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Contact
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.

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 55 K 06</td>
<td>R 162 G 40 B 70</td>
<td>#a22846</td>
</tr>
<tr>
<td>Leaf green</td>
<td>360 C</td>
<td>C 62 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 50% #9a6faa
- Brick red 50% #f27b5c
- Yellow 50% #fddd42
- Turquoise 50% #15bcac
- Blue 50% #51a4dc
- Orange 50% #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.

75% 75%
50% 50%
25% 25%

Grey 1  Grey 2  Grey 3
#dcd9d6  #c9c8c7  #b1b1b0

Grey 4  Grey 5  Grey 6
#999798  #777777a  #555559
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**
abcdefgijklmnpqrstuvwxyz 0123456789

**Roboto Light**
abcdefgijklmnpqrstuvwxyz 0123456789

**Roboto Regular**
abcdefgijklmnpqrstuvwxyz 0123456789

**Roboto Medium**
abcdefgijklmnpqrstuvwxyz 0123456789

**Roboto Bold**
abcdefgijklmnpqrstuvwxyz 0123456789

**Roboto Black**
abcdefgijklmnpqrstuvwxyz 0123456789
Font secondary

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

Download Assets

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

Typesetting

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 spacing between lines of type and, as a general guide, should be set at two points above the type size.
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@raspberry.pi.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**

defaultvalue

**Museo Sans 900**

defaultvalue

---

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).

---

**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>
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). Italics are 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</th>
<th>Colour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lato Light</td>
<td>Lato Regular</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>Lato Regular</td>
<td>Lato Semi-bold</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>Lato Semi-bold</td>
<td>Lato Bold</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>Lato Bold</td>
<td>Libre Franklin Extra Bold</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>0123456789</td>
</tr>
<tr>
<td>Libre Franklin Extra Bold</td>
<td></td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>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.

<table>
<thead>
<tr>
<th>Colour</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>CoderDojo Purple</td>
<td>#642580</td>
<td>100 37 128</td>
</tr>
<tr>
<td>Teal</td>
<td>#41BAC1</td>
<td>65 186 193</td>
</tr>
<tr>
<td>Orange</td>
<td>#ED684A</td>
<td>237 104 74</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>CoderDojo Purple</td>
<td>76 99 4 0</td>
<td>0123456789</td>
</tr>
<tr>
<td>Teal</td>
<td>66 04 0 24</td>
<td>0123456789</td>
</tr>
<tr>
<td>Orange</td>
<td>0 56 69 7</td>
<td>0123456789</td>
</tr>
</tbody>
</table>
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.

Download Assets

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

Coolest Projects is the world’s leading technology fair for young people.

If you have signed a licence with us to run a Coolest Projects event, you should use the logo, typeface, and colour palette in your communications about the event. In doing so, you should follow the Coolest Projects visual identity guidelines; click the icon below to download them.

Download Assets

Click the icon to download the Coolest Projects visual identity guidelines

CLICK HERE TO ACCESS FILES
Typeface

Primary (headings)

League Gothic Italic

abcdefghijklmnopqrstuvwxyz 0123456789

Typeface

Secondary (copy)

Futura PT Light

abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Light Oblique

abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Book

abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Medium

abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Demi

abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Heavy

abcdefghijklmnopqrstuvwxyz 0123456789

Futura PT Bold

abcdefghijklmnopqrstuvwxyz 0123456789

For headings, titles, and any text placed within a banner, we always use League Gothic Italic in full caps for emphasis (example shown below).

For body text, we use book weight Futura PT. Heavy weight Futura PT text is used for emphasis. Italics (Futura PT Light Oblique) are used if secondary or more subtle emphasis is required.

DISCOVERY CUBE

ORANGE COUNTY

SATURDAY

MARCH 23, 2019
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
Sub-brands

Raspberry Jam

Raspberry Jams are independently organised community events for people to come together to learn about digital making with Raspberry Pi.

If you are running a Raspberry Jam in your local area, you’re very welcome to use the logo, assets, and materials we have produced to help you. If you would prefer, you are also welcome to produce your own logo and promotional materials in your communications about your event.

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.”
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.raspberry.org.
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.raspberry.org.
Contact

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