This style guide contains more detailed rules for using the visual elements of the „Meet and Code“ initiative. The document deals with the placement of the logo as well as the use of colors, fonts and key visuals. The guidelines are intended to help maintain a professional form of all marketing materials.

The official URL to be used is „www.meet-and-code.org“. 
THE LOGO

Whitespace
Partners in connection with the project may only use the logo. It requires enough white space for adjacent texts, pictures or other elements. The minimum distance is the following:

\[
\frac{\text{height of the signet}}{2} = \text{minimum distance}
\]

Combination with text
The lettering can also be combined with additional text. The font sizes of the word mark are adapted in such a way that they give a balanced image (see example).

On colored background
If the logo should be used on a colored background, there is a white version of the logo that can be used.
**DONT’S**

**Some Examples**

1 | Background Color

Never use a colorful background color.

2 | Background Photo

Do not place any photos in the background. With photos in the background, the logo is hardly legible. Therefore only use it on white backgrounds.

3 | Shadow & Inclination

Do not add any bends or effects.

4 | Stretching

Neither stretching nor upsetting. In general, the manual stretching and compressing of writing is a typographical sin. Accordingly, the logo may only be enlarged proportionally.
Primary Colors

The primary colors are taken from the logo and are, for example, used for headings, icons and colored backgrounds.

If the title consists of several words (and lines), the individual elements can be colored. The order of the primary colors is irrelevant.

Look at the following example:

Text Color

Texts on screens appear in a dark gray. The lower contrast is more comfortable for the eye.

In printed materials the text color is black, because the writing looks sharper.
**HEADLINE**

**Subheadline**

**Section Headline**

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**Subheadlines can also stretch out over two lines**

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**TYPOGRAPHY**

Die Typografie zeichnet sich durch ihre klaren Formen aus. Texte sind übersichtlich gegliedert durch Headlines, Subheadlines und verschiedene Zwischenüberschriften.

**Headline**

Font: Barlow ExtraBold
Font size: 23pt
Color: Blue

**Subheadline**

Font: Barlow ExtraBold
Font size: 15pt
Line spacing: 14pt
Color: Gold

**Section Headline**

Font: Open Sans Semibold
Font size: 9pt
Color: Gold

**Section Headline**

Font: Open Sans
Font size: 9pt
Line spacing: 13pt
Color: Gray / Black

**Flowing Text**
If you have any questions regarding the use of the visual elements please contact innofabrik. innofabrik is the marketing agency that supports “Meet and Code”.