CODE{313}

create | develop | explore

BRAND IDENTITY GUIDELINES · 2026

BRAND GUIDE

CREATE · DEVELOP · EXPLORE — DETROIT'S FUTURE, BUILT HERE.

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01 — BRAND ESSENCE

WE ARE THE BRIDGE

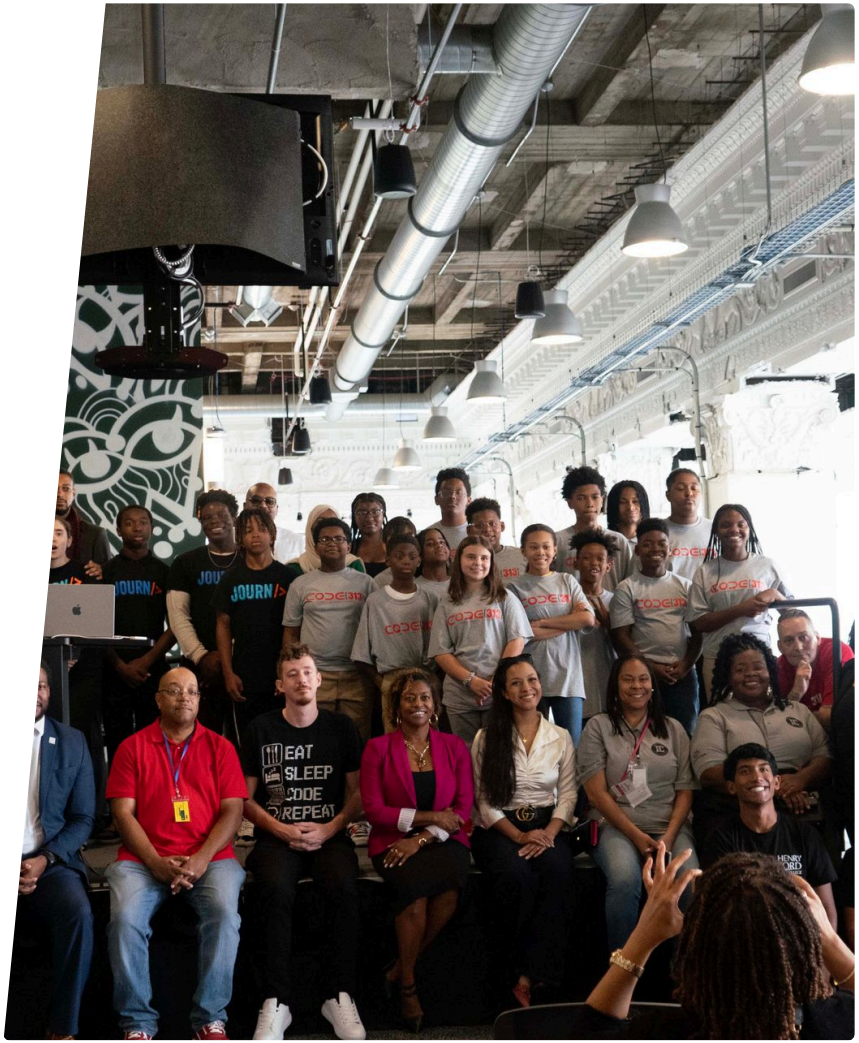
CODE313 connects Detroit's youth to high-tech resources — coding, drones, robotics, VR and AI — and to the careers that come with them. Our brand should feel like the city we serve: bold, proud, energetic and future-focused.

This guide sets the standard for every flyer, post, deck and photo we put into the world. When our materials look and sound consistent, our community, schools and partners recognize us instantly — and trust what we stand for.

CREATE
Hands-on making with real tech.

DEVELOP
Skills, confidence, pathways.

EXPLORE
Careers and the future.



02 — LOGO

OUR LOGO

Our logo is the most recognizable part of our identity. Always use the official, supplied files exactly as provided. Choose the version based on the background it sits on.





LIGHT BACKGROUNDS

File: CODE313_Logo_LightBackgrounds — black and red wording. Use on white, light gray, pale sky and other light backgrounds.



All-White (one color) — acceptable on dark solids and photos where red would lose contrast.

DARK BACKGROUNDS

File: CODE313_Logo_DarkBackgrounds — white wording with red. Use on black, Deep Navy, dark photography and other dark backgrounds.



All-Black (one color) — acceptable on light backgrounds, single-color print, and embroidery.

THE GOLDEN RULE: Never change the logo in any form — no recoloring, redrawing, stretching, rotating, cropping, outlining, adding effects, or rearranging its parts.

02 — LOGO

LOGO DO'S & DON'TS

DO

- Use the light-background version (black + red) on light surfaces.
- Use the dark-background version (white + red) on dark surfaces.
- All-white and all-black one-color versions are also acceptable.
- Keep clear space around the logo equal to the height of the “3” in 313.
- Scale proportionally only — hold Shift when resizing.
- Keep the tagline “create | develop | explore” legible; minimum logo width 1.25 in (print) / 160 px (digital).
- Place the logo over a calm, uncluttered area of photos.

DON'T

- Recolor the logo or swap in brand palette colors.
- Stretch, squash, skew, or rotate it.
- Add shadows, glows, outlines, or gradients.
- Put the light version on dark backgrounds, or the dark version on light ones.
- Separate, rearrange, or retype any part of the logo.
- Place it on busy photo areas where it loses contrast.



✓ **CORRECT** Light version on white



✓ **CORRECT** Dark version on dark



✓ **CORRECT** All-white version



✓ **CORRECT** All-black version



✕ **WRONG** Stretched or distorted



✕ **WRONG** Recolored

PROGRAM & APP LOGOS

Each CODE313 program, app, and game has its own logo. Download every version (PNG, JPG, and SVG where available) at code313detroit.org/branding.



CODING & INNOVATION CLUBS

Navy-text and white-text lockups · PNG, JPG



DRONE ACADEMY

Horizontal, stacked, wordmark, icon · light & dark · PNG, JPG, SVG



DRONE BASKETBALL

Logo plus desktop and VR title cards · PNG, JPG



PAINT THE D

Wordmarks, CODE313 lockups, app icon · PNG, JPG



FLIGHT LAB

Horizontal logo, app icon, title card · PNG, JPG, SVG



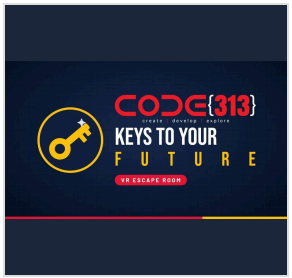
CAREER PATHWAY EXPLORER

Horizontal, stacked, lockup, mark · PNG, JPG, SVG



LEAGUE CENTER

Lockups, wordmarks, trophy-and-brackets mark, app icon, title card · PNG, JPG, SVG



KEYS TO YOUR FUTURE

VR escape room and lane race title cards · PNG, JPG



MONEY HABITS ARCADE

Desktop and VR title cards · PNG, JPG



313 BEATWORKS

Title card · PNG, JPG



CODE313 PLAY

Lockups, wordmark, mark, app icon, title card · light & dark · PNG, JPG, SVG



AR EXPLORER

Lockups, wordmarks, mark, app icon, title card · light & dark · PNG, JPG, SVG

LOGO FAMILY RULES: Use each program logo only for that program. The CODE313 logo inside any lockup follows every rule on the previous pages and is never altered. Pick the light or dark version to match the background. Title cards are for game screens, web tiles, and social posts, not as stand-alone logos.

03 — COLOR

COLOR PALETTE

Bold, high-saturation and digital. Blue and Red lead; Yellow, Teal and Purple bring the energy; Navy, White and Black keep everything grounded and readable.

PRIMARY BLUE

HEX #0068B3
RGB 0, 104, 179
Primary · headers, bars, links

PRIMARY RED/ORANGE

HEX #BD0000
RGB 189, 0, 0
Primary · CTAs, accents, urgency

VIBRANT YELLOW

HEX #FFCC00
RGB 255, 204, 0
Accent · badges, highlights

TECH TEAL/MINT

HEX #00FF99
RGB 0, 255, 153
Accent · tech details, dark-mode pops

DEEP NAVY

HEX #1B263B
RGB 27, 38, 59
Neutral · dark backgrounds, body text

SOFT PURPLE/PINK

HEX #DF3AFC
RGB 223, 58, 252
Accent · gradients, youth energy

PURE WHITE

HEX #FFFFFF
RGB 255, 255, 255
Neutral · clean info backgrounds

DEEP BLACK

HEX #000000
RGB 0, 0, 0
Neutral · high contrast, dark logo



Suggested usage balance — let the primaries do the heavy lifting and use accents for punch. Pair Yellow and Teal with Navy or Black text, never white.

TYPOGRAPHY

HEADERS — BEBAS NEUE / MONTSERRAT EXTRA BOLD

LEVEL UP, DETROIT

Bold, condensed sans-serif. ALWAYS ALL CAPS. Tight line spacing.

SUB-HEADERS — MONTSERRAT MEDIUM / SEMIBOLD

DRONES · ROBOTICS · VR · AI

Medium weight with increased letter spacing (+100 to +200 tracking).

BODY — HELVETICA / ARIAL

Clean, highly legible sans-serif for paragraphs, dates, logistics and fine print. Set at 10–12 pt in print and 16 px+ on screen.

H1 · 48–96 PT | H2 · 28–40 PT | SUB · 14–20 PT | BODY · 10–12 PT

SPECIAL TEXT — PRIMARY TITLES

SUMMER CAMP

DRONE DAY

Use color gradients or high-contrast outlines only on primary titles like SUMMER CAMP — one per piece.

05 — PHOTOGRAPHY

BRIGHT, BOLD & REAL

LIGHTING

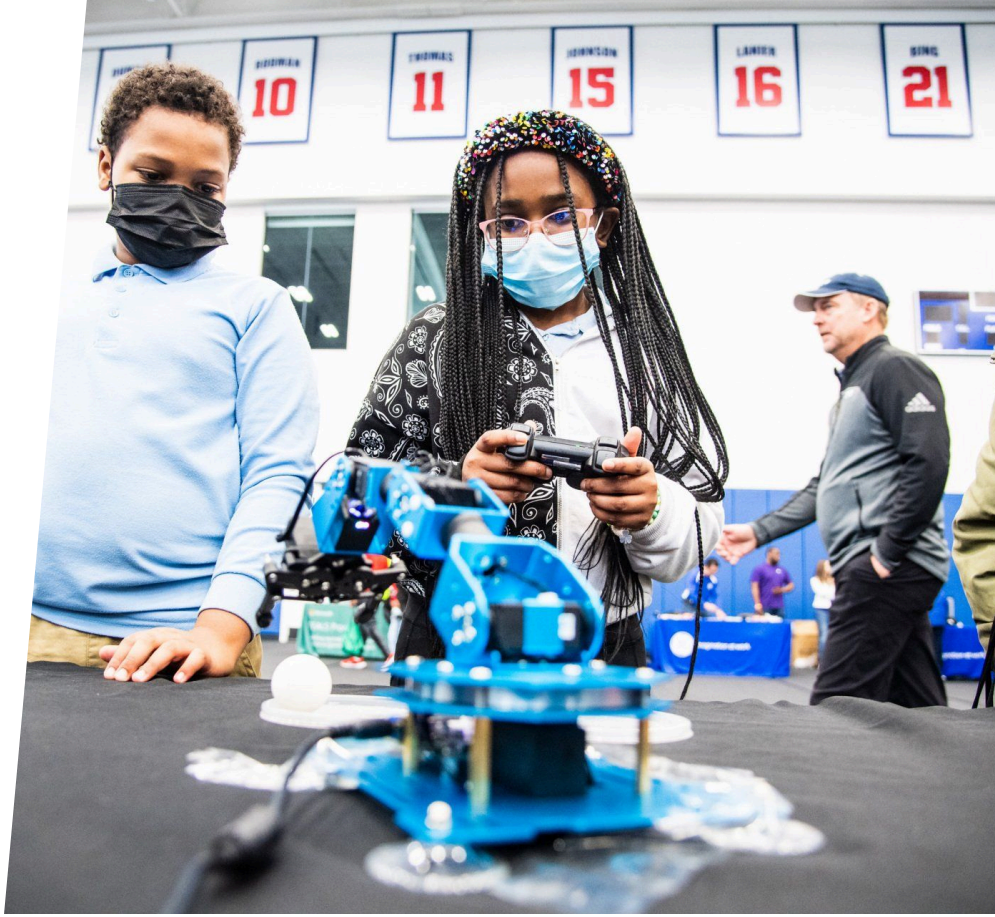
High-key, bright natural daylight or strong, clean indoor fluorescent light. Subjects well-lit with high clarity. Outdoors: warm, sunny vibe or clear blue sky. Graphics: flat, modern lighting with minimal shadows.

SUBJECTS

Diverse youth and community members in hands-on activities — VR headsets, drone controllers, laptops, sports and festivals. Candid joy, curiosity and focus. Subjects look toward the center of the frame or upward: **looking to the future.**

FILTERS & POST-PROCESSING

Vibrant, high-saturation finish so primaries pop. Increase clarity and sharpness while staying clean. Bright whites, deep blacks, high contrast. No heavy grain, vintage or faded looks.







COMPOSITION



WIDE-ANGLE · COMMUNITY SCALE

Use for large crowds, festivals and events to show the size of our movement.



MEDIUM · EMOTION

Tight shots of individuals to capture focus, wonder and joy.



HANDS-ON · ACTION

Show the tech in use — controllers, headsets, robots, code.



LAYOUT COMPOSITION

Use diagonal color blocking and slanted dividers at roughly 15–30° to create movement and energy. Keep a clear hierarchy — place the most important text in the top or center third of the layout.

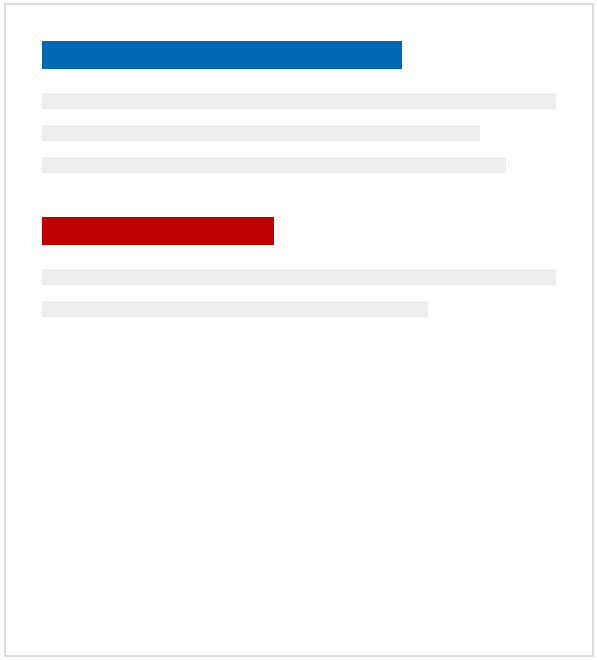
FLYERS & LAYOUTS

Flyers can be info-heavy — but always organized.

- **Colored bars** and distinct sections separate who, what, when and where.
- **Thick, solid borders** (4–8 pt) frame every QR code and CTA button.
- **Circular badges** call out discounts and offers.
- **Educational content** uses large, bold text overlays on solid color or sky-themed photography.
- Most important message in the top or center third.



THREE BACKGROUND TYPES



1 · CLEAN WHITE

For information-dense flyers, schedules and forms.



2 · BRIGHT OUTDOORS

Natural settings — blue skies, green fields, sunny community events.



3 · SATURATED SOLID + GRID

High-saturation solid color with faint geometric or grid patterns for a modern tech look.

08 — VOICE & TONE

DETROIT, THIS ONE IS FOR YOU

Our voice is a high-energy, community-driven advocate — a visionary catalyst for Detroit's future. Part professional tech educator, part grassroots organizer: celebratory, enthusiastic, rooted in local pride, aspirational yet accessible.

LANGUAGE & DICTION

Action-oriented and superlative-heavy: **incredible, massive, unforgettable, brilliant, historic.** Balance tech terms — bridging the digital divide, workforce development, innovation — with colloquial energy: **showed up and showed out, crushed it, leveling up.**

STRUCTURE & SYNTAX

Open with a punchy declaration or direct address ("WOW." "Detroit, this one is for you!"). Follow with detail-rich paragraphs and data. Use lists for highlights and registration info. End with high-impact exclamation points!

THEMES

Always circle back to the future — Detroit and its youth. Equitable access, empowerment, building community. CODE313 is the bridge between high-tech resources and local students.

FORMATTING

Clear line breaks between story and logistics. Urgent CTAs and deadlines in ALL CAPS (ACT FAST, DON'T WAIT). Highlight student numbers, dates and dollar amounts. Tag partners generously.

CALLS TO ACTION

Direct and urgent imperatives near the end: **press play, register now, save their spot, share this** — followed by a website link or "link in bio."

SIGNATURE STYLE IN ACTION

SIGNATURE CHOICES

- **Tech Easter eggs** — binary code, “code as a language” references.
- **Tag every stakeholder** — sponsors, schools, videographers, talent.
- **High-energy hashtags** blending brand, industry and regional tags.
- **Gratitude, always** — make the community part of the win.

QUICK CHECK

✓ ON BRAND
“WOW. 300+ students crushed it at Drone Day — Detroit showed up and showed out!”

✕ OFF BRAND
“The drone event was held on Saturday. Several students attended.”

code313detroit
Detroit, Michigan



Detroit, this one is for you!

What an INCREDIBLE weekend. Our students jumped into VR, flew drones and built their first apps — leveling up for the careers of tomorrow.

✔ **[#] students** served
✔ **[#] hours** of hands-on tech
✔ **[#] partners** making it happen

Huge thanks to @[Partner] @[School] and @[Videographer]! Spring registration is OPEN — DON'T WAIT. Save their spot at the link in bio!

#CODE313 #DetroitTech #STEAM #FutureReady #313 01000100 01010100 01010111

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create | develop | explore

BUILDING DETROIT'S FUTURE, TOGETHER

CODE313.COM