

# ThumbCode

Code with your thumbs

Mobile-First AI-Powered Development Platform

# Color Palette

P3 Warm Technical — Approved

## Primary Brand Colors

**Thumb Coral**

#FF7059

Primary

**Digital Teal**

#0D9488

Secondary

**Soft Gold**

#F5D563

Accent

## Base Colors

**Charcoal Navy**

#151820

Dark Mode Base

**Off-White**

#F8FAFC

Light Mode Base

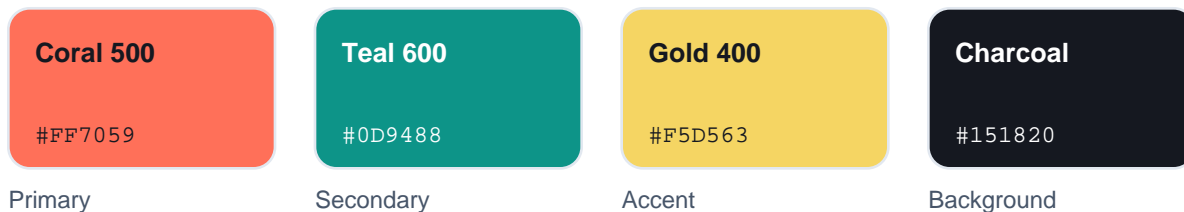
## Usage Guidelines

- Thumb Coral (#FF7059): Primary CTAs, brand elements, key UI actions
- Digital Teal (#0D9488): Secondary actions, success states, agent indicators
- Soft Gold (#F5D563): Highlights, achievements, premium features, warnings
- Charcoal Navy (#151820): Default dark mode background, primary text on light
- Off-White (#F8FAFC): Light mode background (NOT pure white)

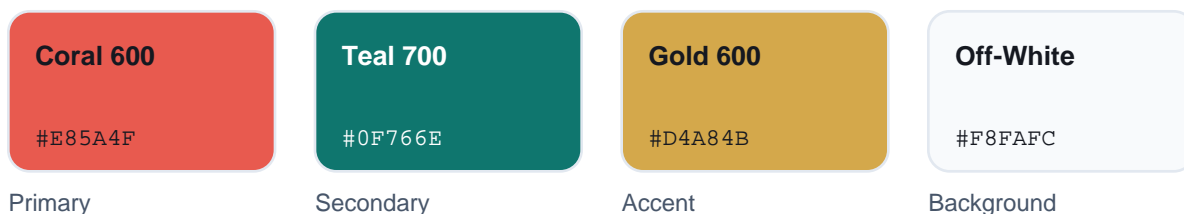
# Extended Palette

Mode Variants & Accessibility

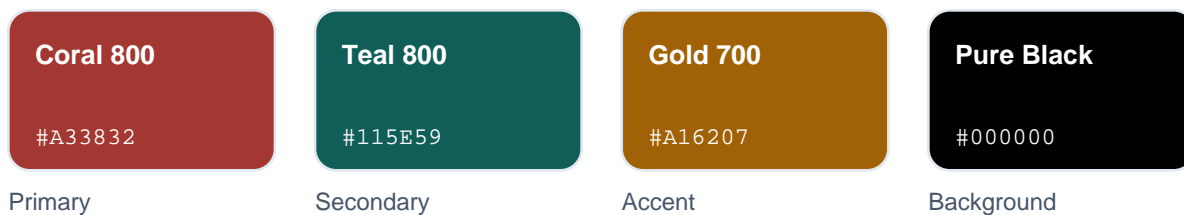
## Dark Mode (Default)



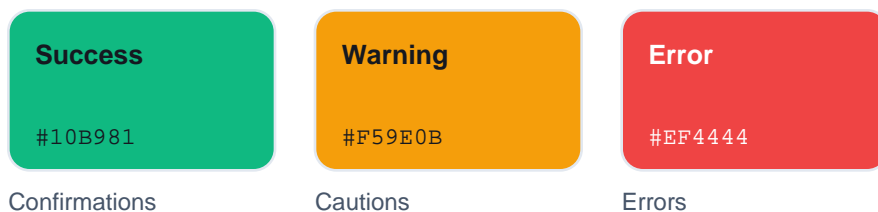
## Light Mode



## High Contrast Mode (Accessibility)



## Semantic Colors



# Typography

Font Stack & Hierarchy

## Display Font: Fraunces

Variable serif with SOFT axis. Headlines, hero text, brand moments.

Google Fonts: [fonts.google.com/specimen/Fraunces](https://fonts.google.com/specimen/Fraunces)

# ThumbCode

Code with your thumbs

## Body Font: Cabin

Clean humanist sans-serif. Body text, UI labels, navigation.

Google Fonts: [fonts.google.com/specimen/Cabin](https://fonts.google.com/specimen/Cabin)

The quick brown fox jumps over the lazy dog.

**The quick brown fox jumps over the lazy dog.**

## Code Font: JetBrains Mono

Monospace with ligatures. Code snippets, terminal, technical content.

JetBrains: [jetbrains.com/lp/mono/](https://jetbrains.com/lp/mono/)

```
const app = new ThumbCode();  
await agent.execute('build');
```

## Type Scale

ROLE	SIZE / LINE-HEIGHT	FONT
Display	48px / 56px	Fraunces Bold
H1	36px / 44px	Fraunces Semibold
H2	28px / 36px	Fraunces Semibold
H3	22px / 30px	Cabin Bold
Body	16px / 24px	Cabin Regular
Caption	14px / 20px	Cabin Regular
Code	14px / 22px	JetBrains Mono

# Logo System

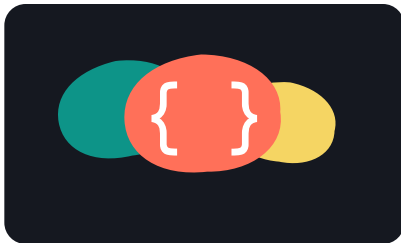
Mark, Wordmark & Application

## Logo Concept

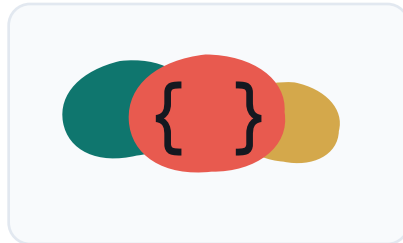
The ThumbCode logo combines code brackets { } with a thumbs-up gesture, representing developer identity and mobile-first 'code with your thumbs'.

Uses organic paint daube style — NO GRADIENTS, solid colors with organic shapes.

## Logo Variations



On Dark



On Light



Monochrome

## Clear Space & Minimum Size

- Clear space = height of code brackets around the logo
- Minimum size: 32px height digital, 0.5 inch print
- Always use organic paint daube style — NEVER gradients

## Don'ts

- Don't use gradients — solid colors only
- Don't use geometric shapes — maintain organic daube edges
- Don't rotate the logo or change color relationships

# Brand Voice

Personality & Tone

## Tagline

*"Code with your thumbs"*

## Brand Personality

### Warm but Technical

We make coding feel approachable without dumbing it down.

### Playful but Professional

We're building serious tools with a sense of joy.

### Mobile-First Mindset

Great code can happen anywhere, anytime.

### AI-Augmented Craft

AI amplifies developers, not replaces them.

### Organic & Human

Code is made by people, for people.

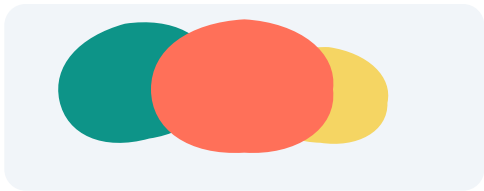
# Visual Style

The Organic 'Paint Daube' Approach

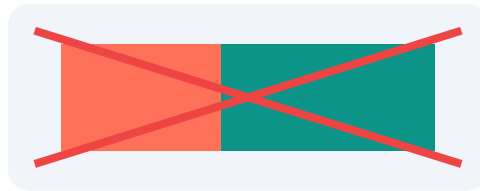
## Core Principle: Organic Over Geometric

ThumbCode uses organic 'paint daube' shapes instead of gradients.  
Creates warmth and approachability while maintaining visual interest.  
Overlapping ellipses with irregular edges suggest human touch.

### ✓ DO: Organic Paint Daubes



### ✗ DON'T: Gradients



## CSS Implementation



```
/* Organic blob using border-radius */
.daube {
  border-radius: 60% 40% 55% 45% / 50% 60% 40% 50%;
  transform: rotate(var(--rotation, 0deg));
}

/* Organic shadow - soft and tinted */
box-shadow:
  0 4px 20px rgba(255, 112, 89, 0.15),
  0 8px 40px rgba(13, 148, 136, 0.08);
```

# Quick Reference

Copy-Paste Values for Canva & Design Tools

## PRIMARY COLORS

	Thumb Coral (Primary)	#FF7059	RGB: 255, 112, 89
	Digital Teal (Secondary)	#0D9488	RGB: 13, 148, 136
	Soft Gold (Accent)	#F5D563	RGB: 245, 213, 99
	Charcoal Navy (Dark Base)	#151820	RGB: 21, 24, 32
	Off-White (Light Base)	#F8FAFC	RGB: 248, 250, 252

## TYPOGRAPHY

Display / Headlines	Fraunces	<a href="https://fonts.google.com/specimen/Fraunces">fonts.google.com/specimen/Fraunces</a>
Body / UI	Cabin	<a href="https://fonts.google.com/specimen/Cabin">fonts.google.com/specimen/Cabin</a>
Code / Mono	JetBrains Mono	<a href="https://jetbrains.com/mono/">jetbrains.com/mono/</a>

- ✓ Use organic paint daubes — never geometric shapes or gradients
- ✓ Coral is always primary, Teal secondary, Gold accent
- ✓ Darken colors for light mode (600-700), boost for high contrast (800)
- ✓ Minimum logo size: 32px digital, 0.5 inch print
- ✓ Maintain WCAG AA contrast in all modes (4.5:1 minimum)