

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)

| | | | |
|-----------------------------|----------------------------|----------------------------|----------------------------|
| Coral 500 #FF7059 | Teal 600 #0D9488 | Gold 400 #F5D563 | Charcoal #151820 |
| Primary | Secondary | Accent | Background |

Light Mode

| | | | |
|-----------------------------|----------------------------|----------------------------|-----------------------------|
| Coral 600 #E85A4F | Teal 700 #0F766E | Gold 600 #D4A84B | Off-White #F8FAFC |
| Primary | Secondary | Accent | Background |

High Contrast Mode (Accessibility)

| | | | |
|-----------------------------|----------------------------|----------------------------|------------------------------|
| Coral 800 #A33832 | Teal 800 #115E59 | Gold 700 #A16207 | Pure Black #000000 |
| Primary | Secondary | Accent | Background |

Semantic Colors

| | | |
|---------------------------|---------------------------|-------------------------|
| Success #10B981 | Warning #F59E0B | Error #EF4444 |
| Confirmations | Cautions | Errors |

Typography

Font Stack & Hierarchy

Display Font: Fraunces

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

Google Fonts: 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

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/

```
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

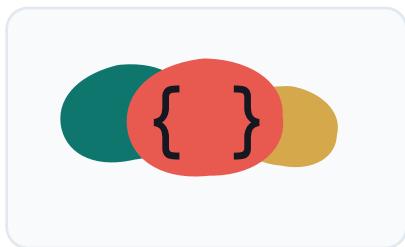
The ThumbCode logo combines code brackets {} with a thumbs-up gesture, representing developer identity and mobile-first 'code with your thumbs'.

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

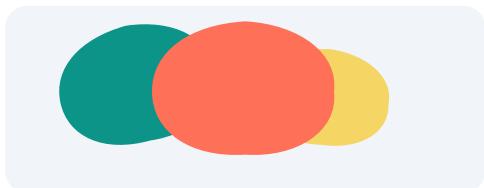
Core Principle: Organic Over Geometric

ThumbCode uses organic 'paint daube' shapes instead of gradients.

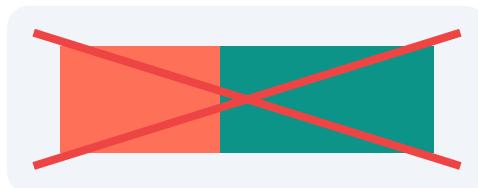
Creates warmth and approachability while maintaining visual interest.

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 | fonts.google.com/specimen/Fraunces |
| Body / UI | Cabin | fonts.google.com/specimen/Cabin |
| Code / Mono | JetBrains Mono | jetbrains.com/mono/ |

- ✓ 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)