The Remote Coder

Brand styleguide

Table of contents

About

This compact styleguide gives an insight into the possible use of our brand identity visuals in our own and partner media. The focus is to answer the 'how' by giving technical information and production-ready applications.

Audience

Although technical terms have been reduced to a minimum; the main audience intended are designers and developers with industry knowledge.

Brand concept

Concepts

About the brand

'TheRemoteCoder ' is the technical branch of Codeconut Ltd.

We focus on Freelance Web- and software development for E-Commerce applications, as well as the creation of tech-centric blog articles and tutorials.

Aside client-driven Freelance projects we engage in the production and sale of high quality software extensions and plugins available through partner code marketplaces.

minimal

technical

responsible

valuable structured

serious helpful

sustainable

professional

natural

Logo design

Primary

the.remote.coder

Inverted

Dark/Night UI variant

the.remote.coder

Black and white

Binary variants

Aesthetic use

If a design already contains many colors and works with photos or gradients, a neutral logo can be used so as not to influence the composition.

Technical use

Single colored logos can be used for brand material like documents, stamps, transparent stickers, merchandise products, and many more.

'Binary colored' logos are also suitable for production processes like punching, engraving or laser cutting, given there are no enclosed shapes (like in 'o').

Some responsive versions of this logo are production-safe, whereas the full version is not compatible to all of these.

the.remote.coder

the.remote.coder

Variants

Brand colors

Aesthetic use

As with the black + white variant. The transparent interior is primarily intended for applications on colored backgrounds or in complex designs. If the logo is used in applications that make it difficult to use this brands colors, it can be a neutral solution that fits any needs.

Partnerships

For specific uses within a partners brand identity. We consider it as acceptable to apply a neutral version of our logo within the partners identity.

The requirement is it's either black or white on another neutral or base color. Also there needs to be a respectable amount of whitespace that fits the visual element proportions in the product.

the.remote.coder

the.remote.coder

the.remote.coder

Responsiveness

Symbol

Symbol only

The symbol itself should be seen rather as mountain, not as letter 'M' as its intended and desired within the full logo type. To further increase the perception, we opt for a display of the symbol on any of the shown colors. The black logo on white background is intentionally missing here and should be used only if necessary.

Shapes and colors

The circle shape is exemplaric and typical for logo integration in website and app profiles. Any color that matches the UI best can be used here, although the first two variants are preferred. Yellow should be used sparingly and in special use cases only.

Grid system

Proportions

Angles

Based on its underlying typeface letters, the symbols grid uses similar angles.

The original font letter 'M' has a 69° angle, which will look a bit cramped in small resolutions and thicker stroke widths, if applied to the Symbol. The ideal solution with the smallest compromise was an angle of 64°. This allows for flexible scaling and stroke widths.
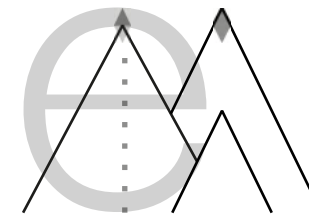
The mountains alignment is not perfectly geometrical as to support the natural feel the symbol and its brand should convey, but still based on a logical rule within the typeface that is simple to reproduce.

69° ⇒ 64°

100%   50%

1st peak smaller for natural appeal

Concept

Visual communication

Idea

The choice of mountains as symbol which replace the letter 'M' fit the 'remote' part in the brand well. No matter where you are, mountains always look far away (and like the next spot you really want to travel to). The dots between words are typical for programming language commands (in this case, JavaScript).

The main use case is a blog centered about technology and business, all with the idea of independence, freedom and taking responsibility for your own choices. The symbol aims to connect the technical and lifestyle perspectives. These are transported by minimalist design decisions, clear visuals as well as natural colors and shapes to contrast the technical rigidity of the content.

Requirements

The symbol is preferred to be used within typography; although it can stand on its own within certain conditions (like, applied to a shape and in color to enhance the symbolic over the letter 'M' feel).

The symbol is based on the paired typeface stroke widths for different weights and resolutions, which can be elegantly used with light type faces, but also work with bold types for different visual applications.

Production needs

Although the brand is mostly used digitally, it is designed to work with print media as well. Being simple in appearance and flexible to sizing, it works well in tiny to large scale resolutions.

The symbol can be used for stamping, laser cutting, milling, engraving, sticker printing, … on any imaginable material.
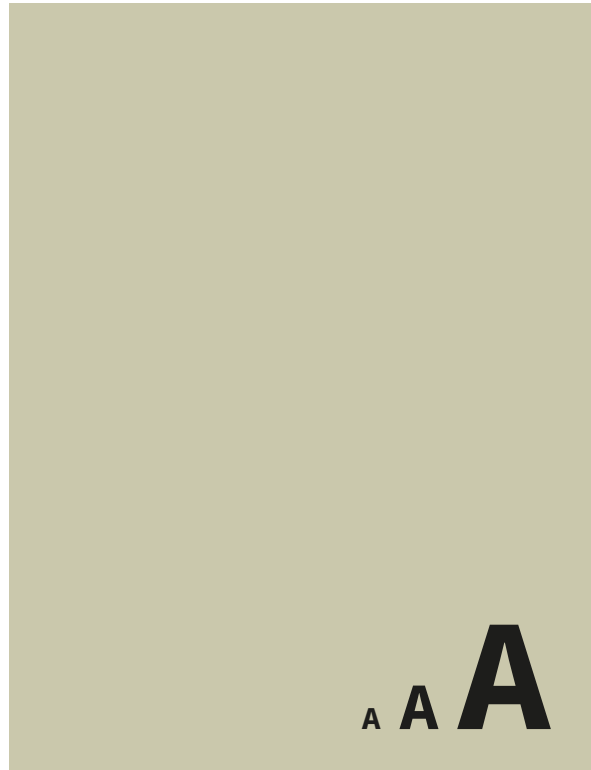
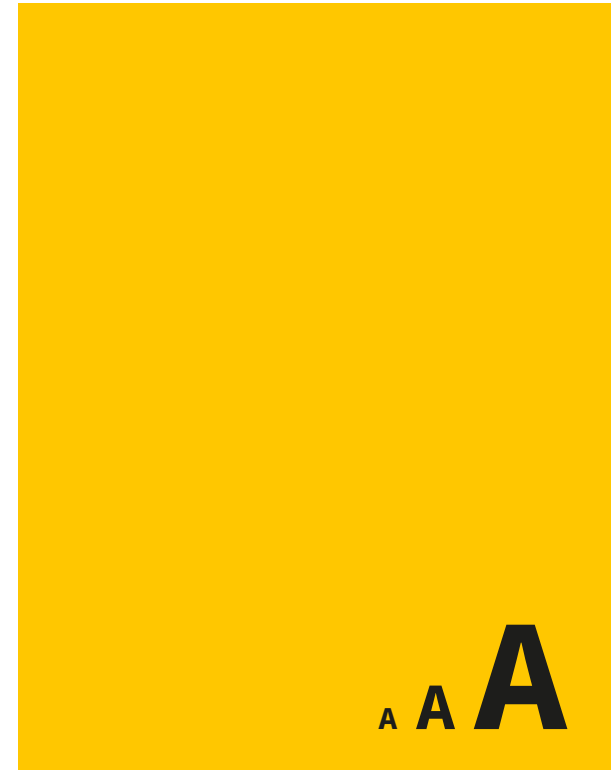# Colors

Harmony

Standard

Spot   PANTONE 2322 U
CMYK   45 51 62 49 / 207%
RGB   99 82 66
HEX   635242

Inverted

Spot   PANTONE 454 U
CMYK   24 16 36 2 / 78%
RGB   202 200 172
HEX   CAC8AC

Highlight

Spot   PANTONE 109 U
CMYK   0 24 95 0 / 119%
RGB   255 199
HEX   FFC700

Applications

Do and Don't

Logo

- The logo must be displayed in full or single color. If colors are used, these must not be changed.

Visual design elements

- The color with 'least visual impact' is used for design elements like full colored areas, highlights, dividers, …
- High impact colors are used for typography and CTAs; when the WCAG contrast AA can be fulfilled in the current application.
  - The strongest color is reserved for CTAs and important information.
- Hierarchies can change by different proportions of applied colors.

Interface design

There are no additional design rules for digital interfaces of websites, apps and other digital media.

As most of the styles are integrated in 3rd party applications we cannot influence, there is no need to consider advanced styles right now.

Rules of Thumb

- Legibility first: If contrasts are sufficient, colors are ok to use.
- Efficiency second: When using 3rd party software, we will only adjust the bare minimum needed to apply our brand identity. Every modification has maintenance cost over lifetime we want to reduce.

Color variants

Gradients

- Stay within the CI colors and their tones.
- Both linear smooth and flat gradients can be applied in any shape.
  - Combine only analogous colors in smooth gradients.
  - Flat gradients are free in use of colors to create stronger contrast.

Visual effects

- Digital UI design: Decent use of drop- or box-shadows can be applied, if it fits within the framework used.
  - Any other effect is forbidden to use (e.g. glow, blur, …).

Technical details

Type / Layout / Colors

Typography

- Font sizes in digital and print media apply a scale of 1 : 1.125 for body copy and headlines.
  - Gaps between scales are allowed.
  - Large decorative fonts are excempt.

Layouting

For ease of use and maintenance in print media: We apply the same grid and typographic rules as the corporate identity of Codeconut Ltd. instructs.

Web applications and creative media is excempt of these rules.

Colors

- The background/foreground contrast in colors and typography must meet the WCAG standard of at least 'AA' in order to be simple to read all times.
- Any tones derived from CI colors plus neutral grey tones are ok to use.

Color space

All material is created in a generic color space which is converted on demand:

sRGB IEC61966-2.1

Printing

CMYK definitions must have <= 240% ink coverage for use with uncoated paper stock.

Black

- Typography has 100% K black.
- Design elements require a deeper tone of 'rich black'.

Typography

Type design

Fonts / Typefaces

Requirements

- Royalty-free fonts only (OFL)
- Usability in web and print
- Body copy fonts
  - Must include full alphabet and special characters included (incl. German umlauts)

Limitations

- Greek alphabet is not supported
- Some special chars like § are missing

Source

fonts.google.com

Darker Grotesque

a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ß ä ö ü Ä Ö Ü

0 1 2 3 4 5 6 7 8 9

( ) [ ] { } | ! ? ;, :. -_ ”“ ’ ` ´ $ % & / = * + # @ €

a b c d e f g h i j k l m n o p q r s t u v w x y z A B C D E F G H I J K L M N O P Q R S T U V W X Y Z ß ä ö ü Ä Ö Ü

0 1 2 3 4 5 6 7 8 9

( ) [ ] { } | ! ? ;, :. -_ ”“ ’ ` ´ $ % & / = * + # @ €

Design elements

Creative applications

Visual style

We prefer a minimal approach in our product and service visuals. The focus should be on the works presented; less on the mediums presenting them.

There is no real restriction in the visual identity, as long as it sticks within the brand terms. The design will evolve and grow over time.

From another perspective, a minimal approach is not only efficient and fast to work with. It also saves resources (reduced disk space, faster download rates and access of content; thus saving energy to actually complete a task). One example: Replacing complex imagery and visuals with simple geometric shapes can have a positive environmental impact in the long run, although it might be small.

Freedom and limitations

As long as the brand message is clearly transported, there is no other limitation to creativity.

What is important?

- Consistent brand voice
- Appropriate use of colors
- Logo and iconography
- Clear typography

What does it mean for design?

- 'Patternize': Use and repeat shapes, lines and angles found in existing typography, logo design and icons.
- There are no layout and design grids or constraints; just keep everything in proportions in the current work.
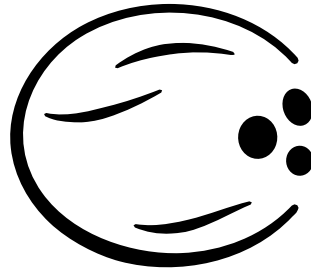
codeconut.io

Codeconut Ltd.

info@codeconut.io