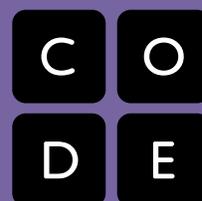


In Partnership with Code.org

Guidelines for effectively co-branding your
organization as a Code.org partner

February 2014



In Partnership with Code.org

Code.org Partner Logo

The **partner logo** is an asset you can use to identify your CS program or initiative as one that is developed by or has support from Code.org. With national recognition following the success of The Hour of Code and Computer Science Education week, the partner logo is a great way to get teachers, parents and kids excited about computer science education.



Our partner logo is composed of two elements, the Code.org “computer keys” symbol, and the wordmark—which is the lettered word—combined into one graphic, known as the **logo signature**. The two elements are always arranged in a fixed relationship, so don’t alter them in any way. Use the approved artwork, don’t ever re-create it.

When you use our partner logo, make sure everything is crisp and clear, and that the colors are consistent no matter what the medium or substrate.

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Signature Versions

There are two versions of the partner signature so that our logo gives you maximum design flexibility and looks great in any layout.



Horizontal Signature



Vertical Signature

Reverse Wordmark Versions

We also provide horizontal and vertical versions of the partner signature with a white (reverse) wordmark. Use these versions if you are placing the signature over a midtone or photographic background that makes the wordmark otherwise difficult to read.

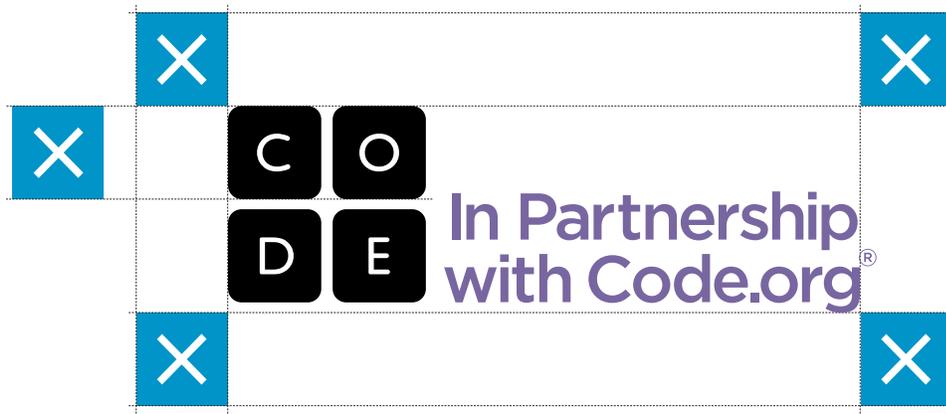


Be cautious when placing the partner logo on background colors or on photographic backgrounds that may compromise readability.

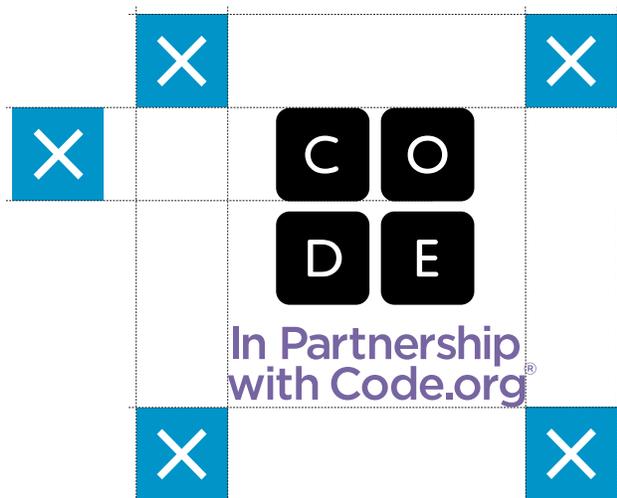
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How to use it: clear space

We know that layout space is always at a premium. But please give our partner logo the room it needs to breathe, draw the eye, and get the attention it deserves. A clear space equal to the height of the symbol “computer key” must always be maintained around the signature. Keep other graphics out of this space.



Horizontal signature
clear space



Vertical signature
clear space

In Partnership with Code.org

How to use it: minimum sizes

In order to maintain legibility, please don't use the partner logo signature at sizes smaller than specified below—for print or for online application.



Horizontal Signature:
1 inch for print
72 pixels online



Vertical Signature:
1/2 inch for print
38 pixels online

Signature colors

The primary Code.org partner logo signature colors are black and purple. In addition, there are grayscale and black-only versions that can be used for 1-color or photocopy reproduction if necessary.



Primary: black + purple
PMS 7676
RGB 120r 102g 161b
CMYK: 61c 67m 9y 0k



Grayscale: black + 60% black
CMYK: 0c 0m 0y 60k



Black: black only
CMYK: 0c 0m 0y 100k

Always use the primary black and purple version whenever possible. Never use the black or grayscale versions for online application.

In Partnership with Code.org

Code.org Partner Signature Block

If you have room in your publication, we'd love it if you used the partnership signature block. The block gives your readers more information about us, who supports us and what we're trying to accomplish. Artwork is available in our primary colors, grayscale, and black.



Code.org, is a 501(c)3 non-profit dedicated to expanding participation in computer science education by making it available in more schools, and increasing participation by women and underrepresented students of color. The Code.org vision is that every student in every school should have the opportunity to learn computer programming.

Never re-size the signature block artwork, only use it at 100% scale. The elements are always arranged in a fixed relationship, so don't alter them in any way. Use the approved artwork, don't ever re-create it or re-set the type.

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Example: print publication sidebar

In this example (shown at 50% scale), the partner logo is used in conjunction with district, initiative and organization brands. The vertical signature fits nicely in the sidebar.



THE BLENDED LEARNING INSTITUTE'S EXPLORING COMPUTER SCIENCE PROGRAM

The Blended Learning Institute prepares educators to lead 21st century classrooms, with an emphasis on combining the smart use of technology with the best of teacher-led instruction.

In partnership with **Code.org** and the **NYC Foundation for Computer Science Education (CSNYC)**, the Blended Learning Institute is excited to offer *Exploring Computer Science*, an 18 month-long professional development program that will prepare teachers to effectively implement a nationally recognized high school computer science course. This is an opportunity for teachers and, in turn, students to engage as creators in the 21st century.

Bring Computer Science opportunities to all of your students!

Why computer science?

Computer science education opens more doors for students in the 21st Century than any other discipline.

However, most students lack access to quality computer science courses and instruction, shrinking the computing industry's pipeline, undercutting innovation and denying students foundational knowledge for the Digital Age.

"Everybody in this country should learn how to program a computer . . . because it teaches you how to think." —Steve Jobs

9 out of 10 schools don't even offer computer programming classes.

NYC Department of Education

"The factory model of education is the wrong model for the 21st century . . . today our schools must prepare our students, every single child, for college and careers, and do far more to personalize instruction and employ the smart use of technology."

— **Arne Duncan**,
U.S. Secretary of Education

Exploring Computer Science is a nationally recognized introductory college preparatory computer science. ECS is composed of six foundational units with lessons that are designed to promote an inquiry-based approach.



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Example: print publication header

In this example (shown at 50% scale), the partner logo is used in conjunction with district, initiative and organization brands as a horizontal signature in the header of the publication.



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csnyc
nyc foundation for
computer science education

CODE In Partnership
with Code.org

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Example: print publication back page or back cover

In this example (shown at 50% scale), the signature block is used as a footer on the last page of the publication.

DATE	WHAT	DESCRIPTION
Early March 2014	Program Orientation	Accepted Teacher Participants and their Administrative representatives will be invited to attend our orientation, which will celebrate their acceptance into the program as well as introduce them to the Phase 1 online preparation.
March–June 2014	Phase 1: Online Preparation	Small, private online course that integrates the delivery of videos, readings, reflection questions, and other coursework to establish an understanding of computer science in the context of everyday life.
July 21–29 2014	Phase 2: In-person Workshops	July 21–25: Hands-on workshop designed to empower participants to understand the philosophy of the Exploring Computer Science curriculum and the corresponding pedagogy. Participating teachers will build community as a cohort and experience computer science instruction through the perspective of both the teacher and the learner. July 28–29: Two-day deep dive into blended learning and setting yourself up for success to teach in a blended classroom environment.
September–June 2015	Phase 3: Academic year and job-embedded PD	Ongoing online learning on CS content related to the activities and curriculum being taught, as well as support with blended learning tools and strategies, and computer science pedagogy. This online course will be grouped together by themes explored in each unit of Exploring Computer Science. One-day quarterly face-to-face professional development sessions will take place, tentatively in October, December, March and May. These meetings will provide ongoing support as teachers move into new units in the Exploring Computer Science curriculum.
Early July 2015	Phase 4: Reflection	During this three-day in person professional development, participants will debrief the first year of teaching the course while facilitating continued personal development for teachers of that course.

About the iZone:
The iZone is a community of schools supported by the New York City Department of Education, committed to personalizing learning for students. The iZone launched the Blended Learning Institute in order to support teachers with combining the smart use of technology with the best of teacher-led instruction, in order to meet the individual needs, strengths and motivations of their students.



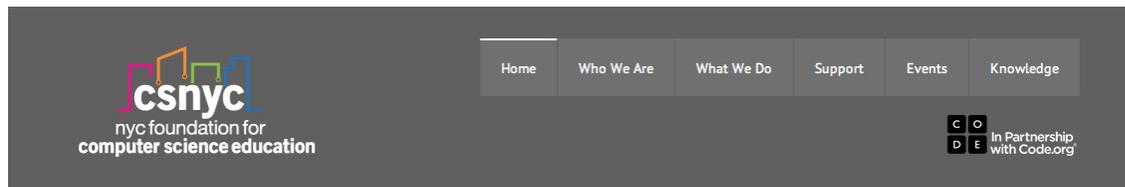
In Partnership with Code.org

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Example: web page header

In this example (shown at 75% scale), the signature block is used in the header area of a website, below the main navigation and in conjunction with the organization brand.



CSNYC

The New York City Foundation for Computer Science Education (CSNYC) is a nonprofit organization launched in 2013 to ensure that all children in the local public schools have access to computer science education that will put them on a pathway to academic success and a 21st century career.



Providing young people with computer science education will ensure that New York City and the nation will compete and thrive in the global marketplace.

Support for Computer Science Programs

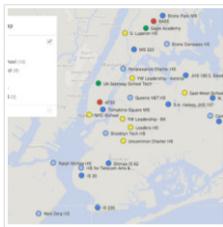
Research and Evaluation

Knowledge

Example: web page footer

In this example (shown at 75% scale), the signature block is used in the footer of a website.

2013-2014 School Year: 28 CS Education Programs in Local Schools



CSNYC is supporting and evaluating Computer Science education programs in 28 New York City Public schools. The live version of this map is here.

[Read more »](#)

Support CSNYC's Computer Science Education Venture Fund



CSNYC is raising funds to seed computer science education programs in local public schools. Funding will support program pilots, program evaluation. When we figure out what is working, public funding will take over. Philanthropy seeds, public money scales. Donate to our campaign via Crowdrise! Thank you.

[Read more »](#)

Search...



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Example: web page, above the fold

In this example (shown at 75% scale), the signature block is used in the main banner area of a website.



The screenshot shows the top portion of the CSNYC website. At the top left is the CSNYC logo, which consists of a stylized 'c' and 's' in blue and green, followed by 'nyc' in white, and 'nyc foundation for computer science education' in smaller text below. To the right of the logo is a navigation menu with six items: Home, Who We Are, What We Do, Support, Events, and Knowledge. Below the navigation is a large section with the heading 'CSNYC' in bold. To the left of the heading is a paragraph of text: 'The New York City Foundation for Computer Science Education (CSNYC) is a nonprofit organization launched in 2013 to ensure that all children in the local public schools have access to computer science education that will put them on a pathway to academic success and a 21st century career.' To the right of the text is a photograph of two young boys sitting at a desk, looking at a laptop. Below the text and photo is a logo for 'In Partnership with Code.org', which features the letters 'C', 'O', 'D', 'E' in a grid. At the bottom of the banner area is a horizontal line, followed by a paragraph of text: 'Providing young people with computer science education will ensure that New York City and the nation will compete and thrive in the global marketplace.' Below this paragraph are three dark grey buttons with white text: 'Support for Computer Science Programs', 'Research and Evaluation', and 'Knowledge'.

csnyc
nyc foundation for
computer science education

Home Who We Are What We Do Support Events Knowledge

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C O D E In Partnership
with Code.org

Providing young people with computer science education will ensure that New York City and the nation will compete and thrive in the global marketplace.

Support for Computer Science Programs Research and Evaluation Knowledge

In Partnership with Code.org

Need help?

For more information, or to obtain assets, please contact:

Ross Hogin
Graphic Designer
ross@code.org

Many thanks!

Many thanks to CSNYC for allowing us to use their publications as examples.