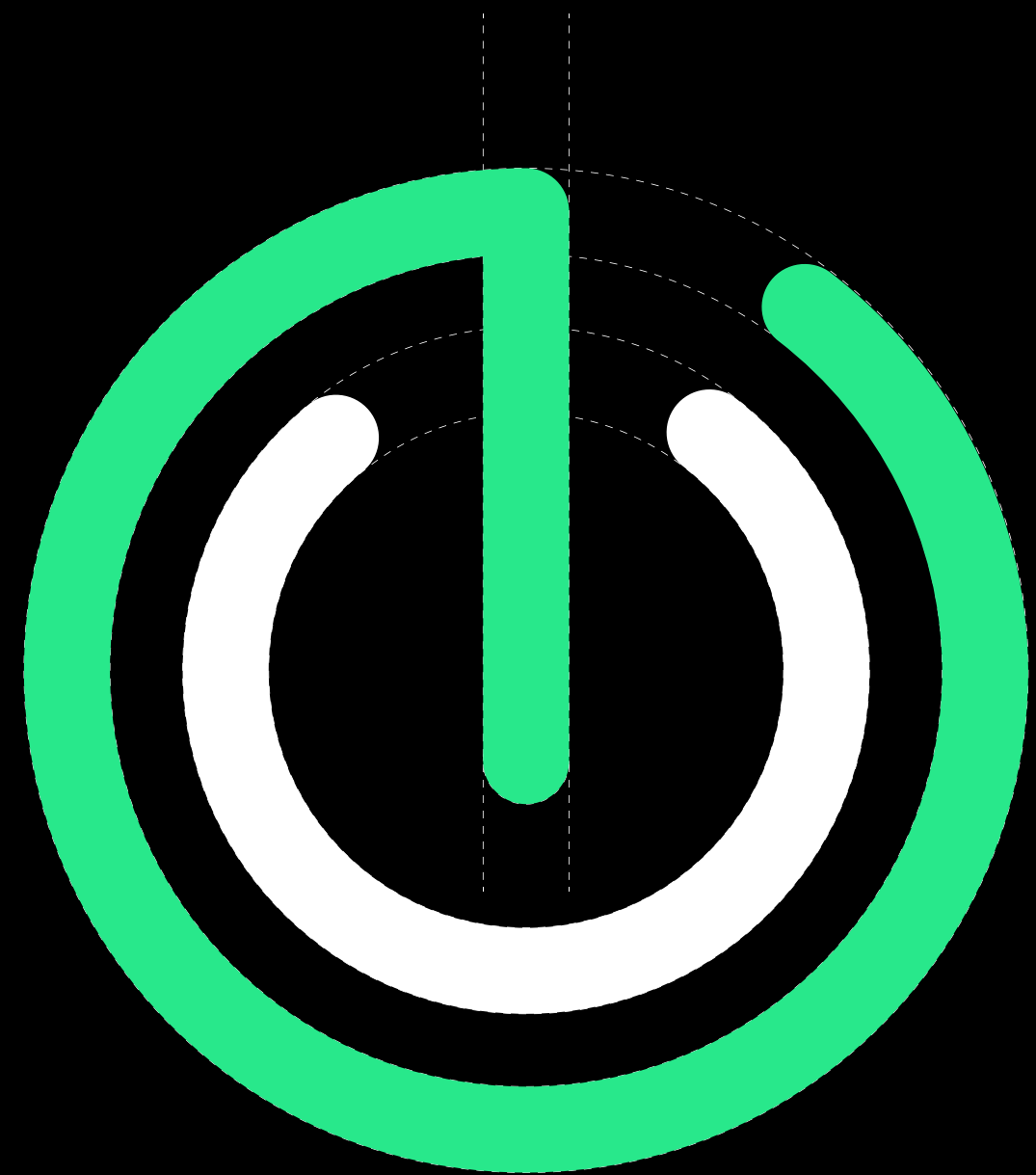


Elysium  
Code

*brand*  
**GUIDELINES**



# THE CODEX MANUAL

---

|   |     |
|---|-----|
| 1. The Elysium Voyage – Crafting a seamless fusion of technology and creativity . . . . . | 02. |
| 2. Signature Touch – Symbolism, usage, and brand representation . . . . .                 | 06. |
| 3. Dynamic Palette – The signature hues defining our identity . . . . .                   | 19. |
| 4. Words That Empower – Fonts that enhance clarity and style . . . . .                    | 22. |
| 5. Power in Visuals – Design elements that shape our brand . . . . .                      | 26. |
| 6. Dynamic Symbols – Symbols that communicate our essence . . . . .                       | 29. |
| 7. Structural Framework – Organizing brand elements effectively . . . . .                 | 36. |
| 8. Brand in Motion – Bringing Elysium Code to life . . . . .                              | 42. |
| 9. Online Execution – Website and online identity . . . . .                               | 46. |
| 10. Branded Essentials – Merchandise and stationery . . . . .                             | 48. |
| 11. Let’s Connect – Contact and collaboration details . . . . .                           | 51. |

1

# The Elysium Voyage

Welcome to **ELYSIUM CODE**, where technology meets purpose.

As a freelance software engineer, I craft seamless, efficient solutions with a focus on innovation and simplicity. Every line of code is designed to be intuitive, powerful, and purposeful.

# Vision

To create a world where technology seamlessly integrates into everyday life efficient, scalable, and intuitive.

Elysium Code strives to empower businesses with innovative software solutions that simplify complexity, enhance performance, and drive meaningful digital transformation.

# Mission

At **ELYSIUM CODE**, I am driven to:

- ① Develop seamless and efficient software solutions that empower businesses.
- ① Craft intuitive and innovative experiences that enhance functionality.
- ① Build lasting partnerships through reliability, precision, and purpose driven technology.

# Guiding Principles

## Empowerment:

Providing businesses with robust and scalable digital solutions to drive growth and efficiency.

## Innovation:

Staying ahead with cutting-edge technologies, modern development practices, and creative problem-solving.

## Collaboration:

Success is built through strong partnerships, clear communication, and a shared vision for technological excellence.

## Resilience:

Elysium Code is built on the belief that success is a journey of continuous improvement. It's not a sprint, but a process that requires persistence, adaptability, and the willingness to evolve.

# Why Choose Elysium Code?

At **ELYSIUM CODE**, we design innovative and scalable software solutions to meet your needs. From APIs to cloud and mobile applications, we ensure high performance, security, and long-term success. Our commitment to quality and continuous improvement helps businesses thrive.

We believe in unlocking possibilities and building the future with innovative software solutions.



2

# Signature Touch

The **ELYSIUM CODE** logo merges E and C into a sleek, modern design, symbolizing precision, innovation, and adaptability. Its fluid structure reflects the brand's expertise in crafting scalable solutions, while the circular form represents continuity and progress—core to Elysium Code's approach to solving complex challenges with clarity.

# Primary logo

The **ELYSIUM CODE** logo represents innovation, precision, and expertise in software development. Its sleek, modern design ensures strong brand recognition across all platforms. The bold yet minimalistic structure reflects our commitment to efficiency and cutting-edge solutions.







# Monochrome Version

A refined black or white adaptation, optimized for single-color printing and minimalist designs while preserving clarity and impact.





Elysium Code

# Inverted Version

The reversed version of the **ELYSIUM CODE** logo is designed for flexibility, allowing it to seamlessly adapt to different backgrounds and uses. These variations preserve the brand's identity while ensuring clear visibility across all platforms and environments.



# Mark-Only Edition

The power symbol, along with the E and C, serves as a standalone mark for icons, watermarks, and compact branding while maintaining the essence of the Elysium Code identity.





**Elysium** Code



# Badge Version

The badge version of the **ELYSIUM CODE** logo enhances brand recognition with a circular emblem format. It retains the core design while offering a structured and versatile presentation for various applications.





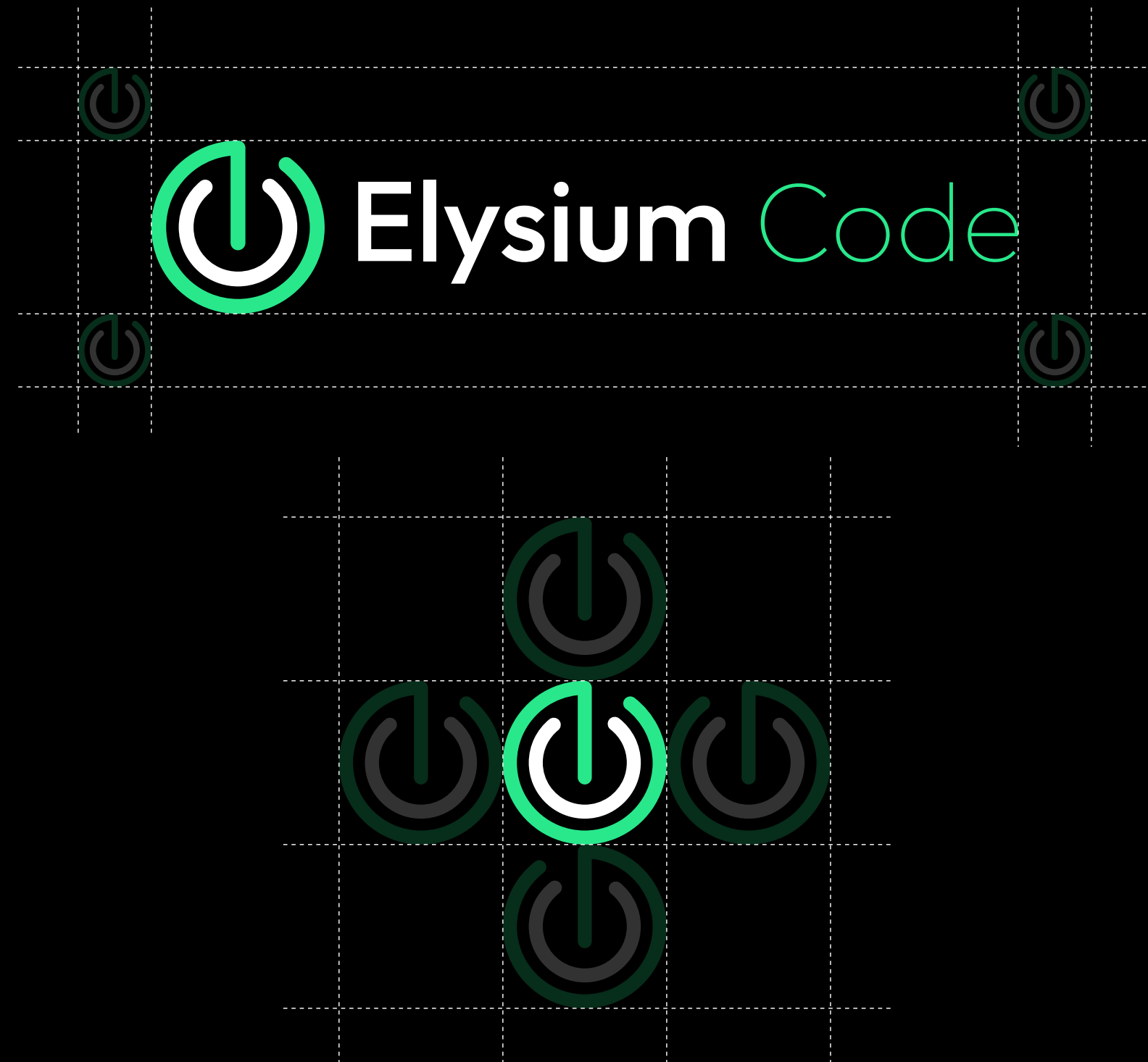


 Elysium Code



# Clear Space Guidelines

To keep the **ELYSIUM CODE** logo clear and impactful, the space around the logo and icon should match the height of the power symbol. This ensures a balanced look in all uses.





# Minimum Size

To ensure optimal visibility and clarity across applications, the logo must follow these size guidelines:

## Print Purposes -

A minimum height of 0.6 cm is required.



## Digital Purposes -

A minimum height of 20 px. is required.



# Improper Usage

## Color Usage ✗

Only use the approved color palette for the logo. Do not apply unapproved colors, gradients.



## Adding Effect ✗

Refrain from adding shadows, outlines, glows, or any other decorative elements to the logo.



## Orientation ✗

The logo should always be displayed in its intended upright position. Avoid rotating.



## Distortion ✗

Avoid stretching, squishing, or changing the logo's proportions. Always ensure uniform scaling.



## Logo Integrity ✗

Do not break apart or alter the arrangement of the logo's elements.

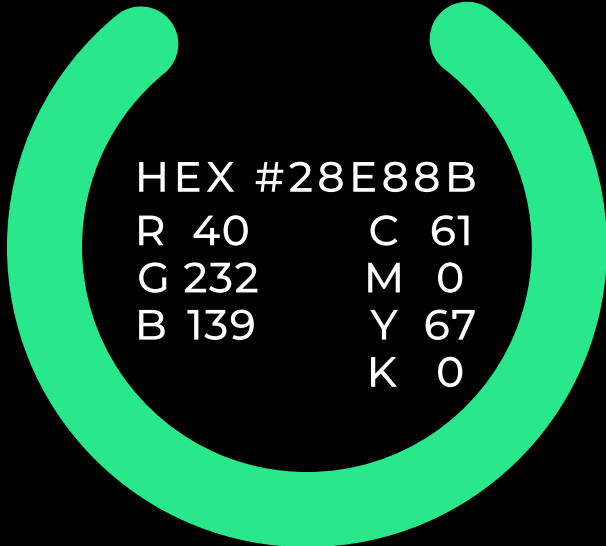


3

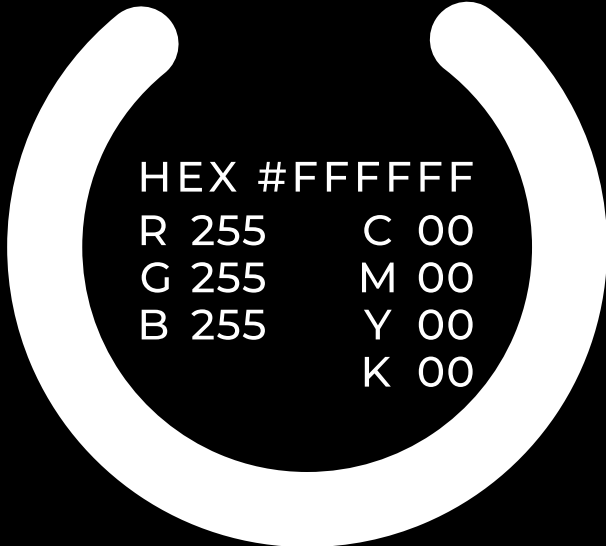
# Dynamic Palette

The **ELYSIUM CODE** color palette represents the brand's focus on innovation, harmony, and excellence. Each color is chosen to build a unified visual identity across all platforms and materials.

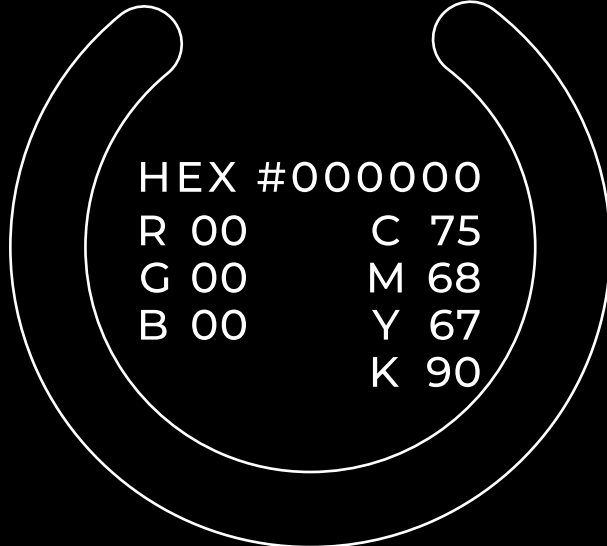
# Primary Colors



HEX #28E88B  
R 40      C 61  
G 232     M 0  
B 139     Y 67  
          K 0

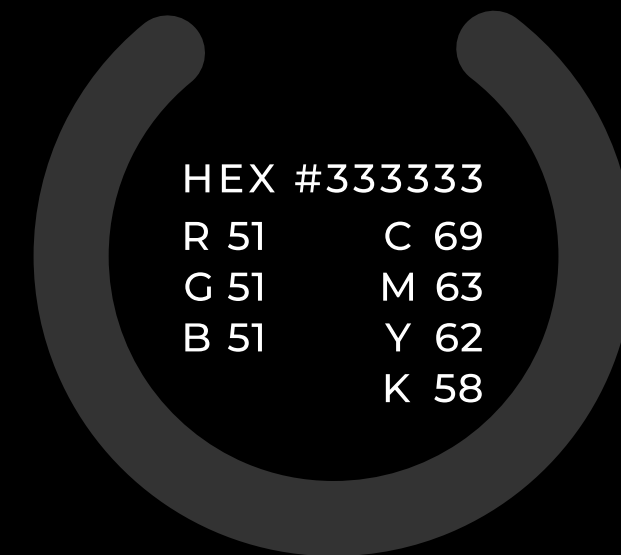
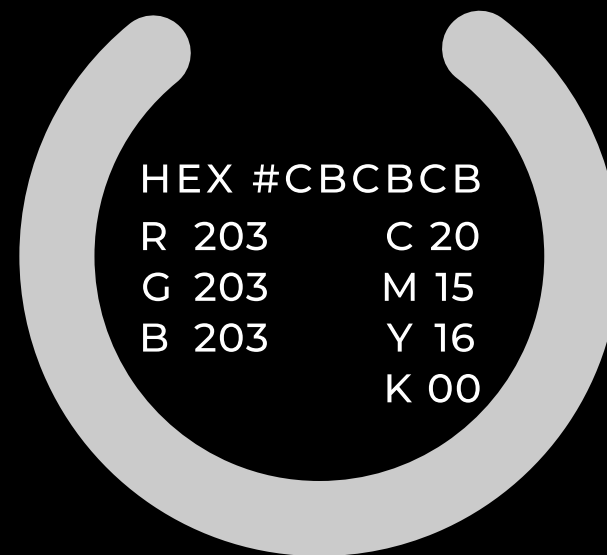
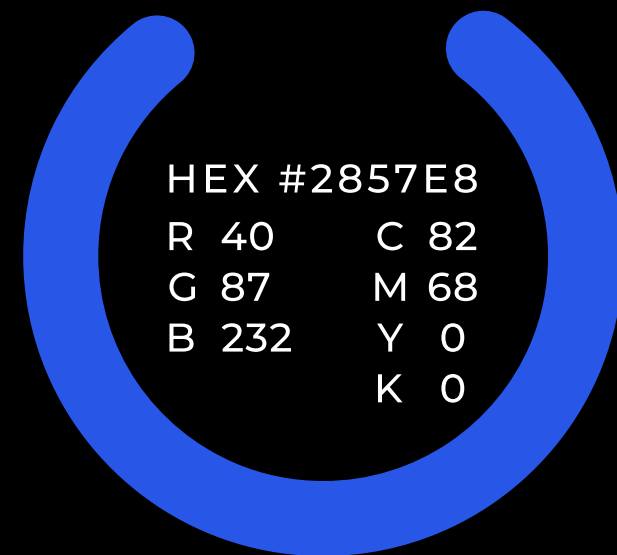


HEX #FFFFFF  
R 255     C 00  
G 255     M 00  
B 255     Y 00  
          K 00



HEX #000000  
R 00      C 75  
G 00      M 68  
B 00      Y 67  
          K 90

# Secondary Colors





4

# Words That Empower

The **ELYSIUM CODE** typography is sleek, modern, and precise, reflecting the brand's focus on innovation and clarity. It maintains a strong visual hierarchy across all platforms, ensuring consistency and readability while reinforcing a bold, cutting-edge identity.

# Primary Typeface

## Outfit Bold

### Where to use:

Showcase and Caption

### Style

Bold

### Ideal Size

Showcase Size : 44 pt (digital)/28 pt (print)

Caption Size : 18 pt (digital)/10 pt (print)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

# Primary Typeface

Outfit Thin

## Where to use:

Segment Titles

## Style

Thin

## Ideal Size

18 pt (digital)/10 pt (print)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

# Montserrat

Where to use:

Bodytexts

Style

Regular and Medium

Ideal Size

16 pt (digital)/08 pt (print)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

5

# Power in Visuals

At **ELYSIUM CODE**, every image tells a story of innovation, technology, and transformation. Our visuals go beyond aesthetics, capturing the essence of digital excellence, dynamic interactions, and the power of software to shape the future.

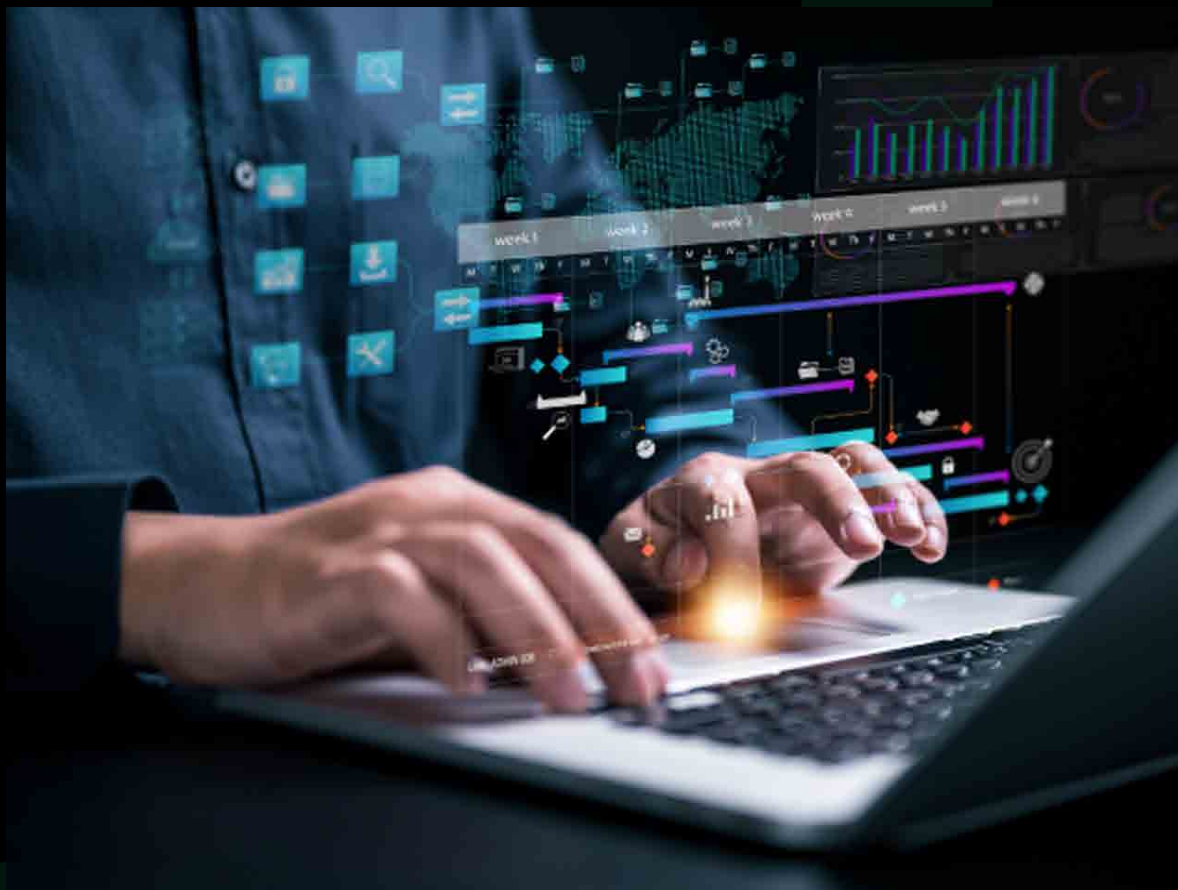
# Photography Framework

## Tone & Mood:

Sleek, futuristic, and dynamic, highlighting innovation in software design.

## Lighting & Contrast

Vibrant neon tones with a high-tech glow, creating a modern and immersive feel.



# Do's and Don'ts

## Imagery Application

**Social Media:** Close-up tech visuals with bold, engaging text.

**Website:** Full-width banners showcasing developers and AI-powered designs.

**Print Collateral:** Dynamic imagery reflecting digital transformation.

## Do's

- Use high-resolution visuals with a futuristic and tech-driven aesthetic.
- Highlight innovation, coding interfaces, and digital interactivity.
- Maintain sleek backgrounds and structured compositions.

## Don'ts

- Don't use overly edited or heavily filtered images.
- Don't include cluttered or distracting elements.
- Don't use outdated or low-resolution visuals.



6

# Dynamic Symbols

At **ELYSIUM CODE**, our dynamic symbols are thoughtfully crafted to embody our core values of innovation, precision, and transformation. These symbols capture the essence of our brand, reflecting our commitment to delivering cutting-edge, user-centric software solutions.

# Icon Usage Guidelines

## Design Aesthetic:

- Clean and minimalist, highlighting a distinct arc shape that symbolizes innovation, balance, and motion.
- Geometrically precise to align with Elysium Code's modern and forward-thinking identity.

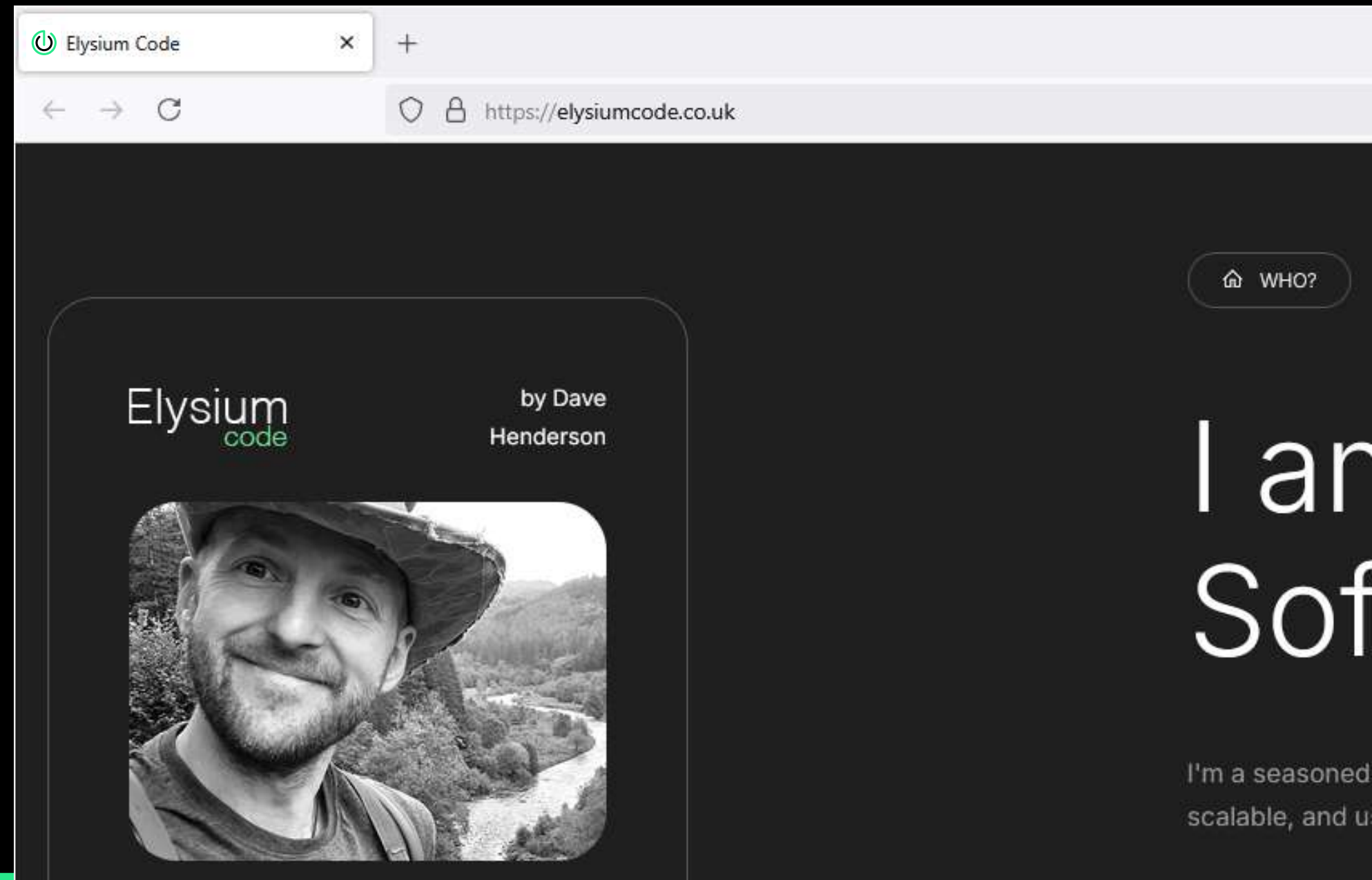
## Scalability:

- Designed for versatility, ensuring clarity and legibility across all sizes.
- Optimized for applications ranging from small favicons (16x16 px) to large-scale signage without losing detail or impact.



# Favicon Usage Guidelines

Add a specific subsection under the logo section to detail favicon specifications, covering dimensions (e.g., 16x16 px), supported file formats (.ico, .png), and practical examples of how it appears in browsers.



# Appicon Usage Guidelines

Include recommended file formats (.svg, .png, .jpg) along with size specifications, such as 1024x1024 px for app store usage.

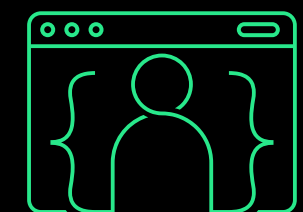
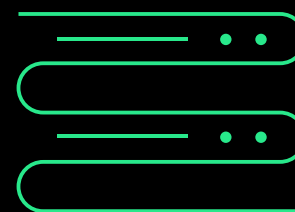
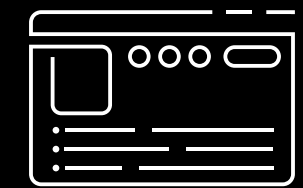
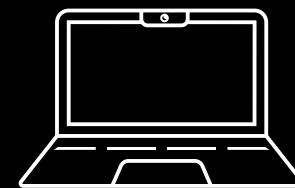
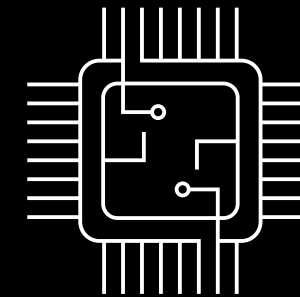
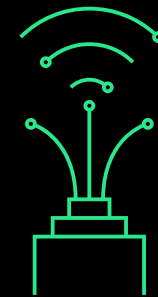


1024x1024 px



# Core Icon Set

The Core Icon Set at **ELYSIUM CODE** is thoughtfully designed to embody the essence of our brand, blending functionality with a sleek and modern aesthetic. These icons reflect innovation, precision, and versatility while ensuring clarity and consistency across all digital and print applications.



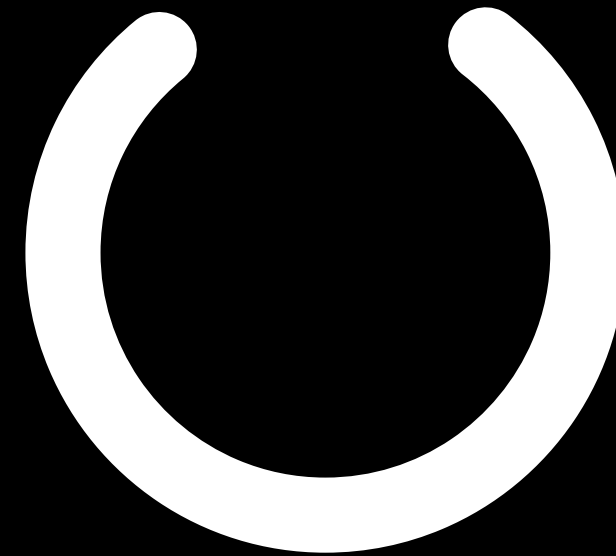
# Brand Pattern

## Primary Pattern -

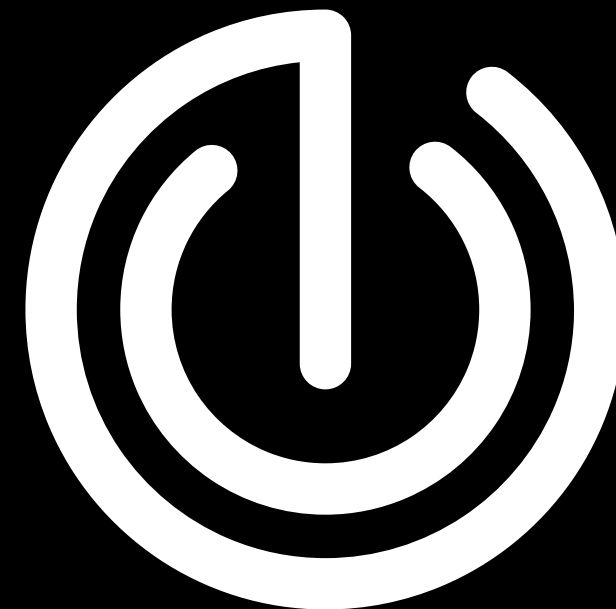
The inner C shape (power button) symbolizes activation, control, and progress capturing digital energy and the spark of innovation.

## Secondary Pattern -

The outer E shape (circular stroke) represents flow, motion, and continuity, reinforcing connection, progress, and balance.



Primary  
Pattern



Secondary  
Pattern



# Pattern Execution

Secondary Pattern



Primary Pattern





# Structural Framework

This layout seamlessly integrates branding (Logo Area, Watermark), visual appeal (Image Area), and engagement (General Content and CTA Sections). The well-defined structure ensures a refined, cohesive design, making it ideal for both print and digital platforms.

# General Die Layout Description

## Logo Area:

Place in the top-left for visibility, with clear space equal to the primary letter height. Minimum size: 1 inch (72 px for print).

## CTA Section:

Position action-driven text in the bottom-left (e.g., "Join Now") using bold fonts (16–20 px digital, 10–12 pt print). Enhance visibility with contrasting colors.

## Image Area:

Use high-quality visuals (300 DPI for print, 72 DPI for digital). Apply 50% opacity overlays for clear text readability when needed.

## Watermark:

Apply a subtle brand overlay (10–20% opacity), placed within the Image Area to maintain visibility without distracting from key visuals.

## General Area:

Use high-quality visuals (300 DPI for print, 72 DPI for digital). Apply 50% opacity overlays for clear text readability when needed.

# Usage Explanations

## Logo Area:

Top-left, occupying 10% of the area with clear space.

## Content Limit:

Keep additional text under 20% of the area.

## CTA Section:

Place in the bottom-left (5–10% of the area) with bold, high-contrast design.

## Watermark:

Use a subtle watermark at 10–15% opacity over 15–20% of the image.



| Logo            | Image Section |  | Image Section |
|-----------------|---------------|--|---------------|
| General Content | Watermark     |  |               |
| CTA Section     |               |  |               |

# Social Media Layout Grid

## Avoid Text:

Keep the top and bottom 15% free of text.

## Text Zone:

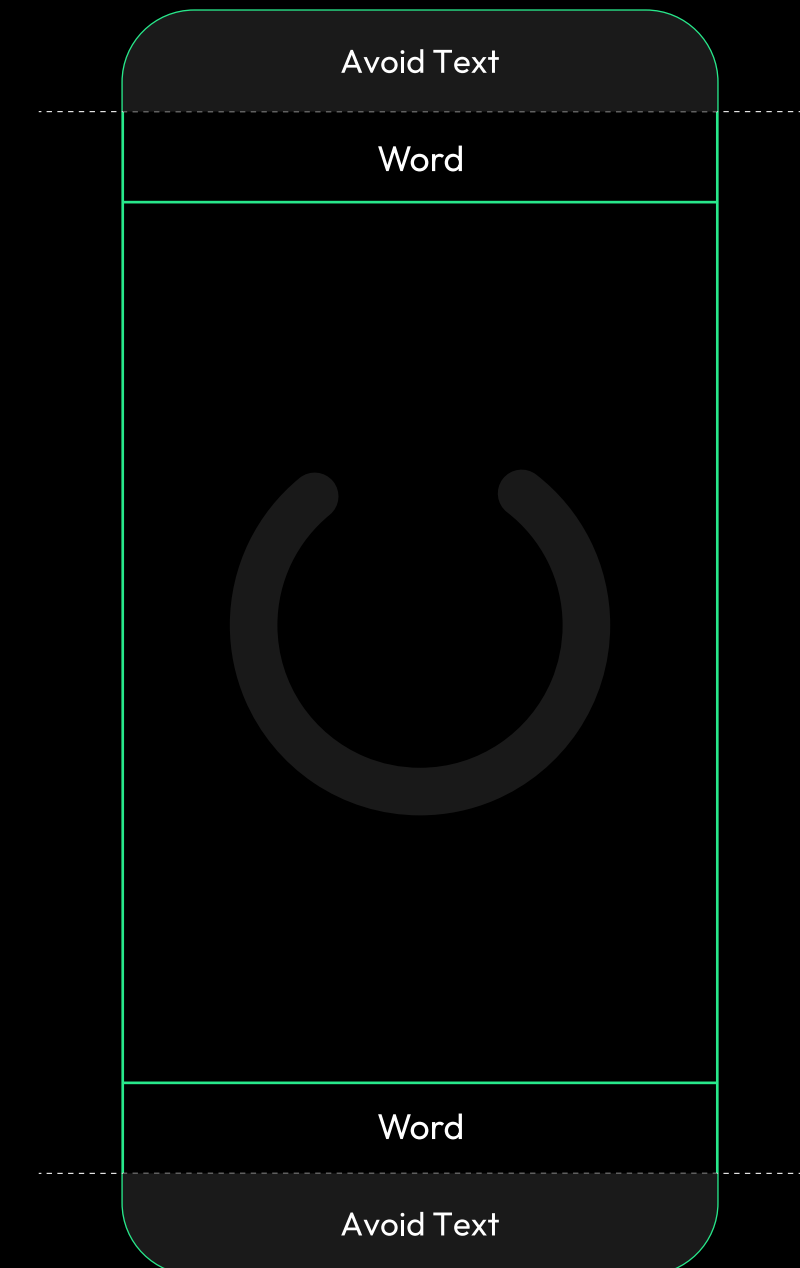
Use the central 70% for captions and complementary content.

## Watermark:

Apply a C (power button) watermark at 10–15% opacity over 15–20% of the image.

## Image:

Use a full-screen image (1080x1920 px) with overlays for contrast.



# Social Media Layout Grid

## Instagram Reel Format

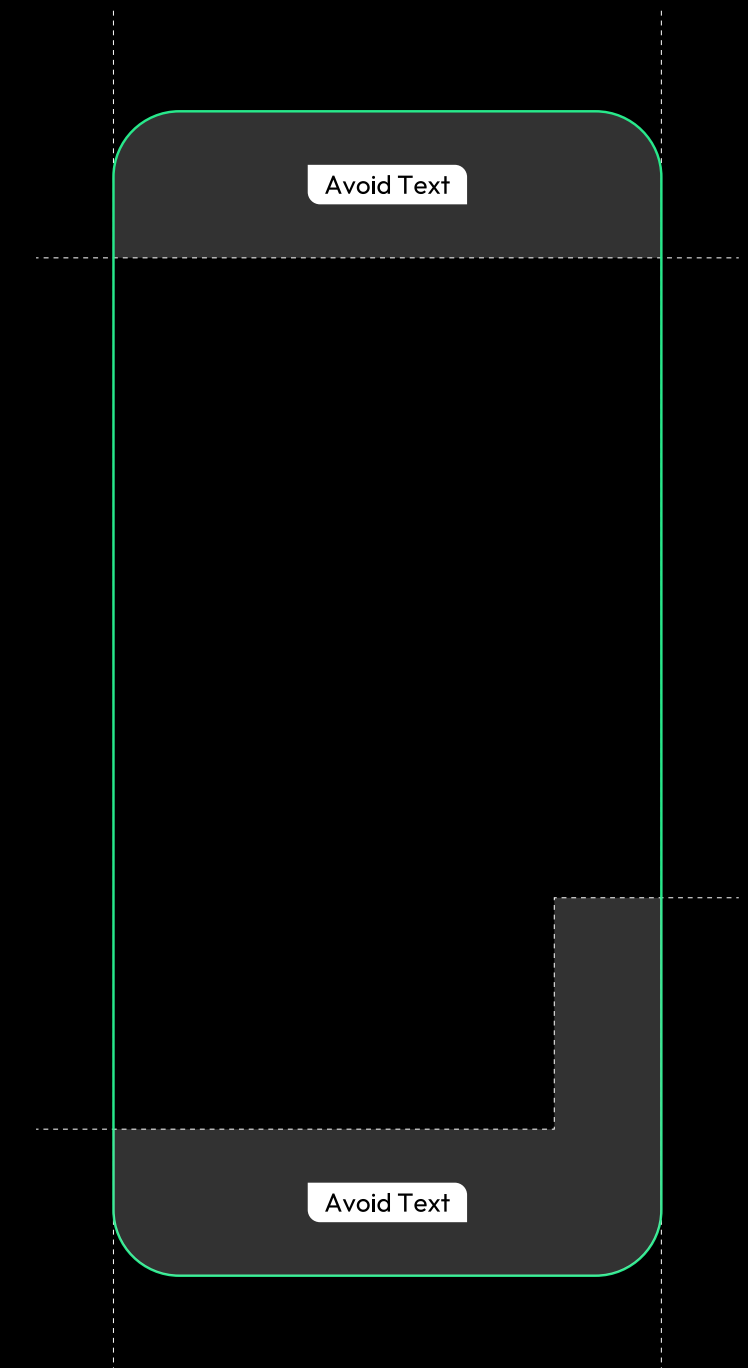
**Logo placement:** Properly center within the 80% safe zone.

**Opacity:** Use a subtle 10–15% watermark for a refined look.

**Clear Zones:** Keep the top/bottom 20% free of text/logo for clear visibility.

**Contrast:** Ensure sufficient contrast on backgrounds for enhanced readability.

**Size & Format:** Always use high-res PNG/SVG (1080x1920 px) for sharp, professional visuals.





# Social Media Layout Grid

## Instagram Post Format

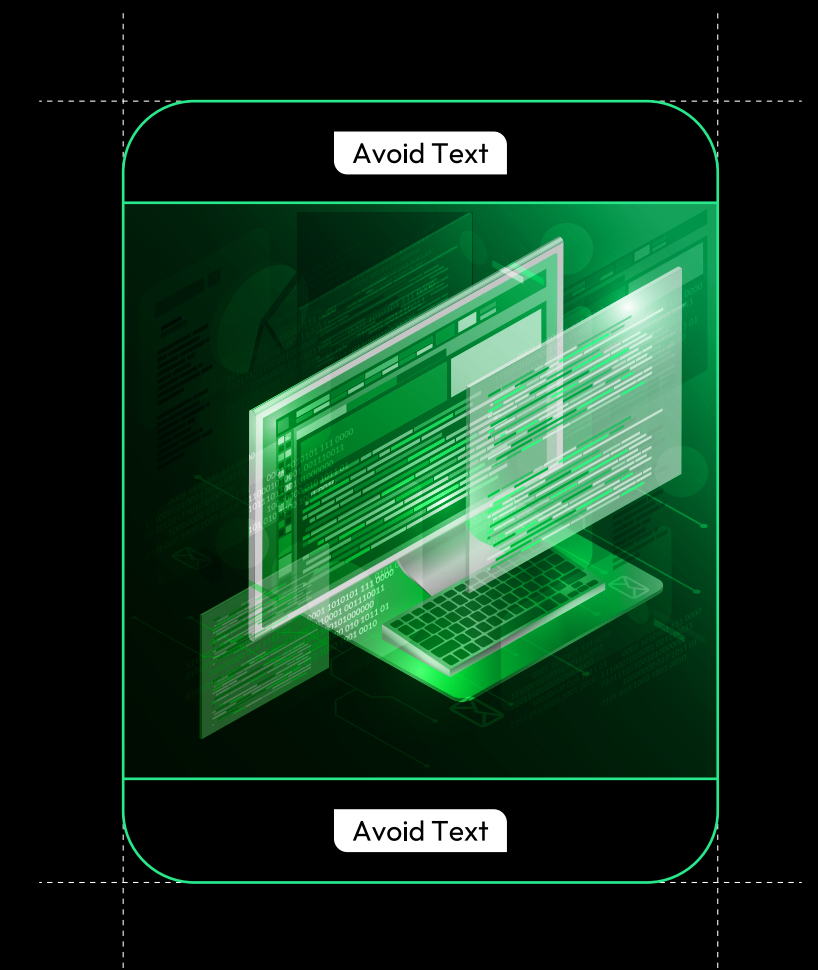
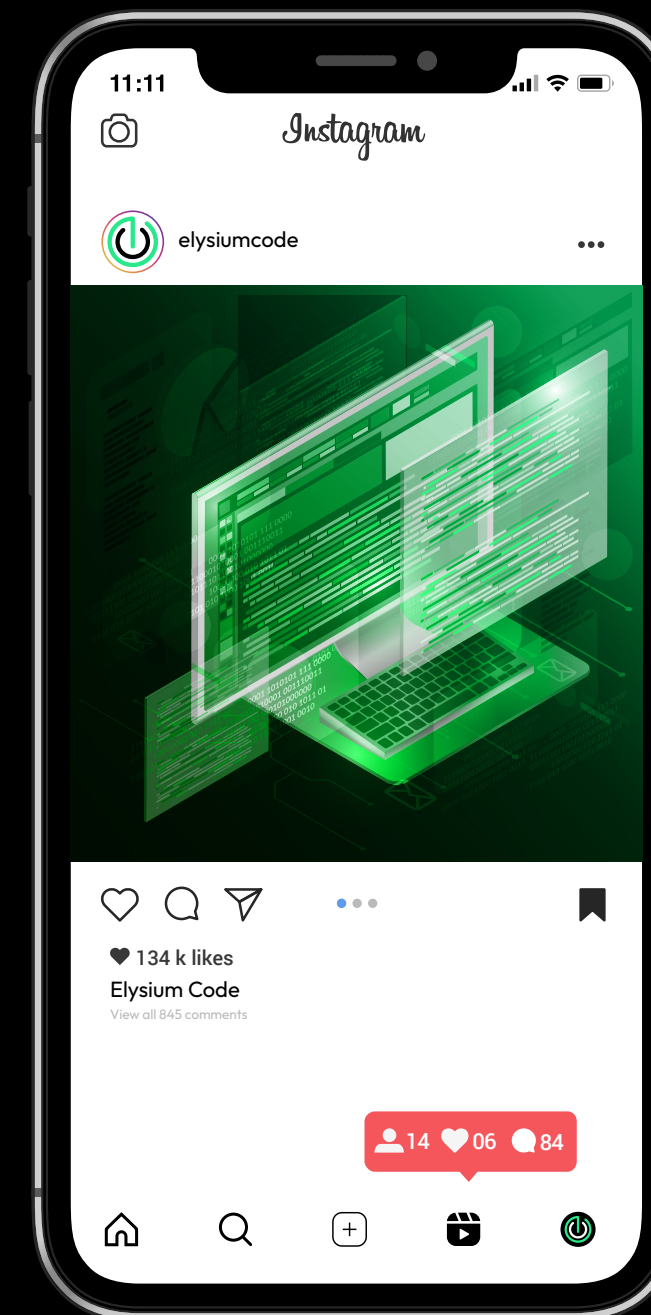
**Text-Free Areas:** Leave 135px clear at the top and bottom.

**Safe Zone:** Center key elements for optimal visibility.

**Image Quality:** Use high-res visuals (1080x1080 px, 72 DPI).

**Text Placement:** Keep captions in the center.

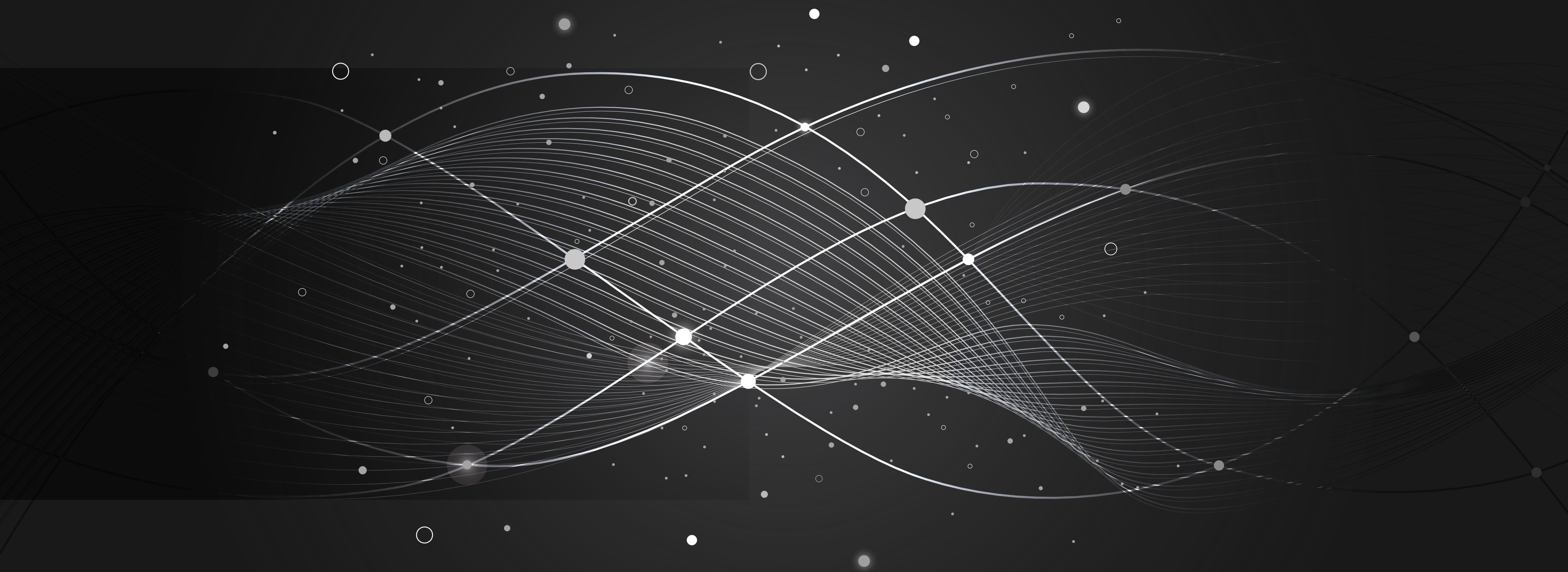
**Brand Integration:** Subtly include the Elysium Code logo at 10–15% opacity.



# Brand in Motion

The "In Motion" section brings **ELYSIUM CODE** to life through dynamic visuals that capture innovation, energy, and transformation. From digital interfaces to immersive brand experiences, our curated imagery highlights real-world applications, showcasing the seamless integration of design and technology.











At Elysium Code, we turn ideas into powerful digital solutions. With expert developers and cutting-edge technology, we create seamless web, mobile, and AI-driven experiences that drive success.

# Code Boldly, Create Freely.

Contact -

7476 268 535  
West Midlands, UK  
[elysiumcode.co.uk](https://elysiumcode.co.uk)

Scan here



To start your  
code boldly

9

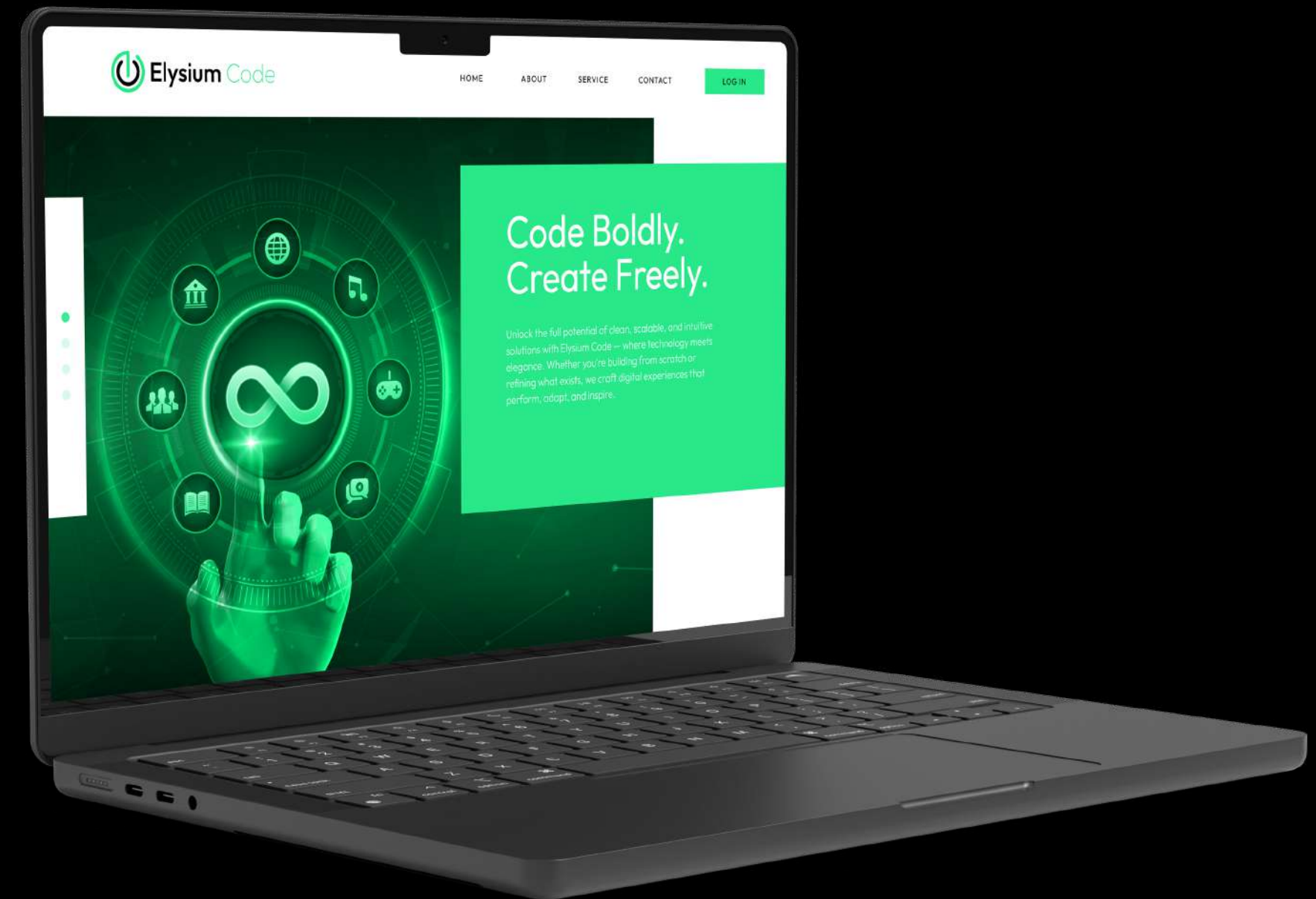
# Online Execution

The **ELYSIUM CODE** website is the core of our digital presence, offering a seamless and engaging experience. Designed to reflect our brand's innovation and precision, it serves as a hub for technology-driven solutions, creativity, and strategic growth.

Unlock seamless digital solutions, strategic innovation, and expert-driven execution everything you need for success.

Start building the future today!

[www.elysiumcode.com](http://www.elysiumcode.com)



# Branded Essesinitials

## The Stationery Set

Our stationery designs seamlessly reflect **ELYSIUM CODE'S** commitment to precision and creativity. More than just branding, they embody our identity leaving a lasting impression in every interaction. Crafted with meticulous attention to detail, they ensure consistency and professionalism across all communications.



Innovating the Digital Future

📍 West Midlands, UK  
☎ 07476 268 535  
✉ hello@elysiumcode.co.uk  
🌐 elysiumcode.com

Invoice Number: EC-2025-001  
Date: 24/02/2025

Billed To:  
John Doe  
JD Infotech  
132 My Street, Kingston, New York  
johndoe05@gmail.com

### Product / Service

| Description                 | Quantity | Unit Price | Total |
|-----------------------------|----------|------------|-------|
| Custom Software Development | 1        | €3000      | €3000 |
| UI/UX Design                | 5 Hours  | €100/hr    | €500  |
| API Integration             | 1        | €800       | €800  |
| Monthly Maintenance         | 1Month   | €250       | €250  |

Subtotal: €4550  
Tax (10%): €455  
Total: €5005

### Terms & Conditions

Payment is due by the due date to avoid late fees.  
Any changes or cancellations are subject to Elysium Code's policies.  
Unpaid invoices may result in service suspension.

DAVE HENDERSON

☎ 07476 268 535  
✉ hello@elysiumcode.co.uk

🌐 elysiumcode.co.uk  
📍 West Midlands, UK



Software Engineer

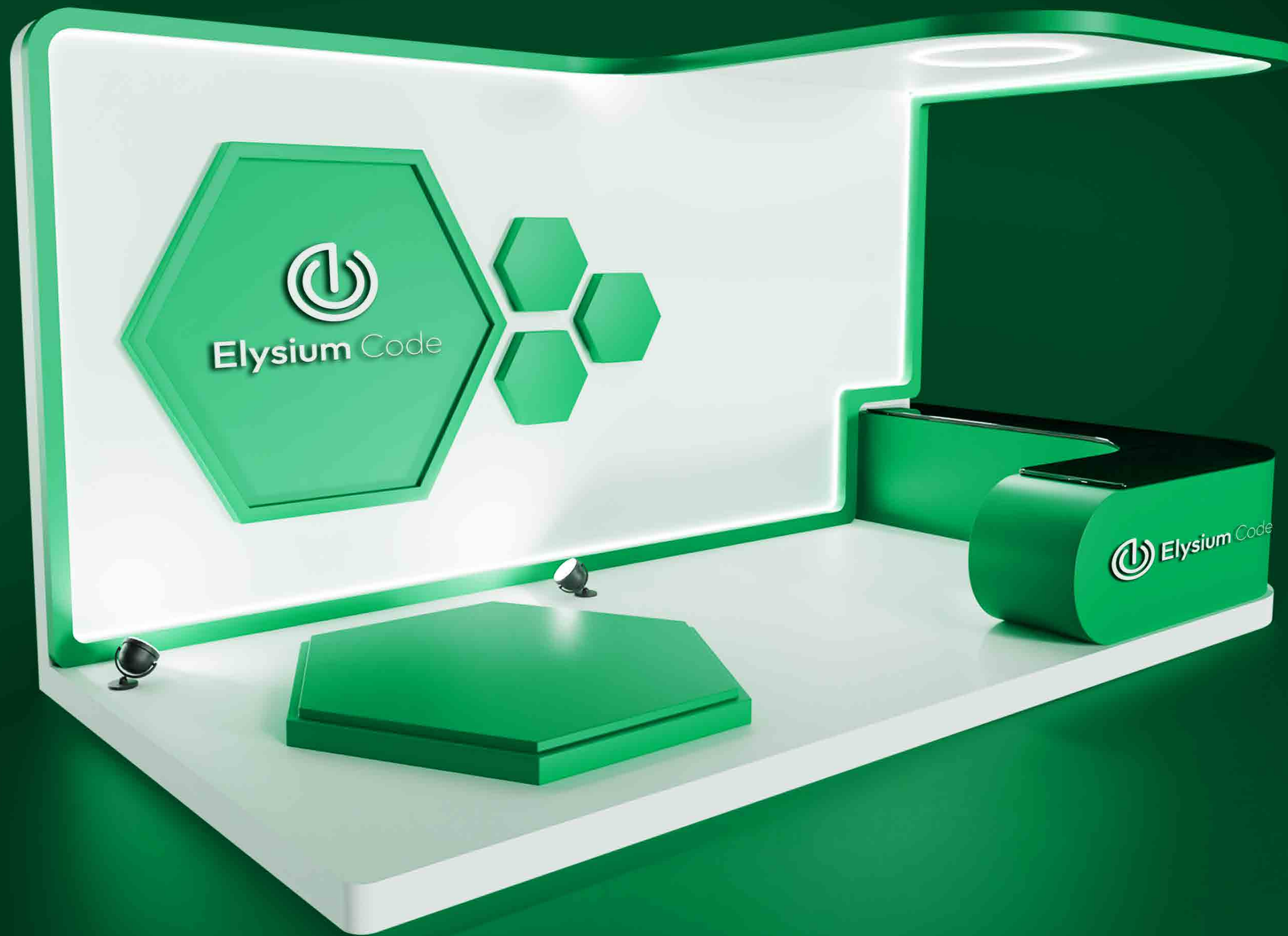
DAVE HENDERSON

☎ 07476 268 535  
✉ hello@elysiumcode.co.uk

🌐 elysiumcode.co.uk  
📍 West Midlands, UK







11

## Let's Connect

Stay engaged with [ELYSIUM CODE](#) and be part of a community that thrives on innovation and creativity. Whether you have a project in mind, need expert insights, or want to explore new opportunities, we're here to collaborate. Reach out to us and let's build something exceptional together.

# Connect with Dave Henderson

Founder of Elysium Code

## Contact Information:

07476 268 535

hello@elysiumcode.cp.uk

elysiumcode.cp.uk

## Follow Us Online:

    @elysiumcode



**Elysium** Code