

Brand
Book



Codex Solutions

Our Code, Your Success.

Introduction

Welcome to the Codex Solutions Brand Guidelines. This document defines the visual identity standards that ensure a consistent, recognizable and professional brand experience across every touchpoint. It provides clear guidance on the correct use of the logo, color palette, typography, graphic elements and supporting assets to maintain a cohesive and scalable brand system.

The graphic style reflects a modern tech aesthetic, combining minimalism, geometric precision, monochromatic blue gradients and generous white space. This visual language emphasizes clarity, innovation, scalability and digital excellence, ensuring consistency across both print and digital media while reinforcing Codex Solutions' position as a forward-thinking technology brand.

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Business Card
Letterhead
Id Badge
Billboard
Sign

01

LOGOTYPE

>> Icon Concept



The Codex Solutions icon is inspired by the universally recognized HTML shield, a symbol strongly associated with web development, digital innovation, and modern technology. By integrating the initial letter "C" from Codex Solutions into this familiar geometric structure, the icon creates a distinctive and memorable visual identity.



Icon Version

Its minimalist construction and balanced proportions are designed to function as an internationally recognizable symbol, transcending language barriers while instantly communicating the brand's expertise in software development, web technologies, and digital solutions. The result is a timeless, scalable and versatile mark that embodies precision, innovation and technological excellence.

It is designed for small-scale applications such as favicons, mobile apps, social media profiles, and digital interfaces where space is limited.





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The logotype features the "Codex Solutions" wordmark and is intended for applications where the brand name needs to be clearly communicated, such as documents, websites, presentations, business cards, letterheads, marketing materials and other wide-format applications.



Vertical Lockup

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Codex Solutions

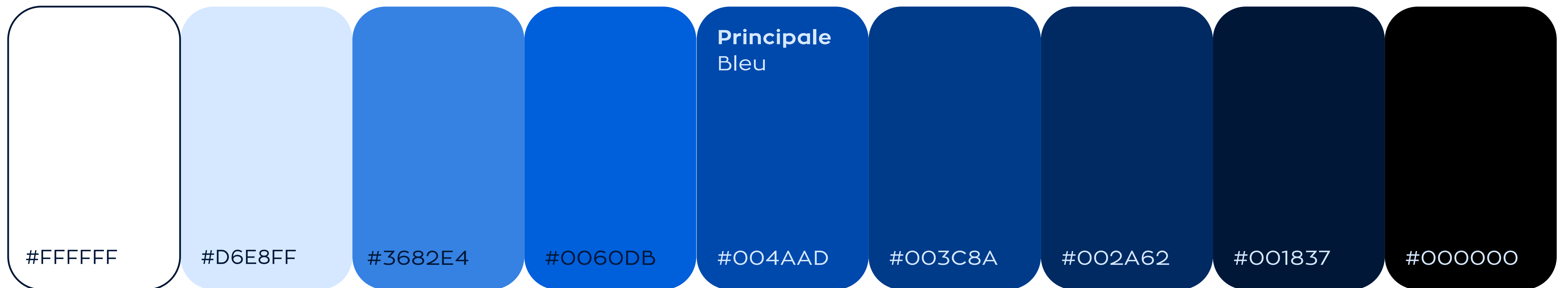
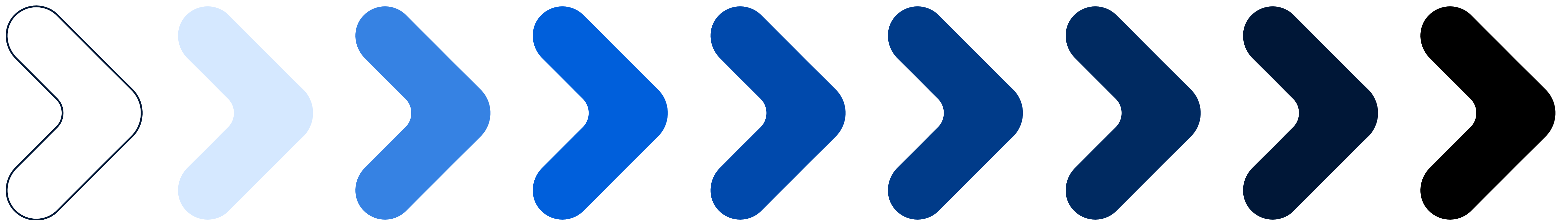
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The vertical lockup combines the icon and logotype in a stacked layout. It is ideal for square or portrait formats, including social media posts, signage, promotional materials, and packaging.



Color Palette

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The Codex Solutions color palette is based on **a monochromatic blue system**, using multiple shades and tints of blue to create hierarchy, contrast, and consistency. This palette conveys trust, innovation, professionalism and technological expertise while ensuring a clean and cohesive visual identity across all digital and print applications.

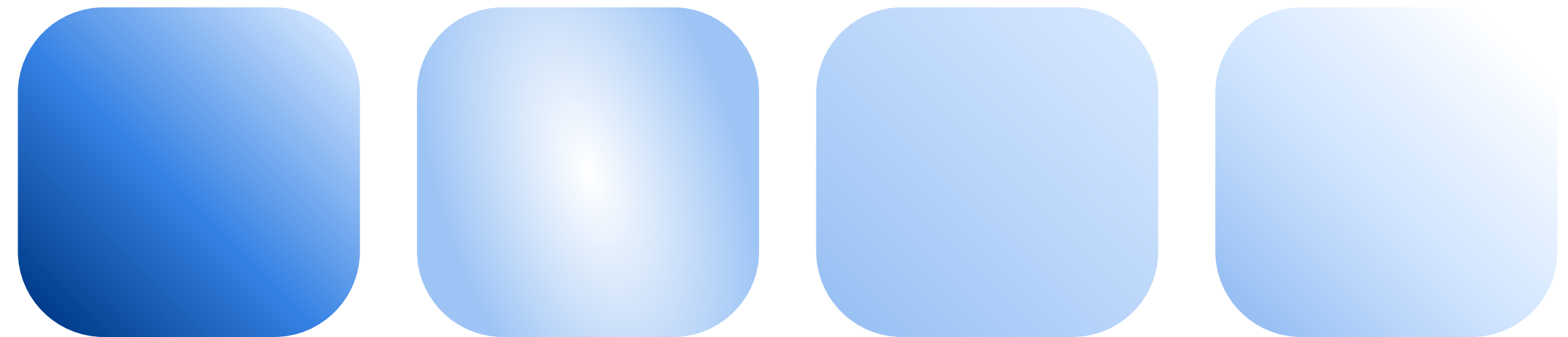


Dark Gradients



The dark gradient enhances depth and visual impact, reinforcing the brand's premium, innovative and technology-driven identity. It is recommended for hero sections, banners, presentations, and high-emphasis digital applications.

Light Gradients



The light gradient creates a clean, modern, and approachable aesthetic. It is ideal for backgrounds, user interfaces, marketing materials, and layouts that require clarity and visual balance.





Color Versions

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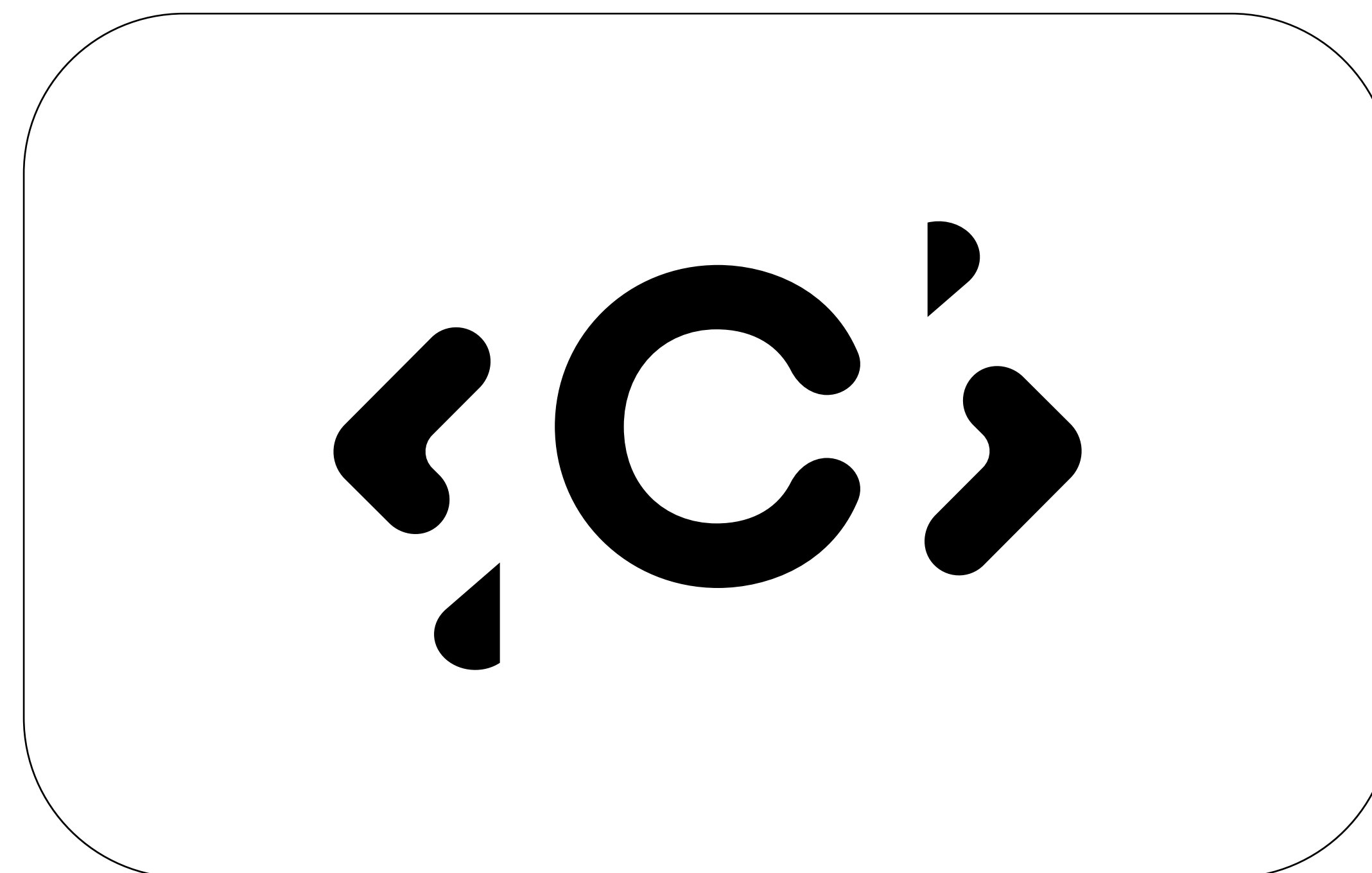
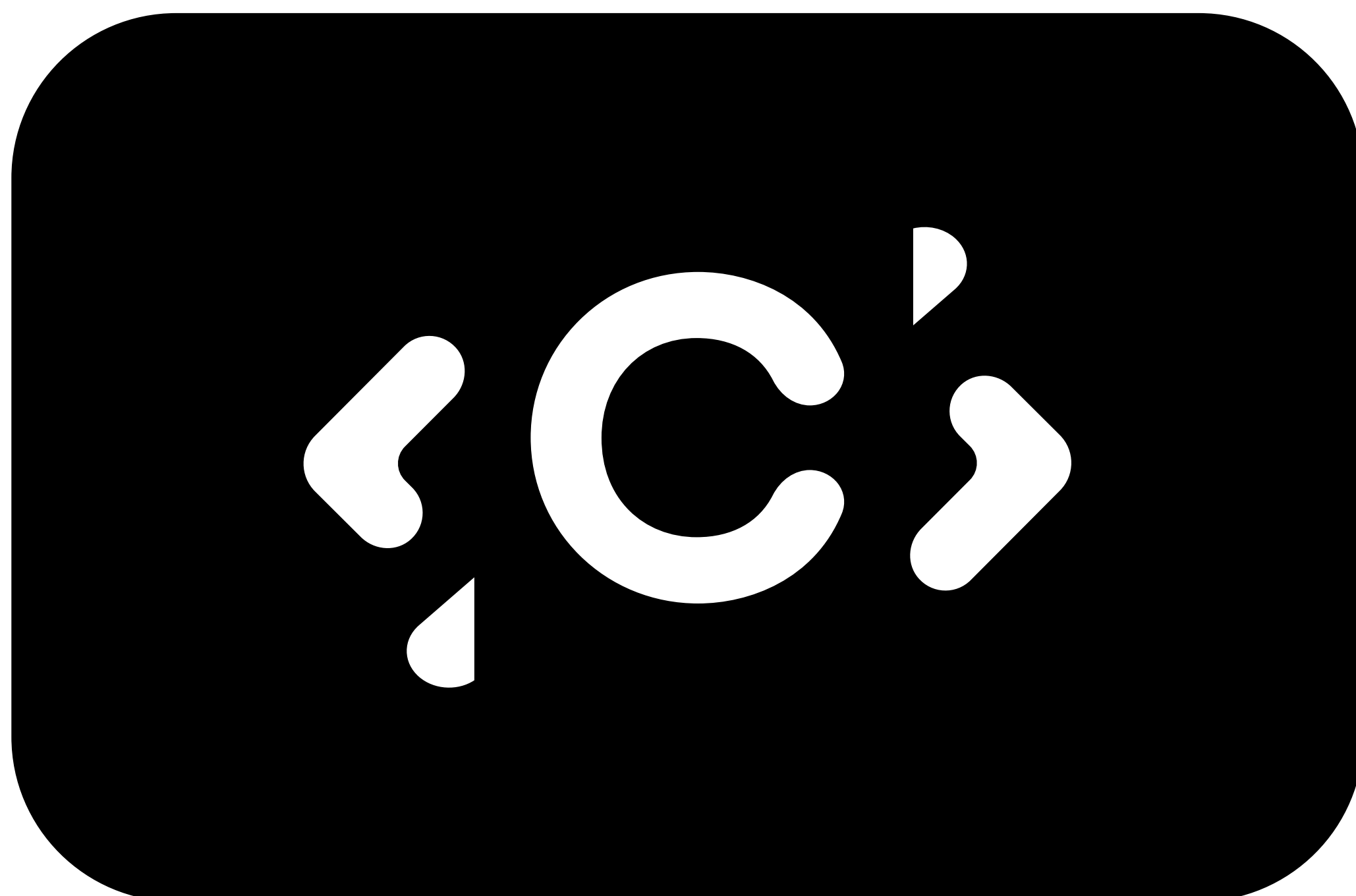


Negative Version

The negative version is designed for dark or colored backgrounds, providing optimal visibility and maintaining consistent brand recognition across all applications.

Positive Version

The positive version is intended for use on light backgrounds, ensuring maximum clarity, contrast, and brand recognition while preserving the logo's visual integrity.



The monochrome version uses a single color to ensure clarity and consistency when full-color reproduction is not possible. It is ideal for one-color printing, engraving, embossing, and other limited-color applications.



Grayscale

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Negative Version

The negative grayscale version is intended for dark backgrounds, providing optimal legibility while maintaining the logo's visual integrity in grayscale applications.

Positive Version

The positive grayscale version is designed for use on light backgrounds when color reproduction is unavailable, ensuring clear contrast and consistent brand recognition.



Logo on Color

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Dark Backgrounds

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Light Backgrounds

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Logo on Backgrounds

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Light Backgrounds



Dark Backgrounds

>> Logo Misuse

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Do not stretch



Do not rotate



Do not change
the brand colors



Do not add effects



Do not rearrange
the logo elements



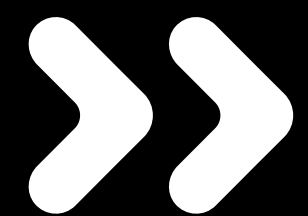
Do not alter the
proportions

>> Minimum Size



To ensure optimal legibility and brand recognition, the logo should never be reproduced below the recommended minimum size. Always respect these dimensions across both digital and print applications to preserve clarity and visual integrity.





Typography

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Primary

Ad

RTL-Corporative

Light

Regular

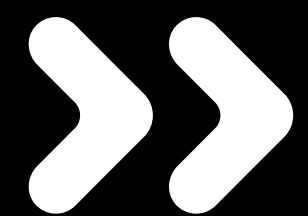
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The primary typeface is the core of the Codex Solutions visual identity. It is used for headings, titles, and key brand communications, ensuring a modern, consistent, and professional appearance.



Typography

Secondary

Aa

Barlow

Light

Regular

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

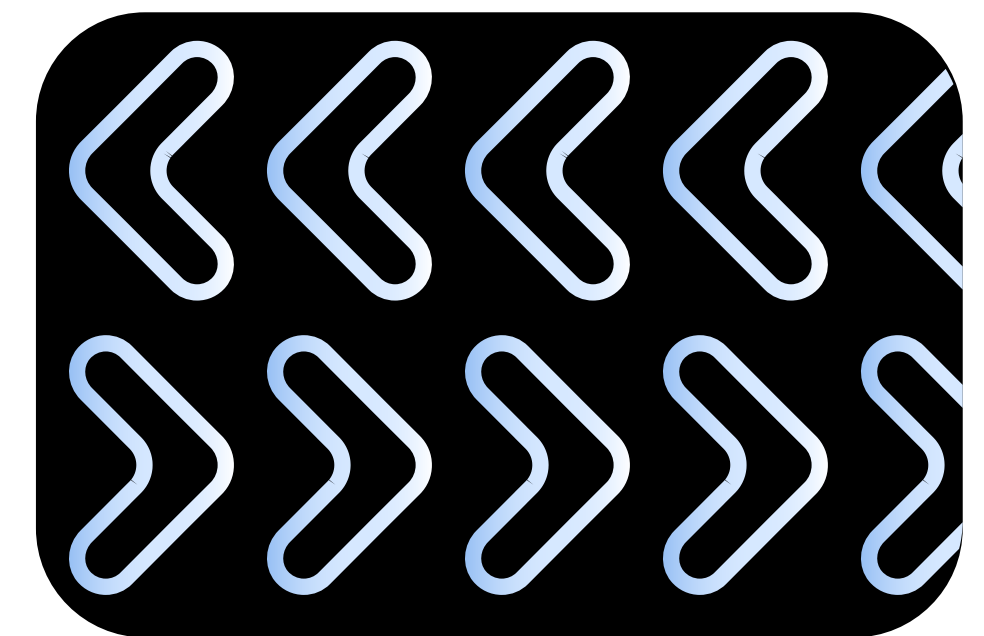
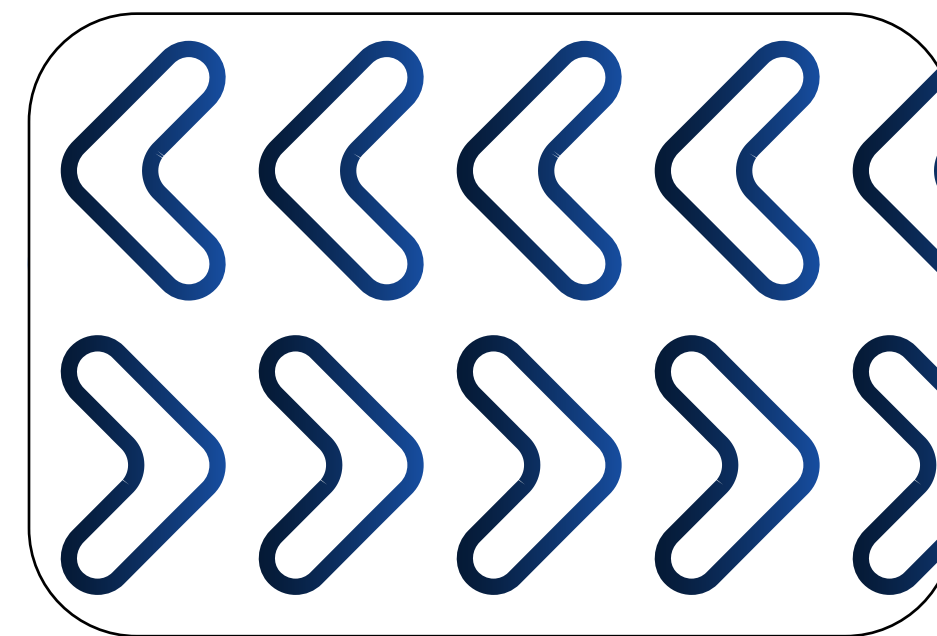
The secondary typeface complements the primary font and is used for body text, captions, and supporting content. It enhances readability while maintaining visual harmony across all brand materials.



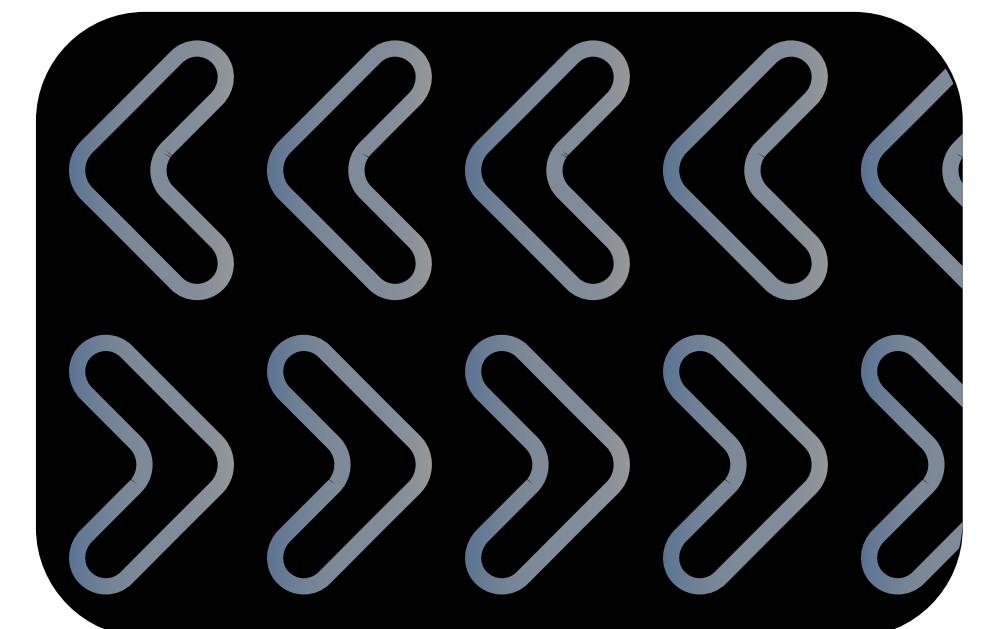
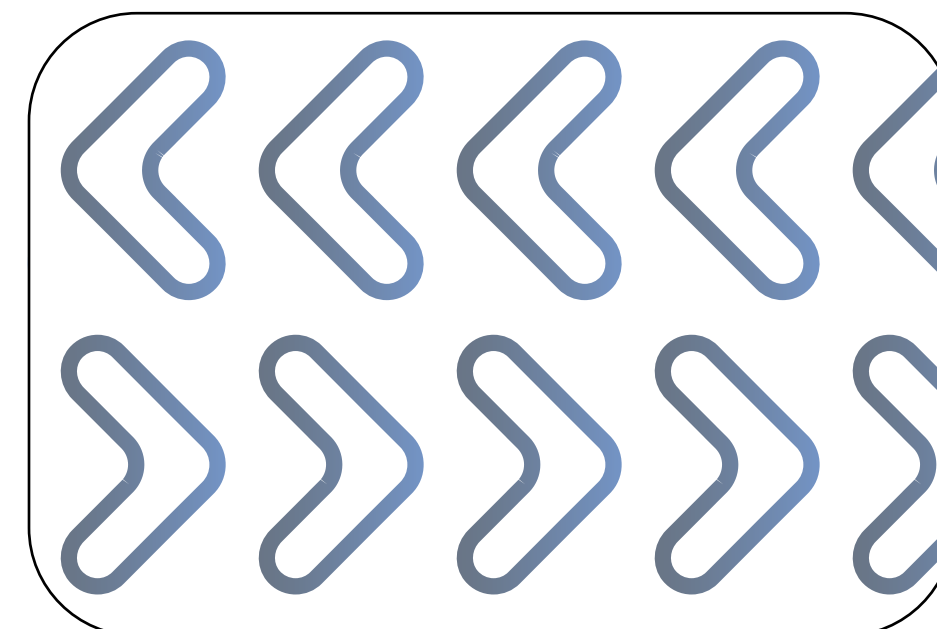
Pattern

The brand pattern is available in three opacity levels to provide visual flexibility while maintaining consistency across different layouts and applications.

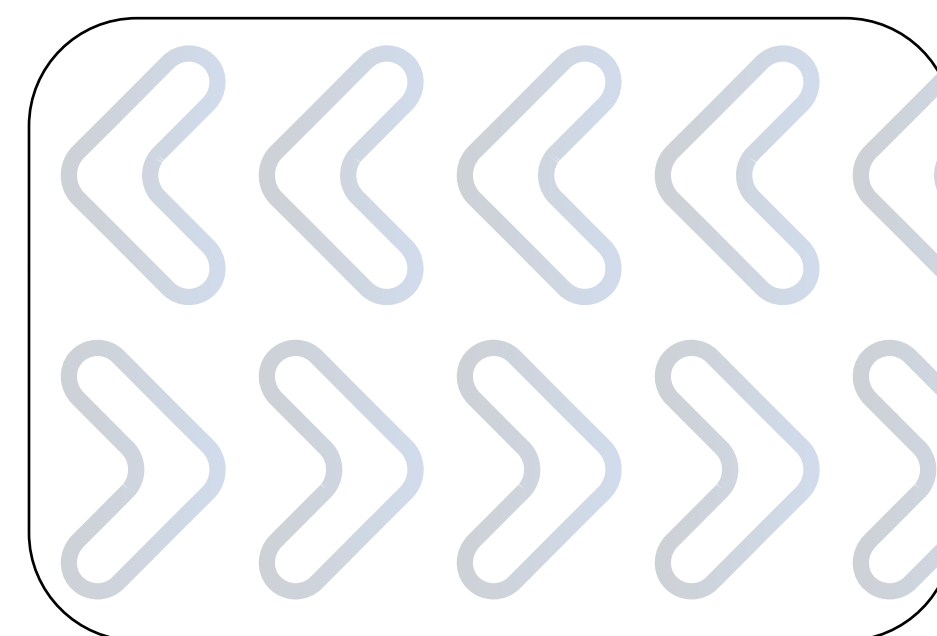
100% Opacity: For strong visual impact and prominent brand expression.



60% Opacity: For balanced emphasis in backgrounds and supporting graphics.

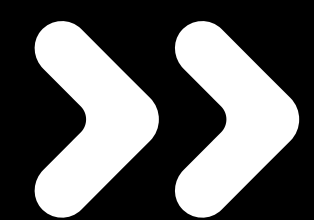


20% Opacity: For subtle texture and minimal visual distraction in clean layouts.



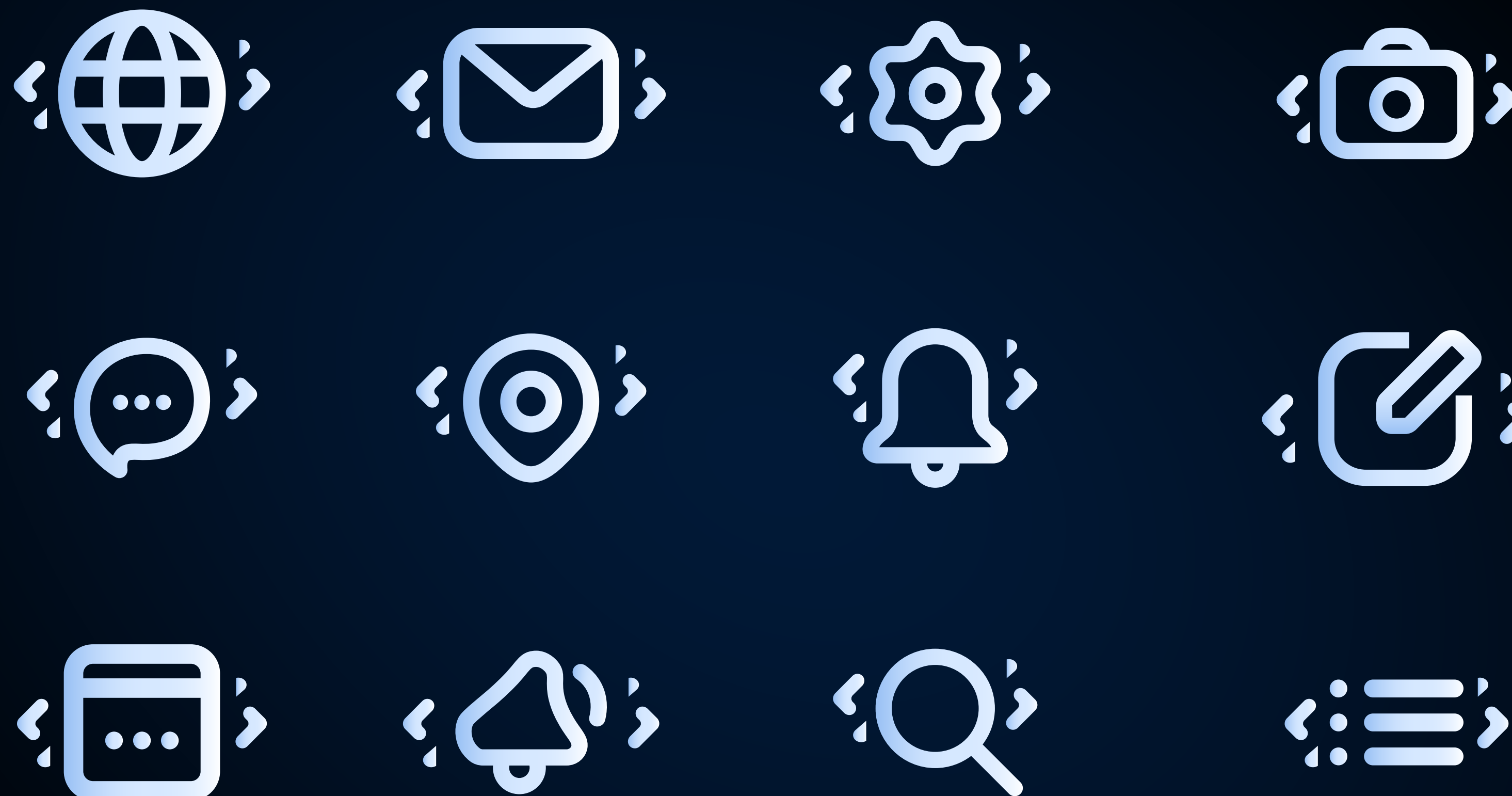
02

GRAPHIC
STYLE

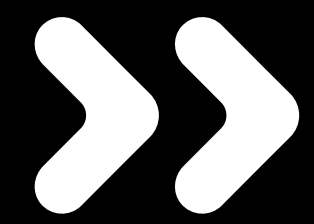


Icons Style

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The iconography follows a minimal outline style with clean lines, simple geometric shapes, and consistent stroke weights. This approach enhances clarity, scalability, and visual consistency while complementing the modern and technology-focused identity of Codex Solutions.



Design Principles

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Visual Hierarchy

Contrast

Alignment

Repetition

Oversized

Gestalt

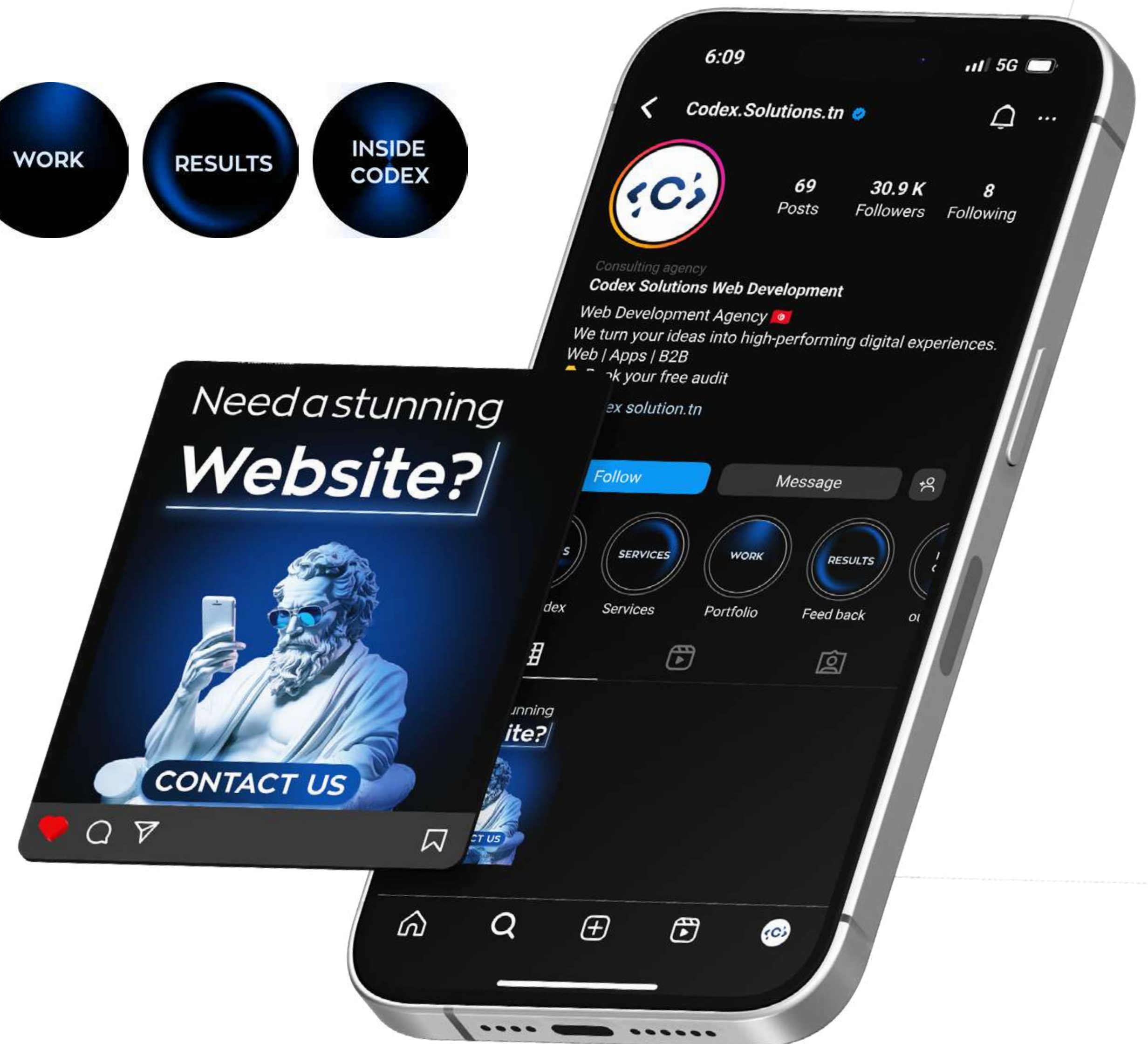
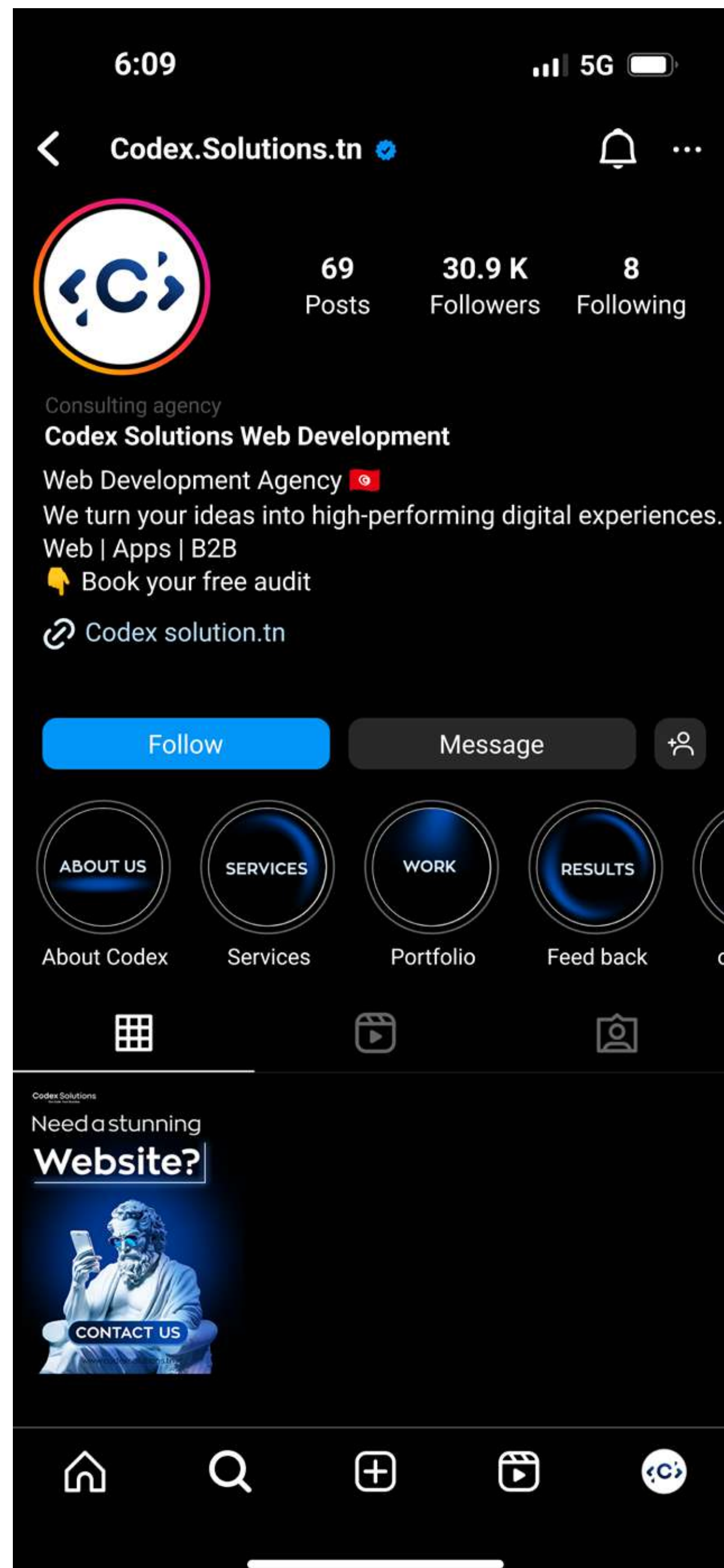
Consistency

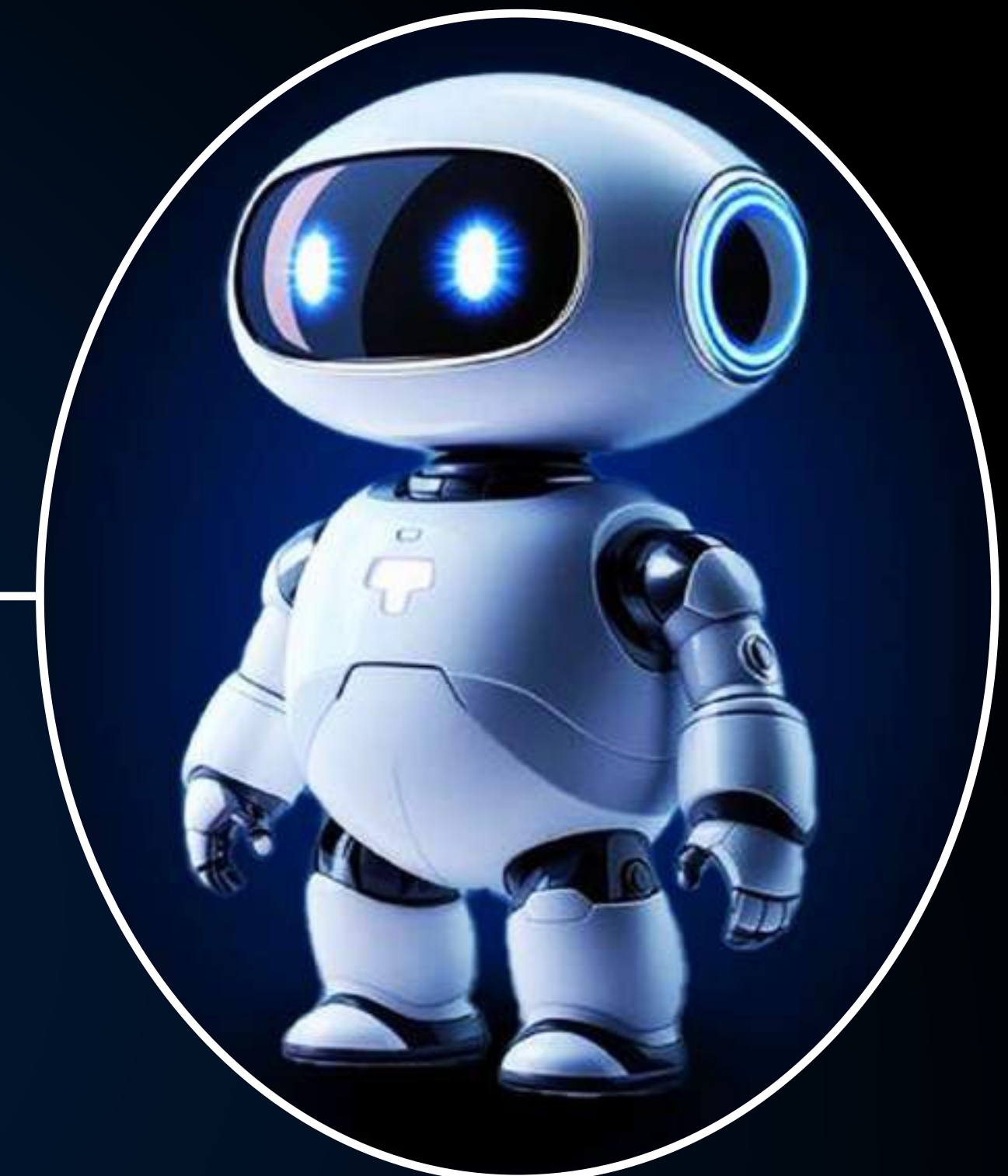
Accessibility

Proximity

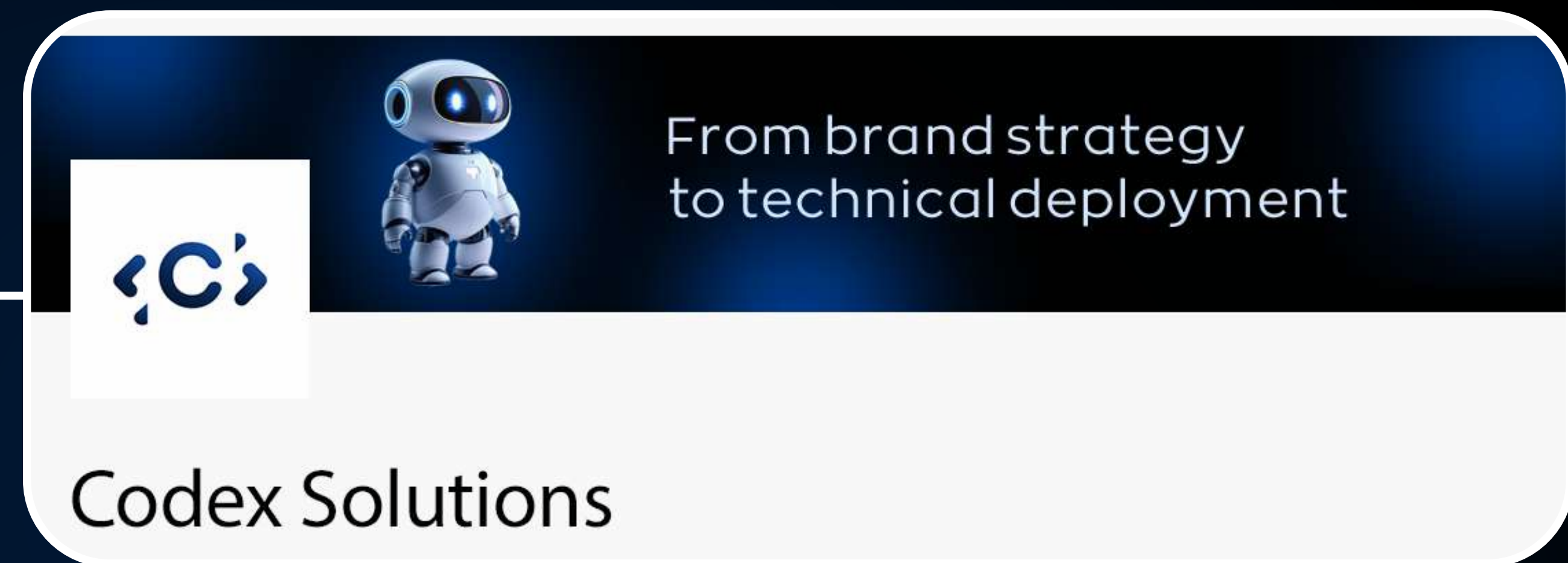
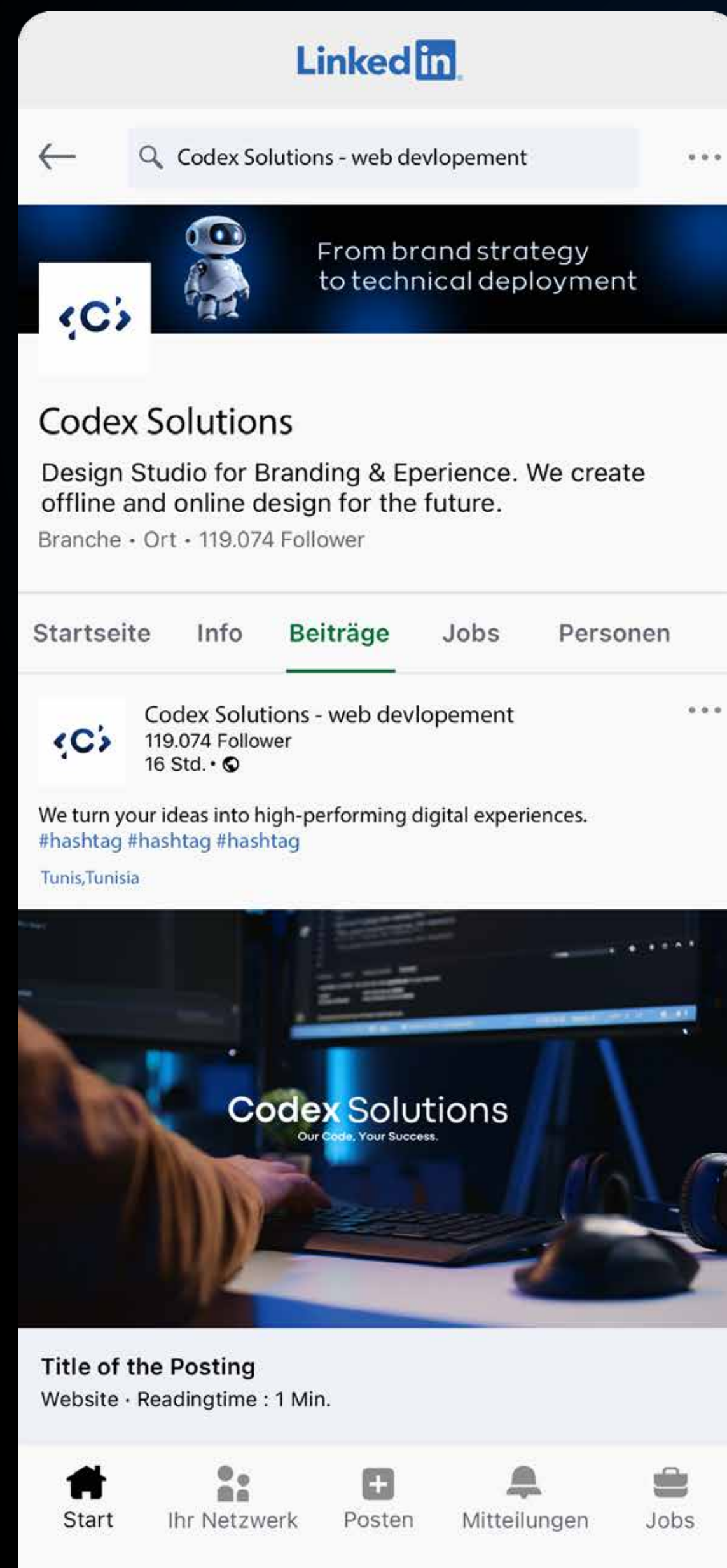
03

DIGITAL



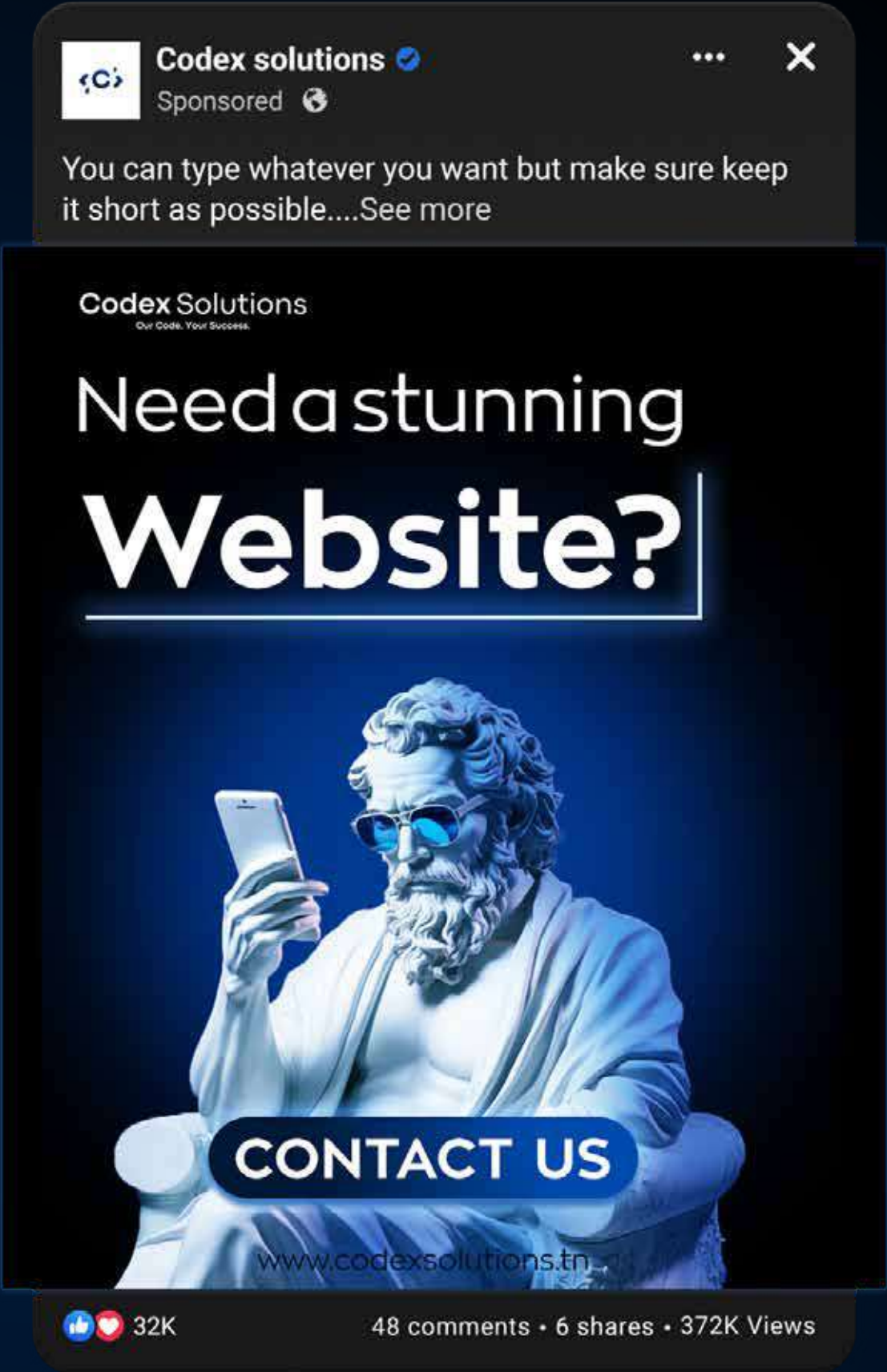


This mockup demonstrates the Codex Solutions visual identity applied to Facebook. The profile avatar features the official brand mascot (robot avatar), reinforcing brand recognition and creating a consistent, engaging presence across social media platforms. The cover image, colors, and graphic elements follow the established brand guidelines to ensure a cohesive digital experience.



This mockup showcases the Codex Solutions visual identity applied to LinkedIn. The profile avatar features the official brand mascot (robot avatar), strengthening brand recognition while maintaining a professional and consistent presence. The banner, typography, and visual elements follow the brand guidelines to ensure a cohesive corporate identity across professional networks.

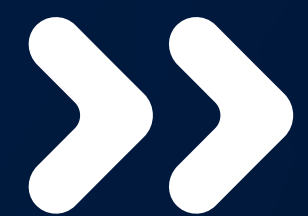
Head Lines & Titles			
Details and info			
		Details and Pic	
Details and CTA			



The overall post design follows a Swiss Grid (International Typographic Style), emphasizing structure, clarity, and visual balance. Clean layouts, consistent spacing, strong typographic hierarchy, and minimal graphic elements ensure a modern, professional, and cohesive visual identity across all social media content.

04

PRINTED



Business Card

Corporate

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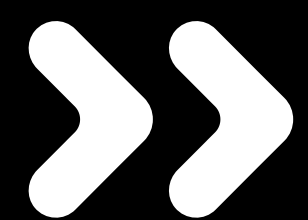
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The corporate business card represents the Codex Solutions brand. It is designed for general company use, featuring the official visual identity and maintaining a clean, modern, and professional appearance.

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+216 21 345 678
www.codexsolution.tn
contact@codexsolutions.tn





Business Card

Personal

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Codex Solutions

Wassef Abdallah

CEO

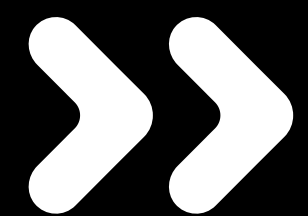
+216 20 458 136

wassef.abdallah@codexsolutions.tn



The personal business card is designed for team members and includes individual contact information while following the Codex Solutions visual identity. It ensures consistency across the organization and strengthens professional brand representation.





Letterhead

Personal

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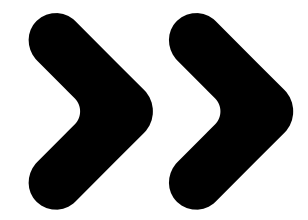


+216 21 345 678

www.codexsolution.tn

contact@codexsolutions.tn

The official letterhead reflects the Codex Solutions visual identity through a clean and professional layout. It ensures consistency across all corporate documents while reinforcing the brand's credibility and professionalism in formal communications.



ID Badge

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The ID badge is designed to provide clear employee identification while maintaining the Codex Solutions visual identity. It combines functionality with a clean, modern design to ensure consistency across the organization and strengthen brand recognition in professional environments.

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