CODE BASICS

BRAND GUIDELINES

INDEX

WHO ARE WE?

MISSION

MISSION

To help learners attain their highest potential through effective teaching, job-ready content & engaging learning experience at an affordable price.

VISION

VISION

To be the most loved learning platform
on Planet Earth

PROMISE

BRAND PROMISE

Learning that's accessible, practical, and grounded in trust of the community.

BRAND ARCHETYPE & VOICE

A brand archetype is a framework used in branding to define a brand's personality, voice, and behavior based on universal human character types.

Codebasics falls into the Archetype of "Sage". Sage brands position themselves as reliable sources of knowledge. They focus on education, clarity, and insight, rather than hype or gimmicks. They empower their audiences by teaching, explaining, and simplifying.

TONE OF VOICE

The tone of voice refers to the consistent manner in which a brand communicates its messages across all platforms and materials. It encompasses the style, personality, and language used to convey the brand's identity and values to its audience. Consistency in tone of voice is crucial for building brand recognition and loyalty.

Clear

Explains complex ideas in simple, easy-to-understand language so learners never feel lost.

Trustworthy

Shares knowledge without gimmicks, ensuring learners feel confident they're getting honest, reliable guidance.

Practical

Focuses on real-world, actionable insights that learners can directly apply to their careers.

Supportive

Encourages and guides learners like a mentor — approachable, never intimidating.

TARGET AUDIENCE

We design our content for learners aged 18 to 50 years. Every course and bootcamp begins with the basics and gradually progresses to advanced levels, making it easy to follow for:

- **Students**
- **Professionals looking to upskill**
- **Career transitioners from non-IT fields**

While many of our learners are based in India, we have a diverse and supportive global community.

To keep learning accessible and fair, we've designed a pricing model that considers the economic context of our learners. Our international community (ROW/Outside India) is divided into:

- **High Economic Regions**
- **Low Economic Regions**

This way, learners in Low Economic Regions pay less, while those in High Economic Regions contribute a little more — helping us keep education equitable for everyone.

CORRECT REPRESENTATION OF NAME

What we are:	What we are not:
Codebasics	**CodeBasics**
	codebasics
	CODEBASICS
	Code Basics
	Code Basic
	Codebasic

GENERAL BRAND AWARENESS

CONTENT CREATORS

To be reflected in creatives & captions as a singular trait or a combination of these:

Tone

Simple

The language should be relatable and easy to understand.

Example post:

GenAI vs Agentic AI — what's the difference?
GenAI generates. Agentic AI gets things done.
One gives you answers.The other takes action on your behalf.
Generative AI is the foundational technology used to build Agentic AI systems

Thoughtful

Focus on the value learners gain, not on promoting the campaign or product.

Example post:

This Codebasics Learners' Week is all about you — our learners. To support your career journey, we've lined up 3 free online webinars packed with real, actionable insights to help you grow.

Approachable Mentor

Represent ourselves as experts who are welcoming, never distant or intimidating.

Example post:

100% vibes. 0% lyrics.
That's exactly how AI hallucination works — it sounds right, feels convincing, but it's actually made up.
Moral: Always fact–check the results provided by AI models.

CONTENT CREATORS

Essential terms we use as our brand.

Brand Vocabulary

Don't Use	Do Use	Reason
CodeBasics codebasics	Codebasics	Always start with capital C followed by all small letters when representing the brand.
User	Learner	Creates a sense of community belonging.
Discount Sale Offer	Subsidy Added Benefit Gift	Do not promote our content as sales – oriented. Keep it value–oriented for the learners instead

CONTENT CREATORS

Essential terms we use as our brand.

Things To Keep In Mind

Do not like our own posts — it can make the brand appear desperate.

Do not use pictures/ videos/ assets of Atliq. Technologies/ learners in any of the Codebasics creatives without consent.

Avoid automated comments for more than 1–2 posts per week.

Instead of forcing engagement, redirect people to ***www.codebasics.io*** through the caption or creative, and add specific links in Stories.

Avoid using random hashtags. Hashtags are not as useful for discovery, especially on Instagram.

Use relevant keywords in captions to improve organic search, as Instagram is evolving into more of a search engine. If hashtags are needed, restrict them to 2–3 meaningful ones only.

Avoid excessive or overly cartoony emojis.

Use emojis thoughtfully: keep them simple and professional (e.g., ✅,❌,➡️,✨,📊,🖥️,🎁,🥇).

If the content is divided into many parts, use bullet points wherever applicable.

Avoid using trendy music just because it sounds good, especially if that has lyrics does not align with our values.

Use instrumental upbeat/ motivational music instead, with beats that give young energy.

CONTENT CREATORS

Festival Guidelines

Don't Use

- Do not promote or mention specific gods, deities, or prayers.

- Give indirect or direct hints that favor one religion, belief, or community.

- Over-commercialize festivals with hard-selling or pushy promotions.

- Overuse heavy religious imagery or content that feels unrelated to learning.

- Example of bad messaging: Showing Ravan's end and talking about burning bad this year and focusing on the good for Diwali.

Do Use

- Celebrate values like joy, light, unity, growth, and new beginnings.

- Keep messaging inclusive and universal, so all learners feel part of it.

- Share festive wishes posts, interactive polls, or learning analogies tied to celebration.

- Keep visuals and messaging aligned with Codebasics brand identity — modern, simple, professional.

- Example of good messaging: Focusing on the light and positivity one can spread during Diwali as the spirit of a community.

CONTENT CREATORS

Videos

Aspect Ratio

- Social media reels: 9:16 ratio (vertical).

- Events: Shoot in combination of horizontal (16:9) & vertical (9:16) to be used on website as well as socials.

- Paid Ads: Scripts above 40 seconds– 16:9 (horizontal). Scripts below 40 seconds– 9:16 (vertical).

Colours for Elements

- Use colours from the brand guidelines for elements used within the videos.

- Essentially use "Primary Colours" for backgrounds/ evident elements and "Secondary Colours" to highlight keywords, etc.

Quality

- *Normal videos:* 4K 24 FPS / 25 FPS / 30 FPS.

- *Slow–Motion videos:* 4K 60 FPS

Fonts

- *Keywords:* Saira Condensed

- *Captions in video:* Saira Condensed/ Kanit

Primary Colours

#3b82f6   #6f53c1   #404c78   #18182f   #ffffff

Secondary Colours

#d6ef3f   #d9ecff   #fd7e14   #20c997

CONTENT CREATORS

Thumbnails

- Create in 9:16 ratio (vertical) for LinkedIn and Instagram.

- Highlight the key word(s) in the title with Lime Yellow. Remaining text to be in white colour.

- Keep the frame and the content interesting from a hook perspective.

- The background should have a colour overlay from the Primary Colours of the guidelines with a gradient effect/ reduced opacity showing the background elements subtly.

- The foreground should have the image of a person/ team where faces are clearly visible, especially for events.

- There should be a complementary colour of glow effect behind the foreground. An additional stroke can be added to the foreground image as well.

- The key content (text + foreground) should essentially fit in 1:1 or 4:5 ratio within the 9:16 frame so that it doesn't looked cropped on feed.

CONTENT CREATORS

Statics & Carousels

Aspect Ratio

- *Instagram –* 4:5 (1080 x 1440)

- *LinkedIn:* 4:5 or 1:1 (1080 x 1440) or (1080 x 1080)

- *YouTube Community:* 1:1 (1200 x 1200)

Fonts

- *Headings:* Saira or Saira Condensed

- *Subheadings:* Saira Condensed

- *Body Text:* Kanit
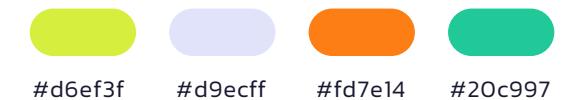
Colours for Elements

- Use colours from the brand guidelines for elements and text within the statics.

- Essentially use "Primary Colours" for backgrounds/ evident elements.

- We typically use the lime yellow for highlighting words in text, and white for the remaining text.

Primary Colours

| #3b82f6 | #6f53c1 | #404c78 | #18182f | #ffffff |

Secondary Colours

| #d6ef3f | #d9ecff | #fd7e14 | #20c997 |

CONTENT CREATORS

Stories

Fonts

- *If templates are being created on Canva:* Saira/ Kanit

- *If text is being added on-the-go on Instagram:* Directional/ Squeeze/ Modern/ Classic

Colours for Elements

- Use colours from the brand guidelines for elements and text within the statics.

- Essentially use "Primary Colours" for backgrounds/ evident elements.

- We typically use white/ Instagram default light blue that looks similar to our brand colour for text.

Highlights

- Add testimonials & job success to "Success Stories"

- During events, create stories and add them to highlights.

- Post-event, replace the highlight cover with a picture from the event of people in our brand style.

Primary Colours

| #3b82f6 | #6f53c1 | #404c78 | #18182f | #ffffff |

COMMUNICATIONS

Emails

- Include Codebasics logo in the header.

- Use "Dear [Name]" to refer to people. As a fallback text, we could also use "Dear Learner" to address the person.

- Never refer to someone as a "user".

- Use a picture in the first half of the paragraph to draw attention to the key content.

- Always convey the value learners would get within the emails with bullet points.

- Mention the pricing of the course/ bootcamp/ event registration along with date and time clearly within the email.

- Give a call to action in the form of a button that would lead them to the respective page.

- End the email with either the social icons or:

  Regards,
  Team Codebasics

PHONE

Category	Dos	Don'ts
Professionalism	Greet warmly, introduce yourself, and state purpose clearly.	Don't sound rushed, monotone, or disinterested.
Listening & Empathy	Actively listen, let learners finish, acknowledge their challenges.	Don't interrupt or argue with the learner.
Clarity & Simplicity	Speak clearly, avoid jargon, and confirm understanding.	Don't confuse learners with over-explaining or technical terms.
Tone & Language	Use positive, encouraging, and polite words.	Don't use negative phrases like "I don't know" without solutions.
Commitments	Set realistic expectations and follow through.	Don't overpromise or ignore escalations.
Conversation Flow	Follow a structure: Greeting → Understand Need → Support → Closure.	Don't read scripts robotically—personalize the conversation.
Closure & Next Steps	Summarize key points, provide next steps, and thank the learner.	Don't end abruptly without confirming learner satisfaction.
Confidentiality & Trust	Keep learner data private, and handle sensitive topics professionally.	Don't share unnecessary personal or internal information.

WEBSITE

- Our website should reflect our core values of being simple. The UI and UX should be clean, minimal and structured, but efficiently functional just like our courses.

- If there is a launch, update the 1st slider image with the same and redirect them to the relevant page.

- Update the yellow strip on the top in the following format:

  [Notification text | Main line | CTA]
  For example:
  What's New? Gen AI & Data Science Bootcamp is now LIVE! Check it out!
  or
  Update Alert: Data Analytics Bootcamp 4.0 has undergone a major upgrade to 5.0! Know Features!

- The existing users should get notified about upgrades within their dashboard.

- If it's a bootcamp upgrade/ launch, the following graphic assets are to be added to the website:

  (i)   Bootcamp thumbnail without pricing.

  (ii) Slider image without pricing and a CTA incorporated within design.

  (iii) Roadmap

  (iv) Brochure

- Create 2-3 Landing Pages at least a week before the campaign starts so that ads can be set up accordingly.

- Support the ads team with relevant Thank You pages 2-3 days before the campaign starts.

ONLINE EVENTS

- Start by greeting the audience, asking them how they are.

- Introduce yourself and the other speakers with the name and designation.

- Set the agenda for the events clearly before starting the presentation.

- Use Codebasics deck background with the "Confidential" "Codebasics" text.

- Use Slido to keep the audience engaged and attentive with quiz.

- Announce the winners and let people ask questions towards the end of the event.

- If there are any promotions to plug-in during the webinar, keep it subtle and not in a salesy manner.

OFFLINE EVENTS

- We present ourselves as a sustainable brand. Do not over-use plastic water bottles, plates, etc. Choose paper or other sustainable materials wherever possible.

- Do not over-distribute pamphlets or brochures to reduce the waste. You can either incorporate them in booklets in the welcome kit or redirect them to a QR.

- When interacting with people, be confident, represent Codebasics as the most loved educational platform, especially for data and AI aspirants.

- Share business cards with potential collaborators or experts who seem to share similar values like that of Codebasics.

- Essential assets required for events:

Large Scale Events (Above 500 people)	Design Quantity (Large-Scale)	Mid-Scale Events (200 – 500 people)	Design Quantity (Mid-Scale)	Small-Scale Events (Less than 200 people)	Design Quantity (Small-Scale)
Event logo	1	Event logo	1	Event logo	–
Social Media Posts (about speakers, sessions, registrations, etc.)	4–6	Social Media Posts (about speakers, sessions, registrations, etc.)	2–3	Social Media Posts (about speakers, sessions, registrations, etc.)	1–2
Entrance Arch	1–3	Entrance Arch	1–2	Entrance Arch	–
Registration Desk	1–2	Registration Desk	1	Registration Desk	1
Welcome Kit	1	Welcome Kit	1	Welcome Kit	–

OFFLINE EVENTS

Codebasics Booth	1–2	Codebasics Booth	1	Codebasics Booth	–
IDC Booth (if they are co-sponsors)	1	IDC Booth (if they are co-sponsors)	1	IDC Booth (if they are co-sponsors)	–
Sponsor Booths (if required)	1 each	Sponsor Booths (if required)	1 each	Sponsor Booths (if required)	–
Codebasics Standees	2–4	Codebasics Standees	2–3	Codebasics Standees	1–2
IDC Standees	1–2	IDC Standees	2–3	IDC Standees	–
Sponsor Standees (if required)	1–2	Sponsor Standees (if required)	1–2	Sponsor Standees (if required)	–
Photo Booths	2–4	Photo Booths	1–2	Photo Booths	1
Podcast Backdrop	1	Podcast Backdrop	–	Podcast Backdrop	–
AV videos and graphics	4–6	AV videos and graphics	2–4	AV videos and graphics	–
Interactive Zones	4–6	Interactive Zones	3–5	Interactive Zones	–
ID Cards	1 variation	ID Cards	1 variation	ID Cards	–
Brochure	1	Brochure	1	Brochure	–

OFFLINE EVENTS

Wrist Bands	6–8 colours	Wrist Bands	4–6 colours	Wrist Bands	–
Merchandise (stickers, badges, books, clothing, etc.)	6–8	Merchandise (stickers, badges, books, clothing, etc.)	4–6	Merchandise (stickers, badges, books, clothing, etc.)	1–2
Team outfits	1	Team outfits	4–6 colours	Wrist Bands	–
Post–event SM creatives	2–3	Post–event SM creatives	1–2	Post–event SM creatives	1

LOGO SYMBOL WATERMARK
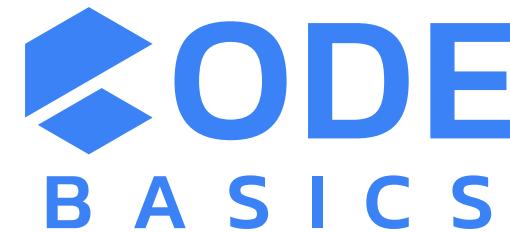
THE LOGO
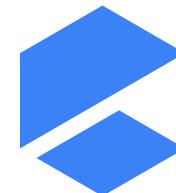
A logo is the face of a brand — a simple mark that carries deep meaning and creates instant recognition. It's often the first thing people recognize and remember about a brand.
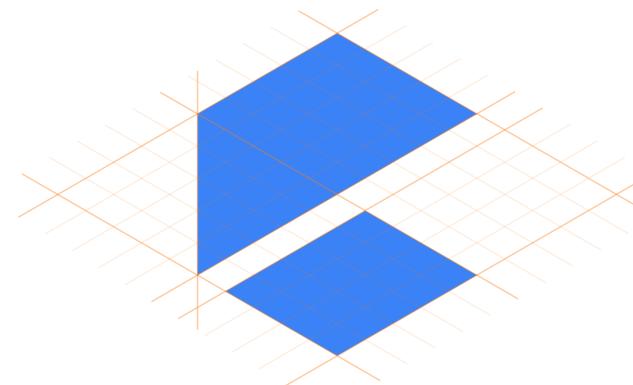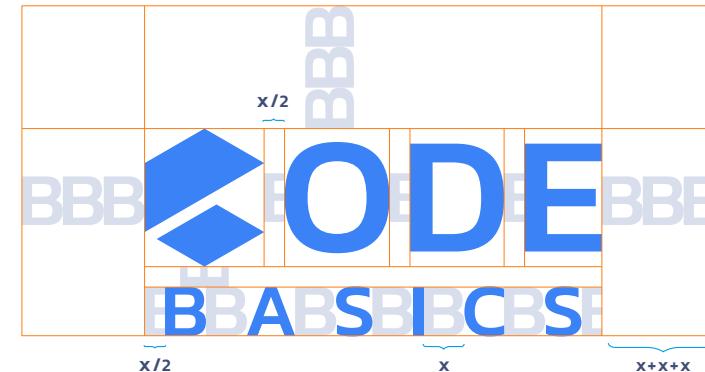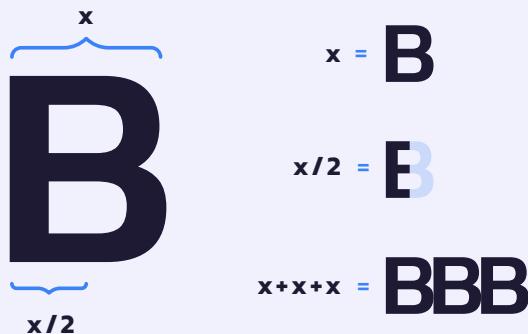
codebasics logo

icon

codebasics.io

watermark

Download Logo

LOGO SPACING

1 Pick the letter 'B' from 'BASICS'

2 Divide letter 'B' vertically into two parts

3 Duplicate twice

$x = B$

$x/2 = B$

$x+x+x = BBB$

LOGO COLOUR COMBINATIONS

The primary logo that should be used to represent Codebasics would be the signature blue colour.

If the primary blue blends into the background, you may use these alternative logo color combinations.
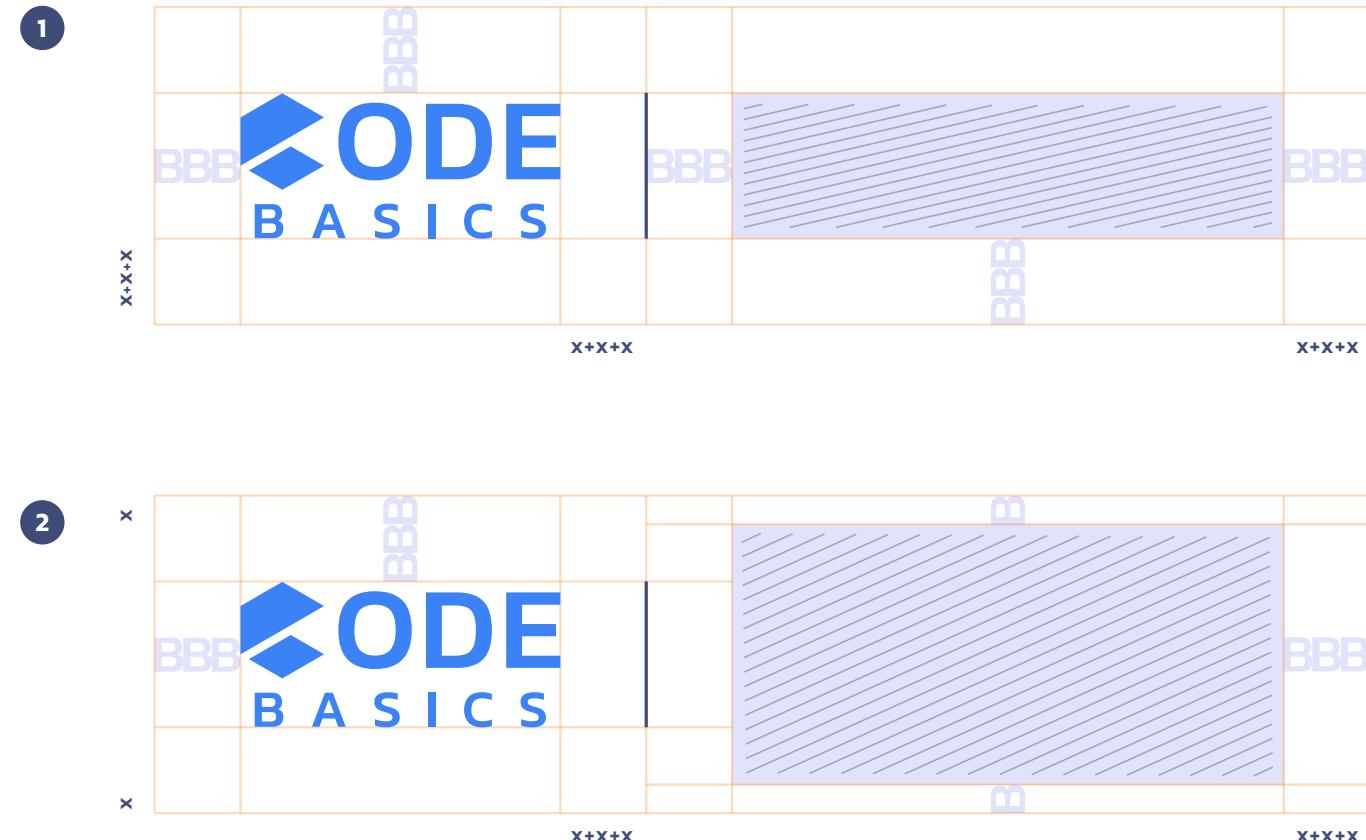
PLACEMENT PARTNER & SPONSORS

When combining the Codebasics logo with other logos, it's Important to make sure there is enough spacing provided between the logos.

The logo should be saparated by a 1px stroke.

1   **Horizontal partnership lockup**

2   **Square partnership lockup**

x = B

x+x+x = BBB

1

x+x+x

x+x+x   x+x+x

2

x

x

x+x+x   x+x+x

USAGE UNSUCCESSFUL LOGO EXAMPLES

- Do not crop the logo.
- Do not change the transparency of the logo.
- Do not use the logo in colours other than the brand shades as mentioned previously.
- Do not use any other font.
- Do not use drop shadows or any other effects.
- Do not outline the logotype.
- Do not rotate any part of the logo.
- Do not distort the logo.
- Do not resize or change the position of the logomark.

1

Don't go crazy with your color mix

for more guidence around which colors are allowed, see page 12.

2

Don't apply effects

*Avoid the use of glowing edges, and gradients.*

3

Don't twist and turn the codebasics logo around

Use it within the provided ratio.

4

Don't stack the elements of the logo
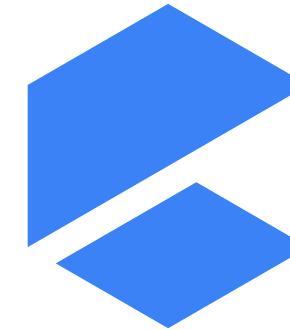
Maintain the current arrangement of the logo elements; avoid stacking them.

THE ICON

A brand icon is a simplified, standalone graphic element that represents a brand — often derived from the logo. And this, is what makes Codebasics Iconic:


Download Logo
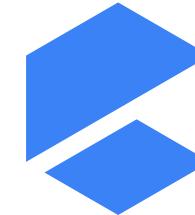
ICON USAGE

Use this as a supporting design element and physical product branding. It can also be applied as bullet points in designs or as an app icon.

The icon can be used flexibly with these guidelines:

- Can be used with reduced transparency as a background element.

- Can be scaled up and allowed to go out of frame if it suits the composition.

- The outline version of the icon may be used whenever required.

- Can be used as a stand-alone element without the border rounded square.

- Do not use it as a standalone element without the full logo.

Colored Icon on white background
Primary option
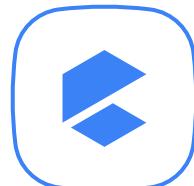
**White icon on
Blue background**

**White icon on
Black background**

**Blue icon on Blue
outline background**

WATERMARK

A watermark is a faint, often semi-transparent mark (logo, text, or pattern) placed on content such as images, videos, or documents. It subtly identifies ownership while not overpowering the main content.

codebasics.io

[QR Code]

⬇ **Download Logo**

WATERMARK USAGE

We have 2 variations watermarks that are used in the course videos.

The watermark can be used by following these guidelines:

- Place it on the bottom right corner of course content.

- The usage and transparency of the watermark should be dynamic based on the background. There should be a contrast between the background and the watermark being used.
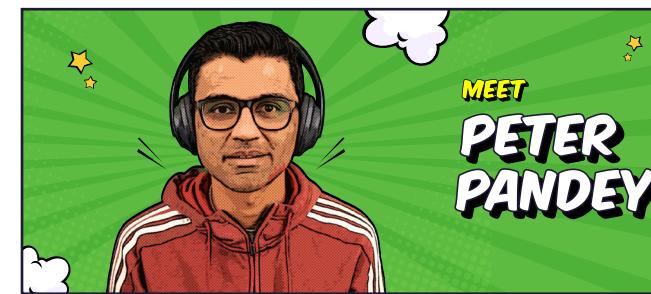
1   **codebasics.io**

2   **codebasics.io**

3   **codebasics.io**

CHARACTERS OF CODEBASICS

At Codebasics, we provide a cinematic experience following a narrative story-telling pattern to keep the learners engaged with our content.

MEET
PETER PANDEY

He's the main character of the Codebasics Cinematic Universe. You could also consider him a 'Core' basics member around whom the stories revolve. His storyline is usually from the perspective of a humble learner who navigates his way through the data and AI world. The character is designed to mirror the learner's journey, making them feel part of the experience.

MEET
TONY SHARMA

A helpful senior in the data and AI world who has got Peter's queries (quite literally) and his back. Tony Sharma helps Peter Pandey in the professional world, letting him know better and more efficient ways to get things done.

MEET
BRUCE HARYALI

If he's here, know that there's a lot at stake. Bruce Haryali is the stakeholder who identifies business problems but needs the help of Tony Sharma and Peter Pandey to dig deeper into the insights and make business decisions.

MEET
THE ALLIES

BRAND COLORS & TYPOGRAPHY

BRAND COLOUR PALETTE

A brand colour palette is more than just a set of colours — it's a key part of visual identity that makes a brand instantly recognizable and emotionally resonant.

Primary Colors

HAX: **#3B82F6**
RGB: **59, 130, 246**

Panton: **2727 C**
CMYK: **73, 49, 0, 0**

HAX: **#6f53c1**
RGB: **111, 83, 193**

Panton: **2665 C**
CMYK: **67, 75, 0, 0**

HAX: **#3F4C78**
RGB: **63, 76, 120**

Panton: **2727 C**
CMYK: **85, 75, 29, 13**

HAX: **#181830**
RGB: **24, 24, 48**

Panton: **5255 C**
CMYK: **89, 84, 49, 64**

HAX: **#FFFFFF**
RGB: **255, 255, 255**

Panton: **000 C**
CMYK: **0, 0, 0, 0**

Secondary Colors

HAX: **#D7EF3F**
RGB: **215, 239, 63**

Panton: **387 C**
CMYK: **2, 0, 77, 8**

HAX: **#20C997**
RGB: **32, 201, 151**

Panton: **3395 C**
CMYK: **100, 0, 29, 23**

HAX: **#FD7E15**
RGB: **253, 126, 21**
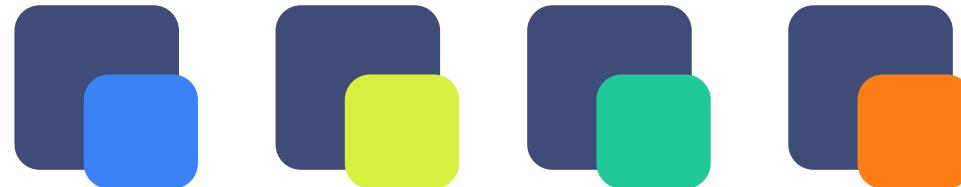
Panton: **1575 C**
CMYK: **0, 50, 80, 0**

HAX: **#D63384**
RGB: **214, 51, 132**

Panton: **213 C**
CMYK: **0, 87, 46, 11**

HAX: **#E1E3FA**
RGB: **225, 227, 250**

Panton: **2706 C**
CMYK: **10, 8, 0, 0**

COLOUR PAIRING

Colors play a vital role in shaping perceptions, evoking emotions, and reinforcing brand identity. Our color palette has been carefully curated to reflect our brand's personality and values.

Background Color

Foreground Color

TYPEFACES

A brand typeface (or font family) is a vital part of a brand's visual identity, just like its logo or colours. It's not just about how words look, but how the brand feels when people read them.

Fallback Fonts

In situations where our primary and secondary typefaces are unavailable, we recommend the following fallback fonts to maintain consistency:

Saira Condensed could be replaced with **Anton**

Kanit could be replaced with **Poppins**

⬇ Download Fonts

SAIRA CONDENSED

Primary Typeface: **Saira Condensed**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Secondary Typeface: **Kanit**

TYPESTYLE

Typestyle refers to the specific variation of a typeface, created by altering its weight, width, or posture. It's how a typeface is expressed in practice.

SAIRA CONDENSED

Title | Black | 90 pt | Line height 80% | Letter Spacing 0%

SAIRA CONDENSED EXTRABOLD
Saira Condensed Extrabold
[]{}<>*&?.,;:+-""""/|\ 0123456789

Headline | ExtraBold | 50 pt | Leading 50% | Letter Spacing 0%

SAIRA CONDENSED BOLD - Saira Condensed Bold
[]{}<>*&?.,;:+-""""/|\ 0123456789

Subtitle | Bold | 40 pt | Leading 27% | Letter Spacing 0%

Kanit – Light, *Light Italic*, **Regular**, *Regular Italic*
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Body Text | Light | 11 pt | Leading 14% | Letter Spacing 10%

TYPOGRAPHY NARROW

Use Narrow for smaller sizes or when space is limited. It provides greater legibility for lengthy text, tight columns, or charts.

Mark for Kanit Narrow

WEIGHT	SIZE	SAMPLE TEXT
Light	11pt	Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
Light	9 pt	Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.
Regular	7 pt	Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

FONTS ACROSS COMMUNICATIONS

We use different fonts across platforms, while maintaining consistency and aligning with each platform's guidelines.

Social Media:
Saira and Kanit font family

Social Media Stories:
Classic, Directional, Squeeze, Modern

Website:
Manrope, Reyy

Emails:
Kanit, Saira font families or Arial

TEXT LOOKUPS

A few exaples on how to combine our headlines style and paragraph style.

1 Title, Heading & Body text

2 Title & Body text

3 Subtitle & Body text

4 Heading & Body text

LOREM IPSUM
LOREM IPSUM DOLOR SIT AMET CONSECTETUE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

LOREM IPSUM DOLOR SIT

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.

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TEXT PLACEMENT

The placement of text within our designs is crucial for ensuring readability, visual hierarchy, and brand consistency.

CO-BRANDING GUIDELINES

CO-BRANDS

Current co-brands: IDC, CB Foundation

Codebasics currently has 2 sub-brands.

Indian Data Club

A growing club dedicated to exploring the latest in AI, and emerging technologies. With presence across major cities like Delhi, Hyderabad, Kolkata, Mumbai, Pune, Bengaluru, Chandigarh, Chennai, and Ahmedabad, Indian Data Club (IDC) brings together people from diverse backgrounds to share knowledge and collaborate online and offline through challenges, workshops, hackathons, networking events, etc.

Codebasics Foundation
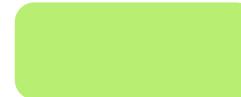
A non-profit organization devoted to supporting passionate communities and individuals with limited resources. By providing support in education, skills, and personal development, Codebasics Foundation aims to create pathways for growth and lasting impact.

CO-BRANDING COLOURS & FONT

The color scheme will follow that of the main sponsor. For events where Codebasics is the sponsor and IDC is the partner, creatives will use the Codebasics palette — and vice versa.

COLOUR PALETTE

HAX: **#B8EF72**
RGB: **184, 239, 114**
CMYK: **12, 0, 45, 8**

HAX: **#2D323E**
RGB: **45, 50, 62**
CMYK: **79, 70, 53, 52**

HAX: **#FFFFFF**
RGB: **255, 255, 255**
CMYK: **0, 0, 0, 0**

HAX: **#1B1E28**
RGB: **27, 30, 40**
CMYK: **33, 25, 0, 84**

TYPEFACE

Kanit

Typeface: **Kanit** ———

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CODE
BASICS

Enabling Careers