



SIGNATURE GUIDELINES

CODEX TRADEMARKS

GUIDE TO IDENTITY USAGE

REVISION 05.08.2010



## Signature Guidelines for Partners

The Codex signature (or logotype) is a physical manifestation of the Codex brand. It is a visual expression of who we are and how we present ourselves visually to the industry and our customers.

This document outlines the proper use of the Codex signature. This is intended to ensure that they are always used correctly and consistently. Part of the design process is to ensure these branding signatures both support and communicate your co-operative relationship with Codex. For Codex and its staff, Partners and Resellers, this liaison adds potential marketing and brand value, serving to enhance both the reputation and trust of both parties upheld within the industry.

Although strict adherence to these guidelines is important, there is some degree of flexibility within the signatures, rising in exceptions to the rule. Prior consultation with the Codex Marketing Team for use outside of these guidelines is required. Refer to page 5 for contact details.

The Marketing team is always available to offer guidance in the application of its signatures. We hope that this information will prove useful and offer potential success in your marketing activities on behalf of Codex.

### Corporate and product signatures

Consistent and correct use of the Codex Corporate signature and its variants ensure a cohesiveness and strength of approach to the brand awareness and shall remain foremost.

For example:



**Codex Corporate Signature**



**Codex Corporate Signature**

Alternative presentation where appropriate



## Guidelines for use

The Codex logos must never be distorted, rotated or used in any other way than as described by these guidelines. To maintain its visual integrity, it should never be crowded by text, titles, photographs, patterns or other symbols. The clear space defined, as set out below, ensures this.

### Minimum/maximum reproduction size

The Codex logo must never be reproduced less than 25mm in width. This is to ensure its integrity and visibility. There is no set maximum size it may be reproduced. Bill board size is good! Vector based artwork must be used in extreme signage sizes as it will increase infinitely and retain its quality.

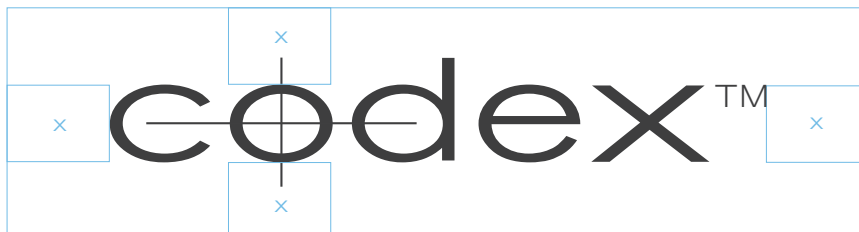


### Clear space

To communicate effectively, a minimum amount of clear space is necessary to properly stage the logo. Clear space is defined by the 'x' height of the Codex letter forms.

### X height

Clear space is defined by '1x' above and below the logotype, as well as '1x' from left side and '1x' from right side.





codex™

## Logo configurations

The following options offer basic guidelines as to how the Codex logo may be applied. Each option illustrates its reversed partner when applied to a solid or half tone background.

Alternative uses and variation is at the discretion of the Codex Marketing Team.

### Colour uses: Codex 'Graphite'

For spot colour (Pantone) printing the logo appears as: Graphite = Pantone 7547

For Process colour printing the logo appears as: Graphite = 35% Cyan 4% Magenta 0% Yellow 94% Black

For greyscale printing the logo appears as: Graphite = 95% Black

Solid black may be used where appropriate

For RGB on screen use the logo appears as: Graphite = (22 R, 41 G, 52 B)

### Colour uses: Codex 'Blue'

For spot colour (Pantone) printing the logo appears as: Blue = Pantone 292

For Process colour printing the logo appears as: Blue = 51% Cyan 11% Magenta 2% Yellow 0% Black

For RGB on screen use the logo appears as: Blue = (114 R, 187 G, 228 B)



codex™



codex™



codex™



codex™



codex™



## Supplied file formats

The following file formats are supplied to satisfy all print and signage applications. Where applicable (raster based options) high and low resolution (web optimised) files are supplied.

.jpg - covering many print and web applications at small size reproduction (confirm resolution against final print size to ensure it will hold)

.psd - for use in pixel based software builds (PhotoShop etc.) where the logo needs to 'punch through' a different colour solid, textured, or image based background. Judgement is required as to whether the background is tonally strong enough to support the preferred version whilst maintaining readability. If not, the reversed out of white may be used.

.eps - vector based versions for use in vector based software builds (Illustrator, Freehand, Corel Draw etc) where the logo can sit over any background and increase to any size without loss of quality. For all vinyl cut/digital applications for signage, exhibition graphics etc.

## Your Codex Contact

The Marketing Team at Codex is always available to offer guidance in the use of its identities.

In the first instance please contact:

Craig Hildrew  
Creative Design  
Email: [craig.hildrew@codexdigital.com](mailto:craig.hildrew@codexdigital.com)  
Telephone: +44 (0)7776 231175

