



LEARN. BUILD. INNOVATE.

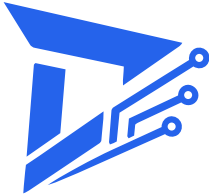
A technology learning ecosystem for computer science, development, AI, cybersecurity, cloud and data — designed around real skills and real projects.

01 Brand Mark

The primary lockup and its permitted components.



LOGO MARK



WORDMARK

DevCSE

TAGLINE LOCKUP



LEARN. BUILD. INNOVATE.

02

Logo Construction

Geometry, proportion and directional structure.



GEOMETRY

The mark is built from a single directional chevron cut by circuit runs terminating in three nodes. Every angle is a multiple of the base unit x.

PROPORTION

Mark height = 4x. Wordmark cap height = 1.8x. Optical gap between mark and wordmark = 0.9x.

DIRECTION

All circuit runs travel left to right and downward — the visual grammar of progression: learn, build, innovate.

03

Clear Space

The protected field around the mark.



MEASUREMENT UNIT

x = the height of the letter **D** in the wordmark. Clear space on all four sides is never less than x.

RULE

No typography, imagery, rule or edge of format may enter the clear-space field.

DENSE LAYOUTS

In constrained UI, clear space may reduce to 0.5x — never below.

04

Minimum Size

Reproduction limits for screen and print.

DIGITAL – MINIMUM

 96 PX WIDE / 22 PX HIGH

 MARK ONLY – 24 PX

Below these sizes the circuit nodes close up. Use the mark only.

PRINT – MINIMUM

 25 MM WIDE

 MARK ONLY – 7 MM

Offset and screen print require the larger of the two values.

05

Color System

Five official colours and their working ratio.

PRIMARY BLUE

HEX #2563EB
RGB 37 99 235
CMYK 82 62 0 8

DEEP BLACK

HEX #0A0A0A
RGB 10 10 10
CMYK 0 0 0 96

DARK GRAY

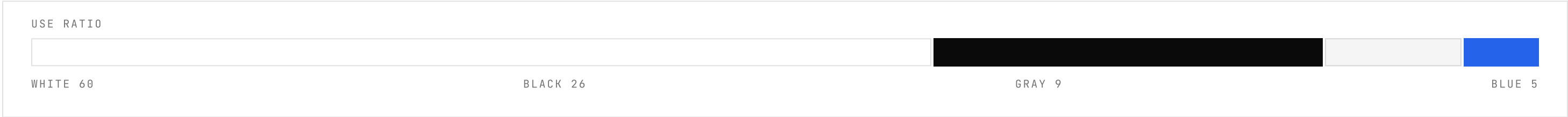
HEX #171717
RGB 23 23 23
CMYK 0 0 0 91

LIGHT GRAY

HEX #F5F5F5
RGB 245 245 245
CMYK 0 0 0 4

WHITE

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0



06

Logo Color Variations

Four approved colourways. No others exist.

PRIMARY



BLUE + BLACK

REVERSE



WHITE ON BLACK

MONOCHROME



BLACK

REVERSE MONO



WHITE

07

Typography

Inter for voice, JetBrains Mono for system.

PRIMARY TYPEFACE

Aa

INTER

Regular 400 Medium 500 SemiBold 600 Bold 700

TECHNICAL TYPEFACE

AA

JETBRAINS MONO

REGULAR 400 MEDIUM 500 SEMIBOLD 600

HEADLINE / 600 / -3%

Engineering knowledge into practice

SUBHEAD / 500

Structured paths for developers and engineers

BODY / 400

Each path pairs the underlying theory with a project that is reviewed, revised and shipped.

TECHNICAL LABEL

MODULE 04 — DISTRIBUTED SYSTEMS

METADATA

DUR 06:20 · LVL 03 · REV 2026.02

Brand Grid

A twelve-column system derived from the mark.

COLUMNS

12 columns, 24 px gutter, margins equal to 2 columns. Every element snaps to a column edge.

RHYTHM

Vertical spacing follows an 8 px baseline: 8 / 16 / 24 / 40 / 64 / 104.

MODULES

Blocks span 3, 4, 6, 8 or 12 columns. Asymmetric pairings are preferred over centred layouts.

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Iconography

One family, one stroke weight, one geometry.

 DEVELOPMENT	 COMPUTER SCIENCE	 AI / ML	 CYBERSECURITY	 NETWORKING
 CLOUD	 DATA	 LEARNING	 COMMUNITY	 CAREER

SPECIFICATION

24 px artboard · 2 px stroke · rounded terminals · 90°/45° geometry only · black by default, blue for the single active state. No fills, no duotone, no perspective.

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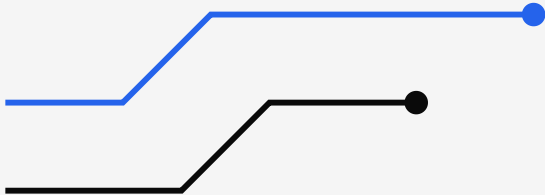
Graphic Language

Elements extracted directly from the logo.

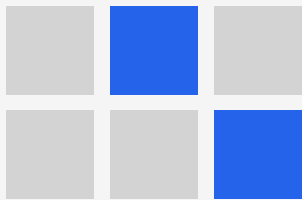
ANGLED CUT



CIRCUIT RUN



MODULAR BLOCKS



NODE FRAME



PRINCIPLE

The graphic language is extracted from the mark itself — the same angle, the same node radius, the same stroke. It frames content; it never competes with the logo.

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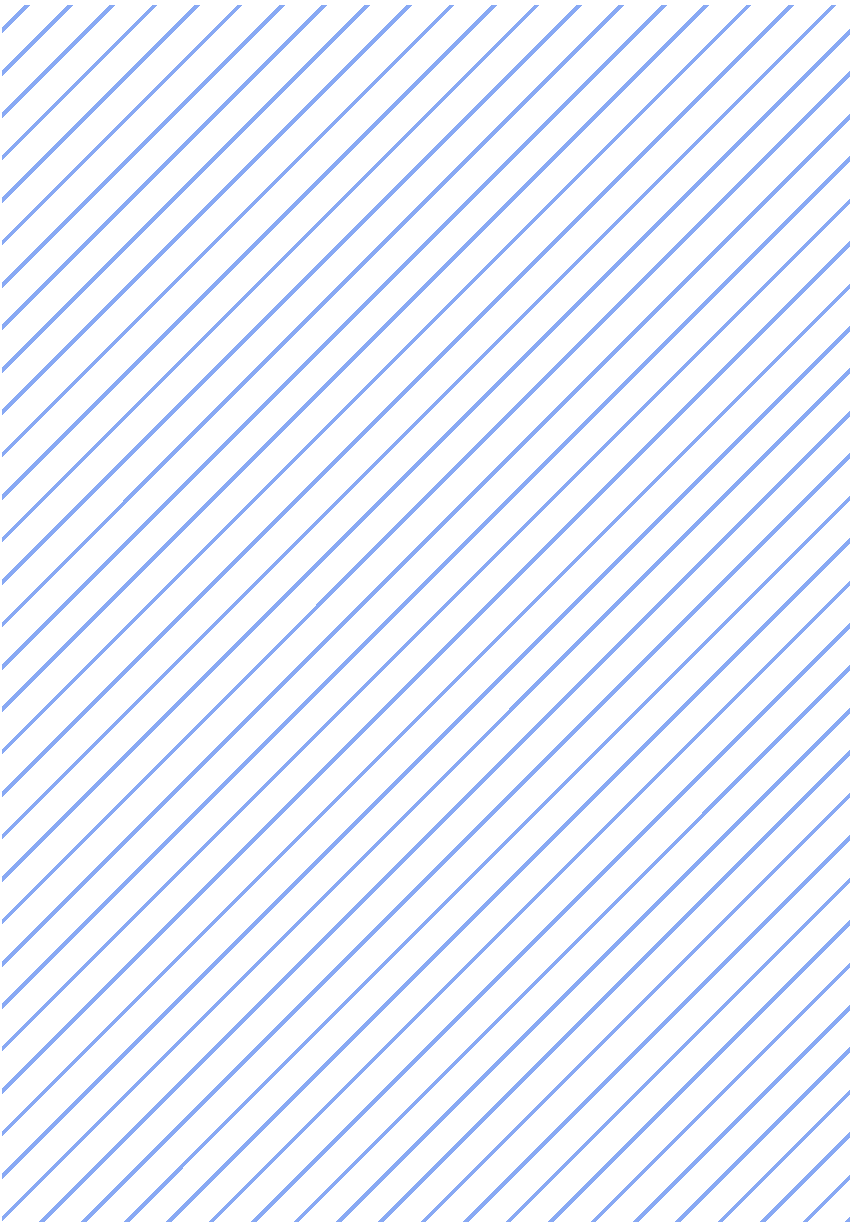
Pattern System

Three restrained secondary textures.

A – MICRO CIRCUIT GRID



B – DIRECTIONAL



C – NODE FIELD



USAGE

Patterns are secondary assets: covers, dividers, endpapers. Maximum opacity 12% on white, 18% on black. Never behind body copy, never behind the logo.

12 Brand Voice

How DevCSE writes and speaks.

LEARN.
BUILD.
INNOVATE.

01	Clear.	Plain language. No jargon used as decoration.
02	Practical.	Every claim maps to something a learner can build.
03	Technical.	Precise nouns, exact numbers, named tools.
04	Confident.	Direct statements. No hedging, no hype.
05	Human.	Written by engineers, for people learning.

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Brand Attributes

Six qualities every expression must carry.

01

MODERN

Contemporary practice, current tooling, no legacy theatre.

02

TECHNICAL

Depth is the product. Accuracy before polish.

03

PRACTICAL

Knowledge proven by working, reviewed projects.

04

TRUSTED

Sourced, versioned, corrected in public.

05

CURIOUS

Questions before answers; exploration is structured.

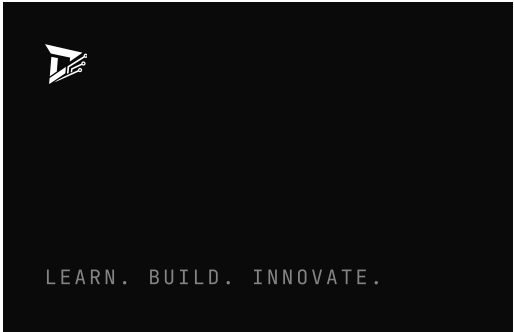
06

FORWARD-LOOKING

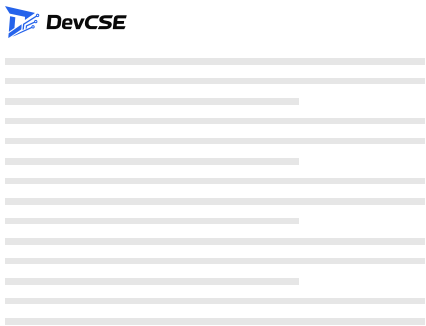
Built for where engineering is going, not where it was.

14 Stationery

Print applications, kept deliberately quiet.



BUSINESS CARD – 85 × 55 MM

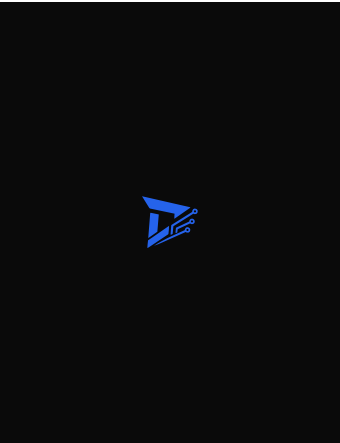


DEV CSE · CHAPAINAWABGANJ ·
DEV CSE.COM

LETTERHEAD – A4



ENVELOPE – DL



NOTEBOOK – A5



PEN



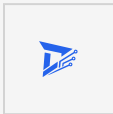
DOCUMENT FOLDER

15 Digital Brand Assets

Consistent marks across every digital surface.



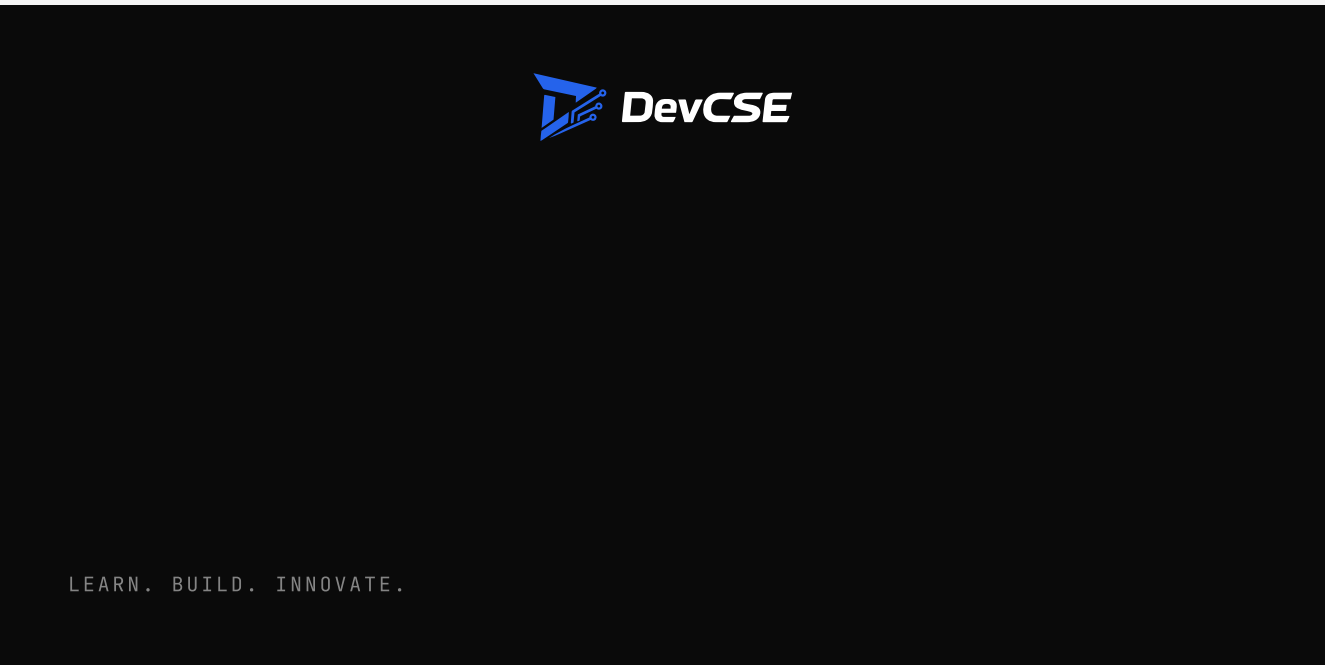
APP ICON



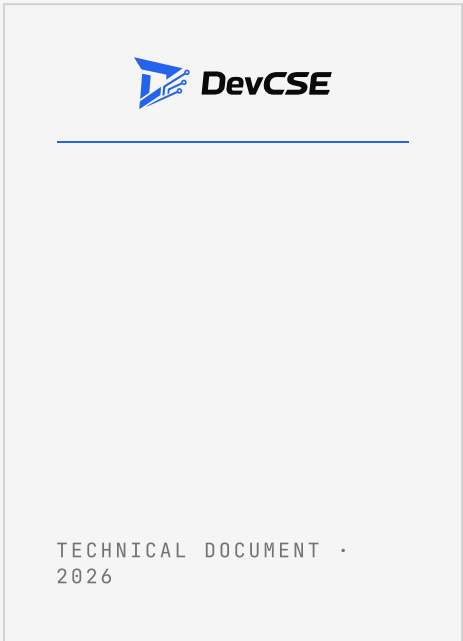
FAVICON - 32 PX



SOCIAL AVATAR



PRESENTATION COVER - 16:9



DOCUMENT COVER - A4

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Merchandise

Applications, not promotional material.



T-SHIRT — BLACK



T-SHIRT — WHITE



HOODIE



CAP

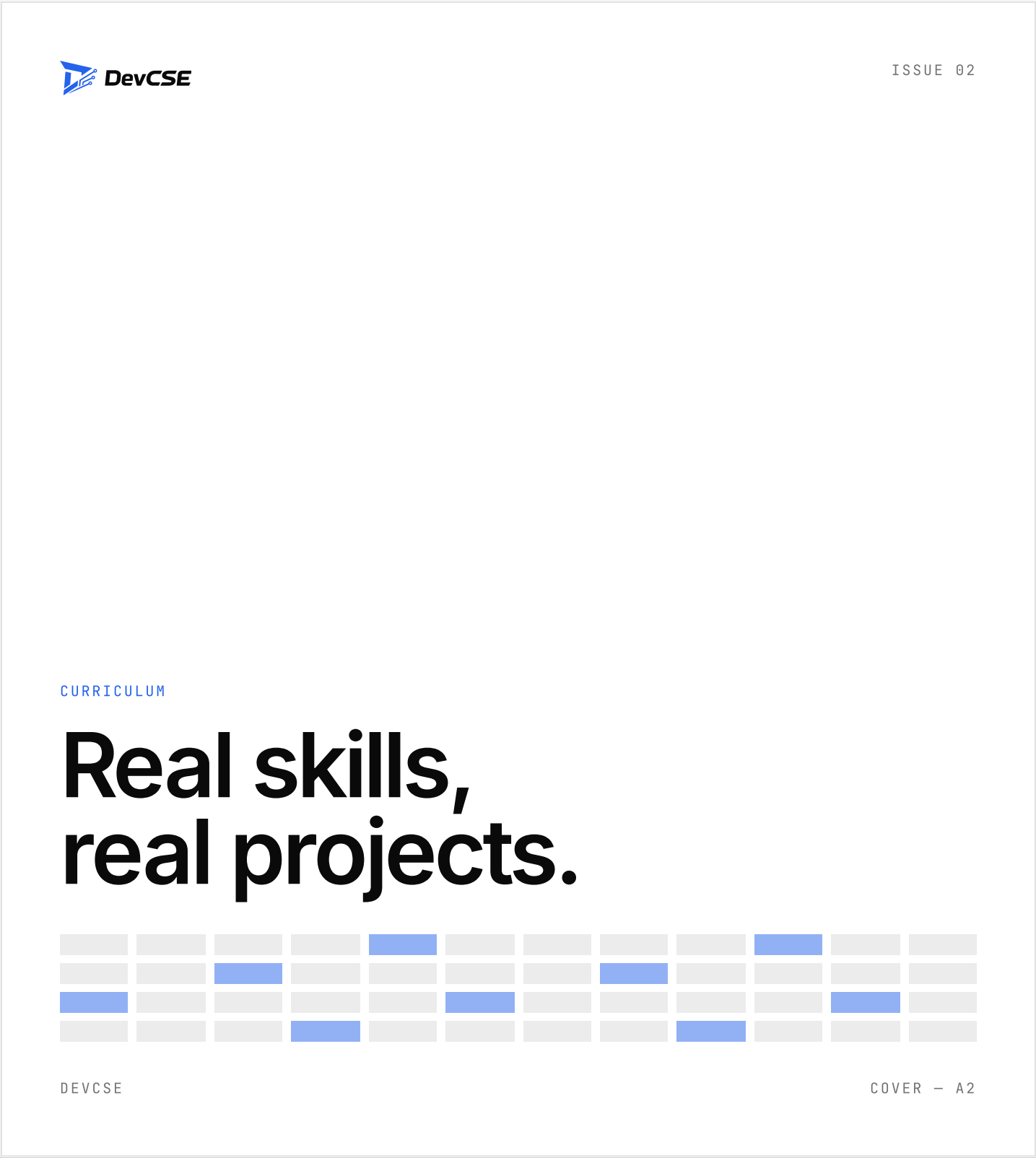


NOTEBOOK

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Print Application

Poster and technical publication covers.



18 Do / Don't

Eight failures to recognise immediately.

✓ CORRECT USAGE



Original proportions, approved colourways, adequate clear space, flat rendering.

 STRETCHED	 ROTATED	 RECOLOURED	 SHADOWED
 OUTLINED	 DISTORTED	 PLACED ON NOISE	 CROWDED

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Brand System Summary



LEARN. BUILD. INNOVATE.

Technology education designed around real skills, real projects,
and continuous growth.