

BRAND GUIDELINES • V1.0

# CodeGenIT Brand Guidelines

Logos, colours and usage — everything you need to represent the CodeGenIT brand consistently. All marks are the original CodeGenIT identity, supplied as scalable vector (SVG) and high-resolution PNG.

## Brand kit

SVG • PNG • all  
variants

Download  
.zip

## Guidelines

PDF reference

Download PDF

## 01 Logo suite

The CodeGenIT logo is the blue **CodeGen** wordmark with **IT** on the orange disc, above the tagline "Transform Your Ideas Into Reality". Use the full colour version wherever possible; use the reverse on dark backgrounds and the single-colour version where colour isn't available.



Primary (stacked)

SVG

PNG



Wordmark (horizontal)

SVG

PNG



Reverse (on dark)

SVG

PNG



Mono — navy

SVG

PNG



Mono — white

SVG

PNG



Full — reverse

SVG

PNG

## 02 The emblem

The swoosh emblem (the stylised “G” with the orbit and “it”) is the brand’s standalone mark — use it for avatars, favicons and app icons where the full wordmark won’t fit.



Emblem

SVG

PNG



Emblem — reverse

SVG

PNG




Emblem — mono


SVG

## 03 Colour palette

Sampled exactly from the vector source. Blue carries the wordmark; orange carries the disc and tagline.



**CodeGen Blue**  
#1575BC  
Wordmark · "IT" · primary




**CodeGen Orange**  
#F58423  
Disc · tagline · accent



**Ink**  
#0B1424  
Dark backgrounds · mono



**Surface**  
#131F33  
Cards · panels



**Slate**  
#94A3B8  
Secondary text



**Paper**  
#F8FAFC  
Light surfaces

## 04 Usage & clear space

### DO

- ✓ Use the full-colour logo on white/light backgrounds.
- ✓ Use the reverse (white + orange) on dark backgrounds.
- ✓ Keep clear space  $\geq$  the height of the orange disc on all sides.
- ✓ Scale the SVG — it stays crisp at any size.

### DON'T

- ✗ Recolour outside the blue/orange palette.
- ✗ Stretch, rotate, skew or add shadows.
- ✗ Retypeset the wordmark — it is a fixed outlined logotype.
- ✗ Place the colour logo on a busy or low-contrast background.

Note: in the single-colour (mono) versions the "IT" is **knocked out** of the disc — it shows as a transparent hole so it stays legible on any background. Use mono for one-colour print, engraving or embossing.

## 05 About the brand

CodeGenIT — “Transform Your Ideas Into Reality.” A software & IT services company building web, mobile and AI-powered products. This page collects the official CodeGenIT logo assets so the brand is applied consistently everywhere it appears.



Transform Your Ideas Into Reality.

### BRAND

Logos

The Emblem

Colour

Usage

### COMPANY

Website

Contact

### RESOURCES

Brand kit (.zip)

Guidelines (PDF)