

Overview

BRAND PERSONALITIES

Accessible

Our brand values openness and is readily accessible to our customers. Lowering barriers and creating access, space, and transparency are essential to our brand. Our design invites participation, using fonts showing a human touch and communicating in an inviting, open, yet serious tone.

Innovative

Our brand focuses on being original, creative, and cutting-edge. We are problem solvers, unique thinkers, and builders. We love hacking and experimenting with new technology to create new solutions. Utilitarian sans serifs with a humanist touch and monospaced fonts illustrate our desire to solve problems with care and empathy.

Modern

Our brand is contemporary, simple, and sophisticated. We love clean lines, primary colors, and geometric shapes. Ideas like minimalist design and embellishment, straightforward typography, and plenty of white space help us communicate luxury and modernity.

Robust

Our brand is vigorous, timeless, and generational. We value being expansive and evergreen. For our brand, visual ideas of long-term health, growth, blooming, or broadening communicate a growing and expanding concept. Fonts with bold weights or wider character-width illustrate vigor and growth.

Trustworthy

Our brand is friendly, warm, open, and easy to understand. We value consistency, predictability, and traditions. Design ideas, like calligraphy-influenced serif or sans serif fonts, simple design choices, and modest whitespace, help us communicate in a trustworthy tone.

Logo



CodeX

LOGO VARIATIONS



CodeX



CodeX

SCALABILITY

CodeX

CodeX

CodeX

CodeX] MIN: 16PX

LOGO MISUSE

CodeX

DISPROPORTIONATE RESIZING

CodeX

SKEWED

CodeX

DROP SHADOW

CodeX

CHANGE OPACITY

CodeX

TILTED

CodeX

OUTLINED

CodeX

CHANGE COLOR

CodeX

AGAINST COMPLEX BACKGROUND

Colors

PRIMARY COLORS



**Primary
900**

#0c0024

R12 G0 B36

C67 M100 Y0 K86

H260 S100 L7



**Primary
800**

#20005c

R32 G0 B92

C65 M100 Y0 K64

H261 S100 L18



**Primary
700**

#340094

R52 G0 B148

C65 M100 Y0 K42

H261 S100 L29



**Primary
600**

#4700cc

R71 G0 B204

C65 M100 Y0 K20

H261 S100 L40



**Primary
500**

#5d05ff

R93 G5 B255

C64 M98 Y0 K0

H261 S100 L51



**Primary
400**

#813dff

R129 G61 B255

C49 M76 Y0 K0

H261 S100 L62



**Primary
300**

#a575ff

R165 G117 B255

C35 M54 Y0 K0

H261 S100 L73



**Primary
200**

#caadff

R202 G173 B255

C21 M32 Y0 K0

H261 S100 L84



**Primary
100**

#eee5ff

R238 G229 B255

C7 M10 Y0 K0

H261 S100 L95

GRAYSCALE COLORS



Gray
900

#121113

R18 G17 B19

C5 M11 Y0 K93

H270 S6 L7



Gray
800

#37353b

R55 G53 B59

C7 M10 Y0 K77

H260 S5 L22



Gray
700

#4e4a54

R78 G74 B84

C7 M12 Y0 K67

H264 S6 L31



Gray
600

#64606c

R100 G96 B108

C7 M11 Y0 K58

H260 S6 L40



Gray
500

#7b7584

R123 G117 B132

C7 M11 Y0 K48

H264 S6 L49



Gray
400

#928d9a

R146 G141 B154

C5 M8 Y0 K40

H263 S6 L58



Gray
300

#a9a6b0

R169 G166 B176

C4 M6 Y0 K31

H258 S6 L67



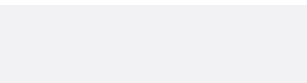
Gray
200

#c1bec5

R193 G190 B197

C2 M4 Y0 K23

H266 S6 L76



Gray
100

#f2f1f3

R242 G241 B243

C0 M1 Y0 K5

H270 S8 L95

Typography

PRIMARY TYPEFACE

Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,!""

Aa Aa Aa Aa Aa **Aa Aa Aa** Aa Aa Aa Aa Aa **Aa Aa Aa**

About The Line

Font Family: Nunito
Font Style: Black
Font Size: 48px
Letter Case: Capitalize

Find Solace

Font Family: Nunito
Font Style: Bold
Font Size: 32px
Letter Case: Capitalize

WHO WE ARE

Font Family: Nunito
Font Style: undefined
Font Size: 16px
Letter Case: UPPERCASE

The Line is a scenic waterfront public park on the Upper West Side of the borough of Manhattan in New York City, operated and maintained by the New York City Department of Parks and Recreation. The Line transforms this industrial site into a beautiful park.

Font Family: Nunito
Font Style: undefined
Font Size: 16px
Letter Case: Sentence case

POWERED BY
Typogram