



# CODEx<sup>®</sup>

AN UNTITLED TWO COMPANY BRAND

## GUIDELINES

REVISION 2019.05.30

Welcome to the CODEX brand guidelines.

### SUB-BRAND IDENTITIES

This guide introduces correct use of the sub-brands that fall under the Untitled Two identity. Sub-brands represent Untitled Two products, services, external programs, events, social and community groups, and third-party properties.

The brand is everything people should think of when they think of CODEX, so when we say brand, we're not simply talking about a logo, product, name, or advertising campaign. It's the way we answer the telephone, the way we craft thought leadership, the way we treat customers and nurture partnerships.

Consistent use of our brand guidelines will help ensure a robust, differentiated, relevant brand experience for all our audiences.

Building a strong and successful brand is like developing a relationship, and the real and purposeful connections we're making are with our customers, partners, employees, prospects, and press.

This liaison adds potential marketing and brand value, serving to enhance both the reputation and trust of both parties upheld within the industry.

### IDENTITY OVERVIEW

The CODEX identity (or logo) is a physical manifestation of the CODEX brand, and a sub-brand of Untitled Two. It is a visual expression of who we are and how we present ourselves visually to the industry and to our customers.

An effective brand identity is only possible with the consistent application and implementation of visual brand identity elements. Applied carefully and thoughtfully, we can create a strong, recognisable, and consistent look.

Although adherence to these guidelines is important, there is always some degree of flexibility, rising in exceptions to the rule. Prior consultation with the Creative Services Team for use outside of these guidelines is required. Refer to page 11 for contact details.

The Team is always available to offer guidance in the application of its identities. Please enquire if unsure.

### CORPORATE IDENTITY

Consistent and correct use of the CODEX brand ensures a cohesiveness and strength of approach to the brand awareness and shall remain foremost.

The CODEX brand system provides clear and creative ways to use the building blocks needed to create all cohesive brand communications, including the logo, colour palette, and typography.

Codex is the Emmy award-winning manufacturing and design arm of the Untitled Two company that creates custom products for the media and entertainment industry including high-performance workflow systems for features, television shows, and commercials.

### CODEx LOGO

The CODEx logo is one of our most valuable assets. To ensure that it remains a strong representation of our company, we must present it in a consistent and careful manner across all channels of communication.

In most cases, the Registered mark symbol should be included with the logo. However, some special circumstances may require the removal of the ®. The Registered mark may be removed when the logo is reproduced:

- Embroidered on apparel
- In very large sizes such as banners or building signage
- Printed smaller than 1" / 25mm width

The image shows the 'Non cross-hair variant' of the CODEx logo. It consists of the word 'CODEx' in a bold, sans-serif font, followed by a registered trademark symbol (®). The logo is centered within a light gray rectangular background.

#### Non cross-hair variant

Use this logo for all CODEx corporate and marketing communications, advertising, print, exhibition, and online.

The image shows the 'Cross-hair variant' of the CODEx logo. It features the word 'CODEx' in a bold, sans-serif font, followed by a registered trademark symbol (®). A cross-hair symbol is superimposed over the letter 'O'. The logo is centered within a light gray rectangular background.

#### Cross-hair variant

Use this logo exclusively for all physical CODEx product branding, with or without the Registered Mark.

## LOGO - CLEAR SPACE

The CODEX logo 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.

To communicate effectively, a minimum amount of clear space is necessary to properly stage the logo. Clear space is defined by the height of the Untitled 2-pop form.

Clear space is defined by '1 x 2-pop' above and below the logotype, as well as '1 x 2-pop' from left side and '1 x 2-pop' from right side. This requirement applies to both CODEX logo variants with the non cross-hair variant illustrated.



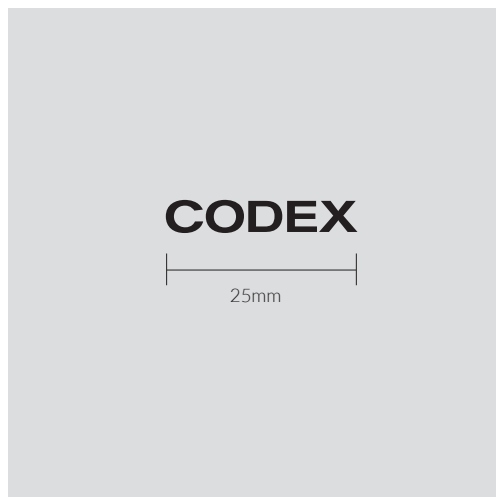
### LOGO - MINIMUM SIZE

The minimum print size of the logo with the registered trademark symbol is 1.5" (40mm) wide.

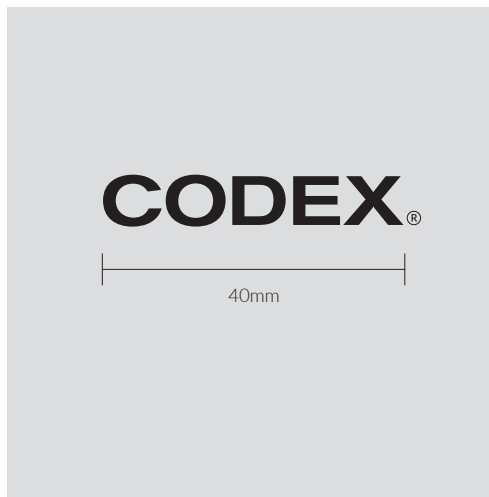
The minimum print size of the logo without the ® symbol is 1" (25 mm) wide.

The minimum screen size of the logo should be no less than 60 px width.

This requirement applies to both CODEx logo variants. Non cross-hair variant illustrated only.



Minimum size without the ® symbol  
Print: 1" wide (25 mm)  
Screen: 60 px wide



Minimum size with the ® symbol  
Print: 1.5" wide (40 mm)

### 2-POP LOGO

To support the CODEx identity, the 2-POP logo provides additional visual messaging across the brand.

The application of the 2-POP should be carefully considered to maintain best communication, legibility and impact of the brand. It must not be used in isolation and always requires the CODEx brand to support it.



### LOGO - COLOUR

Solid black is the primary colour use for the logo and recommended for most applications.

Uses include black logo on white or light backgrounds and reversed white logo on black or dark backgrounds.



CODEx<sup>®</sup>

Use the black logo when placed over white or light backgrounds.



CODEx<sup>®</sup>

Use the white reversed out logo when placed over black or dark backgrounds.



CODEx

Use the blue logo when placed over white or light backgrounds.



CODEx

Use the blue reversed out logo when placed over black solid background only.

**COLOUR PALETTE**

Being a sub-brand CODEX uses supporting accent colours and should be used sparingly and appropriately in corporate messaging, presentations, diagrams, and text. Make sure there is sufficient contrast when using these colours.

**CORPORATE IDENTITY**

The CODEX identity primary colour use is black, graphite, blue or white reversed out of dark backgrounds or solids. Use black judiciously or purposefully. Transparency is acceptable only when overlaying on images or objects.

**BLACK**

CMYK: 20/20/10/100  
RGB: 0/0/0  
Hex #000000

**GRAPHITE**

CMYK: 59/48/42/31  
RGB: 99/101/105  
Hex #636569

**GREY**

CMYK: 33/25/26/5  
RGB: 177/177/177  
Hex #b1b1b1

**CODEX BLUE**

CMYK: 50/20/0/7  
RGB: 131/172/214  
Hex #83acd6

**WHITE**

CMYK: 0/0/0/0  
RGB: 255/255/255  
Hex #ffffff

## TYPOGRAPHY

Typography is an essential part of the Untitled Two brand and sub-brands. It helps to unify messaging and create familiarity. A consistent typographic style is essential in creating a distinctive identity. As with our logo, consistent use of the typeface reinforces CODEX's brand image in the eyes of our customers, partners, and employees.

### PRIMARY TYPEFACE

Lato is a sans serif with a comprehensive family with a distinctive look, selected to support our voice and tone. As our corporate typeface, it is clean, modern, precise, and easy to read.

Light [0 kerning]

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 (,,:?!@#\$\$%^&\*~)

*Light Italic [0 kerning]*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*

*1234567890 (,,:?!@#\$\$%^&\*~)*

Regular [0 kerning]

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890 (,,:?!@#\$\$%^&\*~)

*Regular Italic [0 kerning]*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz*

*1234567890 (,,:?!@#\$\$%^&\*~)*

**BOLD [200 KERNING] FOR TITLING ONLY**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 (,,:?!@#\$\$%^&\*~)**



## CONTACT

The CODEX Creative Services Team is always available to offer guidance in the use of its identities.  
In the first instance please contact:

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