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Logo

Minimum height

17mm/48px
Minimum height for use of Raspberry Pi logo

22mm/62px
Minimum height for use of Raspberry Pi logo landscape

The Raspberry Pi stacked wordmark logo should be displayed at a minimum of 22mm height for print and 62px height for screen. When using the main logo and the wordmark landscape logo, a minimum height of 17mm and 48px should be used for print and screen respectively.

Spacing

As shown, our logo must always have clearance space surrounding it to ensure that no other graphics, colours, logos, or type interfere with it.
Logo

Restrictions

The following alterations to the Raspberry Pi logo are not permitted. Please do not...

- Remove the registered trademark symbol
- Rotate the logo
- Delete or obscure elements of the logo
- Reposition elements of the logo
- Alter the typeface

- Create the logo with a stroke or keyline
- Reduce or enlarge the logo without proportional scale
- Introduce new colours to the logo
- Introduce alternative text

Download Assets

Click the icon to download the Raspberry Pi logo in EPS and PNG formats.
Colours
Core palette

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone® (special)</th>
<th>CMYK professional and desktop printing</th>
<th>RGB (web and screen)</th>
<th>HEX (web and screen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raspberry red</td>
<td>7636 C</td>
<td>C 16 M 98 Y 56 K 06</td>
<td>R 197 G 26 B 74</td>
<td>#c51a4a</td>
</tr>
<tr>
<td>Leaf green</td>
<td>360 C</td>
<td>C 61 M 0 Y 86 K 0</td>
<td>R 108 G 198 B 74</td>
<td>#6cc04a</td>
</tr>
<tr>
<td>Black</td>
<td>Black 3</td>
<td>C 0 M 0 Y 0 K 100</td>
<td>R 0 G 0 B 0</td>
<td>#000000</td>
</tr>
<tr>
<td>White</td>
<td>–</td>
<td>C 0 M 0 Y 0 K 100</td>
<td>R 255 G 255 B 255</td>
<td>#FFFFFF</td>
</tr>
</tbody>
</table>
Colours

Alternative palette

Where possible, the Raspberry Pi logo must appear in full colour. However, if necessary, a whited-out version of the logo can be used on blocks of colour, and also appear in the following monochrome formats if colour is not possible.

Decorative palette

The following colours may be used to decorate or highlight elements of a design or document.

- Purple: #9a6faa
- Brick red: #f27b5c
- Yellow: #fddd42
- Turquoise: #15bcac
- Blue: #51a4dc
- Orange: #ffbd5c

Download Assets

Click the icon to download the Raspberry Pi logo in EPS and PNG formats.
Colours

Tints

Core and decorative colours should be used at 100% of their original colour value in most instances. However, if necessary, tints may be used in increments of five for pull-out boxes, graphic elements, accent colours, and to add interest to a page. Tints should not be used as main background colours or in bodies of text.

Greys

A selection of greys can be used to colour backgrounds, body text, headings, subheadings, footer copy, and UI elements if needed. Care should be taken to ensure that when using greys, the copy and information is clear and legible.
The Raspberry Pi primary font is Roboto and is available in the below weights and styles. Roboto is the font used in the Raspberry Pi wordmark.

**Roboto Thin**
abcdefgijklmnopqrstuvwxyz 0123456789

**Roboto Light**
abcdefgijklmnopqrstuvwxyz 0123456789

**Roboto Regular**
abcdefgijklmnopqrstuvwxyz 0123456789

**Roboto Medium**
abcdefgijklmnopqrstuvwxyz 0123456789

**Roboto Bold**
abcdefgijklmnopqrstuvwxyz 0123456789

**Roboto Black**
abcdefgijklmnopqrstuvwxyz 0123456789
Roboto Slab is a more ornate typeface, and is recommended for use in conjunction with Roboto to add interest to headers and sub-headings.

Roboto Slab Thin
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Slab Light
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Slab Regular
abcdefghijklmnopqrstuvwxyz 0123456789

Roboto Slab Bold
abcdefghijklmnopqrstuvwxyz 0123456789

When writing headings and sub headings, sentence case and **bold** weight should be used as in the below example.

**Main heading example**

**Sub-heading example**

The minimum font size for body copy set in Roboto is 10pt. Captions can be set in 8pt. Leading refers to the space between lines of type and, as a general guide, should be set at two points above the type size.

Click the icons to download Roboto and Roboto Slab from fontsquirrel.com
Sub-brands

Code Club logo

Code Club is a worldwide network of volunteers and educators who run free coding clubs for young people aged 9-13.

If you have agreed with the Code Club team that you can use the logo, typeface, and colour palette, these guidelines should be followed:

The Code logo can stand alone or ‘stacked’ with location text.

As shown, the Code Club logo must always have clearance space surrounding it to ensure that no other graphics, colours, logos, or type interfere with it.
Restrictions

The following alterations to the Code Club logo are not permitted. Please do not...

- Rotate the logo
- Delete or obscure elements of the logo
- Reposition elements of the logo
- Alter the typeface
- Create the logo with a stroke or keyline
- Reduce or enlarge the logo without proportional scale
- Introduce new colours to the logo
- Introduce alternative text

Download Assets

If you wish to use the Code Club logo, please contact Sarah Sheerman-Chase by email to sarah@raspberrypi.org
The Code Club typeface is Museo Sans Rounded 500. This typeface should be used for main titles as well as body text.

To add impact to headings, Museo Sans Rounded 900 can be used.

**Museo Sans 500**
abcdefghijklmnopqrstuvwxyz 0123456789

**Museo Sans 900**
abcdefghijklmnopqrstuvwxyz 0123456789

**Colour**

<table>
<thead>
<tr>
<th>Code Club green</th>
<th>Green tint</th>
<th>Code Club gray</th>
</tr>
</thead>
<tbody>
<tr>
<td>#009b3d</td>
<td>#b1d6ac</td>
<td>#616365</td>
</tr>
<tr>
<td>Pantone 7739 C</td>
<td>Pantone 344 C</td>
<td>Cool Gray 10 C</td>
</tr>
</tbody>
</table>

Illustrations for Code Club are provided by [Timothy Winchester](#), and used with his kind permission. If you wish to use the Code Club illustrations, please contact Sarah Sheerman-Chase by email to [sarah@raspberrypi.org](mailto:sarah@raspberrypi.org).
Sub-brands

CoderDojo logo

CoderDojo is a global volunteer-led community of free programming clubs for young people between 7 and 17.

If you have agreed with the CoderDojo team that you can use the logo, typeface, colour palette, and other design assets, these guidelines should be followed:

The CoderDojo logo can appear in both ‘landscape’ and ‘stacked’ arrangements. It should be noted that the CoderDojo roundel should not appear without the wordmark unless the primary logo has already been used or the brand is otherwise clear.

As shown, the CoderDojo logo must always have clearance space surrounding it to ensure that no other graphics, colours, logos, or type interfere with it.
Restrictions

The following alterations to the CoderDojo logo are not permitted. **Please do not**...

- Rotate the logo
- Delete or obscure elements of the logo
- Reposition elements of the logo
- Alter the typeface
- Create the logo with a stroke or keyline
- Reduce or enlarge the logo without proportional scale
- Introduce new colours to the logo
- Introduce alternative text

Download Assets

Click the icon to download the CoderDojo logo in SVG format.
**Typeface**

We use regular (400) weight Lato for our body text and semibold (600) weight text for emphasis. Bold (700) may be substituted if semibold is not available (e.g. in Google Docs). Italic is used if secondary or more subtle emphasis is required.

On the web, and in internal/partner communications documents the light (300) weight of Lato is also used for headings.

Print publication such as flyers, posters, Sushi Cards, booklets, etc. use Libre Franklin Extra Bold for headings to provide visual emphasis.

<table>
<thead>
<tr>
<th>Typeface Colour</th>
<th>Lato Light</th>
<th>Lato Regular</th>
<th>Lato Semi-bold</th>
<th>Lato Bold</th>
<th>Libre Franklin Extra Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Font</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
<td>abcdefghijklmnopqrstuvwxyz 0123456789</td>
</tr>
</tbody>
</table>

**Colour**

We have a core palette of three brand colours which we use in both web and print properties as backgrounds and fills, as well as in the CoderDojo bar, which is used as a footer in some print publications (e.g. Sushi Cards).

When used in progression, the order is as shown below: purple (main), teal (secondary), orange (accent). We are generally avoiding the use of Orange until all of the other colours have been exhausted.

- **CoderDojo Purple**
  - #642580
  - RGB 100 37 128
  - CMYK 76 99 4 0

- **Teal**
  - #41BAC1
  - RGB 65 186 193
  - CMYK 66 04 0 24

- **Orange**
  - #ED684A
  - RGB 237 104 74
  - CMYK 0 56 69 7
Illustration

Illustrations can be used to decorate designs and add impact to publications and online resources. We ask that they are displayed at a clear size and are not altered in any way especially in terms of colour, orientation, or proportion.

Digital badges

CoderDojo participants can receive badges as a recognition of their developing skills or their participation in the CoderDojo community.

Digital badges are usually awarded by Dojo champions, and appear on youths’ and mentors’ profile pages on the online community platform. Parents can also see what badges their children have been awarded on the platform when their accounts are connected.

Download Assets

Click the icon to download the CoderDojo illustration assets in SVG format.
Sub-brands

Powered by Raspberry Pi

If your product contains a Raspberry Pi, you may choose to display the “Powered by Raspberry Pi” mark on your product packaging at a width of no less than 30mm, as in the examples below.

To use the Powered by Raspberry Pi mark on your product, please fill out the request form at rpf.io/poweredbypi

A mocked-up example of the Powered by Raspberry Pi mark applied to packaging.
Sub-brands

Raspberry Jam

When running a Raspberry Jam in your local area, you are welcome to produce your own logo and promotional materials to advertise your event. If not then you’re very welcome to use the logo assets and materials we have produced to help you.

IMPORTANT: When creating your own artwork, please do not use the Raspberry Pi logo as it is a trademark of the Raspberry Pi Foundation.

Download Assets

Click the icon to download the Raspberry Jam logo assets and materials.

Example poster layout using the Official Raspberry Jam poster template
Images

Photography

Photographs of Raspberry Pi products and events can be made available upon request (see page 20). We ask that they are displayed at a clear size and are not altered in any way especially in terms of colour, orientation or proportion.

A photo credit must always be present alongside any photographs used. Please credit www.raspberrypi.org.

An example product photograph featuring the Raspberry Pi 3 B+

An example event photograph
Images

Illustration

Raspberry Pi illustrations can be made available upon request (see page 20). We ask that they are displayed at a clear size and are not altered in any way especially in terms of colour, orientation or proportion.

An image credit must always be present alongside any illustrations used. Please credit www.raspberrypi.org.
Contact

If you have any further queries, a general inquiry, or would like to request logos, photography, or illustration assets, please email info@raspberry.org.