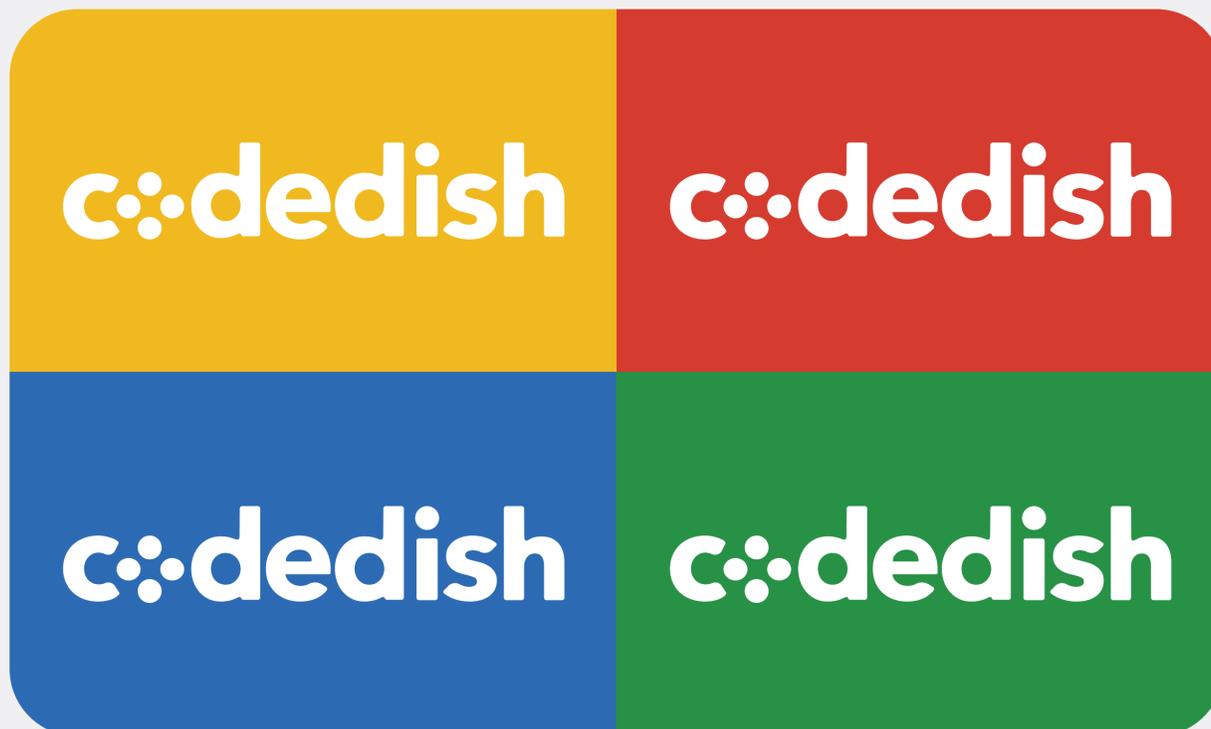
The logo consists of a lowercase 'c' followed by the word 'dedish'. The 'c' is white with a dot that is a cluster of four colored dots (yellow, blue, red, green). The word 'dedish' is in a bold, white, sans-serif font.

## On black

A Code Dish logo may also be used on black background. The symbol  is always in color.

# Secondary Color

Our secondary color, white, serves as a foundational element in our logo, offering clarity and contrast. This choice enhances the logo's visibility and versatility, making it stand out in diverse applications.



## On color background

A white Code Dish logo on a brand color background is our secondary logo use.

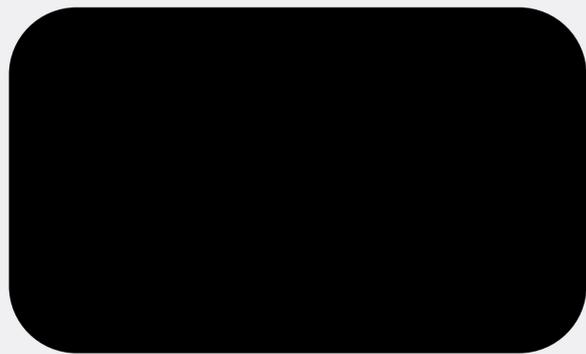


## Over imagery

A white Code Dish logo may also be used over imagery, but should be placed with consideration of the image content and contrast.

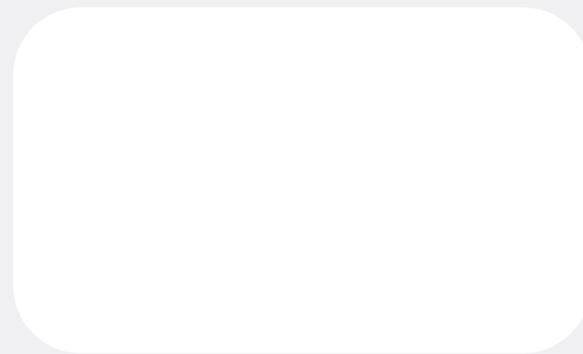
# Color Usage

Use colors thoughtfully to maintain visual harmony, emphasizing important elements without overwhelming the design. Proper color usage enhances brand recognition and conveys a clean, professional aesthetic. Balancing the primary and secondary colors ensures consistency and clarity across all visual applications.



**#000000**

C60 M60 Y60 K100



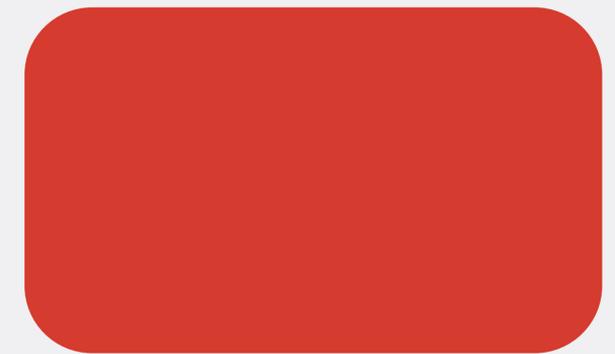
**#FFFFFF**

C0 M0 Y0 K0



**#f0b91f**

C0 M30 Y90 K0



**#d53b2e**

C20 M90 Y85 K0



**#2c6bb3**

C80 M55 Y0 K0

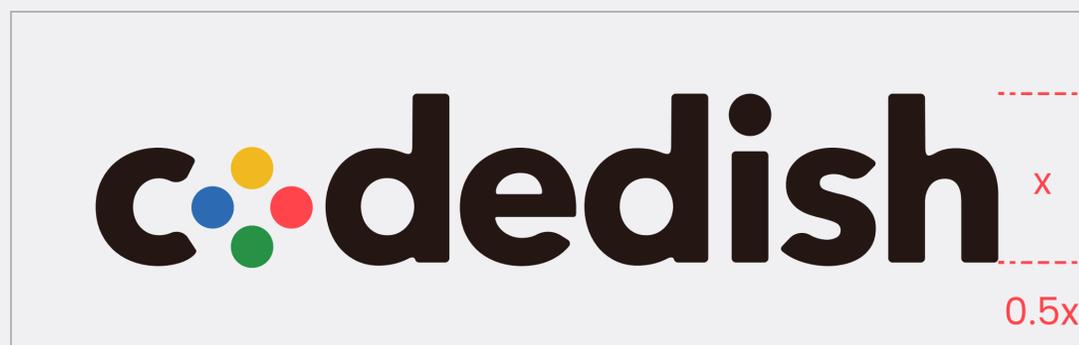


**#279146**

C80 M25 Y90 K0

# Logo Usage

To maintain the logo's clarity and impact, always ensure a designated clear space around it, free from any other visual elements. This space helps the logo stand out and prevents overcrowding. Additionally, adhere to the minimum size guidelines to guarantee that the logo remains legible and recognizable in all applications. Proper spacing and sizing are essential for preserving the logo's integrity.



## Clear space

The clear space is the half of height of the letter h. It is important to make our logo recognizable.

## Minimum size

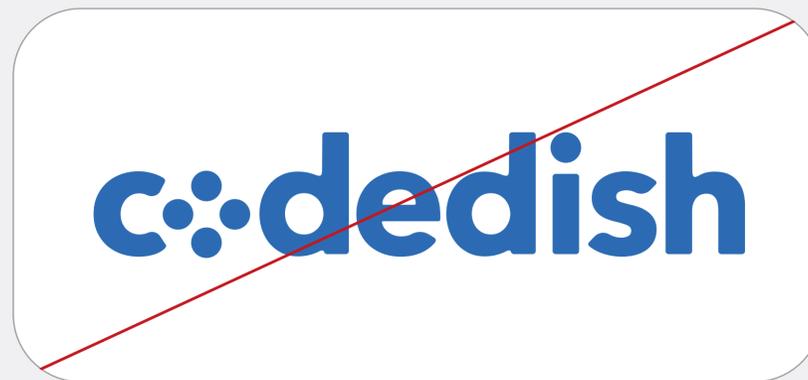
The minimum logo size for digital applications is 60px wide. In print, the minimum size is 22mm wide.

# Logo Misuse

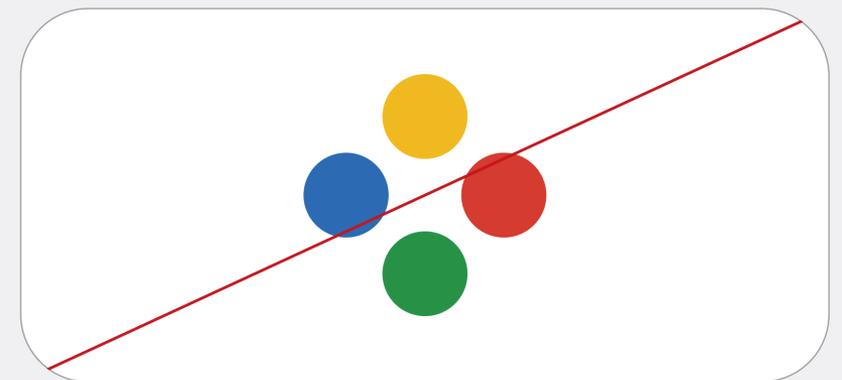
It is crucial to adhere to the guidelines for logo usage to maintain the integrity and recognition of our brand. Misuse of the logo can dilute our brand identity and create inconsistencies in our visual communications. Below are examples of common logo misuses that should be avoided at all times:



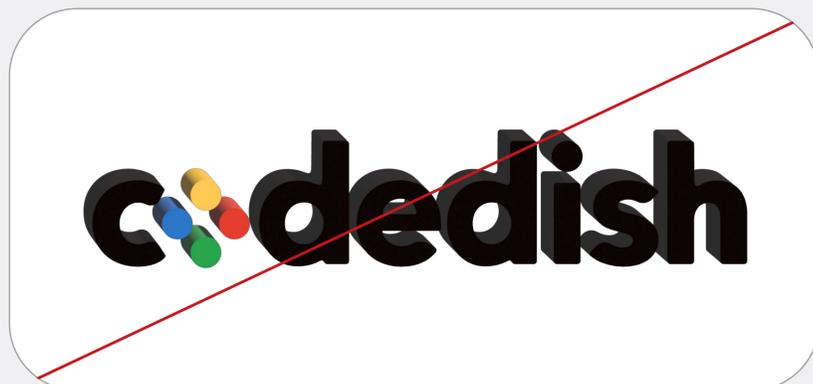
**DON'T** use an all-black logo



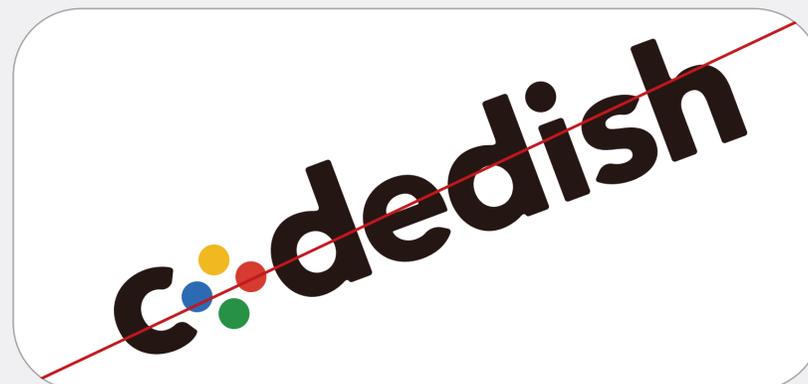
**DON'T** change the logo color



**DON'T** use just the symbol 



**DON'T** make the logo 3D



**DON'T** use at an angle



**DON'T** use a drop shadow