

OUR NAME IS
Centercode

and should ALWAYS be displayed as such.

OUR NAME is NOT Centercode, Inc. Center Code CenterCode



BRANDING CHEAT SHEET

LOGO USAGE

LOGO FILES



The logo must always be reproduced from a master file. It must NEVER be redrawn or modified.

MINIMUM CLEAR SPACE



Areas within the minimum clear space, defined by the logo's center "orb", should be free of other graphic elements, type, and images.

BACKGROUND



For maximum contrast, always use the logo with a white or black background.

COLLATERAL

Send all collateral to branding@centercode.com for approval.

RESOURCES

Find all branding resources at www.centercode.com/branding.

MINIMUM SIZE

The logo must be at least 24 pixels in height.

TAGLINE

WHAT WE DO	We help companies build better products.
HOW WE DO IT	Successful Customer Beta Testing
WHY IT'S IMPORTANT	True customer validation leads to increased sales with lower support costs.
EMOTIONAL TAGLINE	Launch with Confidence
LITERAL OFFERING	Beta Management Solutions

BRAND COLORS

Use the colors below for graphic elements and type.



ACCENT GRAYS



TYPOGRAPHY

Lato and Roboto should be used for all corporate documents such as Google Docs, client proposals, reports, typed letters, and memos.

HEADER TEXT - LATO BOLD

AaBbCcDd
012345!@*

BODY TEXT - ROBOTO REGULAR

AaBbCcDd
012345!@*