

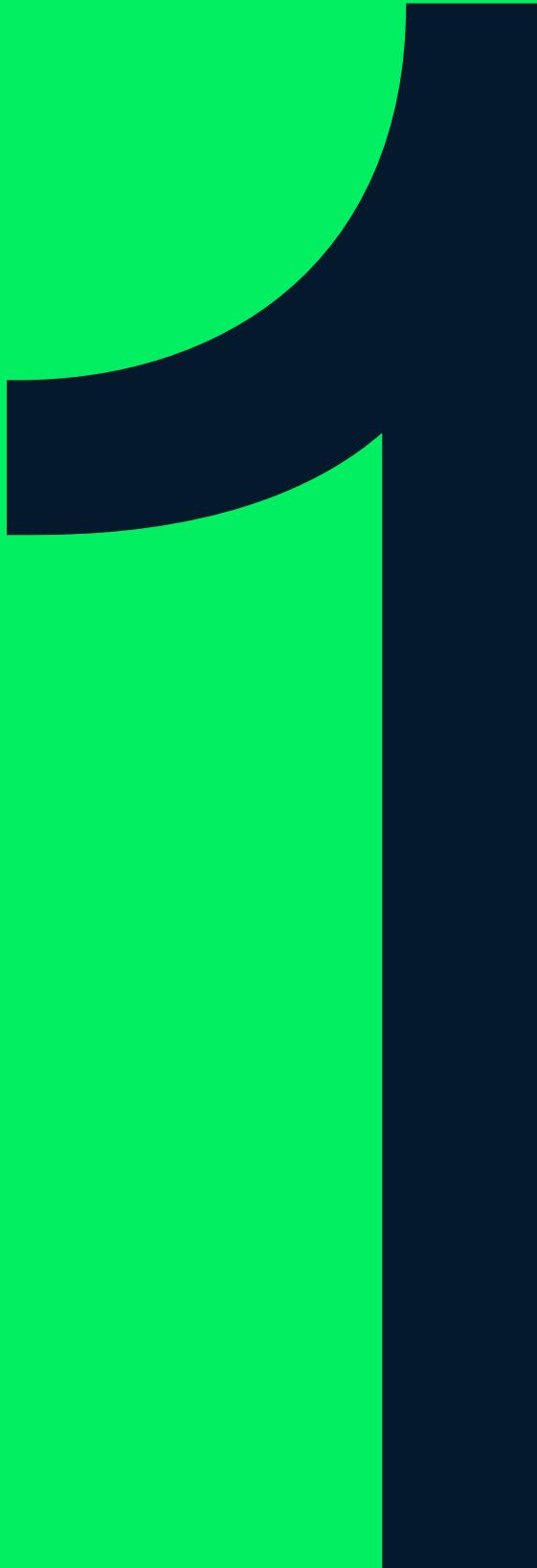




Brand Identity Guidelines

Contents

- 1.0 Introduction
- 2.0 Logomark & Logotype
- 3.0 Color Palette
- 4.0 Typography
- 5.0 Iconography
- 6.0 Visual System
- 7.0 Photography
- 8.0 Animation
- 9.0 Application



Introduction

1.0

Brand Guidelines

Brand guidelines are there to teach, lead, and illuminate Datacamp as a brand. They provide its **substance and structure**: what the brand means and how it should be expressed, both visually and verbally.

Without guidelines a brand has the potential to collapse under the weight of contradictory typographies, color palettes, styles and tones of voice. Use these guidelines whenever you need them; they're at your disposal!

1.1

Brand platform

A brand platform is the overarching idea that forms both visual and verbal associations of the brand. We build our brand around its framework, the foundation for our internal communications.

Our brand platform is:
Veracity

Veracity is inspired by **truth in science** and the **certainty that comes with knowledge**.

This platform captures our bias towards action.

Go faster, farther, with clarity. We allow people to search for real answers, **reveal insights that matter**, and take action based on substance.

How to apply veracity

✓ Do:

- Do know this is an internal idea
- Do think of it like a guiding light
- Do find ways to be creative

✗ Don't:

- Don't force “veracity” into copywriting
- Don't be limited by strict boundaries
- Don't be stringent or limiting

1.2 Brand Line

Our brand line is our rallying cry. It speaks to how we act, what we believe, and our vision for the future. It's a short, catchy slogan that's internal and external.

It's meant to be repeated often; used in headlines, written copy, graphics, and more.

Our brand line is:
Clear as data

Why we like it:

- Short and catchy (we can remember it)
- Simple words (translation is easy)
- Internal and external (applies to anyone)
- Connects to veracity (relates to platform)

1.3

Brand Voice

Brand voice refers to how a brand speaks, the words it uses, the tone of voice. It reveals its personality. The brand voice should always be consistent. Consistency breeds trust, and that's always a good thing.

**Our voice is best described as:
Truth and Action**

Our brand's voice is a combination of **truth and action**. We speak plainly and directly, making sure we're understood (even when English is a second language). We add action to this truth, in order to **animate with energy and momentum**.

How to apply truth and action

Truth:

- Honest and clear
- Sense of certainty
- Speaking with candor
- Simple and honest

Action:

- Dynamic and active
- Moving towards future
- Ambitious and achieving
- Energetic and animated

Do's and dont's for voice

✓ Do:

- Be short
- Be clever
- Be animated

✗ Don't:

- Don't say too much or run on
- Don't go overboard on fancy artfulness
- Don't be boring or motionless

1.4

Brand Filters

We use conceptual filters to help guide decision-making. This can apply these to future marketing campaigns, design decisions, how we write, and beyond. These are true statements that we have agreed upon as a company.

1. We're Active

Aligning with our interactive,
hands-on approach.

Calm & Static

Active & Animated

2. We're Colorful

Aligning with the joyful aspect of
learning and skill development.

Calm & Static

Active & Animated

3. We're Smart

Aligning with having a bit of play, we're smart in
a clever way.learning and skill development.

Calm & Static

Active & Animated

4. We're Adult

The brand has maturity that
appeals to decision-makers.

Calm & Static

Active & Animated

5. We're (All) Thinkers

We assume intelligence from our
highly educated audience.

Calm & Static

Active & Animated

1.5 Brand Formula

Activating our brand’s “veracious” voice is simple when broken down into its two essential parts: truth and action. Whenever we speak and write, we want both. This is applied in many ways, with words, tone, and length. It’s a style.

Truth	Action	=
Basics	Activated	Put it together
Essentials	Ahead	The essentials of getting ahead
Clear	Future	The future is looking very clear
Clear	Progress	See clear paths to progress
Align	Move	Move ahead and get aligned
Every day	Faster	Go farther, faster, every day
Clarity	Energy	Learning with energetic clarity
Do	Aspire	Aspire, and then get to doing
Insight	Reveal	Reveal insights that matter
Answer	Search	Search for (and find) the answers
Practice	Bringing	We bring practice into focus
Certain	Outlook	A certain outlook is looking bright
Place	Fast Track	Fast track to new places



Logomark & Logotype

2.0

Logomark & Logotype

Our logos helps communicate **who we are**, everywhere that we appear. In using them correctly, we create a system that effectively communicates the Datacamp brand.

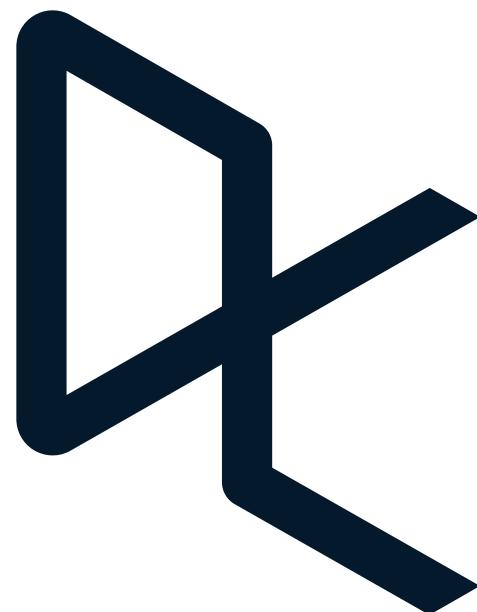
The logomark visualizes a pathway through its sense of dimension but importantly it doesn't add any visual complexity.

The logotype to complements the logomark it is approachable and distinct.

2.1
LOGOMARK

2.1
LOGOMARK
CLEARSPACE

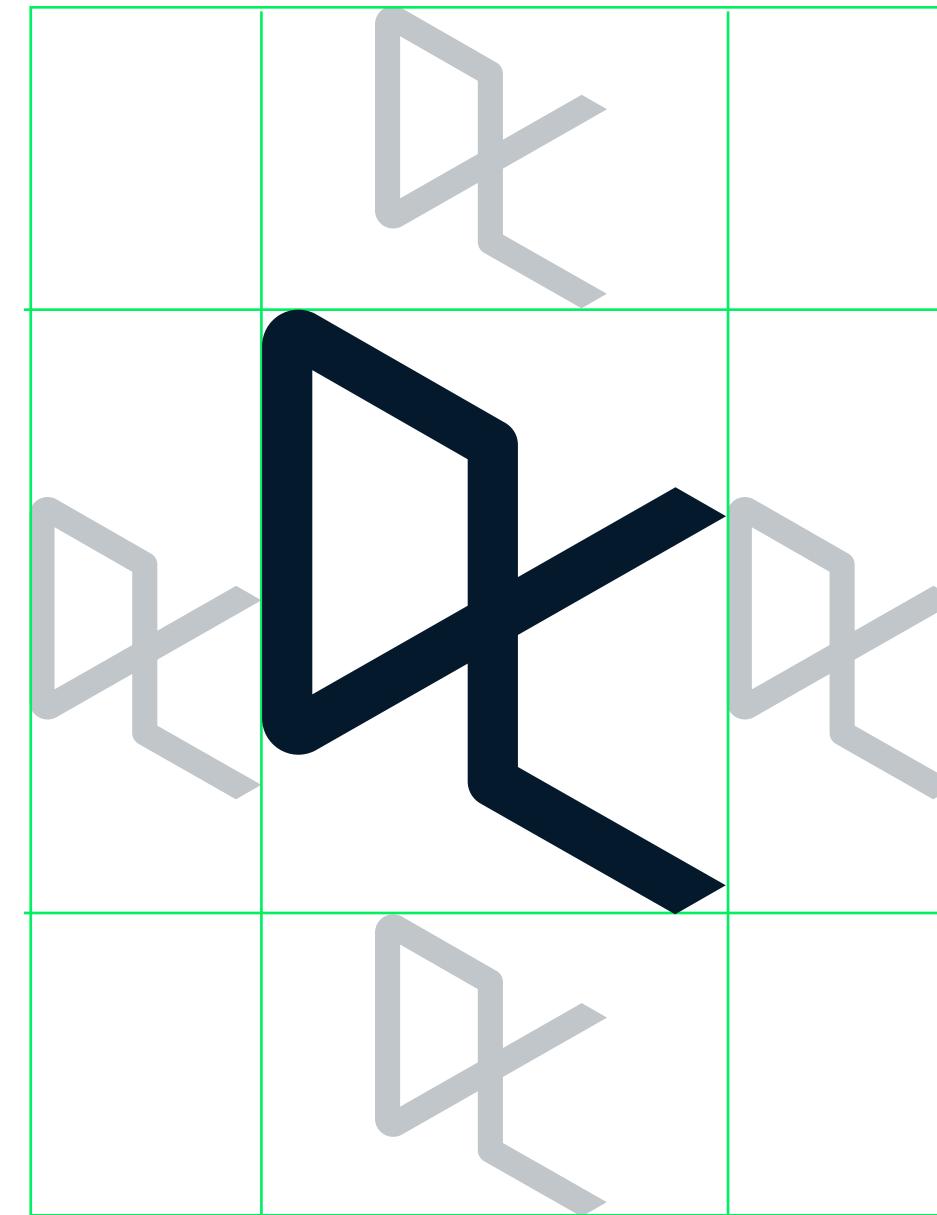
This example demonstrates the logomark scaled 50% to define the minimum safety area. This area must not be imposed upon by other graphics.



Logomark at 100%

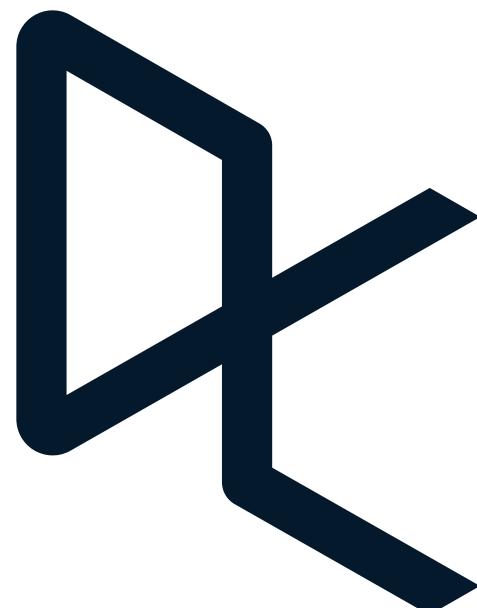


Logomark scaled 50% to
define safety margin

2.1
LOGOMARK
CLEARSPACE

2.1
LOGOMARK
CLEARSPACE

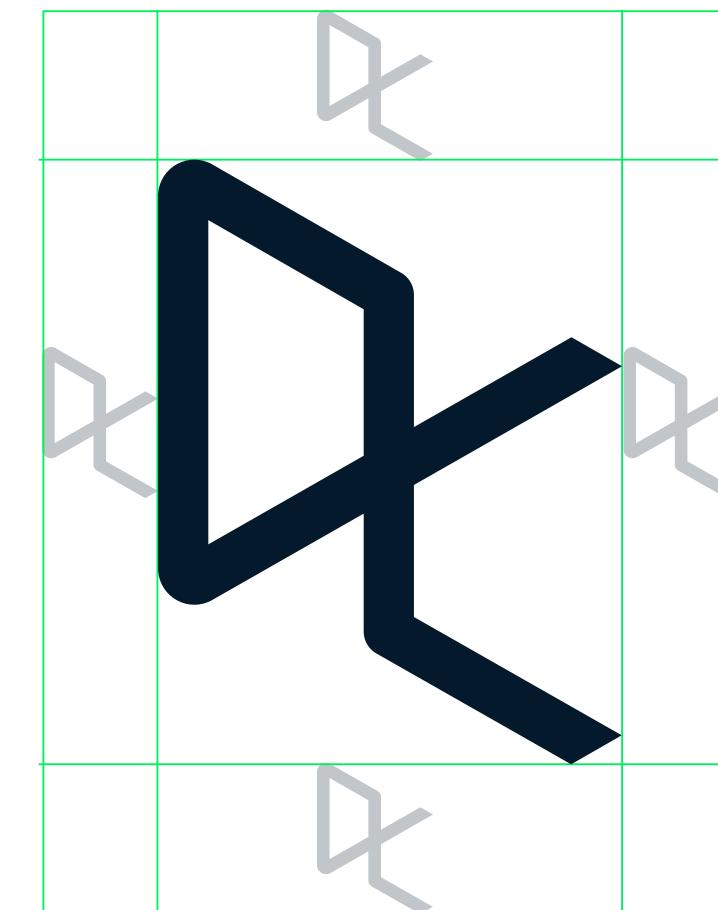
In very small areas ensure that the clearspace around the logomark is at least 25% the width of the logomark.



Logomark at 100%

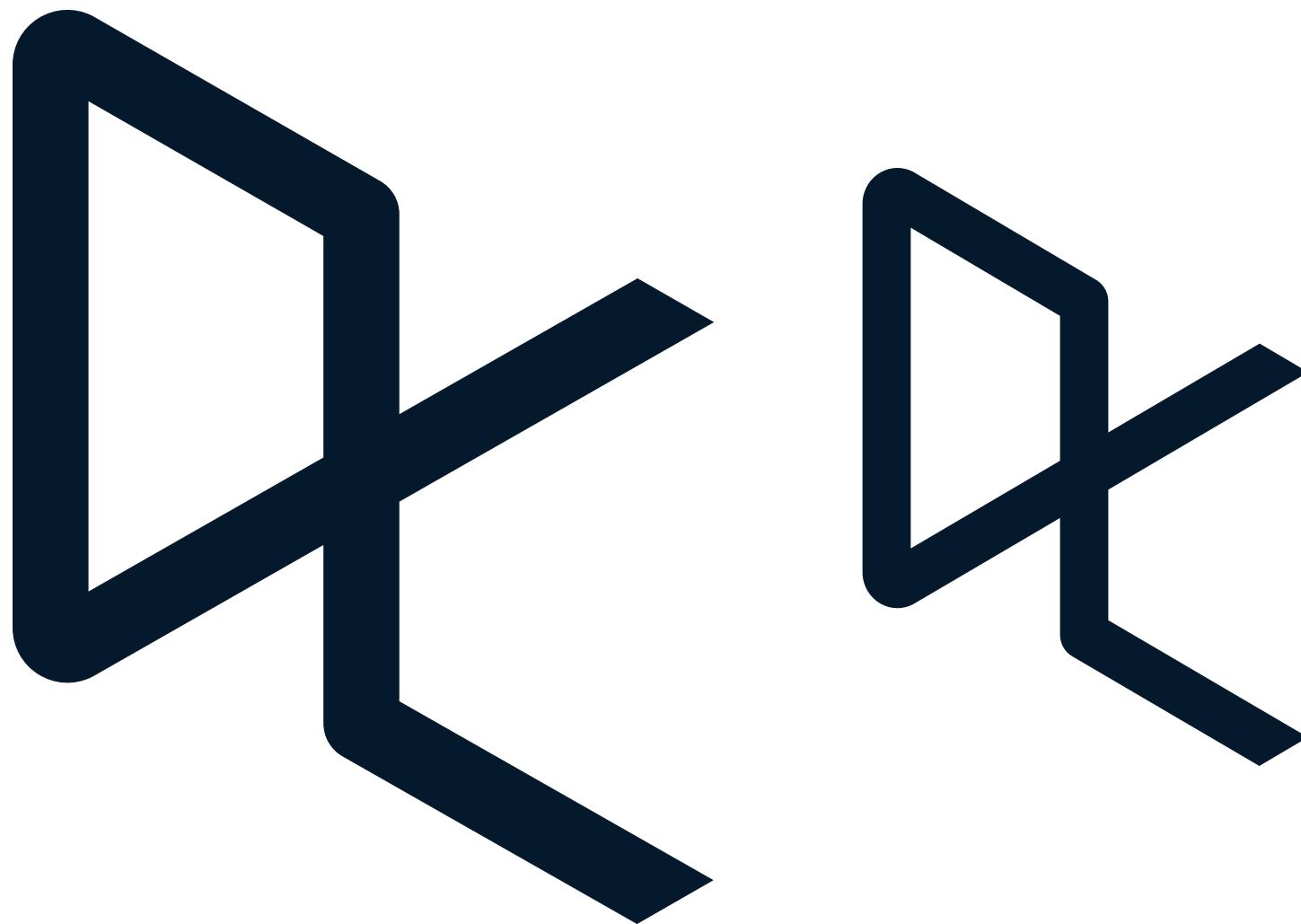


Logomark at 25%

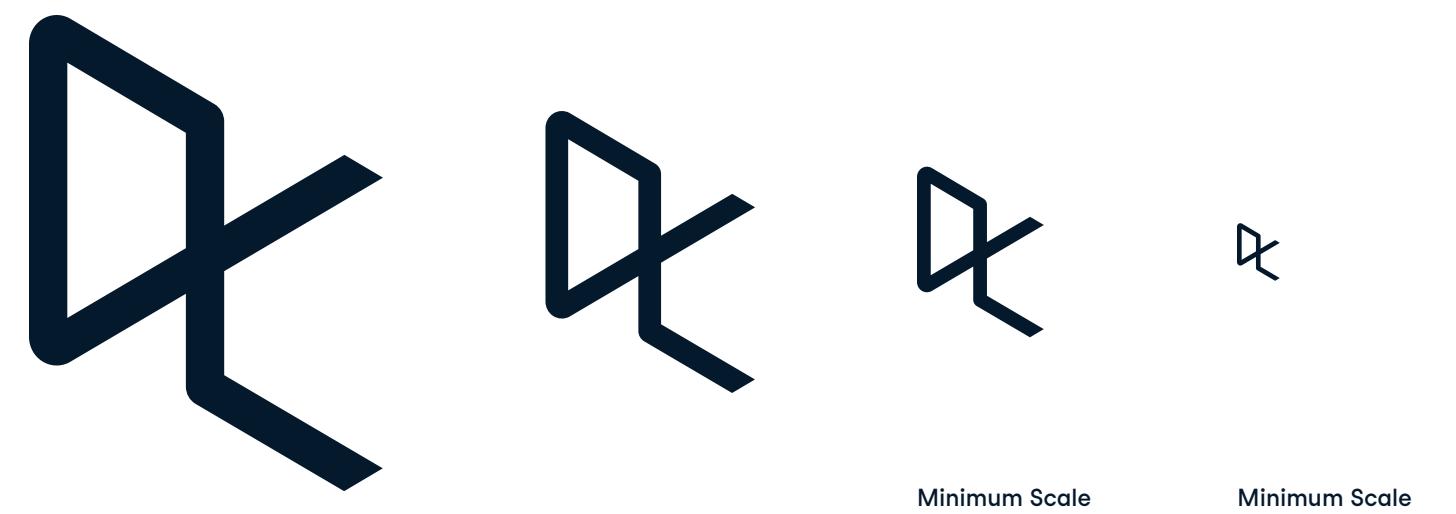
2.1
LOGOMARK
CLEARSPACE

2.2
LOGOMARK
SCALE

The primary logomark should always be scaled while maintaining its original proportions.

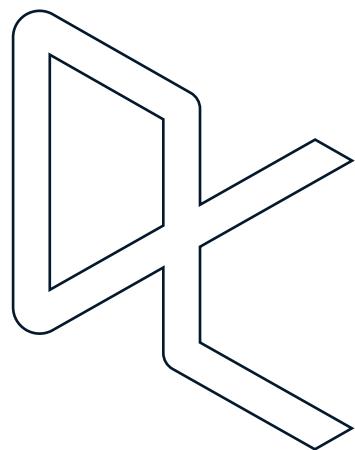
**2.2**
LOGOMARK
SCALE

Please be advised that in all media the logomark should not be scaled below 0.3" in height for print, and below 64 px in height for on-screen. This is to avoid any degradation of the mark.

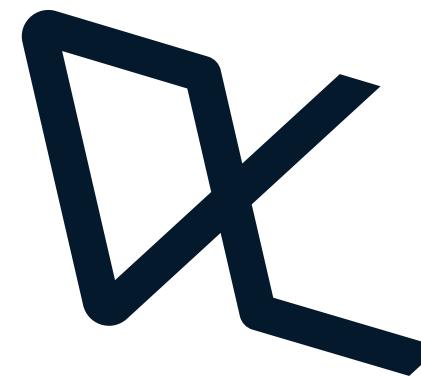


2.2 LOGOMARK DONTs

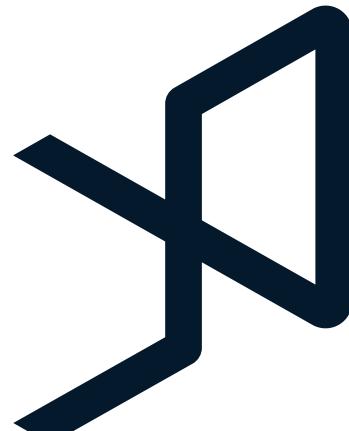
Don't outline the logomark



Don't rotate the logomark



Don't flip the logomark

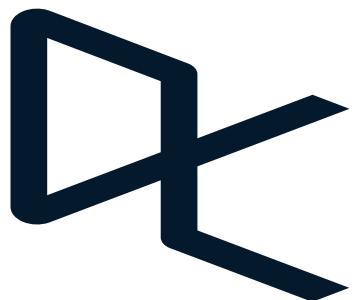


Don't crop the logomark

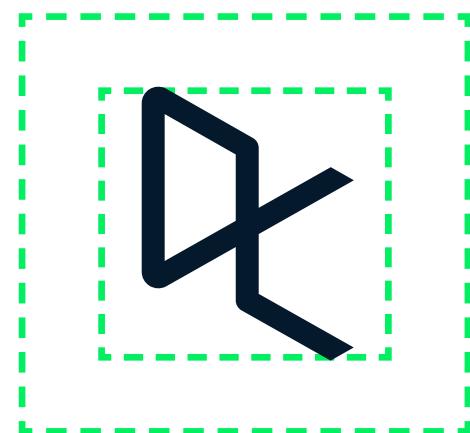


2.2 LOGOMARK DONTs

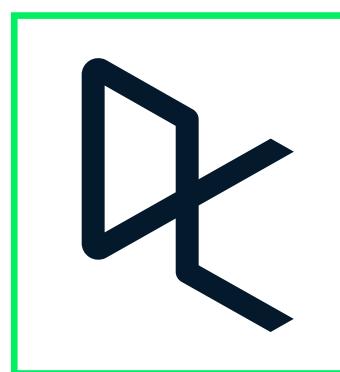
Don't stretch or squeeze the logomark



Don't place the logomark in a box on top of a solid background or photograph. The logomark should sit directly on the background



Don't use a container around the logomark



2.3
WORDMARK

datacamp

datacamp

2.3
WORDMARK
CLEARSPACE

This example demonstrates how the 'm' from the logotype defines the minimum safety area. This area must not be imposed upon by other graphics.

**2.3**
WORDMARK
CLEARSPACE

2.3
WORDMARK
SCALE

The primary logotype should always be scaled while maintaining its original proportions. Please be advised that in all media the logotype should not be scaled below 0.13" in height for print, and below 22 px in height for on-screen. This is to avoid any degradation of the mark.

Minimum Scale
Print – 0.13 in height
Digital – 22 px height

*When using the logotype below 22 px on screen, an optimized logotype with adjusted spacing for this scale must be used.

datacamp

datacamp

datacamp

datacamp

datacamp

datacamp

datacamp

datacamp

datacamp

2.3
LOGOMARK
DONTS**X** **Don't**

Don't outline the logotype



Don't rotate the logotype



Don't flip the logotype



Don't decrease spacing in the logotype

**2.3**
LOGOMARK
DONTS

Don't stretch or squeeze the logotype



Don't crop the logotype



Don't increase spacing in the logotype



Don't put the logotype in unofficial colors



2.4
LOCK-UP

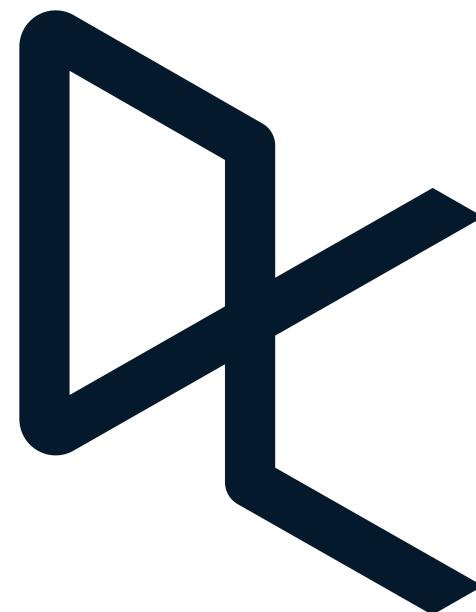
2.4
LOCK-UP
SPACING ELEMENTS

Logomark at 100%



Logomark at 25%

2.4
LOCK-UP

2.4
LOCK-UP
CLEARSPACE

Logomark at 100%

Logomark scaled 50% to
define safety margin**2.4**
LOCK-UP
CLEARSPACE

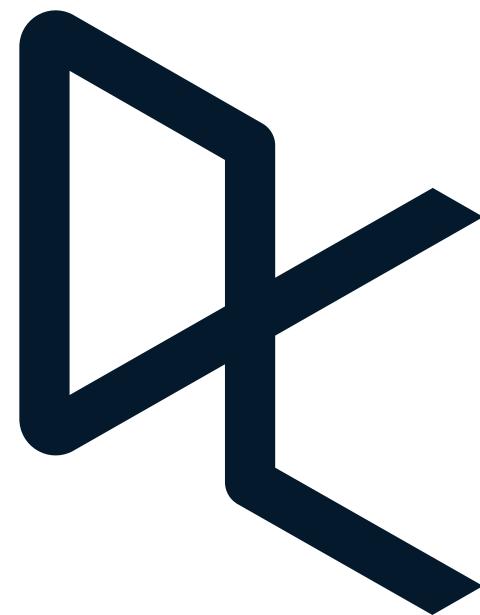
2.4
LOCK-UP
SCALE

The primary lock-up should always be scaled while maintaining its original proportions. Please be advised that in all media the lock-up should not be scaled below 0.3" in height for print, and 64 px in height for on-screen. This is to avoid any degradation of the mark.



Minimum Scale
Print – 0.3" height
Digital – 64 px height

2.4
LOCK-UP

2.4
LOCK-UP
CLEARSPACE

Logomark at 100%

Logomark scaled 50% to
define safety margin**2.4**
LOCK-UP
CLEARSPACE

2.4
LOCK-UP
SCALE



Minimum Scale
Print – 1.0" height
Digital – 400 px height

2.4
LOCK-UP

2.4
LOCK-UP
CLEARSPACE

Logomark at 100%

Logomark scaled 33% to
define safety margin

2.4
LOCK-UP
CLEARSPACE

2.4
LOCK-UP
SCALE



Minimum Scale
Print – 1.0" height
Digital – 400 px height

2.4
LOCK-UP
DONTS**X** **Don't**

Don't outline the lock-up



Don't rotate the lock-up



Don't flip the lock-up



Don't crop the lock-up

**2.4**
LOCK-UP
DONTS

Don't stretch or squeeze the lock-up



Don't adjust spacing in the lock-up



Don't increase spacing in the lock-up



Don't put the lock-up in unofficial colors



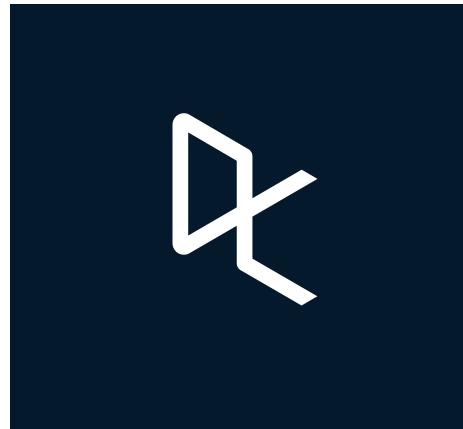
2.5

Logo Usage

2.5
LOGOTYPE & LOGOMARK
USAGE

Datacamp uses 3 types of logos—the logomark, wordmark and lock-up. See below for guidelines on when best to use each version.

Logomark



Wordmark



The logomark should be used most. Our logomark is simple, strong, and recognizable. It can be used anywhere that a user is already familiar with Datacamp.

The wordmark should be used whenever the brand name needs to be present but can also live separate from the logomark.

2.5
LOGOTYPE & LOGOMARK
USAGE

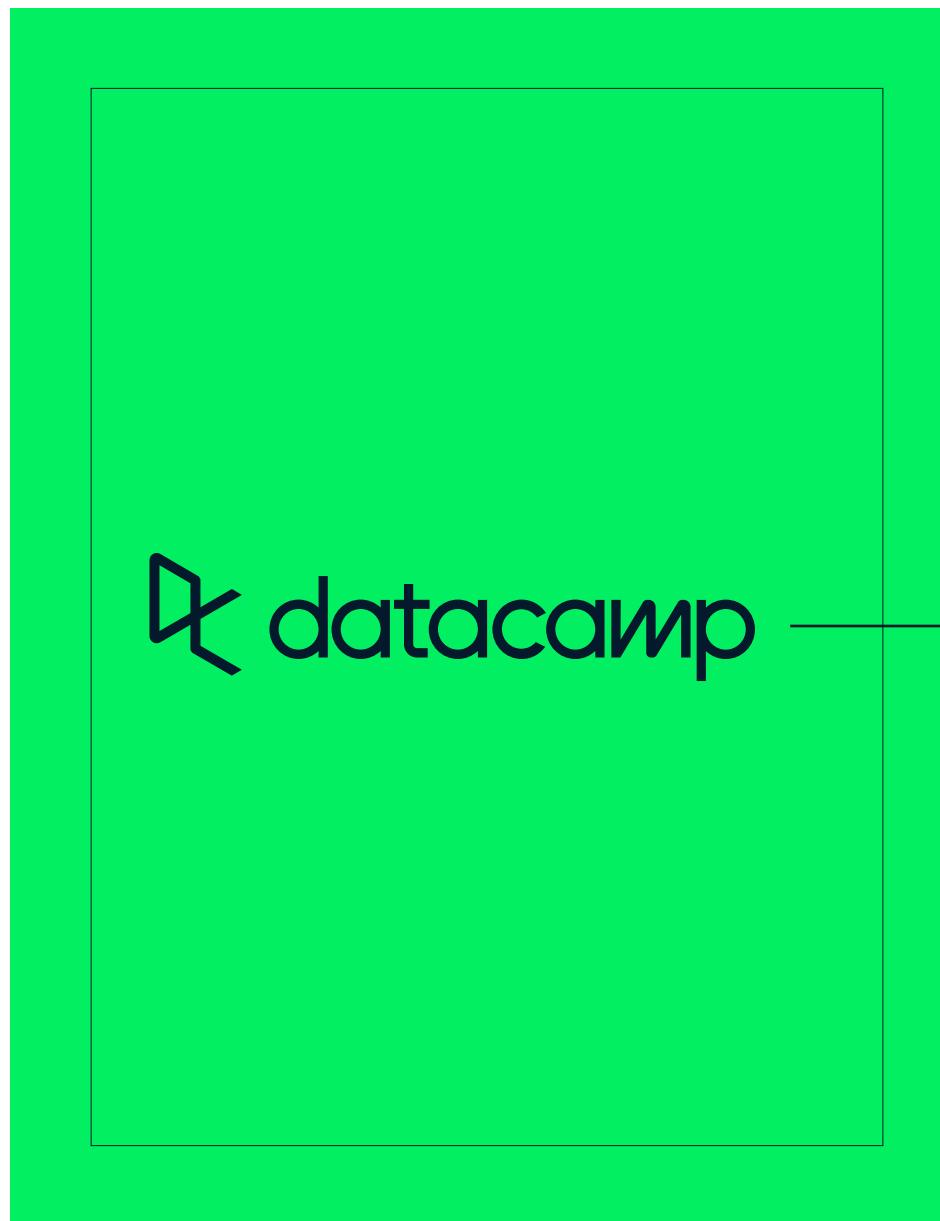
Lock-up



The Datacamp lock-up should be used whenever the brand needs to be fully represented alone. A use case would be on new collateral where someone might be seeing Datacamp for the very first time, or if Datacamp is a sponsor.

2.5 LOGOTYPE & LOGOMARK USAGE

Example of lock-up usage. The lock-up should appear more frequently in the early stages of the new brand reveal so that people associate the name with the mark.



When using the lock-up, the mark and wordmark should not be repeated elsewhere.

2.5 LOGOTYPE & LOGOMARK USAGE

Example of logomark usage with wordmark. If the logomark can appear alone, it should. However the wordmark can support the logomark if in context it helps clarify the brand presence. It can also act as a grounding element if there is too much negative space in a layout.

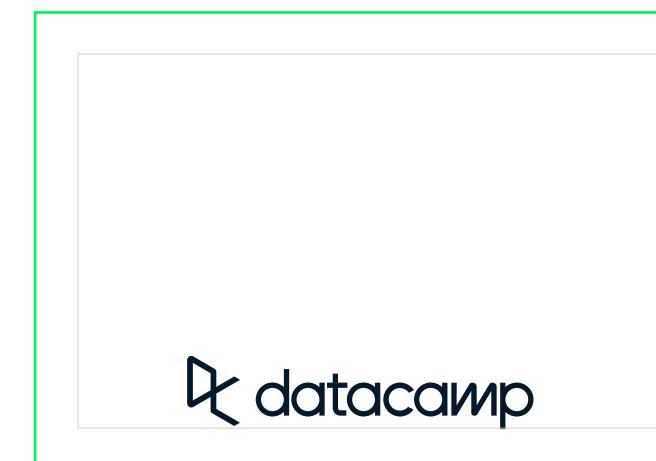
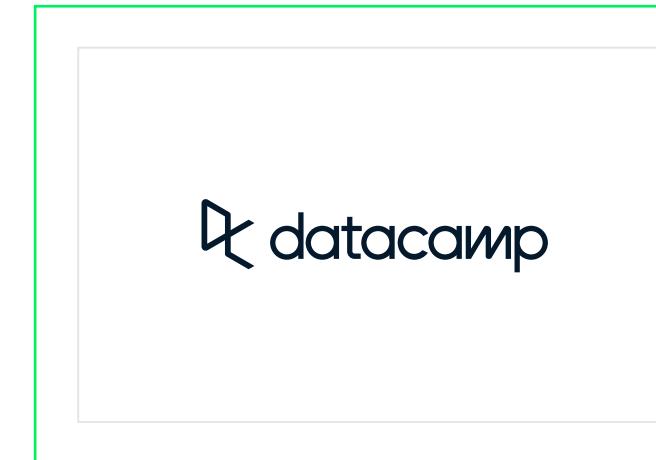
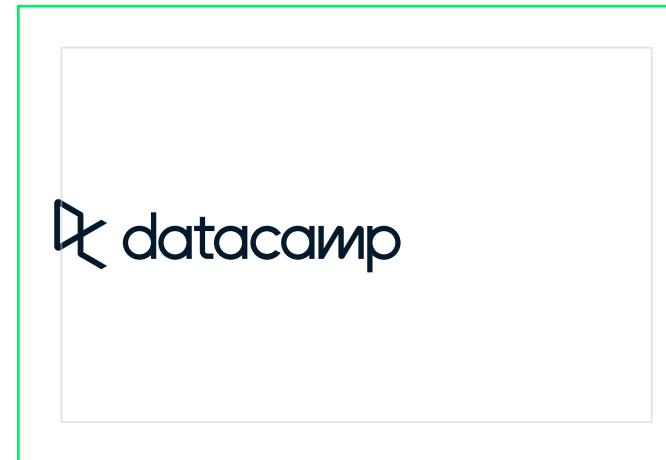
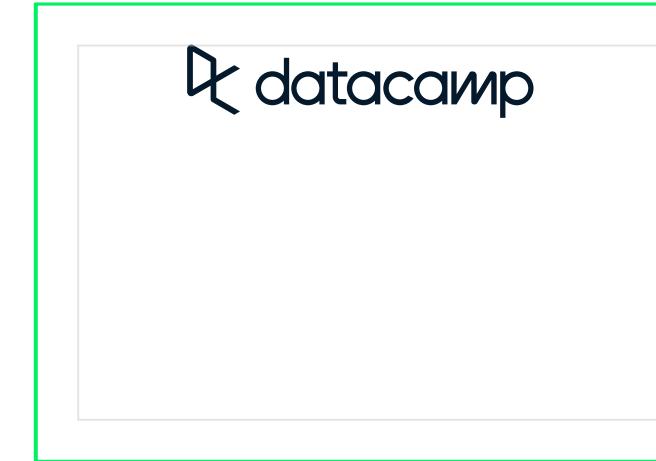
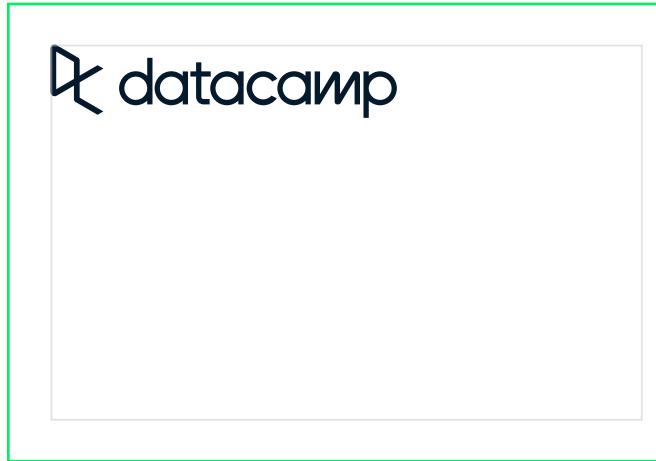


When using the logomark, the wordmark can also appear on the page. Make sure it's not too close to the mark so that it doesn't appear to be a different lock-up.

The wordmark should not appear if the word "Datacamp" appears at a large scale in the layout. This will feel repetitive.

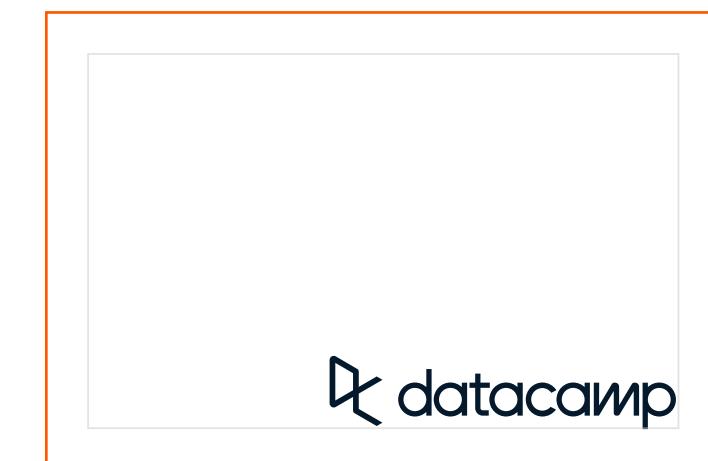
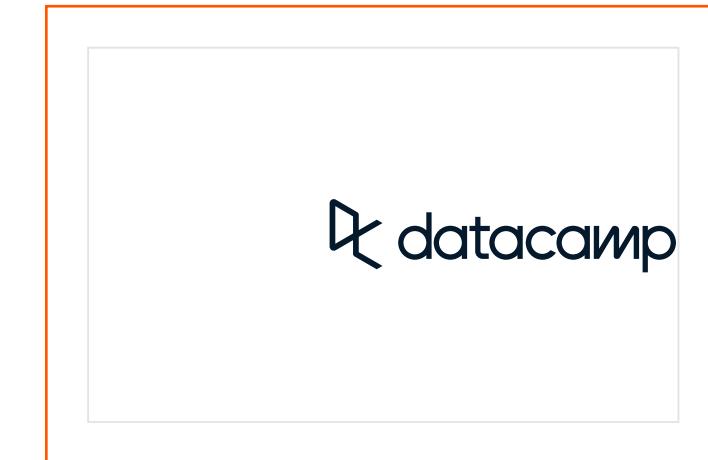
2.5 LOGOTYPE & LOGOMARK USAGE

✓ Do



2.5 LOGOTYPE & LOGOMARK USAGE

✗ Don't





Color Palette

3.0

Color Palette

Datacamp's color palette is vibrant and energetic. The use of balance and structure with color is crucial to the brand as a whole.

3.0 COLOR COLOR PALETTE OVERVIEW

Green

C 63 R 3
M 0 G 239
Y 90 B 98
K 0

#03EF62

Navy

C 95 R 5
M 79 G 25
Y 53 B 45
K 66

#05192D

Red-orange

C 0 R 255
M 81 G 84
Y 100 B 0
K 0

#FF5400

Orange

C 0 R 255
M 51 G 147
Y 96 B 30
K 0

#FF931E

Yellow

C 2 R 252
M 17 G 206
Y 99 B 13
K 0

#FCCE0D

Blue

C 64 R 6
M 7 G 189
Y 0 B 252
K 0

#06BDFC

Dark purple

C 79 R 86
M 84 G 70
Y 0 B 165
K 0

#5646A5

Purple

C 69 R 121
M 76 G 51
Y 0 B 255
K 0

#7933FF

Pink

C 0 R 255
M 72 G 110
Y 2 B 169
K 0

#FF6EA9

Neutrals

C 2 R 247
M 2 G 247
Y 0 B 252
K 0

#F7F7FC

C 5 R 239
M 3 G 239
Y 3 B 239
K 0

#EFEFEF

C 8 R 232
M 6 G 232
Y 5 B 234
K 0

#E8E8EA

C 13 R 217
M 11 G 217
Y 5 B 226
K 0

#D9D9E2

C 0 R 255
M 1 G 251
Y 4 B 243
K 0

#FFFBF3

C 2 R 247
M 3 G 243
Y 6 B 235
K 0

#F7F3EB

C 5 R 239
M 5 G 235
Y 9 B 228
K 0

#EFEBE4

C 9 R 229
M 8 G 225
Y 12 B 218
K 0

#E5E1DA

3.1

Color Usage

Finding the right balance of color is important to maintaining brand clarity and consistency. Use these guidelines to help find the perfect ratio.

3.2 COLOR USAGE HIERARCHY

Core

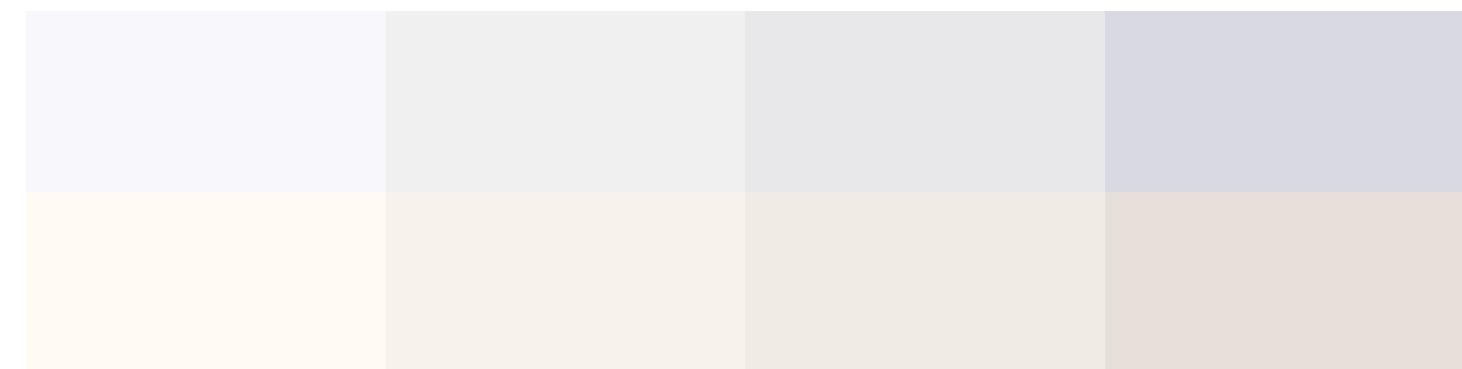


3.2 COLOR USAGE HIERARCHY

Secondary



Neutrals



**3.2
COLOR USAGE
HIERARCHY**

Red-orange should be used prominently in B2B communication. In B2B communication the red-orange color becomes the core color in call to action items and headers.

Red-orange = B2B

**3.2
COLOR USAGE
HIERARCHY**

An example of using red-orange in B2B communication can be seen below.

The Datacamp Learning Experience

Our comprehensive approach gives your employees the tools they need to start applying their new data skills right away.

Learn
Equip your employees with the most engaging curriculum and learning platform for data science and analytics.

Practice
Make it easy for managers to create assignments and track team progress from a dedicated dashboard, plus seamless SSO and LMS integrations.

Apply
Tailor the power of learning-by-doing to the scale of your company's needs.

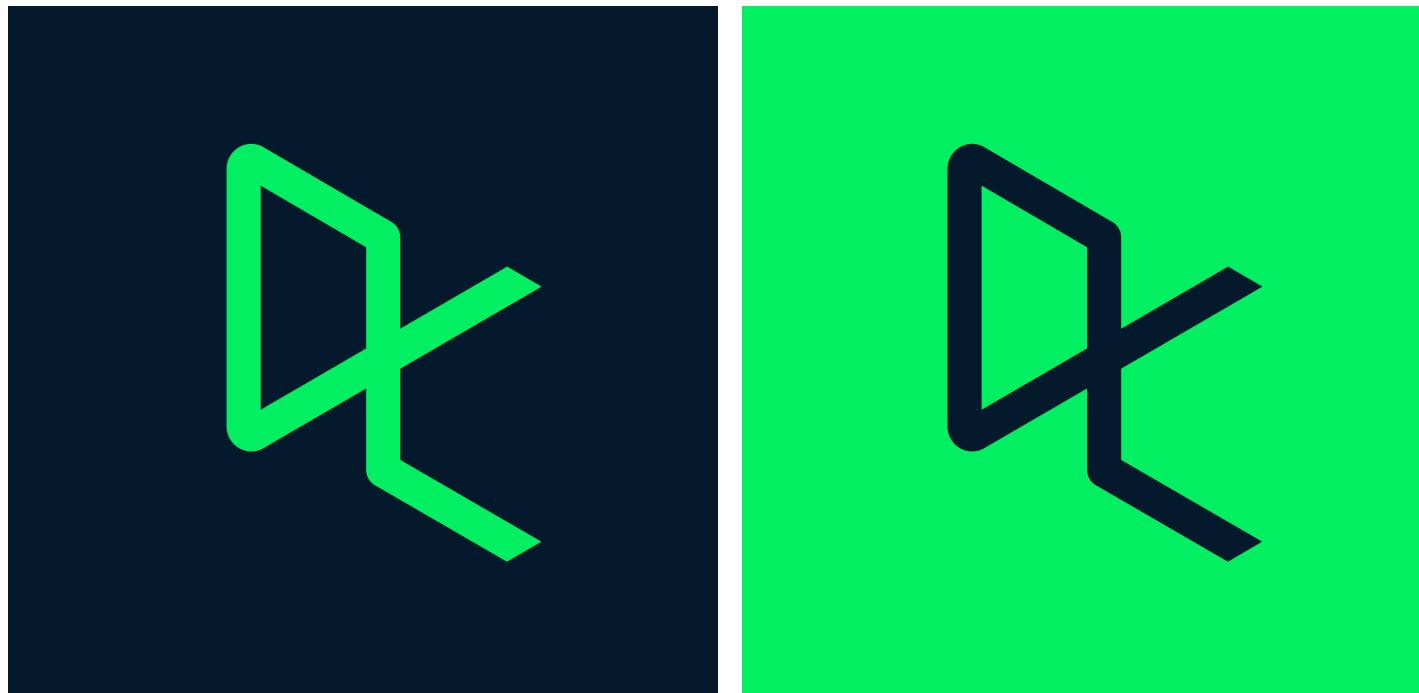
Professional
\$300 per user, per year
330+ courses

Enterprise
Contact us for pricing
/ Pay per license or pay per hour of

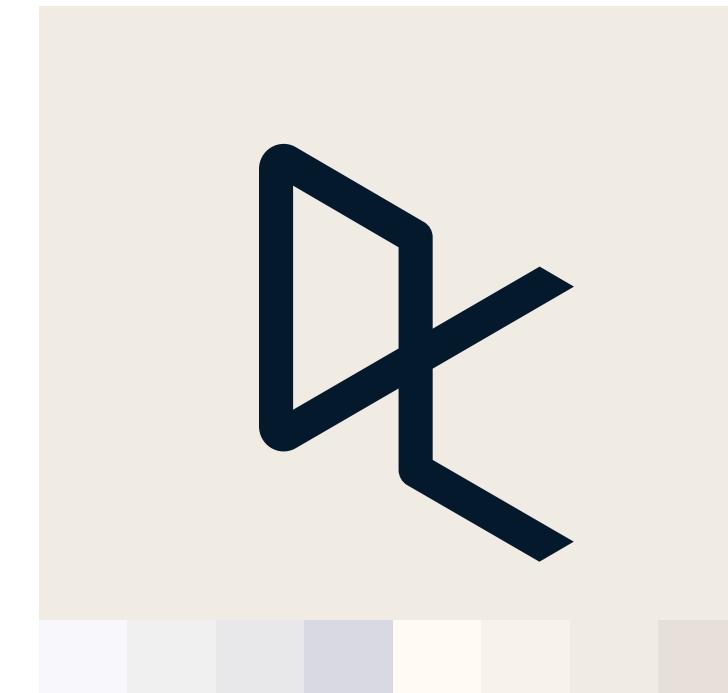
**3.3
COLOR USAGE
PAIRINGS**

The color pairings examples seen below, count for all of Datacamp's logo versions.

Core

**3.3
COLOR USAGE
PAIRINGS**

AAA Color
WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger. When used in combination the primary colors create a Contrast Ratio: 11.43:1.

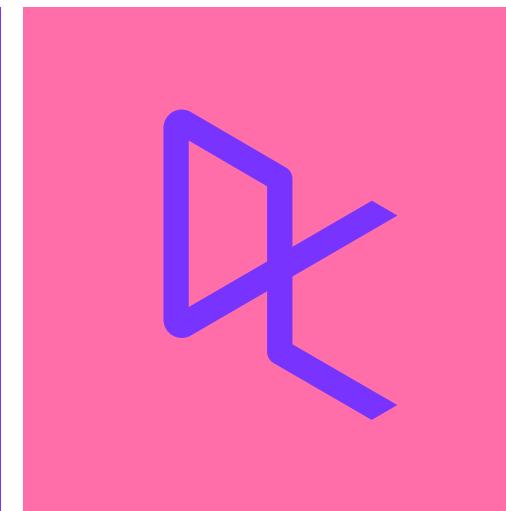
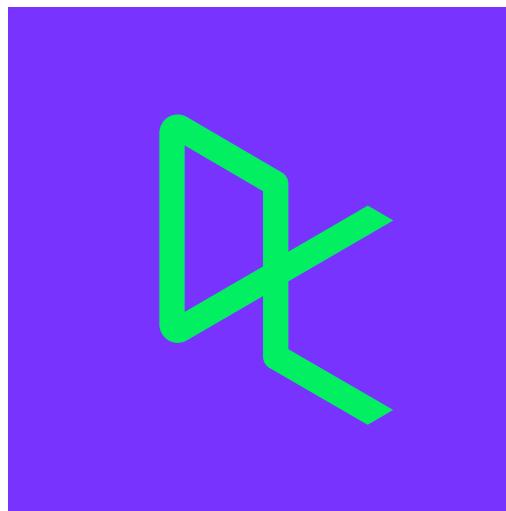
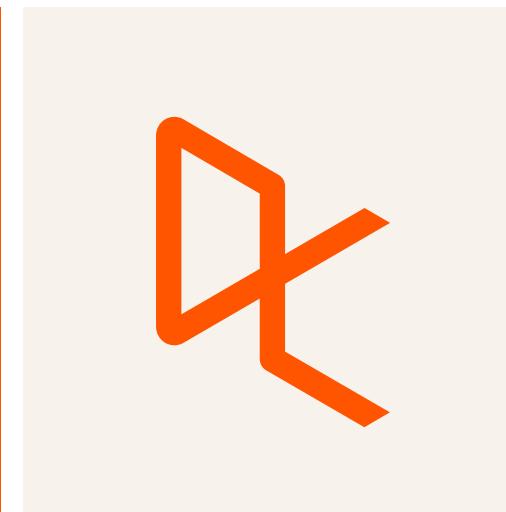
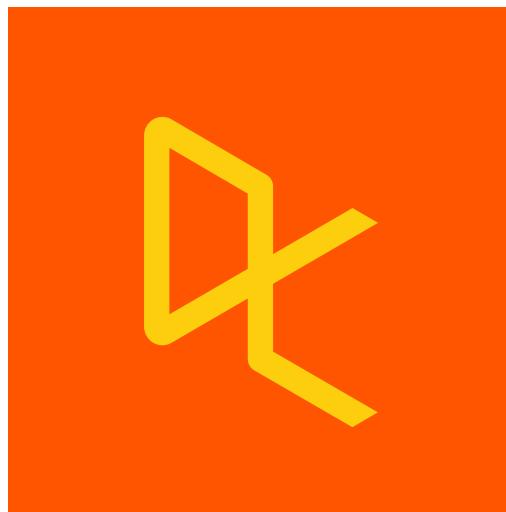


The dark blue logomark can be applied on all neutral colors in the color palette.

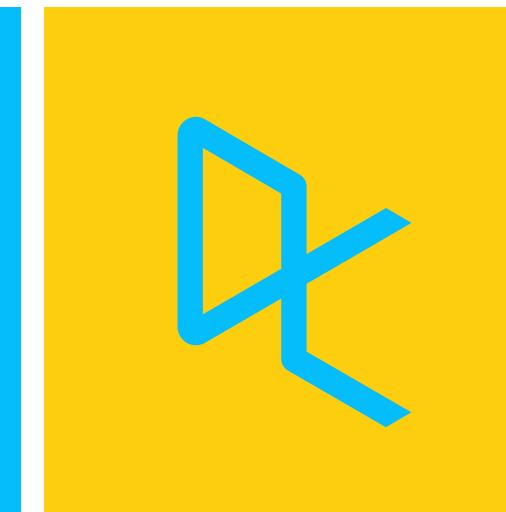
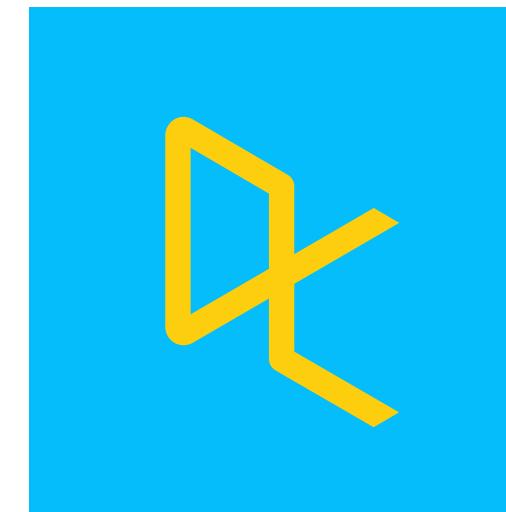
**3.3
COLOR USAGE
PAIRINGS**

These color pairings are to be used for special occasions like marketing and campaign related communication.

Secondary

**3.3
COLOR USAGE
PAIRINGS**

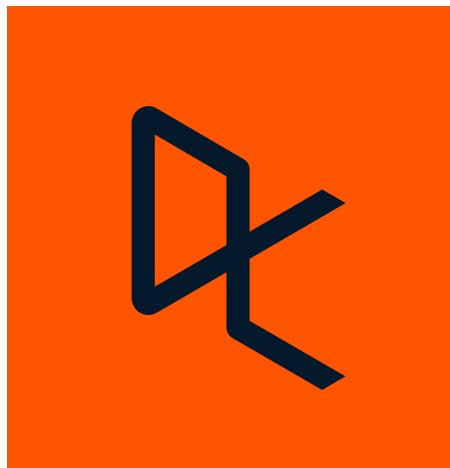
The color pairings examples seen below, count for all of Datacamp's logo versions.



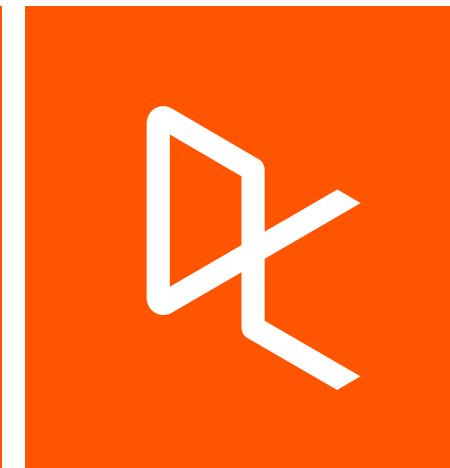
Black + White
Use black and white only when color is not a possibility.

3.3
COLOR USAGE
PAIRINGS

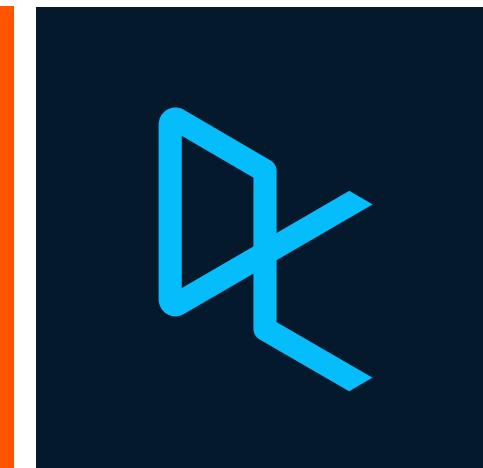
The color pairings examples seen below, count for all of Datacamp's logo versions.

X Don't

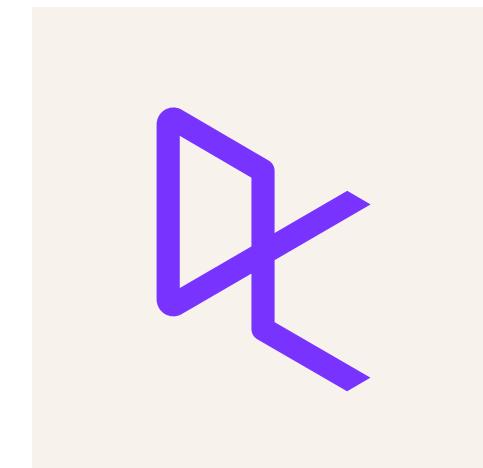
Don't use navy on any secondary color



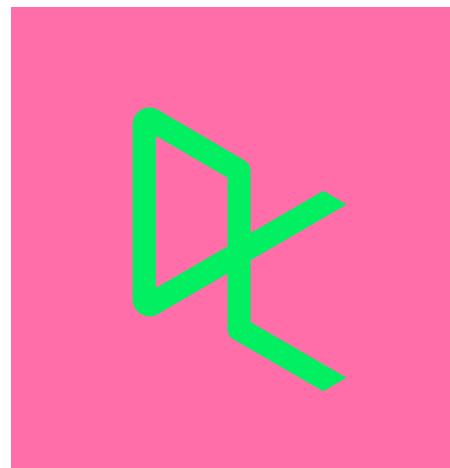
Don't use white on any secondary color



Don't use any secondary color on navy

3.3
COLOR USAGE
PAIRINGS

Don't use any color other than navy and red on neutrals.

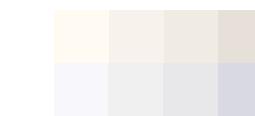


Don't use any other color combination than shown in the previous two pages.

3.3
COLOR USAGE
PAIRINGS

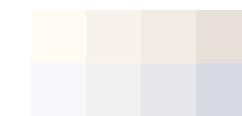
Below are special color combinations for logo lockups with the brand line.

Logo color specials

**3.3**
COLOR USAGE
PAIRINGS

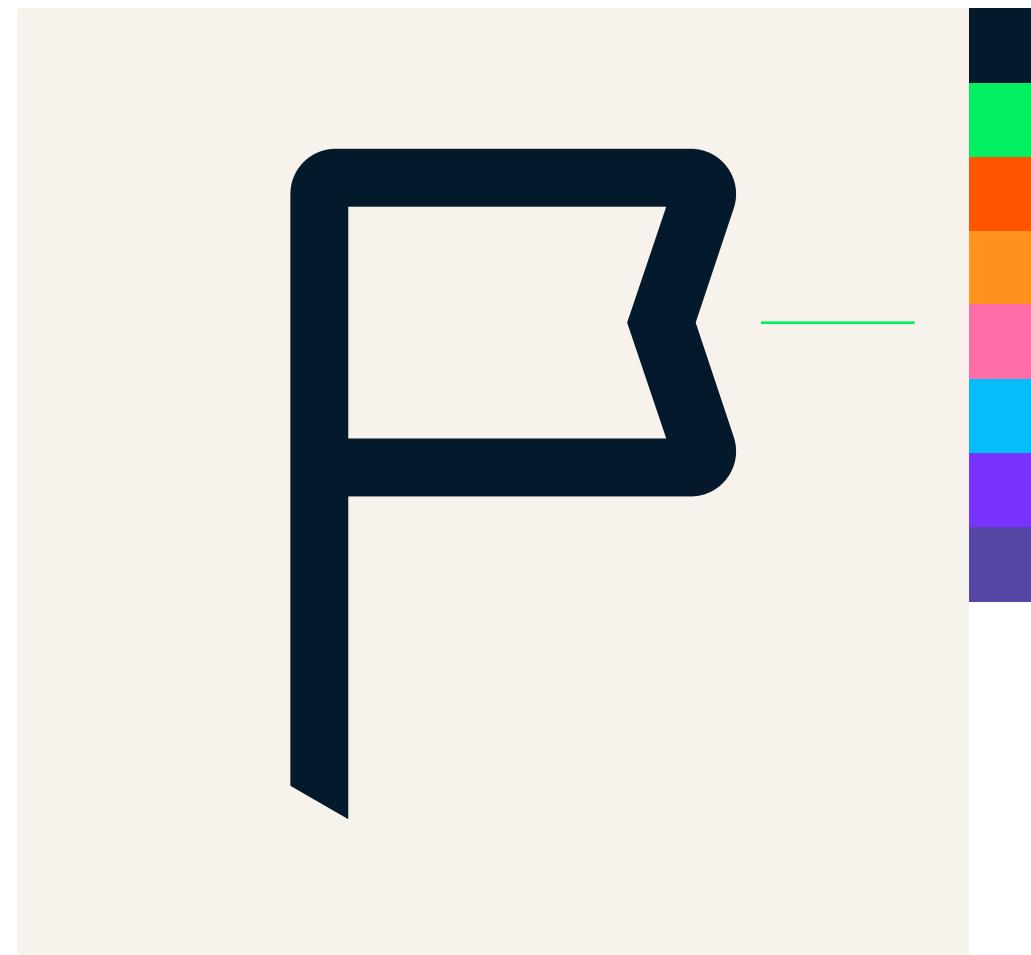
These color pairings may be used on any neutral background color.



3.3
COLOR USAGE
PAIRINGS

The beige background may be replaced with any of the other neutral colors

Icon colors on neutral backgrounds

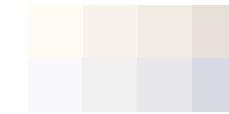
**3.3**
COLOR USAGE
PAIRINGS

Icon colors on a navy background



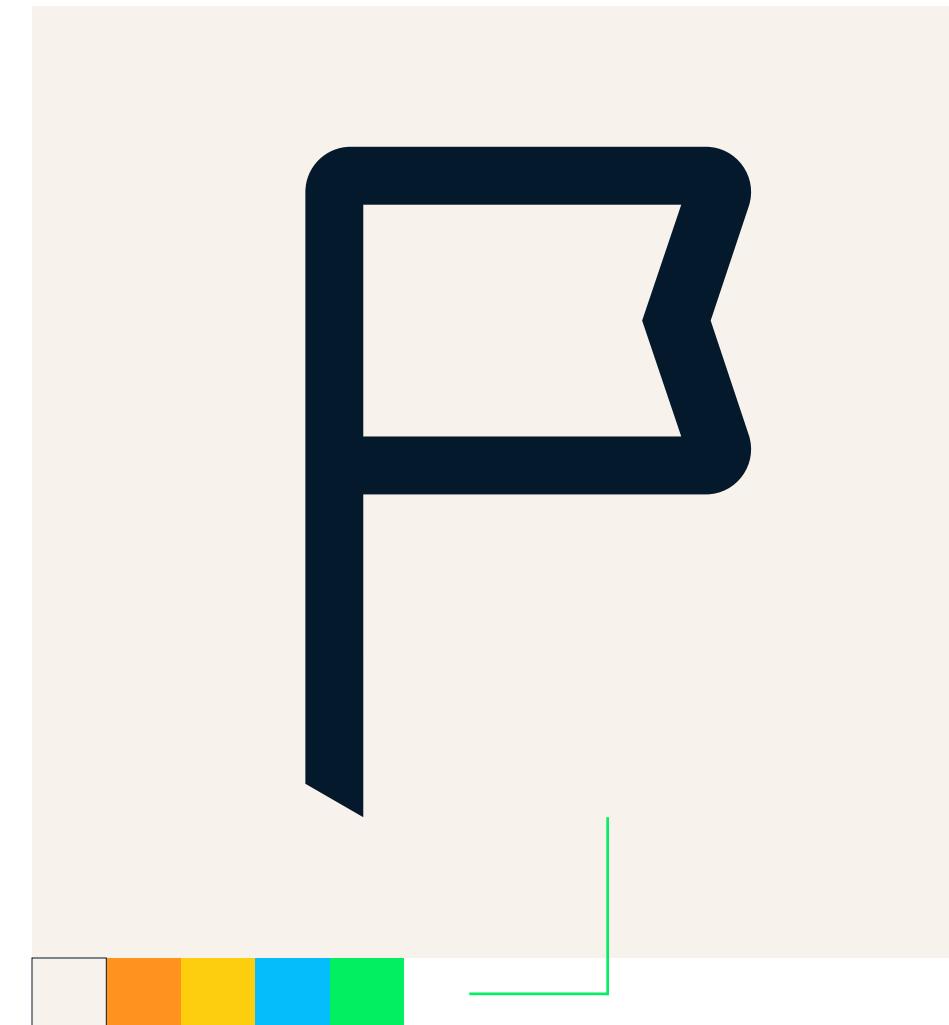
3.3
COLOR USAGE
PAIRINGS

Background color for white icons

**3.3**
COLOR USAGE
PAIRINGS

The beige background may be replaced with any of the other neutral colors

Background color for navy icons



3.3 COLOR USAGE PAIRINGS

✗ Don't



Don't use yellow icons
on neutral colors.



Non-core colors should
not be layered with
typography. Don't use
any other combination
than stated here.

3.3 COLOR USAGE PAIRINGS



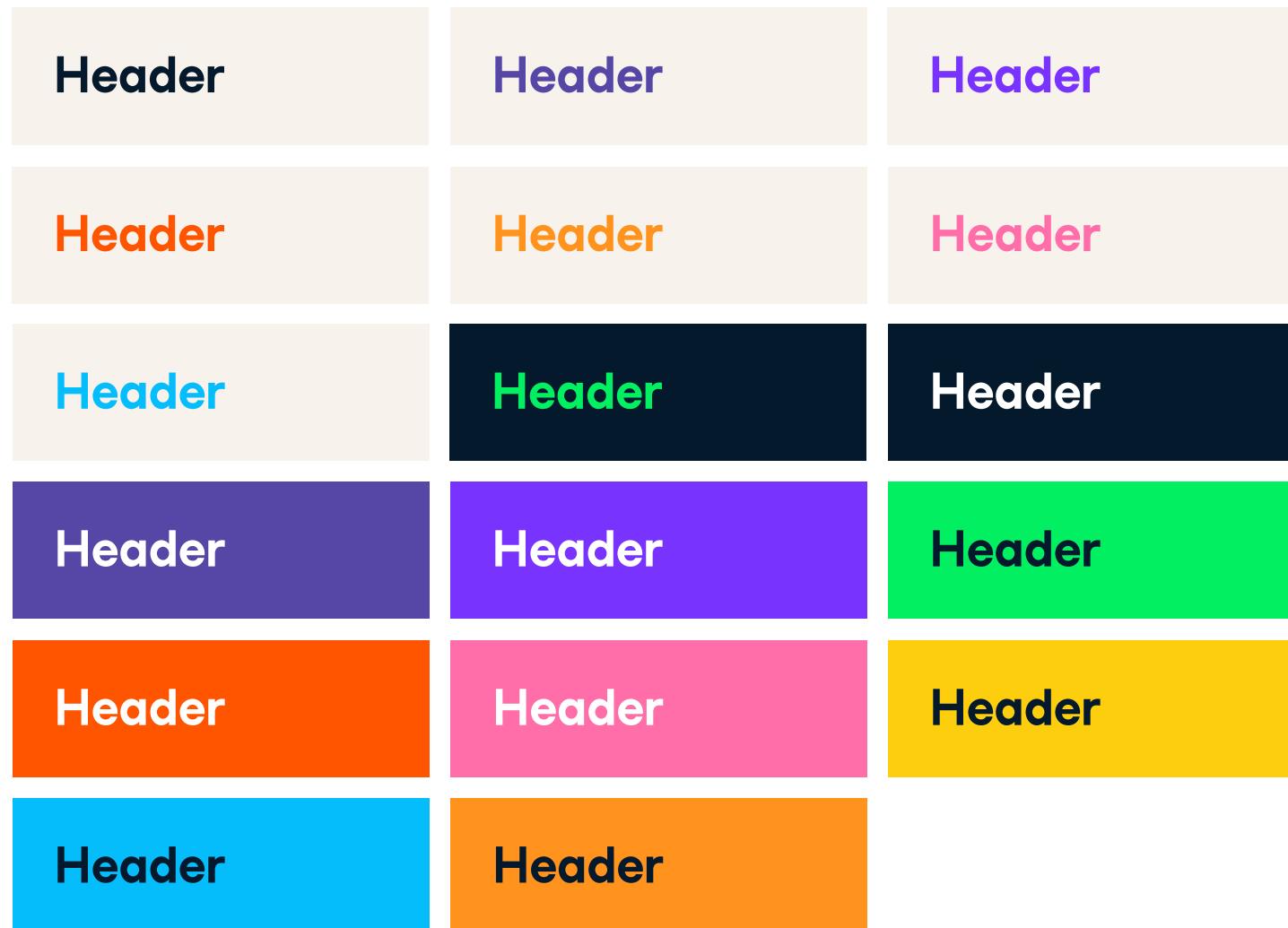
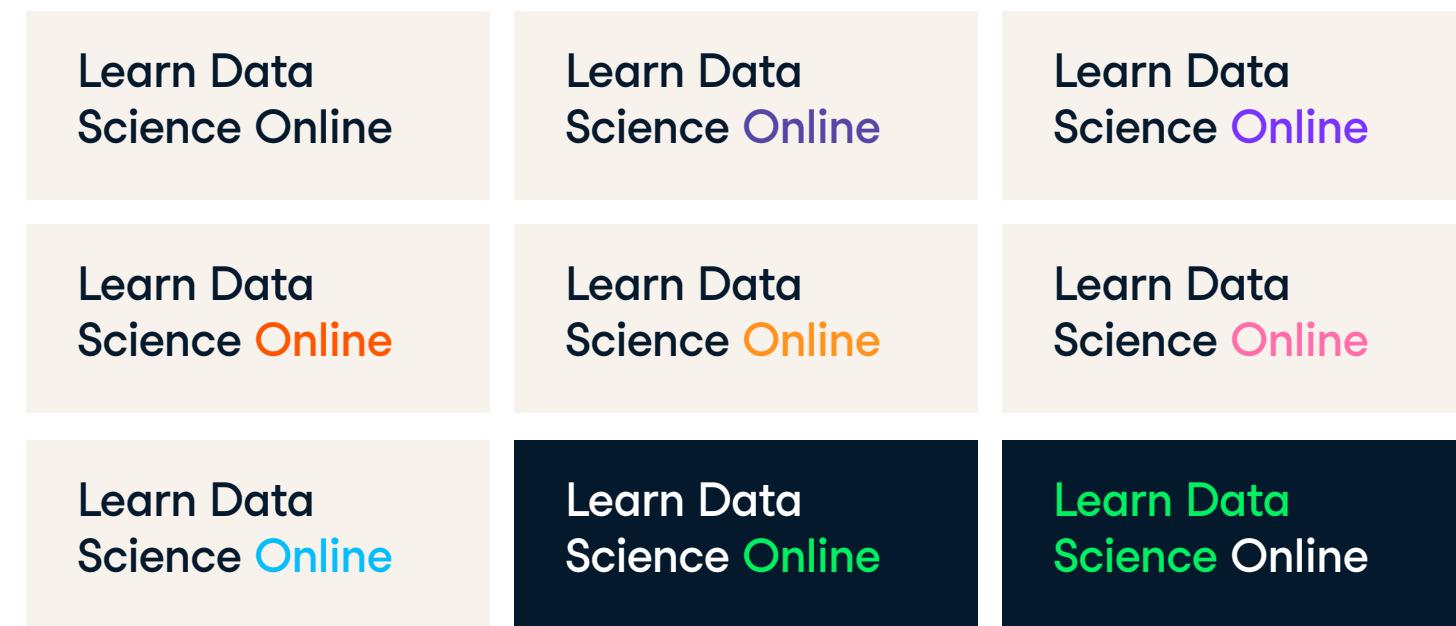
Don't use white icons on
light colors.



Don't use dark blue icons
on dark colors.

3.3
COLOR USAGE
PAIRINGS

The beige background may be replaced with any of the other neutral colors

Headers**3.3**
COLOR USAGE
PAIRINGS

3.3 COLOR USAGE PAIRINGS

✗ Don't

Header

Don't use yellow
typography on
neutral colors.

Header

Don't use green
typography on
neutral colors.

Header

Non-core colors should
not be layered with
typography. Don't use
any other combination
than stated here.

3.3 COLOR USAGE PAIRINGS

Header

Header

Header

Header

Header

Header

Header

Header

Don't use white
typography on
light colors.

Don't use black
typography on
dark colors.

3.3
COLOR USAGE
PAIRINGS

Body text - white

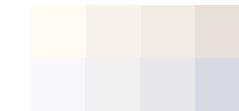
Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

3.3
COLOR USAGE
PAIRINGS

The beige background may be replaced with any of the other neutral colors

Body text - dark blue

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

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Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

3.3 COLOR USAGE PAIRINGS

✗ Don't

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Don't use white text on neutral colors.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Don't use white text on light colors.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Don't use green or yellow text on a neutral background.

3.3 COLOR USAGE PAIRINGS

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Don't use blue text on dark colors.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Don't use any other body text color than dark blue or white.

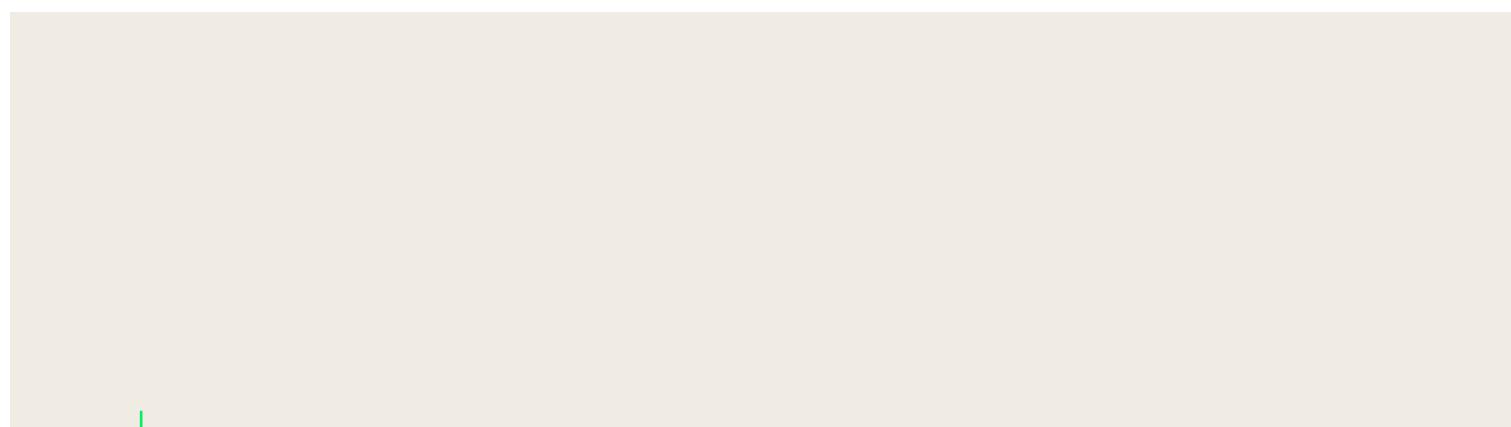
3.4 COLOR USAGE USAGE BREAKDOWN



Usage Breakdown—Dark



Usage Breakdown—Light



Background color

Core colors & neutrals

Secondary color

Highlights



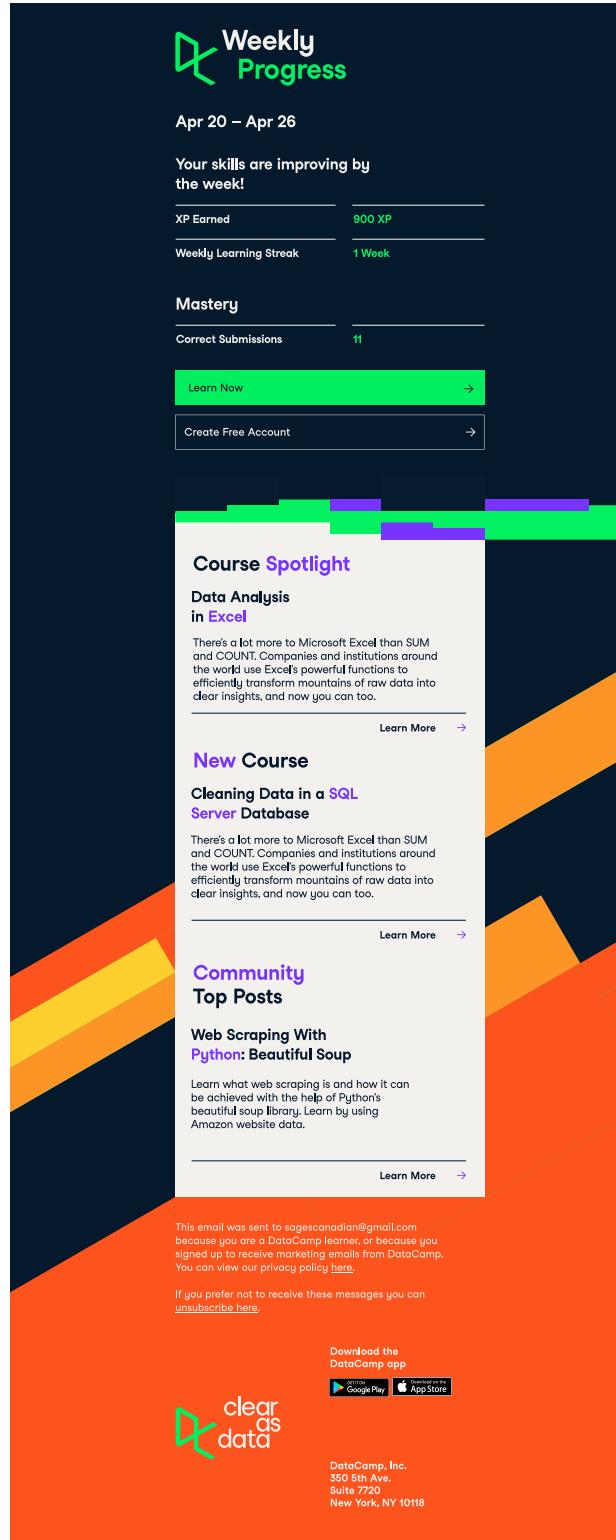
The beige tint should be used as a core background. To create contrast between sections, the use of other neutral tints will come into play.



3.4 COLOR USAGE USAGE BREAKDOWN



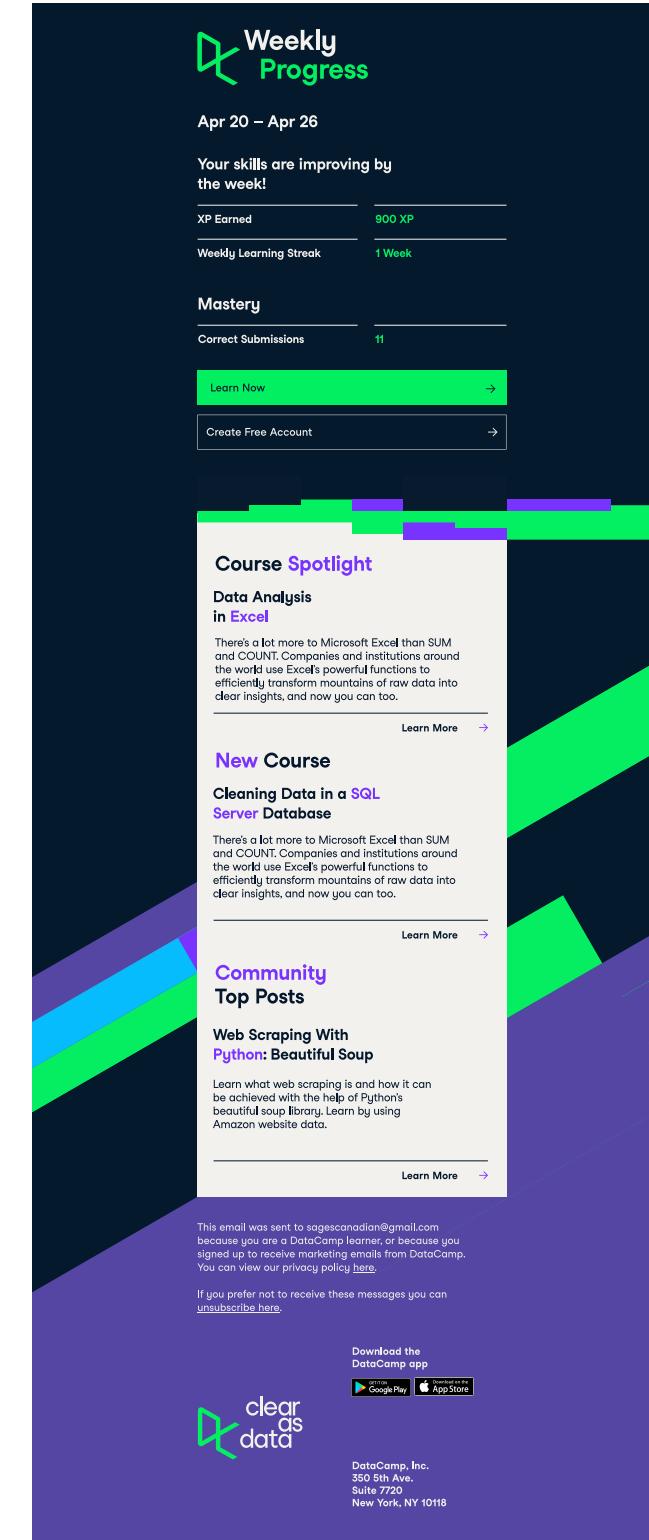
3.4 COLOR USAGE USAGE BREAKDOWN



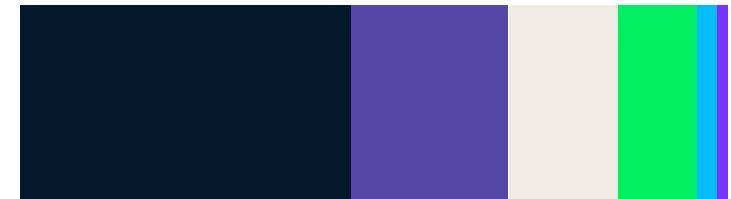
Color proportion



3.4 COLOR USAGE USAGE BREAKDOWN



Color proportion



3.4 COLOR USAGE USAGE BREAKDOWN

Weekly Progress

Apr 20 – Apr 26

Your skills are improving by the week!

XP Earned	900 XP
Weekly Learning Streak	1 Week

Mastery

Correct Submissions	11
---------------------	----

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There's a lot more to Microsoft Excel than SUM and COUNT. Companies and institutions around the world use Excel's powerful functions to efficiently transform mountains of raw data into clear insights, and now you can too.

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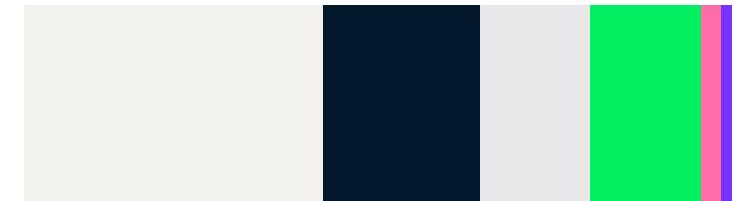
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New York, NY 10118

Color proportion



3.4 COLOR USAGE USAGE BREAKDOWN

Weekly Progress

Apr 20 – Apr 26

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Mastery

Correct Submissions	11
---------------------	----

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New Course

Cleaning Data in a SQL Server Database

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[Learn More](#) →

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Web Scraping With Python: Beautiful Soup

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New York, NY 10118

Color proportion





Typography

4.0

Typography

Using typography with thought and intention is key to all aspects of the Datacamp brand. Consistency makes both ourselves and our words confident and unified.

Our primary typeface, **Studio Feixen Sans**, was chosen for it's unique friendliness and warmth. It holds as much value as any other component in our guidelines as it is seen across all textual language.

4.0
STUDIO FEIXEN SANS

Studio Feixen Sans



4.0
STUDIO FEIXEN SANS
WEIGHTS

m o o k

r e g u l o r

n i u d i u n

t a e l e r t s w r

**4.1
STUDIO FEIXEN SANS
CHARACTER SETS**

Below are the character sets for Studio Feixen Sans

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**4.1
STUDIO FEIXEN SANS
CHARACTER SETS**

Below are the character sets for Studio Feixen Sans

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Writer Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Writer offers great legibility in code.

**4.2
Studio Feixen Sans
UPPERCASE Leading**

Below are the typesetting rules for line-height for upper case Studio Feixen Sans.

**IF THE FONT SIZE IS ABOVE 60PX,
THE LINE-HEIGHT SHOULD BE THE SAME AS FONT SIZE.***

If the font size is between 40px and 70px, multiply it by 1.05 To get the line-height.

When the font size is between 26px and 40px, multiply it by 1.2 To get the line-height.

When the font size is below 26px, the line-height should be considered based on column width, length, weight, and most importantly, context.

Studio Feixen Sans
60px / 60px
46pt / 46pt
-20 letter-spacing
ALL CAPS

*For type sizes over 50pt, line-height should be considered based on column width, length, weight, and most importantly, context.

Studio Feixen Sans
40px / 42px
30pt / 31.5pt
-10 letter-spacing
ALL CAPS

Studio Feixen Sans
26px / 32px
20pt / 24pt
-5 letter-spacing
ALL CAPS

Studio Feixen Sans
16px / 21px
12pt / 16pt
0 letter-spacing
ALL CAPS

**4.2
STUDIO FEIXEN SANS
UPPERCASE TRACKING**

Below are the typesetting rules for letter-spacing for upper case Studio Feixen Sans.

IF THE FONT SIZE IS ABOVE 66PX, THE LETTER-SPACING SHOULD BE -20.*

If the font size is between 40px and 66px, THE letter-spacing SHOULD BE -10.

When the font size is between 26px and 38px, THE TRACKING SHOULD BE -5.

When the font size is below 26px, the TRACKING should be considered based on column width, length, weight, and most importantly, context.

Studio Feixen Sans
68px / 65px
51pt / 49pt

-20 letter-spacing

ALL CAPS

*For type sizes over 68px, line-height should be considered based on column width, length, weight, and most importantly, context.

Studio Feixen Sans
40px / 42px
30pt / 31.5pt
-10 letter-spacing
ALL CAPS

Studio Feixen Sans
26px / 32px
20pt / 24pt
-5 letter-spacing
ALL CAPS

Studio Feixen Sans
16px / 21px
12pt / 16pt
0 letter-spacing
ALL CAPS

**4.3
STUDIO FEIXEN SANS
SENTENCE CASE LEADING**

Below are the typesetting rules for line-height for mixed case Studio Feixen Sans.

If the font size is above 66px, the line-height should be the same as font size.*

Studio Feixen Sans
66px / 66px
50pt / 50pt
-20 letter-spacing

*For type sizes over 66px, line-height should be considered based on column width, length, weight, and most importantly, context.

If the font size is between 40px and 66px, multiply it by 1.05 To get the line-height.

Studio Feixen Sans
40px / 42px
30pt / 31.5pt
-10 letter-spacing

When the font size is between 26px and 39px, multiply it by 1.2 To get the line-height.

Studio Feixen Sans
26px / 32px
20pt / 24pt
-5 letter-spacing

When the font size is below 26px, the line-height should be considered based on column width, length, weight, and most importantly, context.

Studio Feixen Sans
16px / 21px
12pt / 16pt
0 letter-spacing

**4.3
STUDIO FEIXEN SANS
SENTENCE CASE TRACKING**

Below are the typesetting rules for letter-spacing for mixed case Studio Feixen Sans.

If the font size is above 66px, the letter-spacing should be -20.*

Studio Feixen Sans
66px / 66px
50pt / 50pt
-20 letter-spacing
ALL CAPS

*For type sizes over 66px, line-height should be considered based on column width, length, weight, and most importantly, context.

If the font size is between 40px and 66px, the letter-spacing should be -10.

Studio Feixen Sans
40px / 42px
30pt / 31.5pt
-10 letter-spacing

When the font size is between 26px and 39px, the letter-spacing should be -5.

Studio Feixen Sans
26px / 32px
20pt / 24pt
-5 letter-spacing

When the font size is below 26px, the letter-spacing should be considered based on column width, length, weight, and most importantly, context.

Studio Feixen Sans
16 / 21px
12pt / 16pt
0 letter-spacing

4.4 STUDIO FEIXEN SANS TYPESETTING

Use lower case bold in marketing headlines.

Use Studio Feixen Sans Regular, Medium and Bold as digital header and sub-head faces. These three weights should be selected based on the desired impact.

Studio Feixen Sans Bold has more impact and is ideal for digital headers and smaller sub-heads.

Studio Feixen Sans Regular and Medium are ideal for sub-heads that appear at a large scale as they add a nice contrast to the uppercase bold headlines.

Studio Feixen Sans
Bold
40px / 42px
30pt / 31.5pt
-10 letter-spacing

Studio Feixen Sans
Regular
33px / 40px
25pt / 30pt
-10 letter-spacing

Studio Feixen Sans
Bold
33px / 40px
25pt / 30pt
-10 letter-spacing

Studio Feixen Sans
Medium
33px / 40px
25pt / 30pt
-10 letter-spacing

4.4 STUDIO FEIXEN SANS TYPESETTING

Studio Feixen Sans book is rarely used—only when absolutely necessary.

Studio Feixen Sans Regular is the go-to weight for body copy in print. It is readable, sturdy. Make sure your line-length does not exceed an average of 10 words per line. This will keep the text from feeling too lengthy and will help with overall legibility.

The type styles used in these pages are a good starting point, but factors like column width, length and type of copy, text color, and more can affect what works best in any given scenario.

Studio Feixen Sans Medium is suitable when a text block is being highlighted, or when size goes below 9pt, as in captions.

Studio Feixen Sans Regular is slightly lighter in appearance, a difference that is still apparent at text size.

Other very small text should use looser line-height than large text, or easy readability at small sizes. Type size to line-height ratios used for captions should never be applied to larger text, as it will look too spaced out.

Studio Feixen Sans
Book
33px / 40px
25pt / 30pt
-10 letter-spacing

Studio Feixen Sans
Regular
16px / 21
12pt / 16pt
0 letter-spacing

Studio Feixen Sans
Medium
12px / 16px
9pt / 12pt
0 letter-spacing

Studio Feixen Sans
Regular
12px / 16px
9pt / 12pt
0 letter-spacing

Studio Feixen Sans
Regular
9px / 15px
7pt / 11pt
0 letter-spacing

4.4
STUDIO FEIXEN SANS
TYPESETTING

Avoid hyphens in display type, and try to keep lines of text relatively even.

When using multiple type sizes, they must be noticeably different from each other. Controlled variation in type size, weight, and so on creates a sense of hierarchy and balance, which is essential to successful layout.

Communication with copy writers is key when the copy provided does not allow the designer to follow these guidelines. Titles of collateral may need to be tweaked if descenders and ascenders are colliding.

When line-spacing and type size differ in side-by-side columns, try to use line-height values that share a common denominator.

Studio Feixen Sans
Bold
40pt / 42pt
-10 letter-spacing
Lower Case

(Right Column)
Studio Feixen Sans
Regular
20pt / 24pt
0 letter-spacing

(Left Column)
Studio Feixen Sans
Medium
12pt / 16pt
-10 letter-spacing

✗ Don't

Don't align
text to
center



Don't align
text to
the right



This is a dumb quote.
don't use it.

Always set quotations in smart or curly quotes, not dumb or straight quotes.



Iconography

5.0

Iconography

Icons are one of the most important parts of Datacamp. Our icons are used at a small scale in our interface and at large scales in our communication materials. They are designed with a **specificity** and visual language that give them a character that is uniquely Datacamp.



5.0 ICONOGRAPHY STEPS

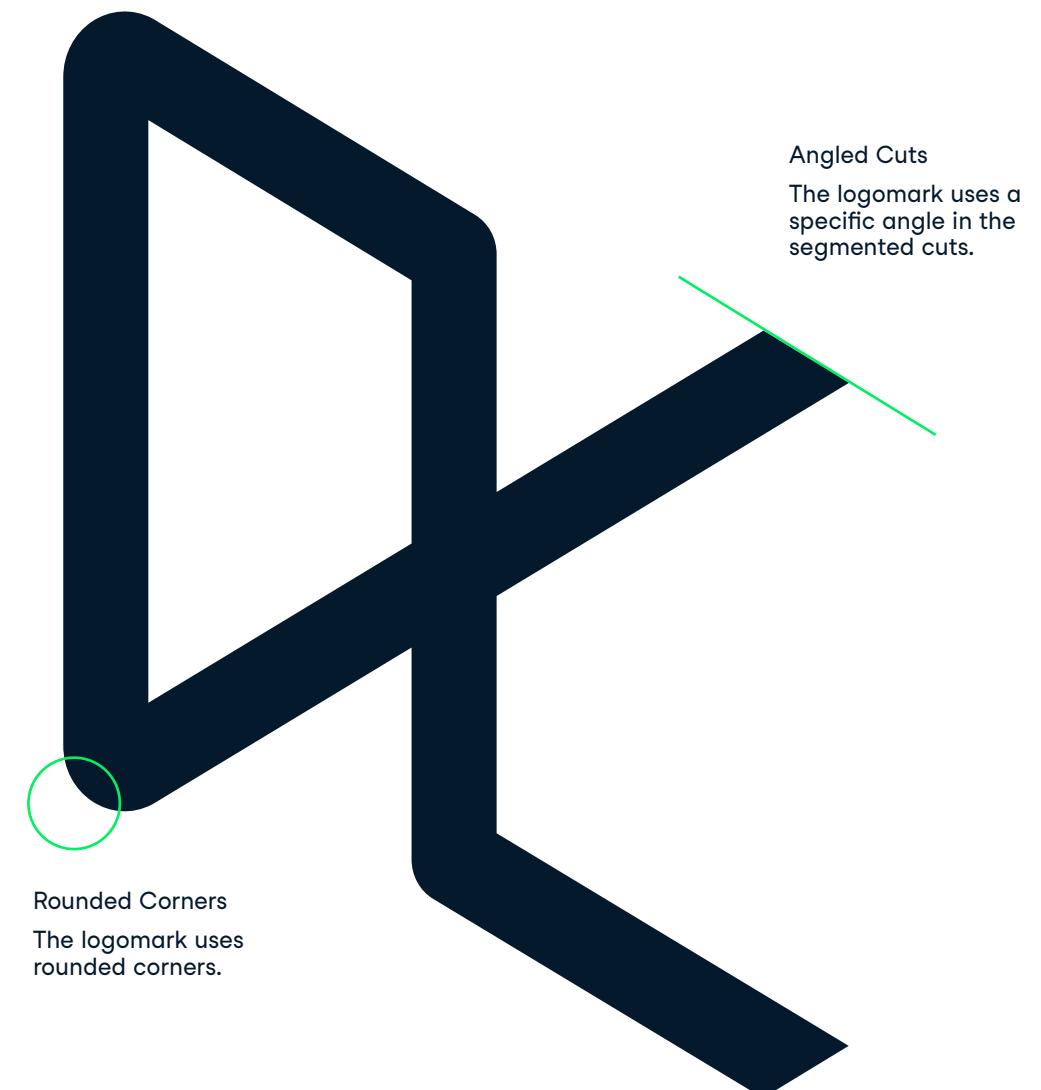
Datacamp iconography
can be constructed
in 5 steps.

Start with the initial icon sketch.
Finish with an icon that incorporates
the logomark's visual characteristics.

The result? A system of icons.
Consistent and truly Datacamp.

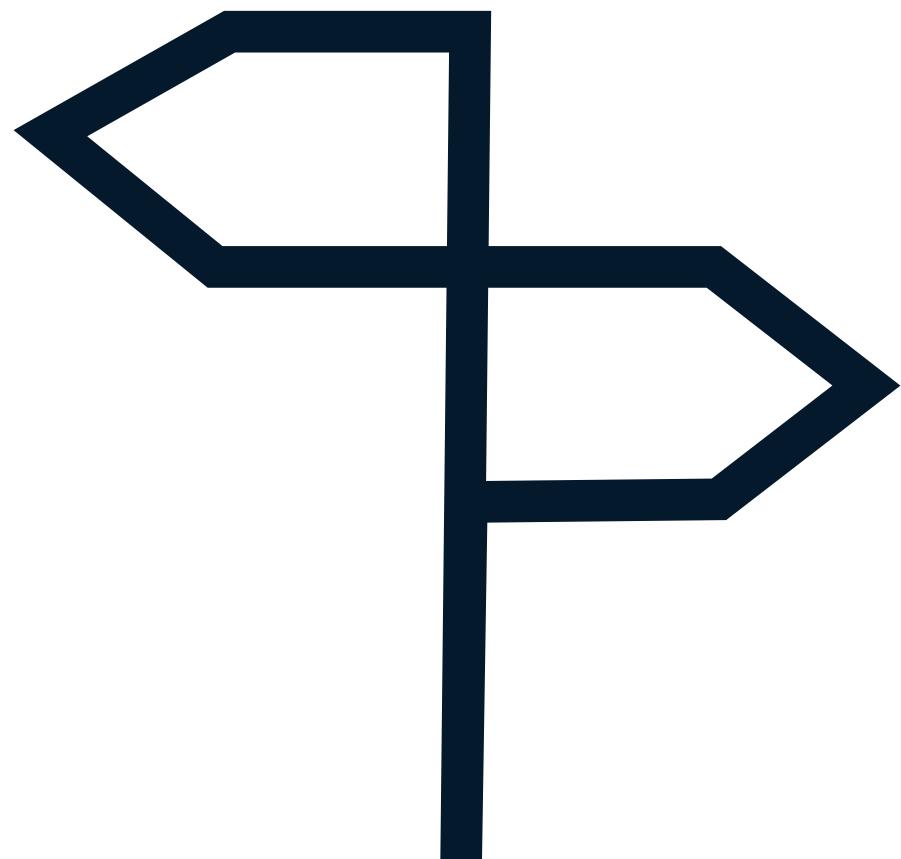
5.0 ICONOGRAPHY STEPS

The foundation of the iconography is stemmed
from the visual make up of the logomark.

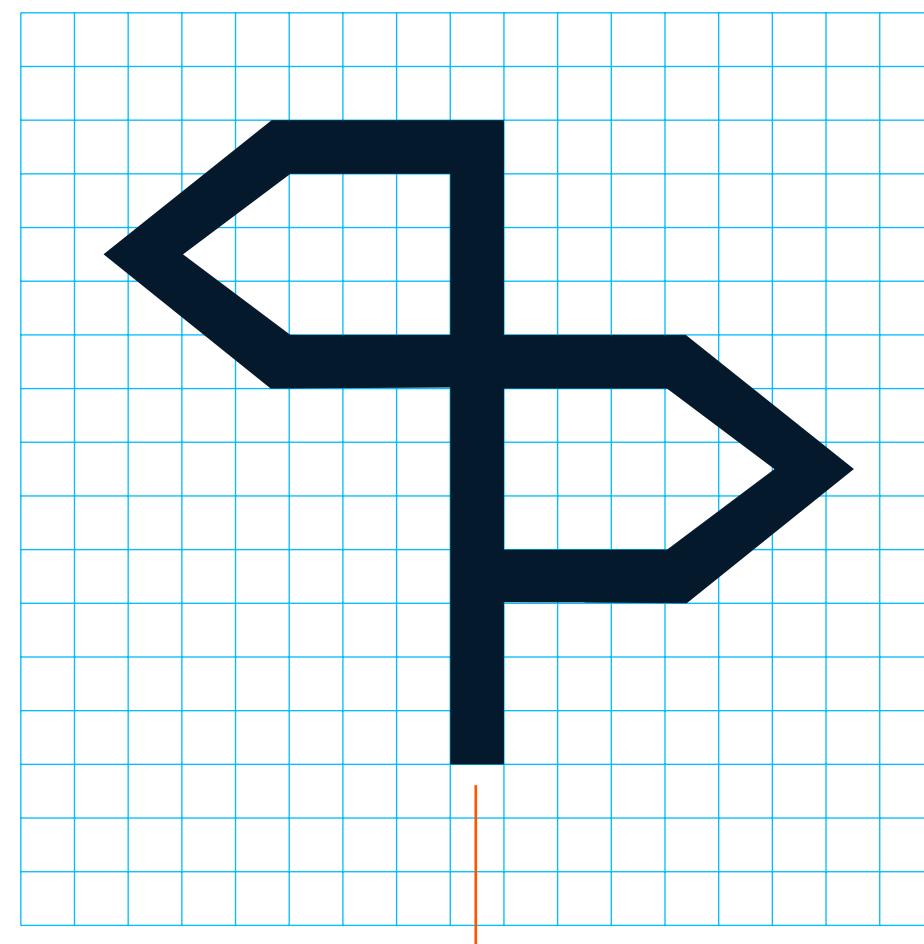


5.0
ICONOGRAPHY
STEPS**Step 1**
General form

The designer does a loose initial sketch of the icon form. At this point the shape and form is the concern, not detail.

**5.0**
ICONOGRAPHY
STEPS**Step 2**
Align to Grid

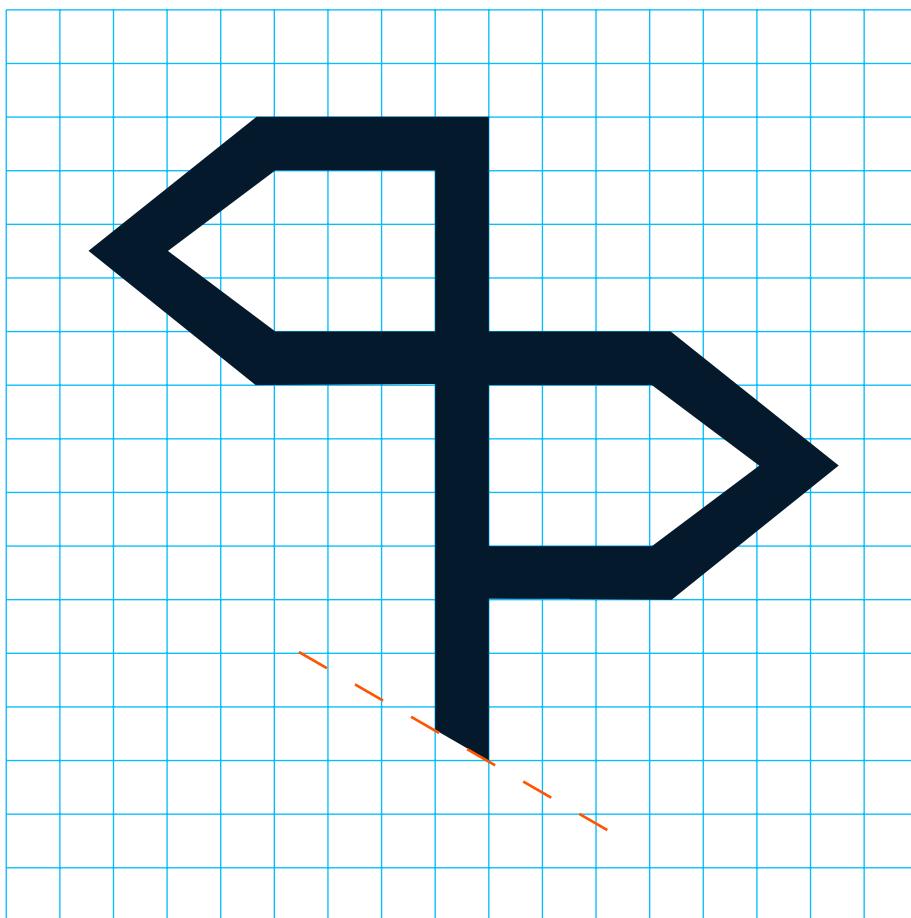
Once happy with the general shape, the designer aligns the icon construction to the Datacamp icon grid – a square 10 x 10 grid. This allows for consistent shapes and gaps to be used across different icons.



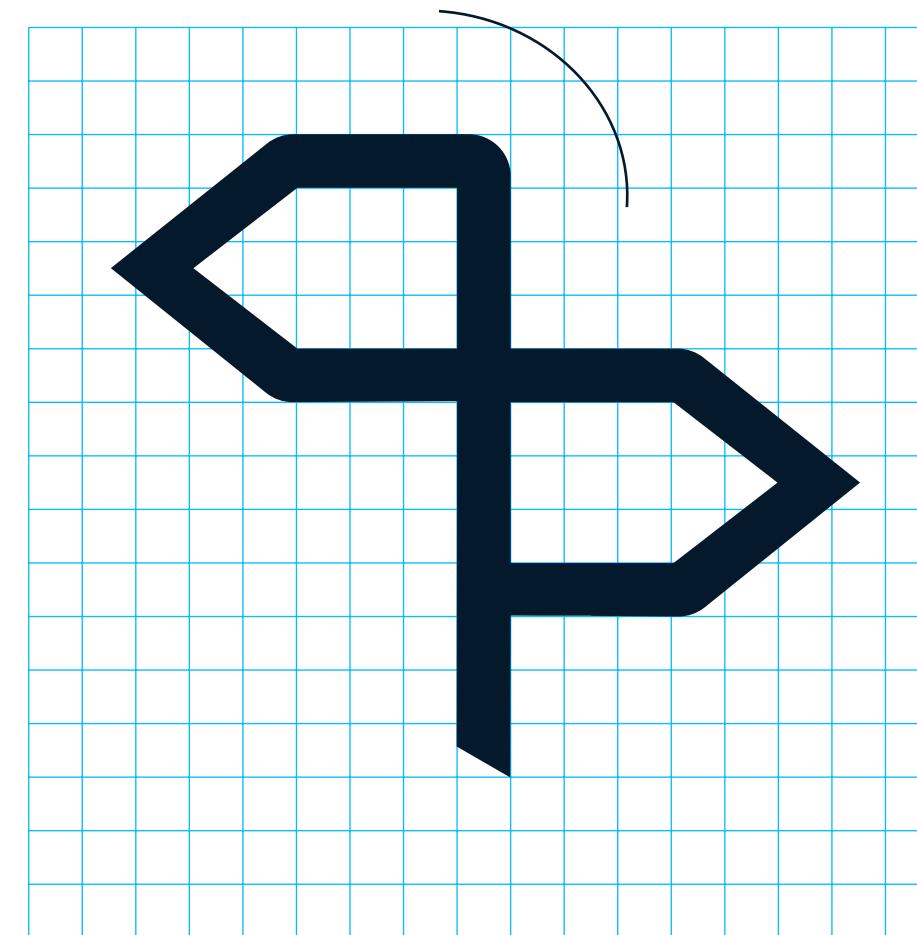
When the icon grid is 170 x 170 px, the stroke size of the icon will be 10 px.

5.0
ICONOGRAPHY
STEPS**Step 3**
Add cuts

The designer applies a 30° angled cut to the end of any stroke terminals (a subtle nod to the cuts in the brand mark)

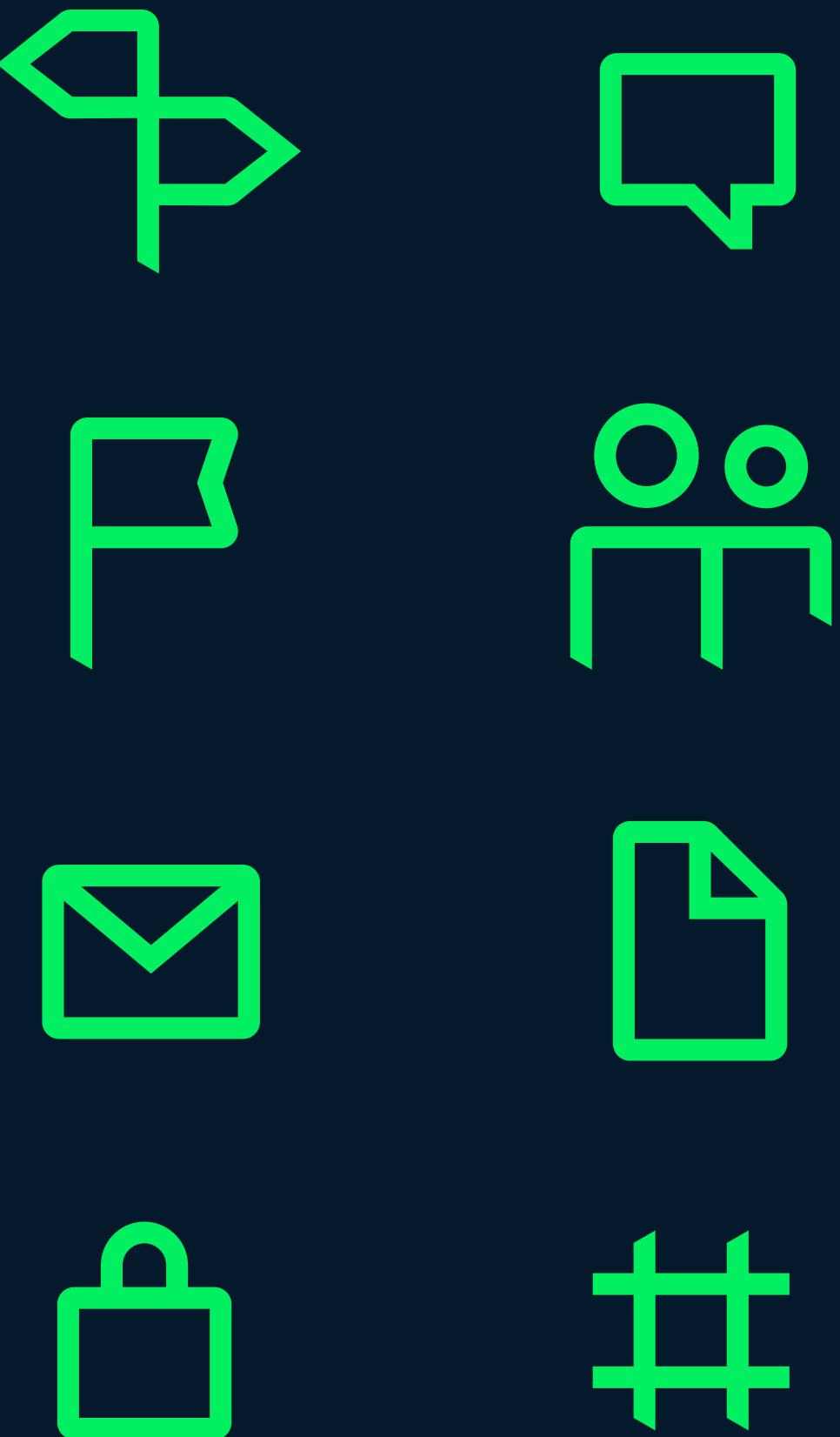
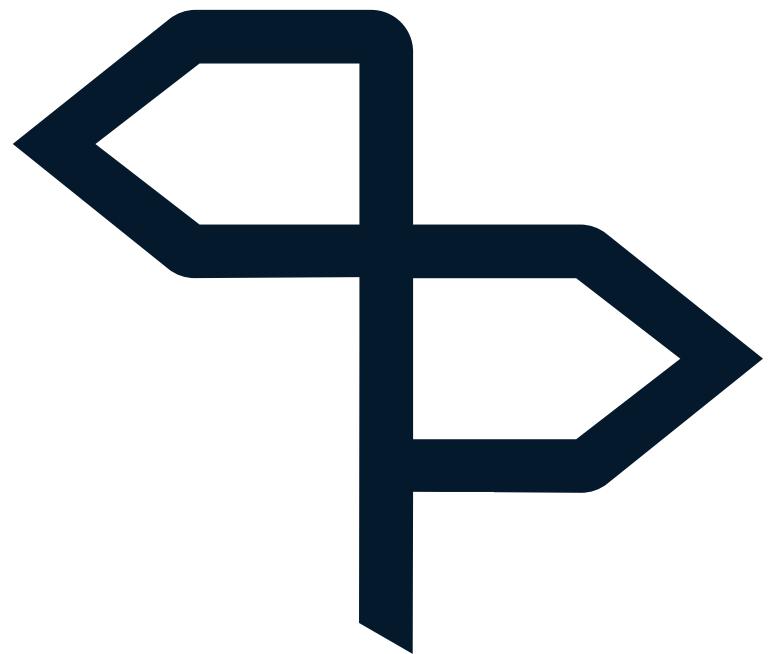
**5.0**
ICONOGRAPHY
STEPS**Step 4**
Add rounding

Each icon should mix rounded and straight cornered elements. The designer should introduce rounding in areas where it makes balances visually within the form and context of the icon.



5.0
ICONOGRAPHY
STEPS

Final Icon



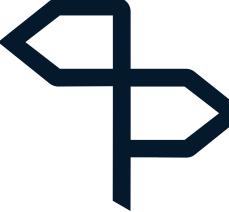
**5.1
ICONOGRAPHY
SCALING**

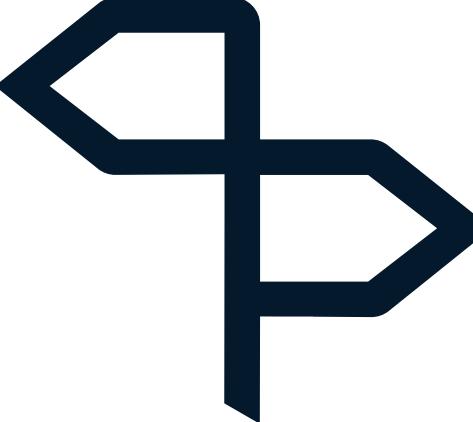
For digital communication, designers should not use regular icons in a lower size in height than 20 px.

✗ 10 px 

✓ 20 px* 

✓ 40 px 

✓ 80 px 

✓ 160 px 

**5.1
ICONOGRAPHY
SCALING**

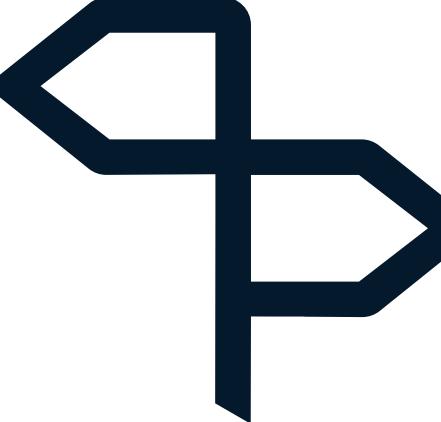
For print communication, designers should not use regular icons in a lower size in height than 7 mm.

✗ 3.5 mm 

✓ 7 mm* 

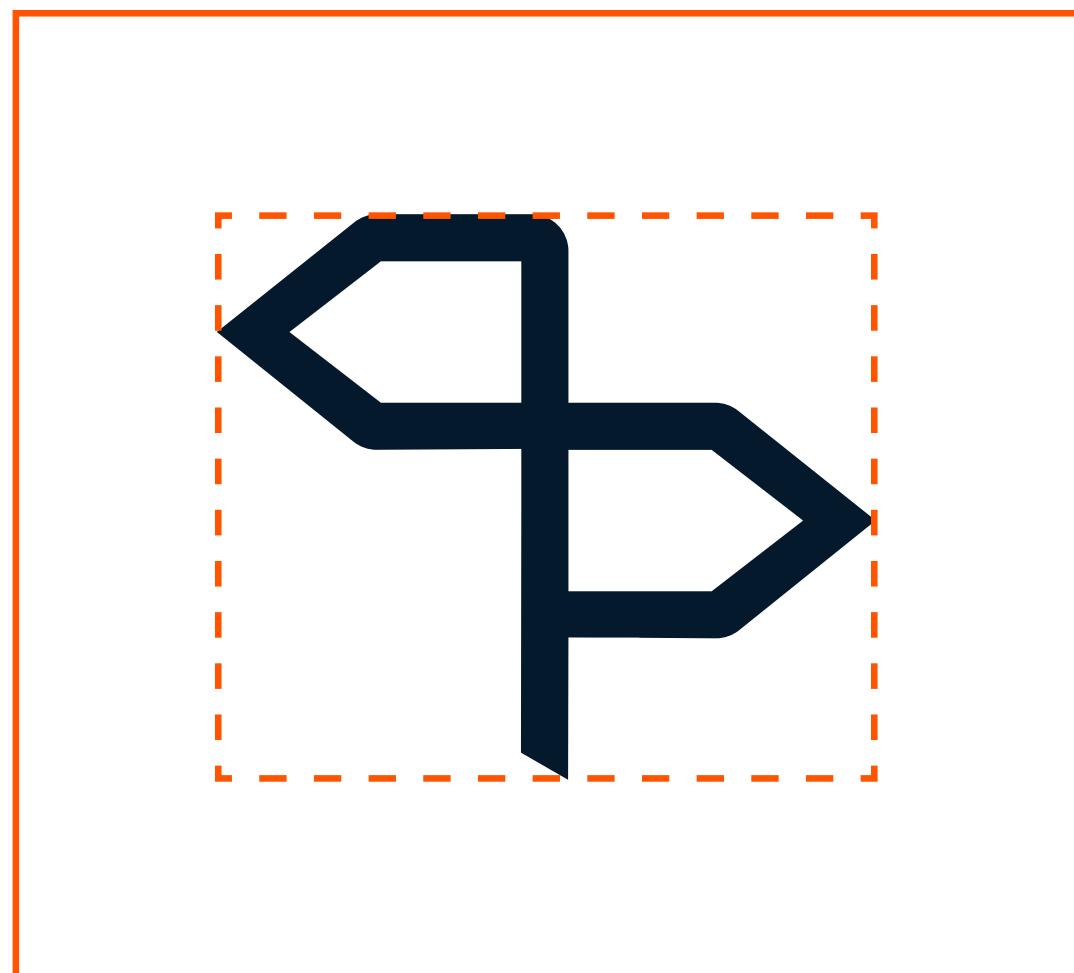
✓ 14 mm 

✓ 28 mm 

✓ 56 mm 

5.2
ICONOGRAPHY
MARGIN

Icons have a minimum margin of 40% of the width of the icon to avoid conflict between other items.



When the icon has a width of 100 px,
the margin needs to be 40 px around the icon to
avoid conflict between other items.

5.2
ICONOGRAPHY
MARGIN

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Plans & Pricing

For Individuals

Free

\$0

[Start for Free >](#)

Standard

\$25 per month
Billed yearly

[Subscribe >](#)

Premium

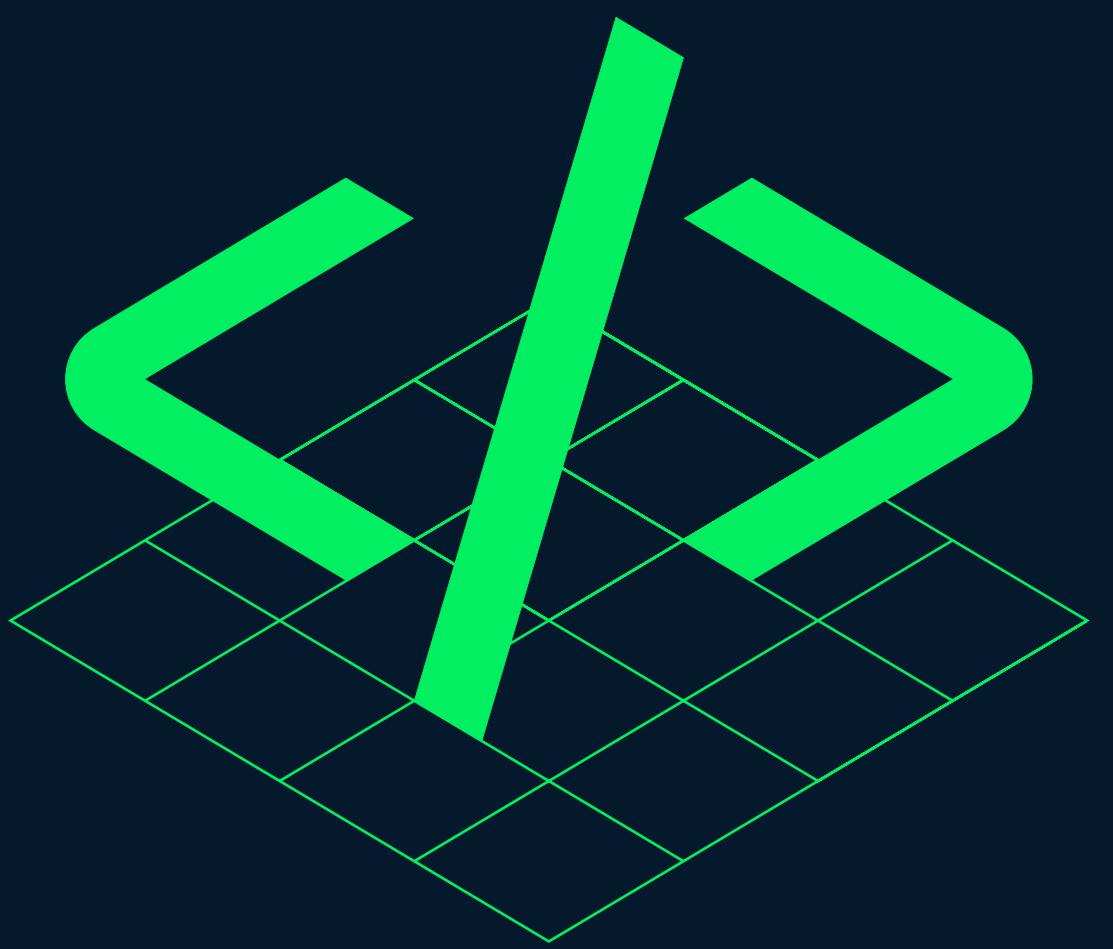
\$33.25 per month
Billed yearly

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All coding challenges
1 skill assessment

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343 courses
14 career tracks
49 skill tracks

All Standard content, plus:
82 projects
Tableau, Power BI, and
Oracle content

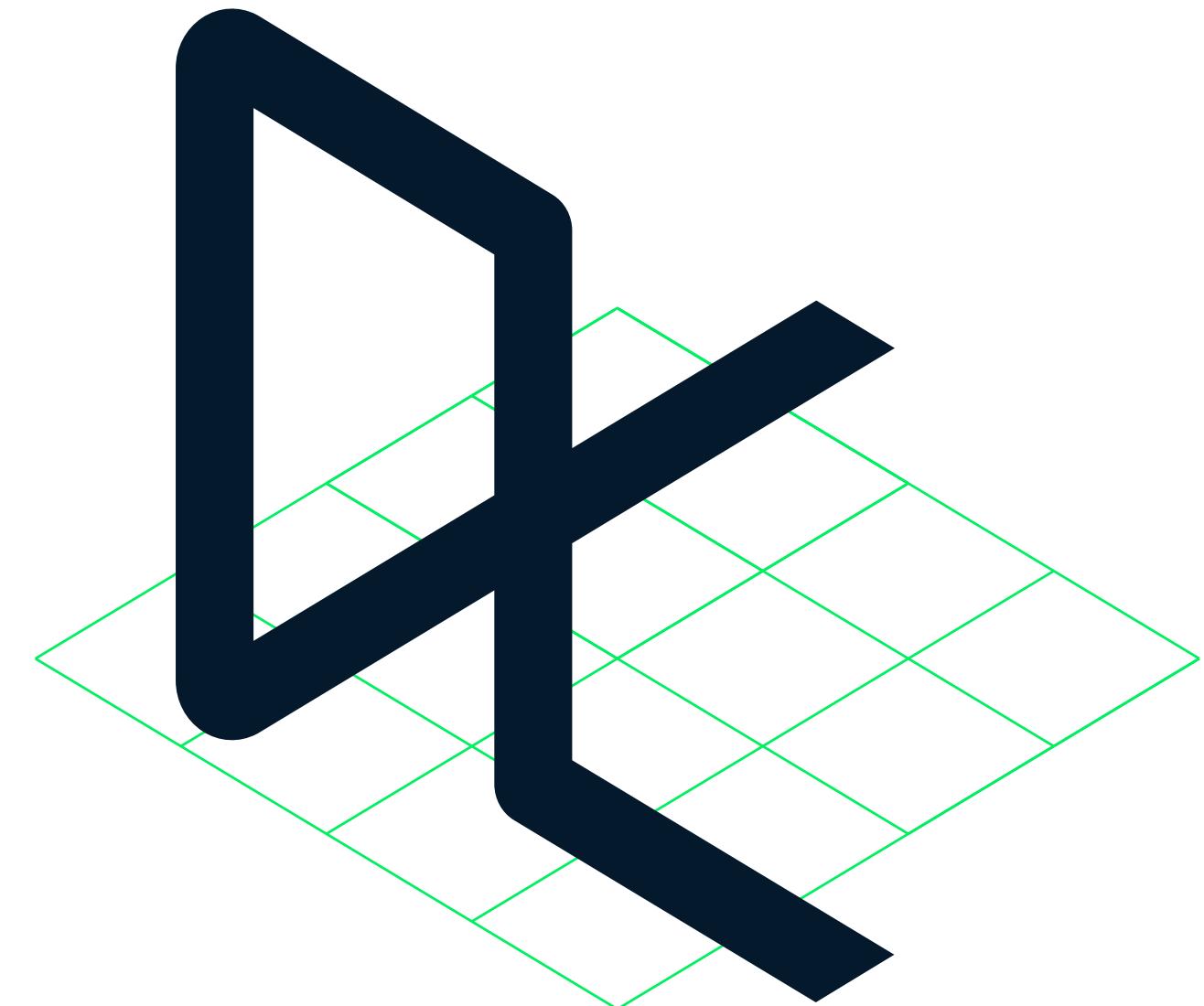


5.3 ICONOGRAPHY AXONOMETRIC STEPS

Axonometric Iconography

5.3 ICONOGRAPHY AXONOMETRIC STEPS

Perspective

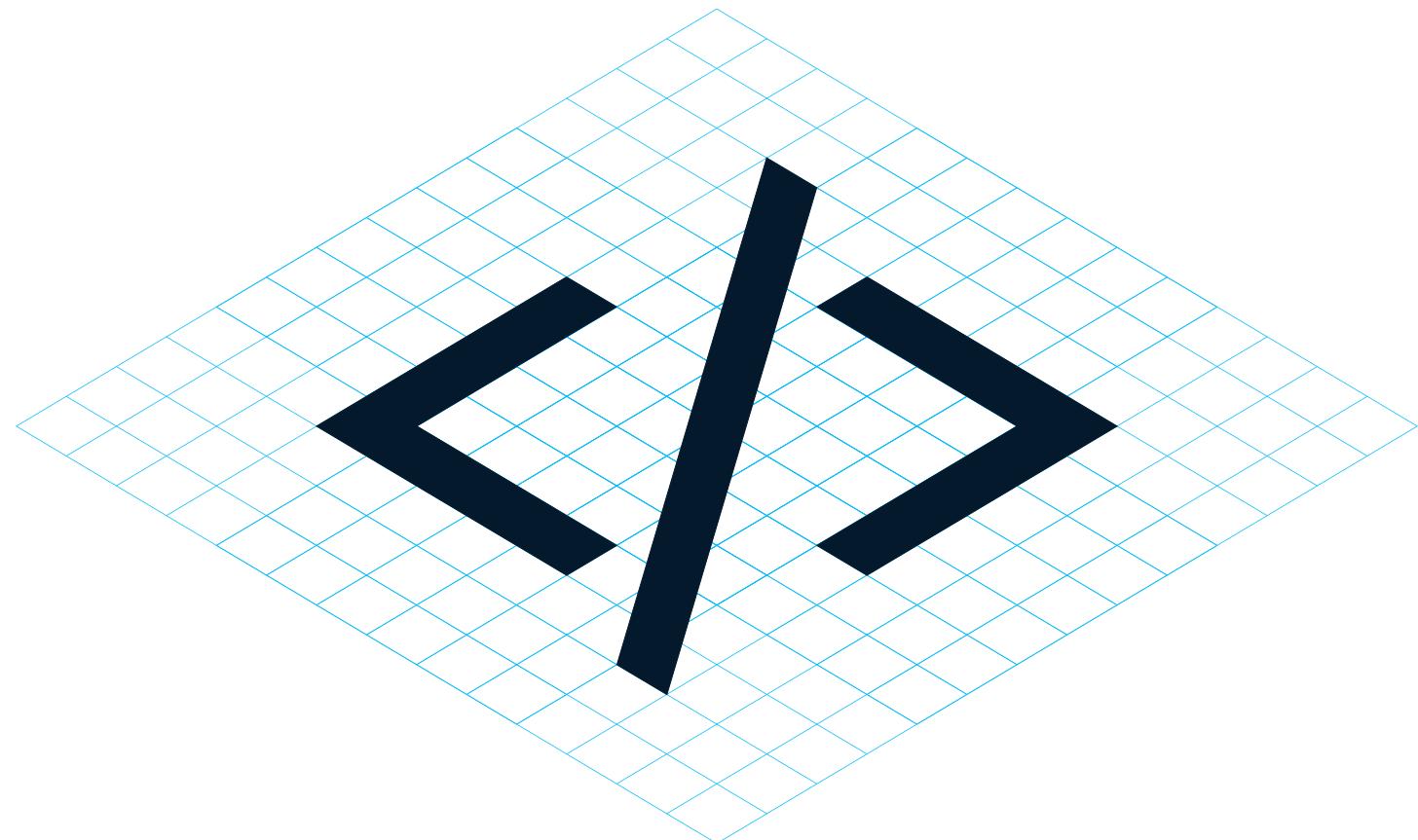


5.3
ICONOGRAPHY
AXONOMETRIC STEPS**Step 1**
General form

The designer does a loose initial sketch of the icon form using a simple 1px line. At this point the shape and form is the concern, not detail.

**5.3**
ICONOGRAPHY
AXONOMETRIC STEPS**Step 2**
Align to Grid

Once happy with the general shape, the designer aligns the icon construction to the Datacamp icon grid – a square 10 x 10 grid. This allows for consistent shapes and gaps to be used across different icons.

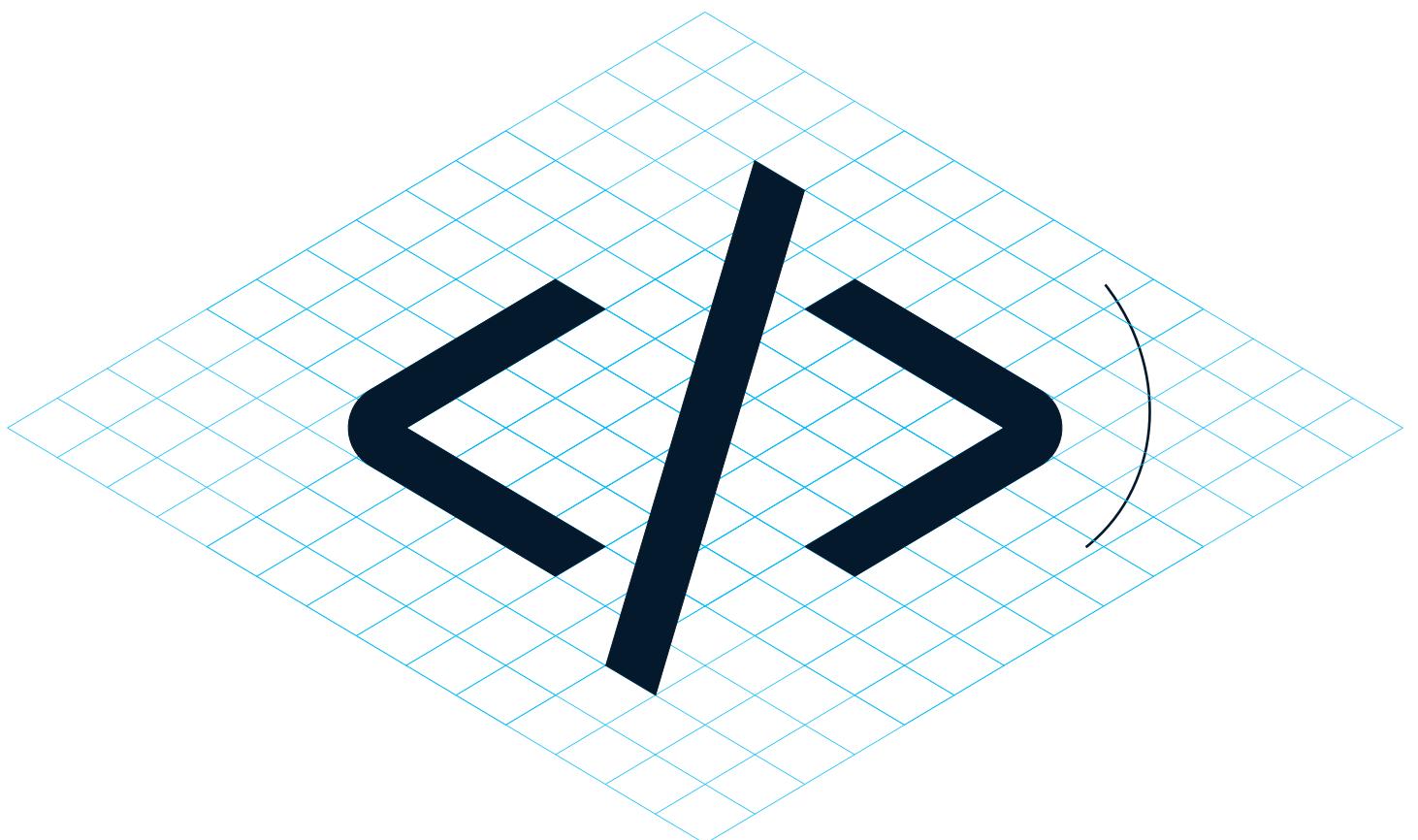


When the icon grid has a width of 270 px,
the stroke size of the icon will be 10 px.

5.3
ICONOGRAPHY
AXONOMETRIC STEP

Step 3
Add rounding

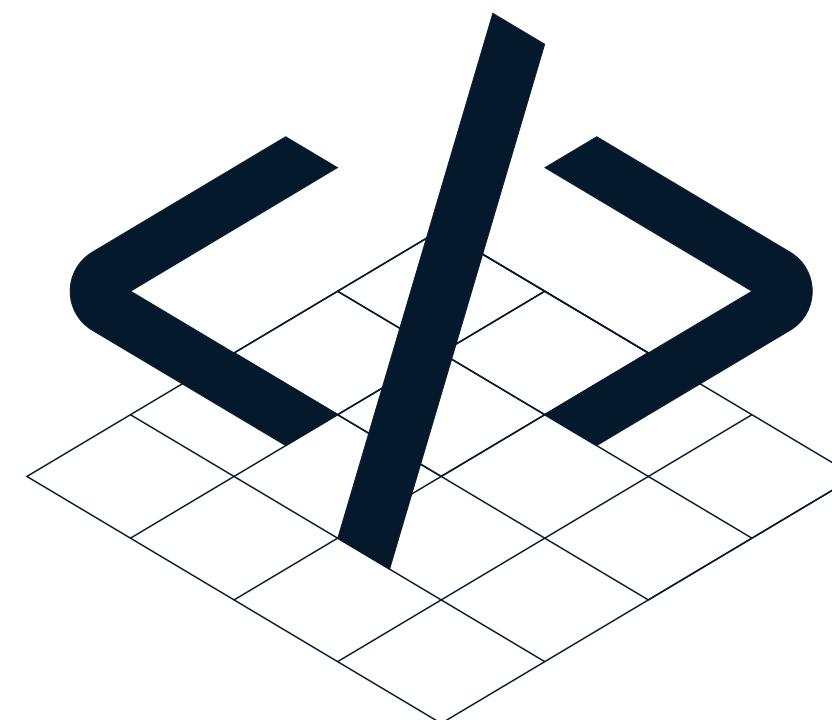
Each icon should mix rounded and straight cornered elements. The designer should introduce rounding in areas where it makes balances visually within the form and context of the icon.



5.3
ICONOGRAPHY
AXONOMETRIC STEPS

Step 4
Add grid

Dimensional icons sit on a 4x4 grid. This should be applied to the completed icon.



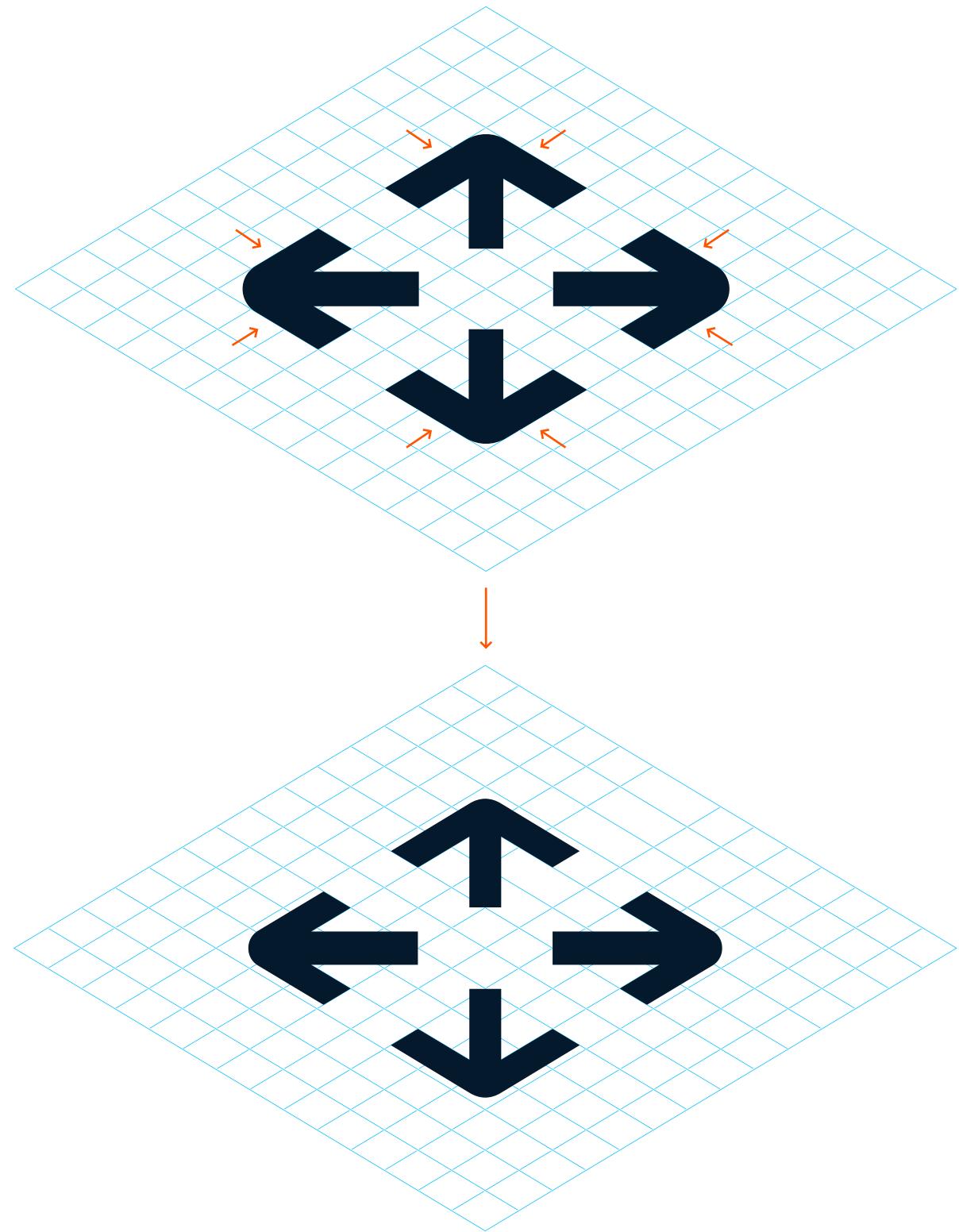
5.3 ICONOGRAPHY AXONOMETRIC STEPS

Optional: Step 5 Adjust weight

Some icons may look heavier in weight.
This often happens when shapes interconnect.
Designer should carefully adjust the weight to
optically match the weight of other icons.

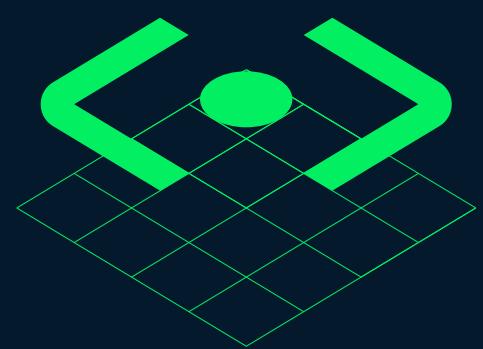
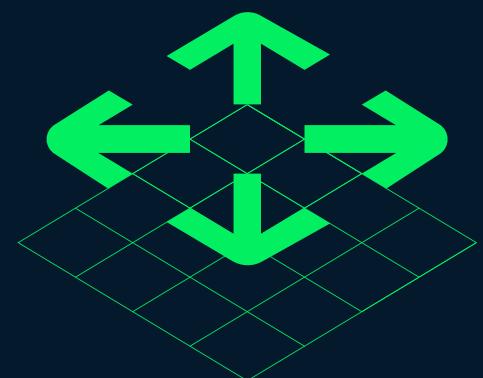
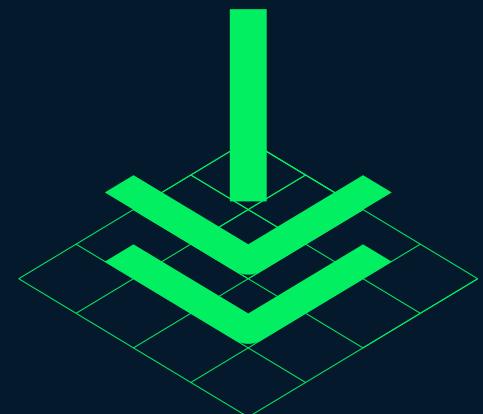
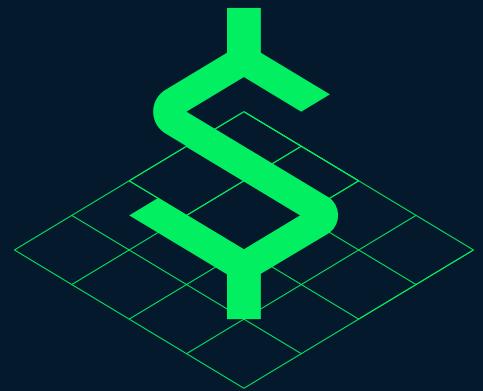
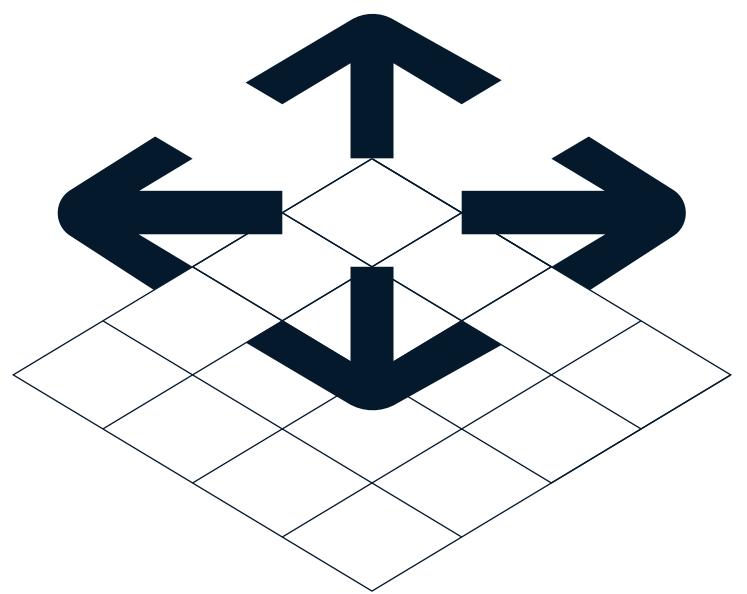
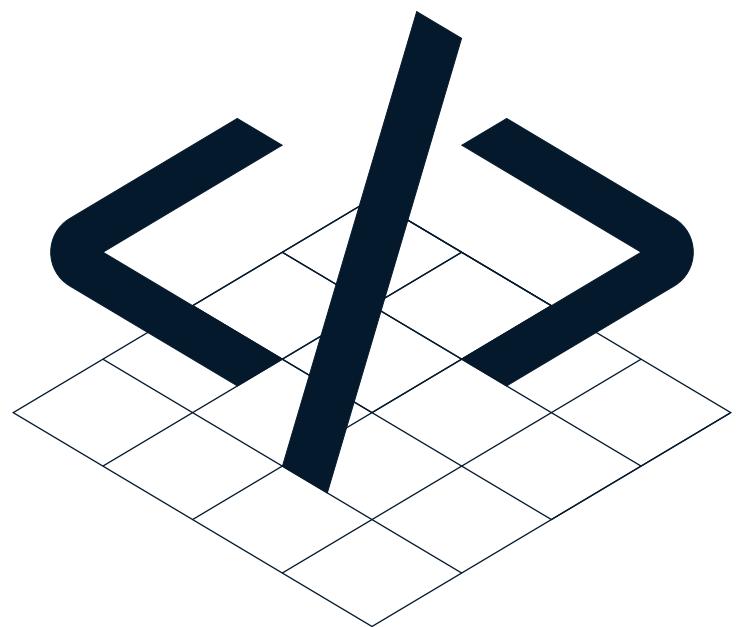


5.3 ICONOGRAPHY AXONOMETRIC STEPS



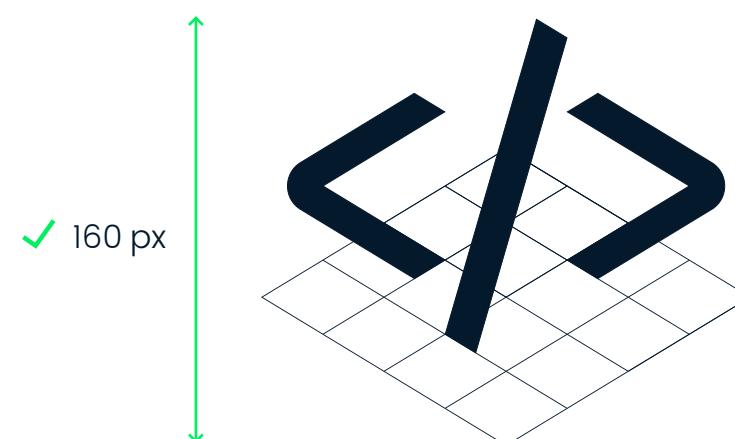
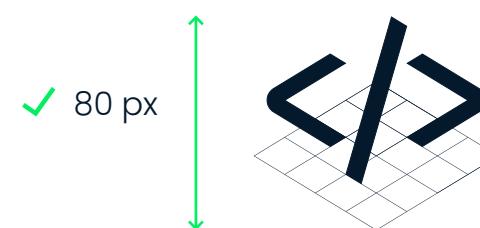
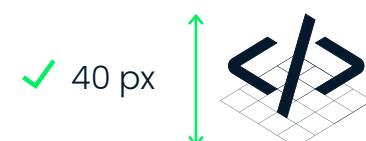
5.3
ICONOGRAPHY
AXONOMETRIC STEPS

Final Icons



**5.4
ICONOGRAPHY
AXONOMETRIC SCALING**

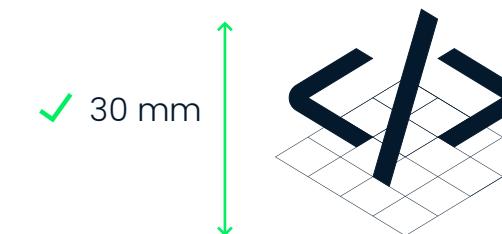
For digital communication, designers should not use Axonometric icons in a lower size in height than 30 px.



▼

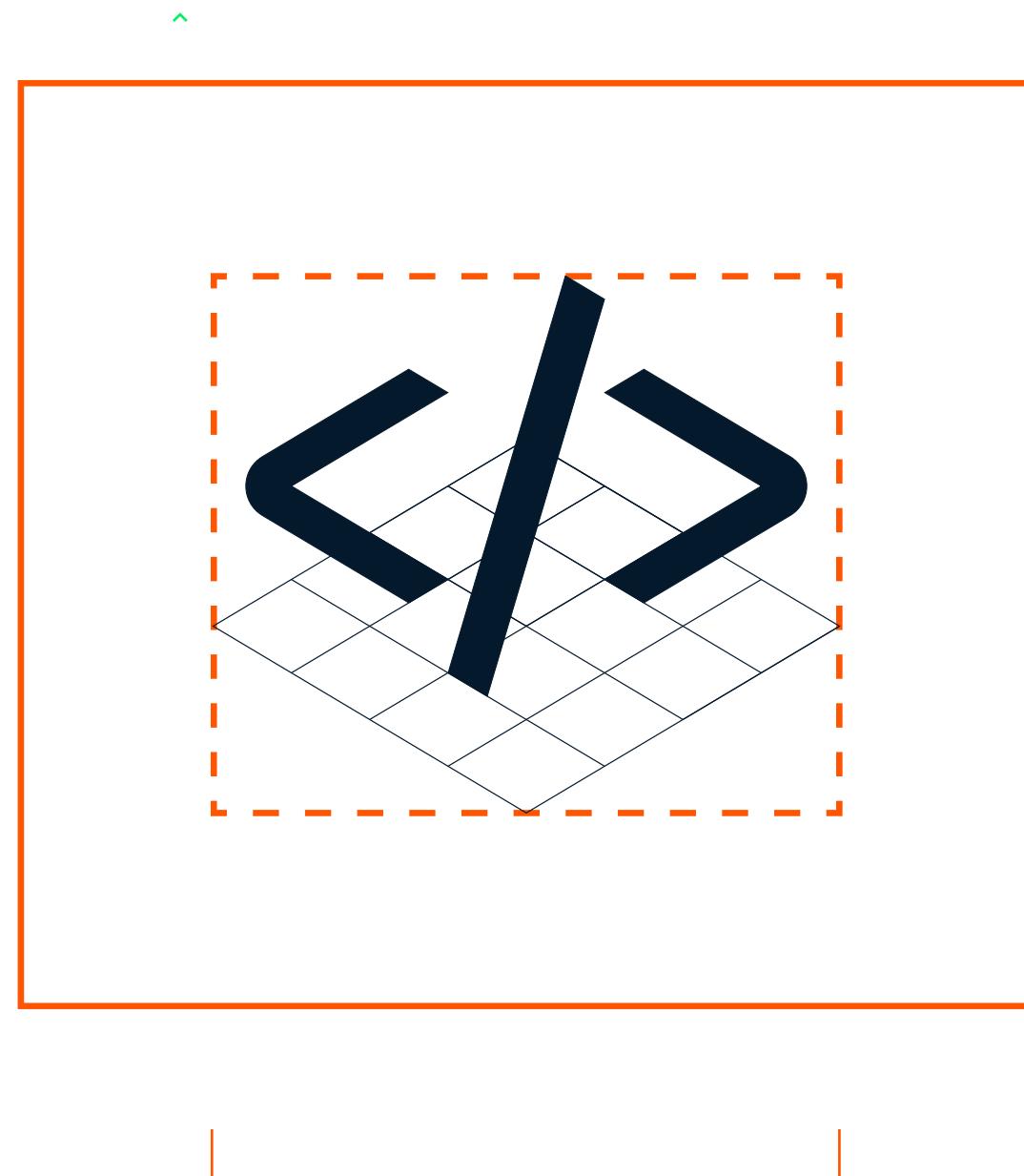
**5.4
ICONOGRAPHY
AXONOMETRIC STEPS**

For print communication, designers should not use the Axonometric icons in a lower size in height than 10 mm.



5.5 ICONOGRAPHY AXONOMETRIC MARGINS

Icons have a minimum margin of 40% of the width of the icon to avoid conflict between other items.



When the icon has a width of 100 px,
the margin needs to be 40 px around the icon to
avoid conflict between other items.

5.5 ICONOGRAPHY AXONOMETRIC MARGINS

A series of axonometric icons and text blocks. From left to right: 1. An orange icon with two arrows pointing outwards from a central circle, accompanied by the text "Create tailored learning content". Below it is a block of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore". 2. An orange icon with three horizontal bars of increasing height, accompanied by the text "Receive expert guidance". Below it is another block of placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore". 3. A vertical orange icon with a downward-pointing arrow, accompanied by the text "Me...". The page continues with more icons and text blocks, partially visible on the right edge.

^

Create tailored learning content

Receive expert guidance

Me...
im...
on...

...
consec...
eiusm...

...
consec...
eiusm...

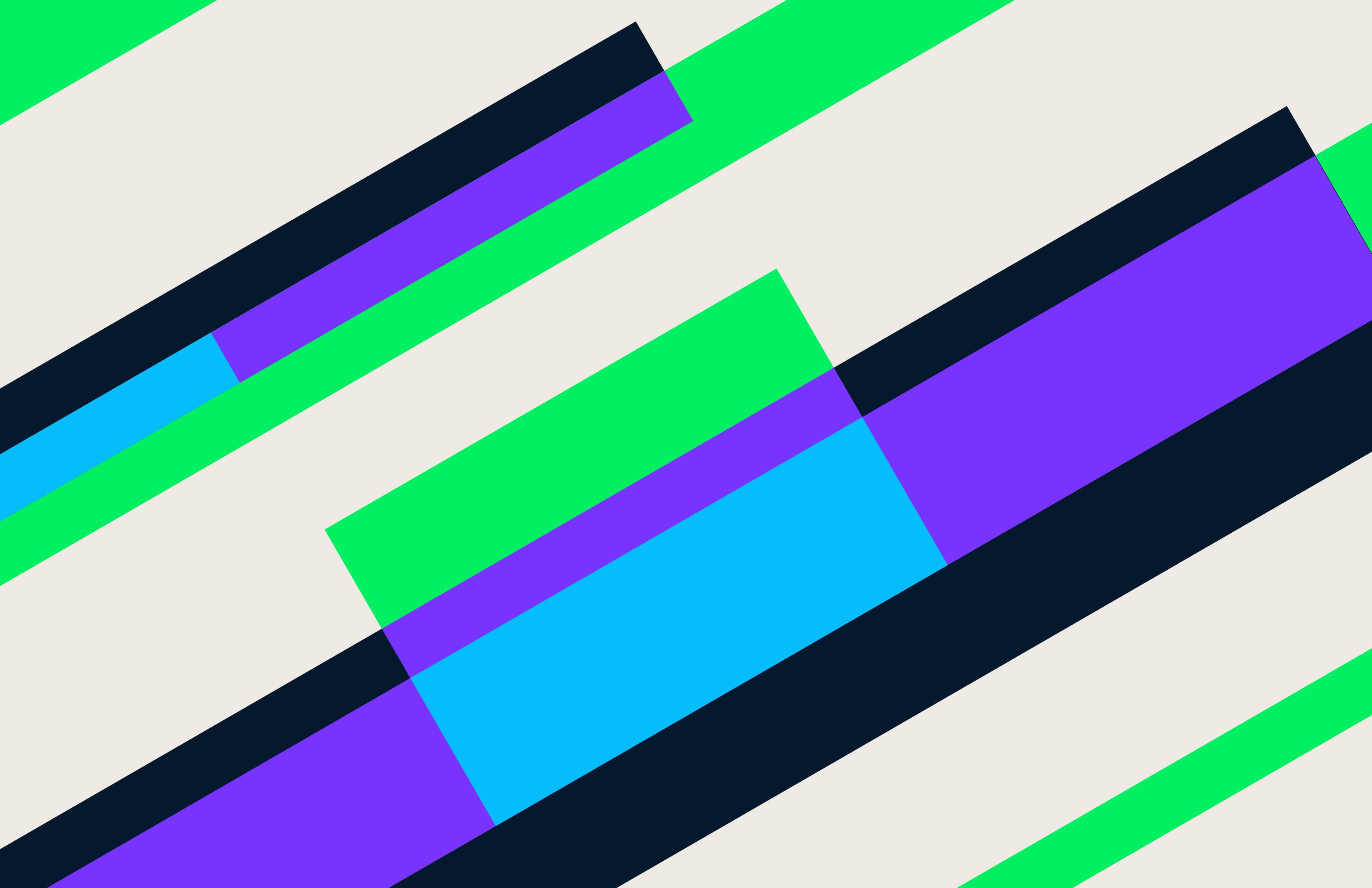


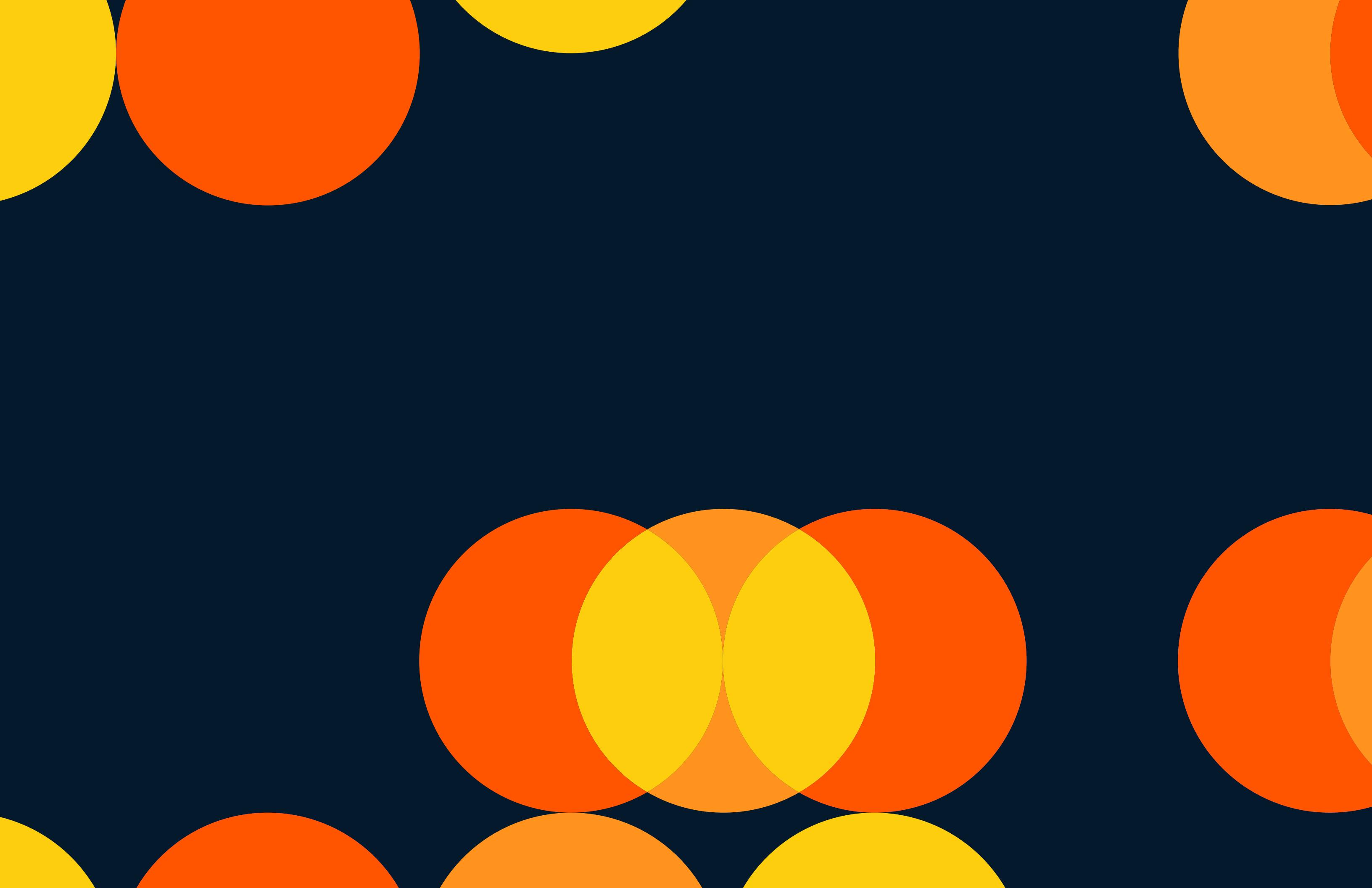
Visual System

6.0

Visual System

Our Visual System celebrates visualizing data. It creates a **visual language** unique to Datacamp that questions traditional charts. It activates moments of play and excitement through its form and color system.





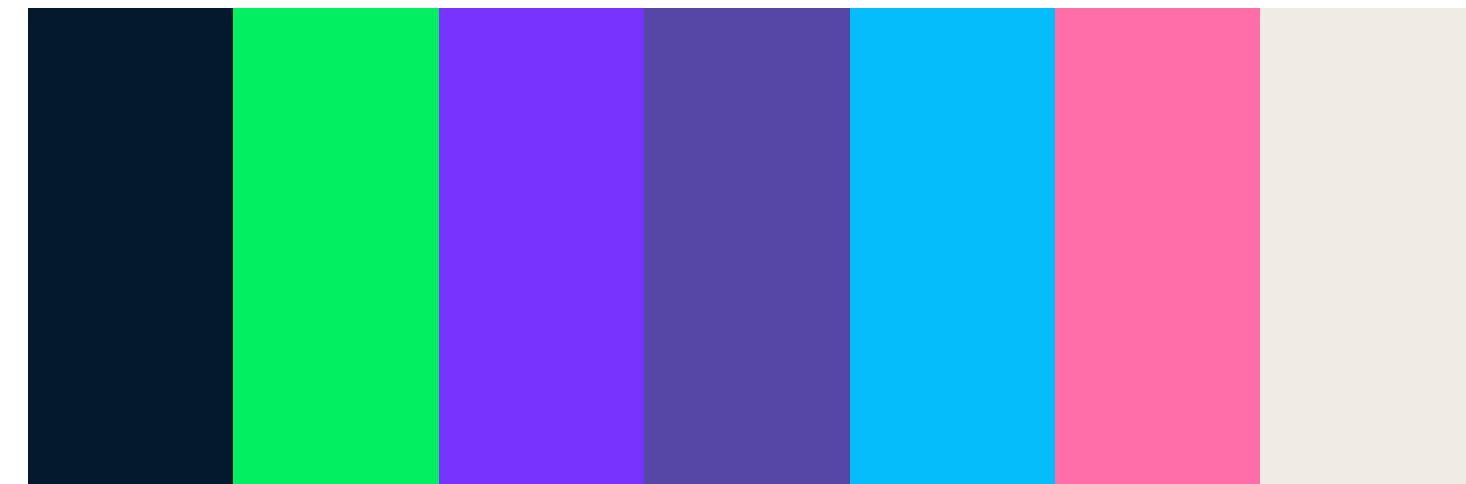
6.0 VISUAL SYSTEM STEPS

Datacamp's visual system can be constructed in 7 steps.

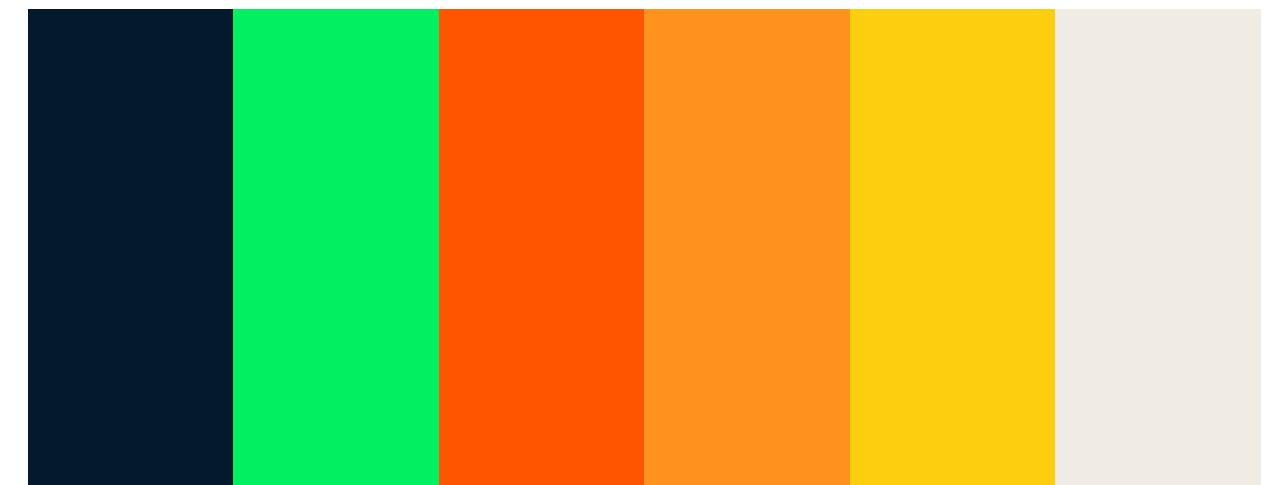
6.0 VISUAL SYSTEM STEPS

The colors used in the visual systems are divided in two color schemes:

Color scheme 1



Color scheme 2



6.0
VISUAL SYSTEM
STEPS**Color scheme 1**

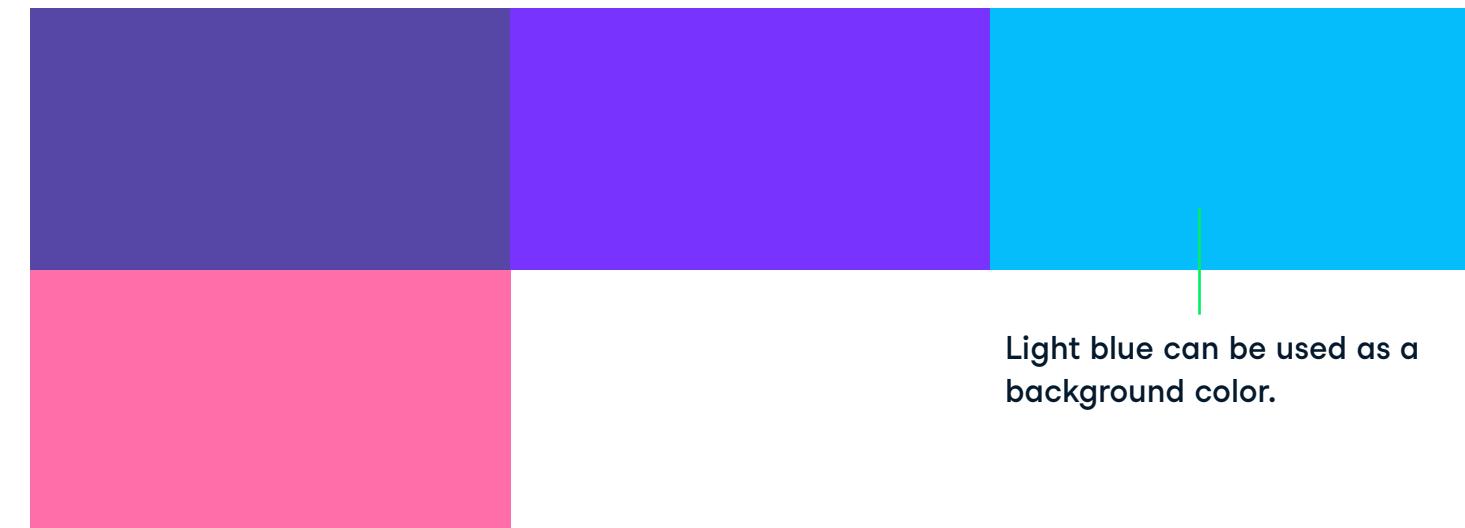
Core



Core colors can be used as background colors

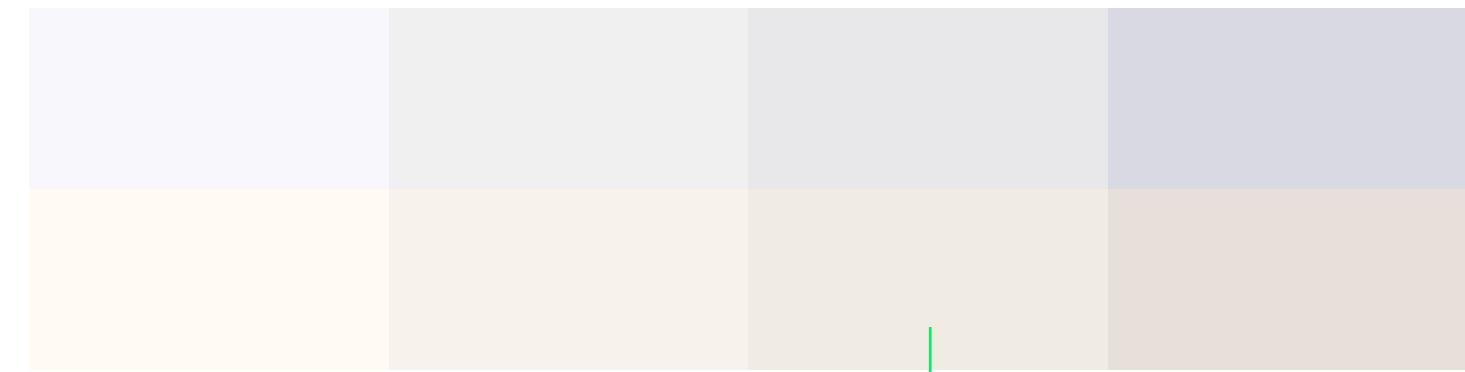
6.0
VISUAL SYSTEM
STEPS

Secondary



Light blue can be used as a background color.

Neutrals



The beige tint is currently used as a core background color. For variety or for better readability, other tints may be used.

6.0
VISUAL SYSTEM
STEPS**Color scheme 2**

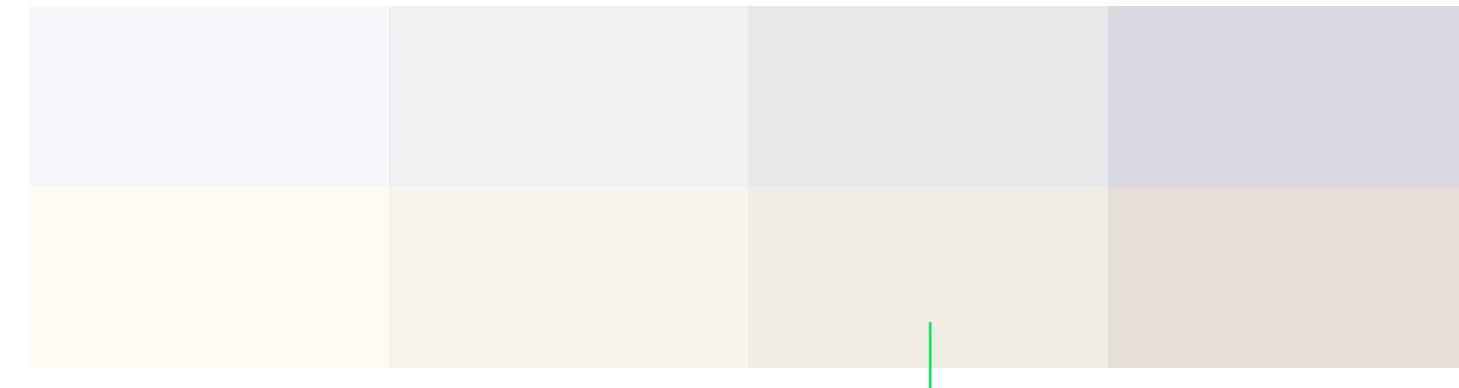
Core

**6.0**
VISUAL SYSTEM
STEPS

Secondary

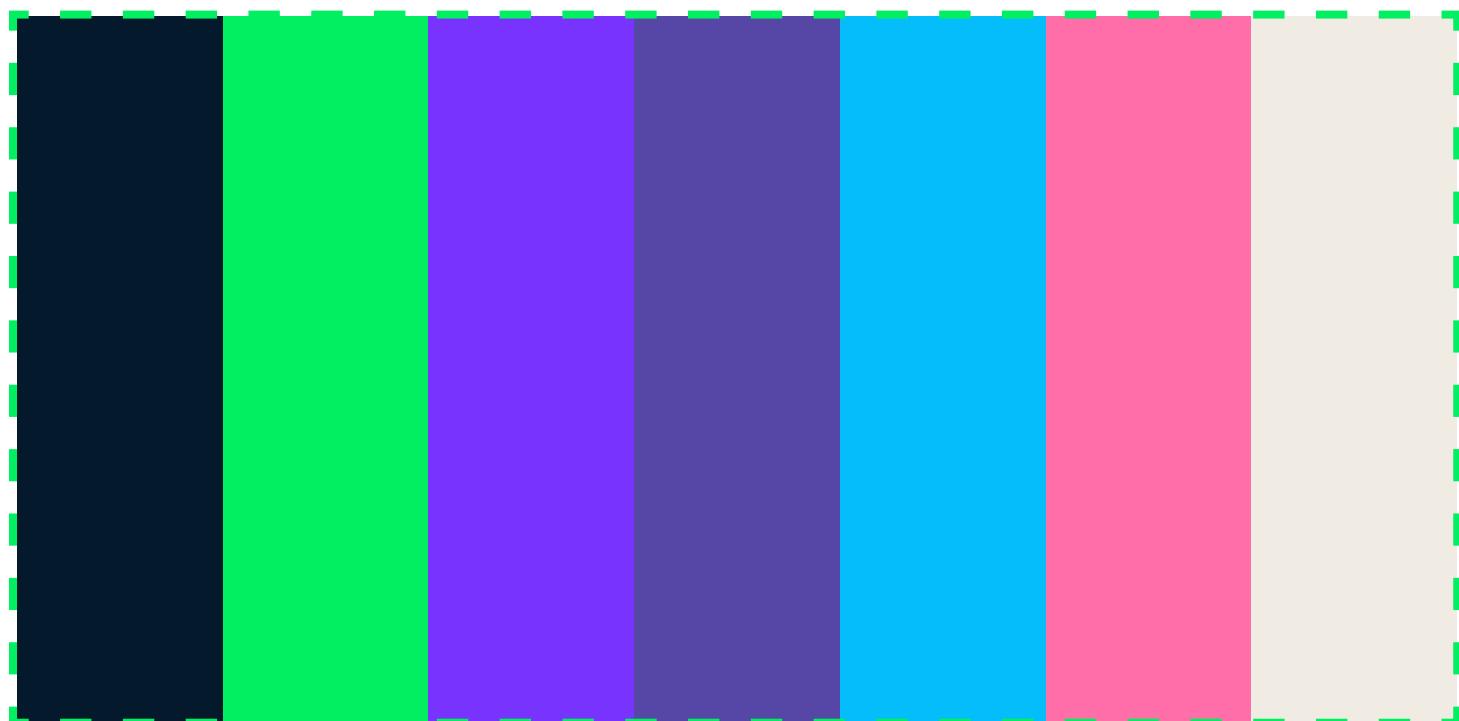


Neutrals



6.0
VISUAL SYSTEM
STEPS

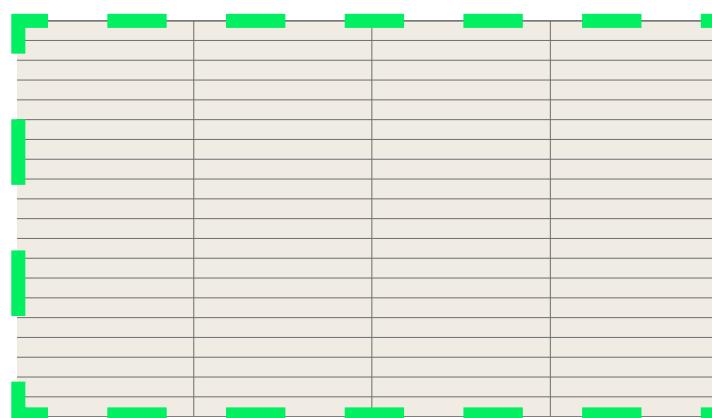
Step 1
Pick color palette



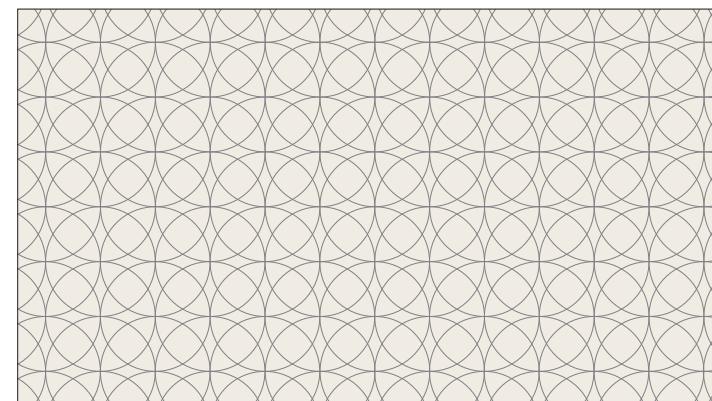
6.0
VISUAL SYSTEM
STEPS

Step 2
Pick background color

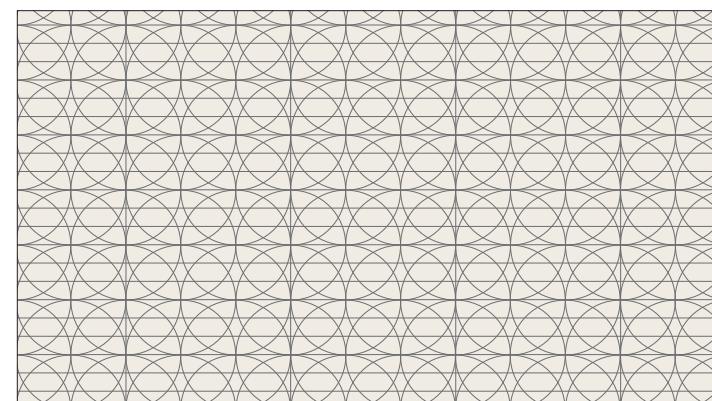


6.0
VISUAL SYSTEM
STEPS**Rectangle grid**

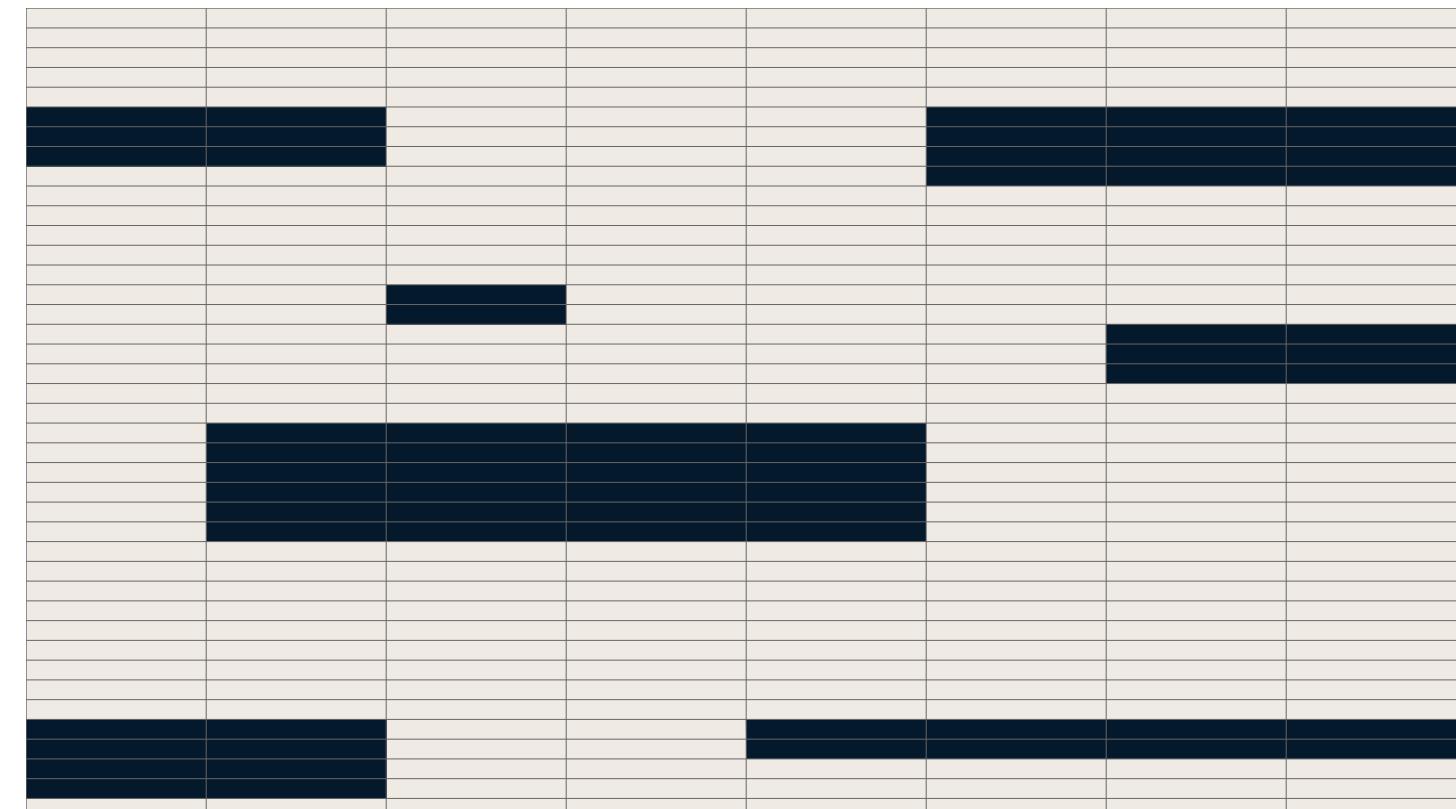
Rectangular grid



Circular grid

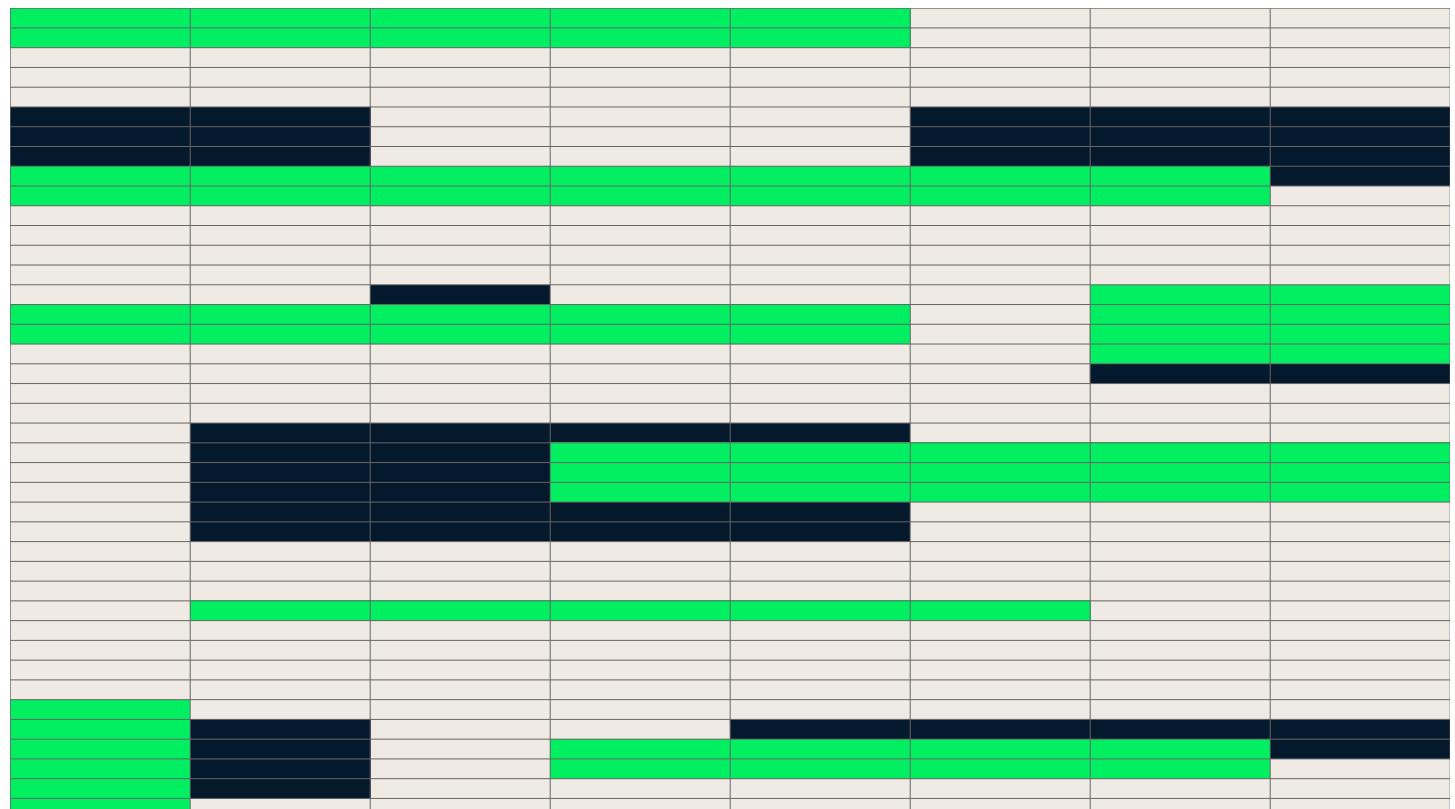
Rectangular +
Circular grid**6.0**
VISUAL SYSTEM
STEPS**Step 4**
Design first layer

Pick any color (other than the neutrals) from the chosen color palette. Use this color, together with rectangular shapes to fill in the grid. The designer should focus on balancing the composition in weight.

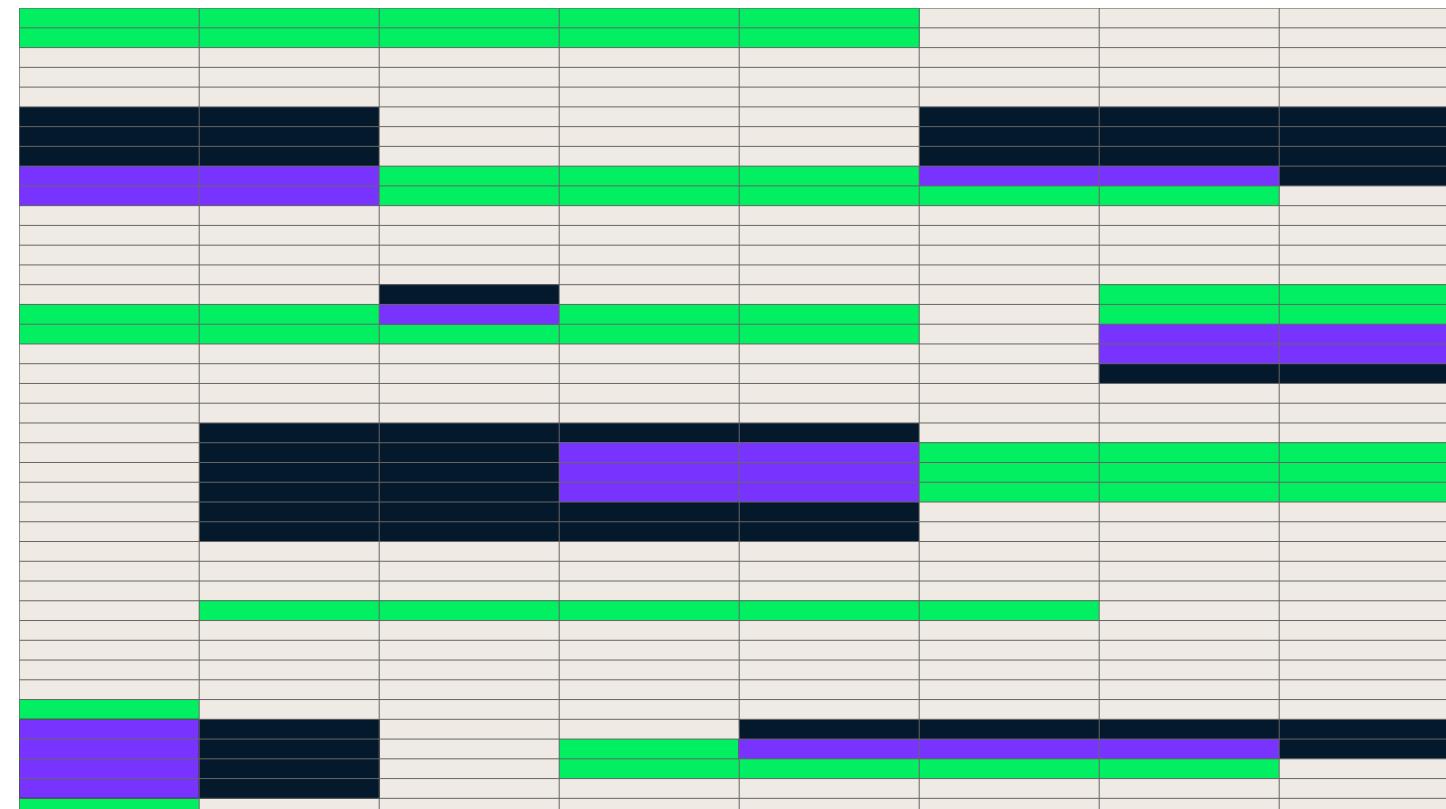


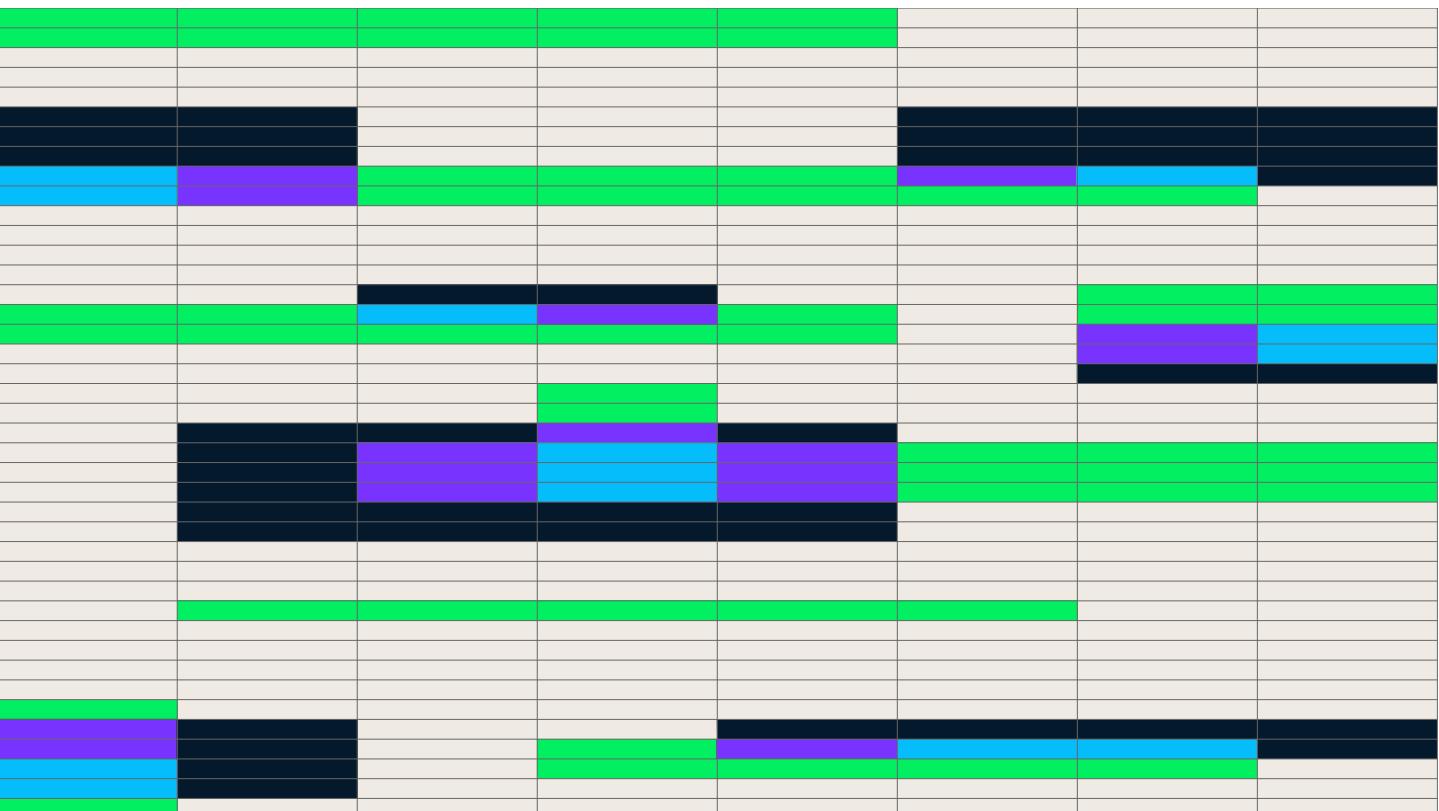
6.0
VISUAL SYSTEM
STEPS**Step 5**
Add second layer

Pick a second color from the chosen color palette. Implement the second layer of shapes while making sure to overlap at least half of second layer shapes with first layer shapes.

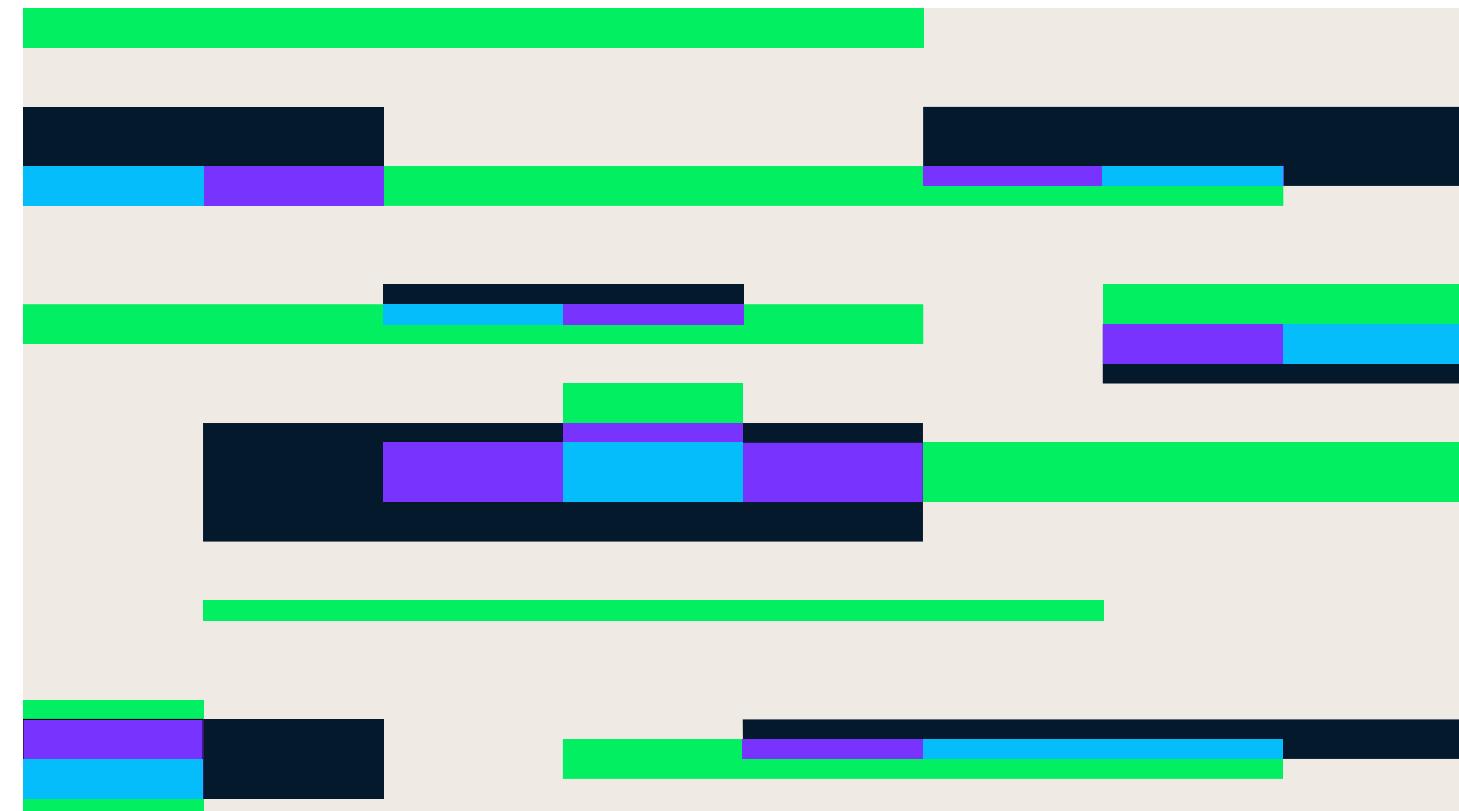
**6.0**
VISUAL SYSTEM
STEPS**Step 6**
Color overlap

Use illustrator's pathfinder to divide overlapping shapes. Select the overlapping shapes and give them a third color from the color palette.

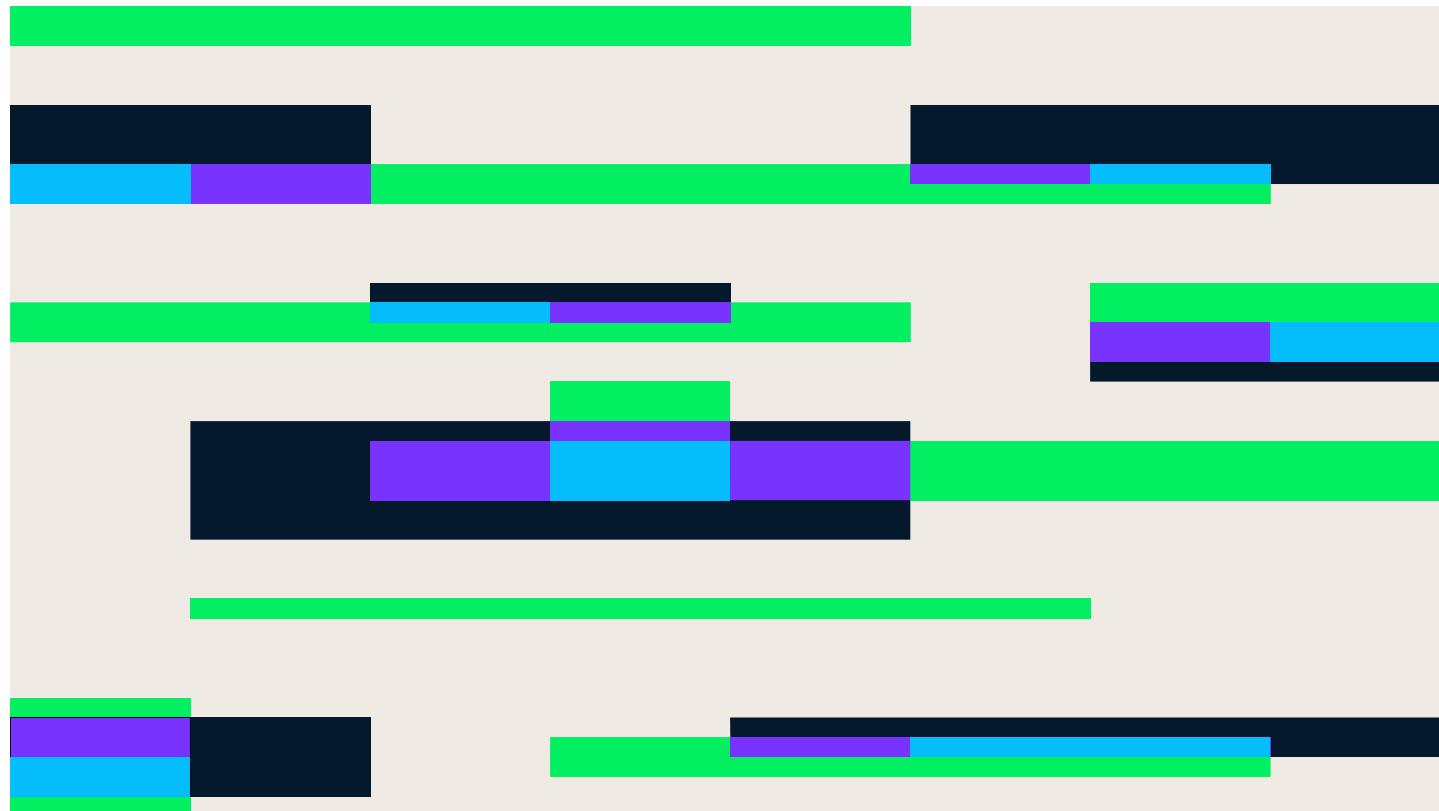
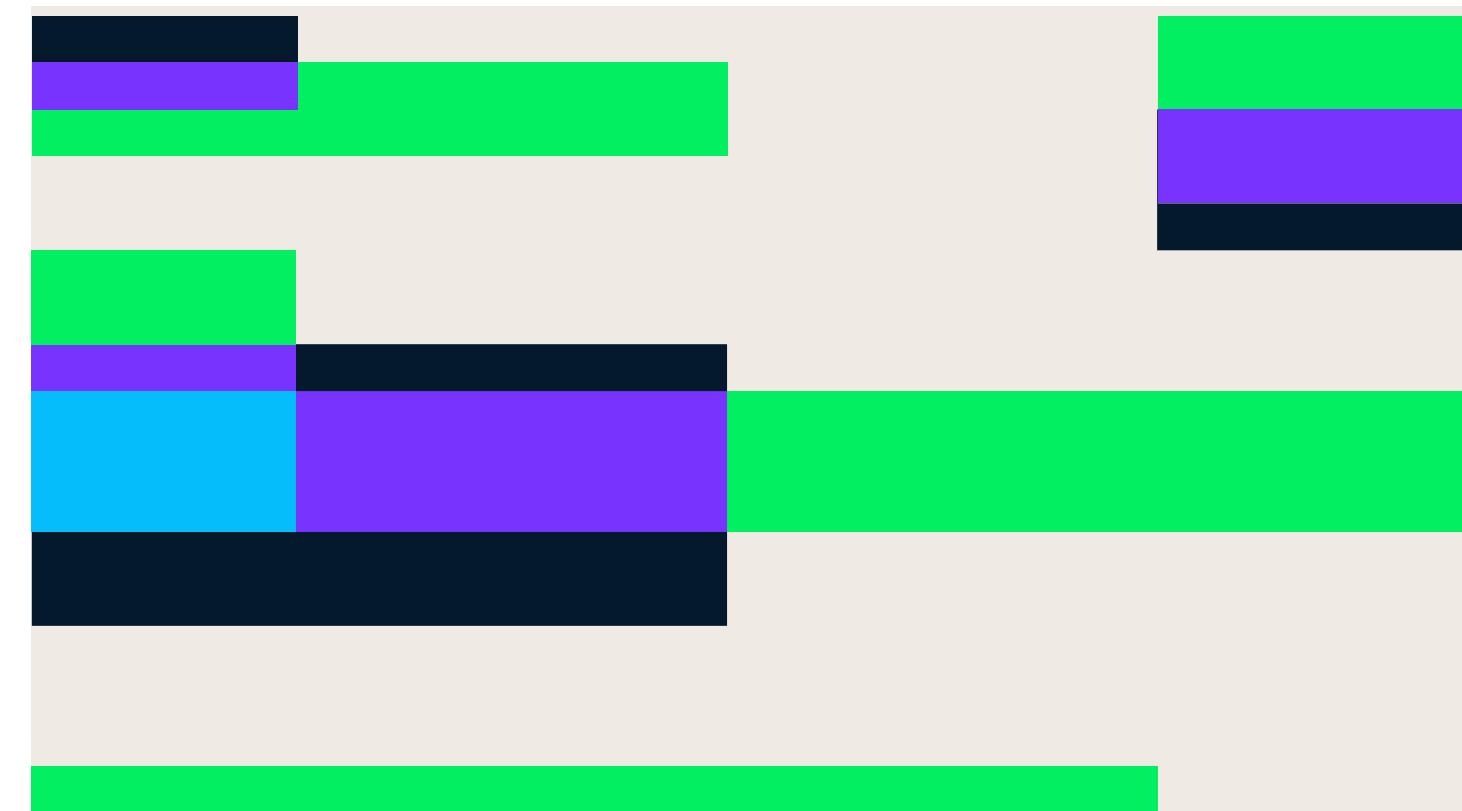


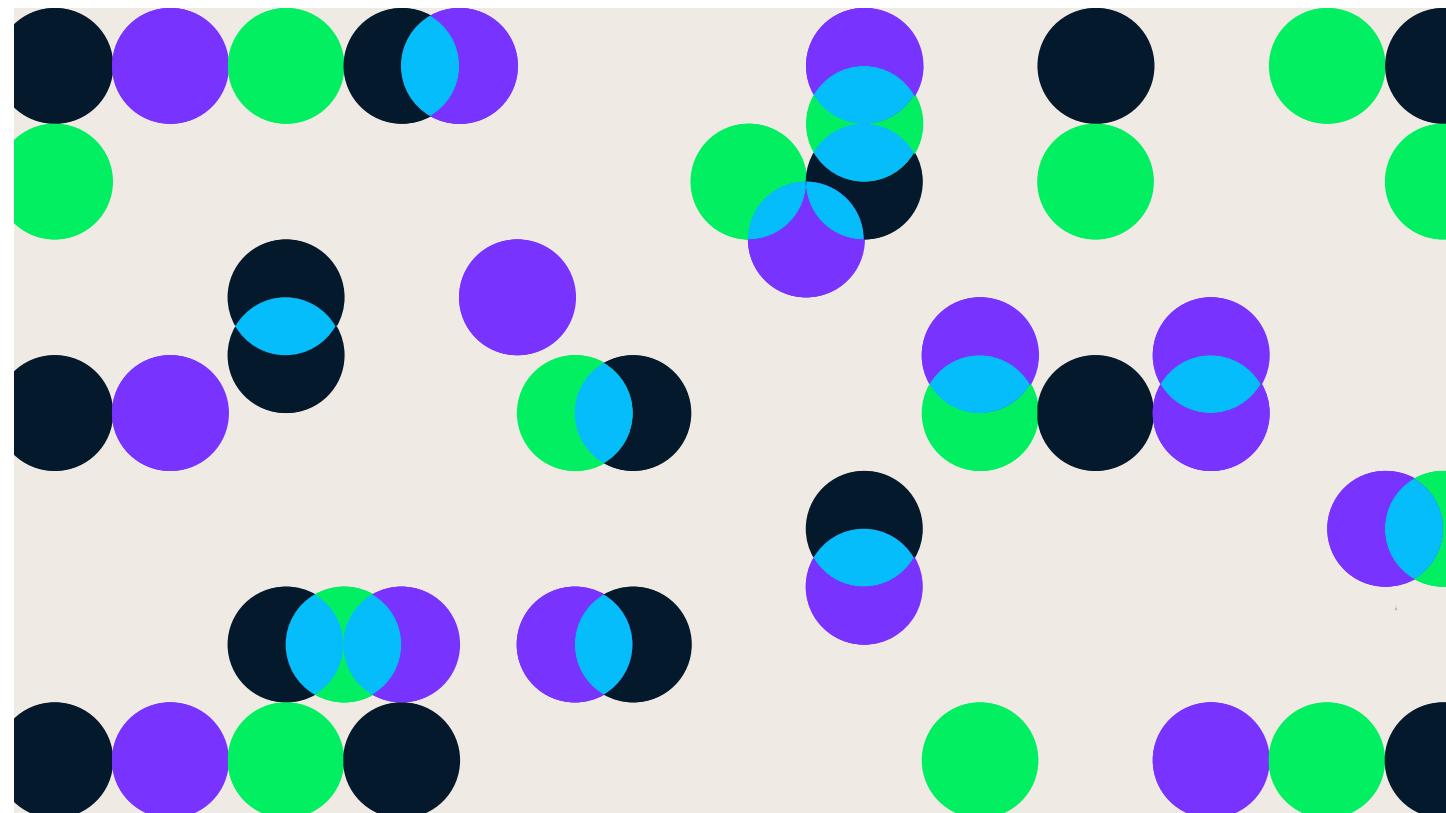
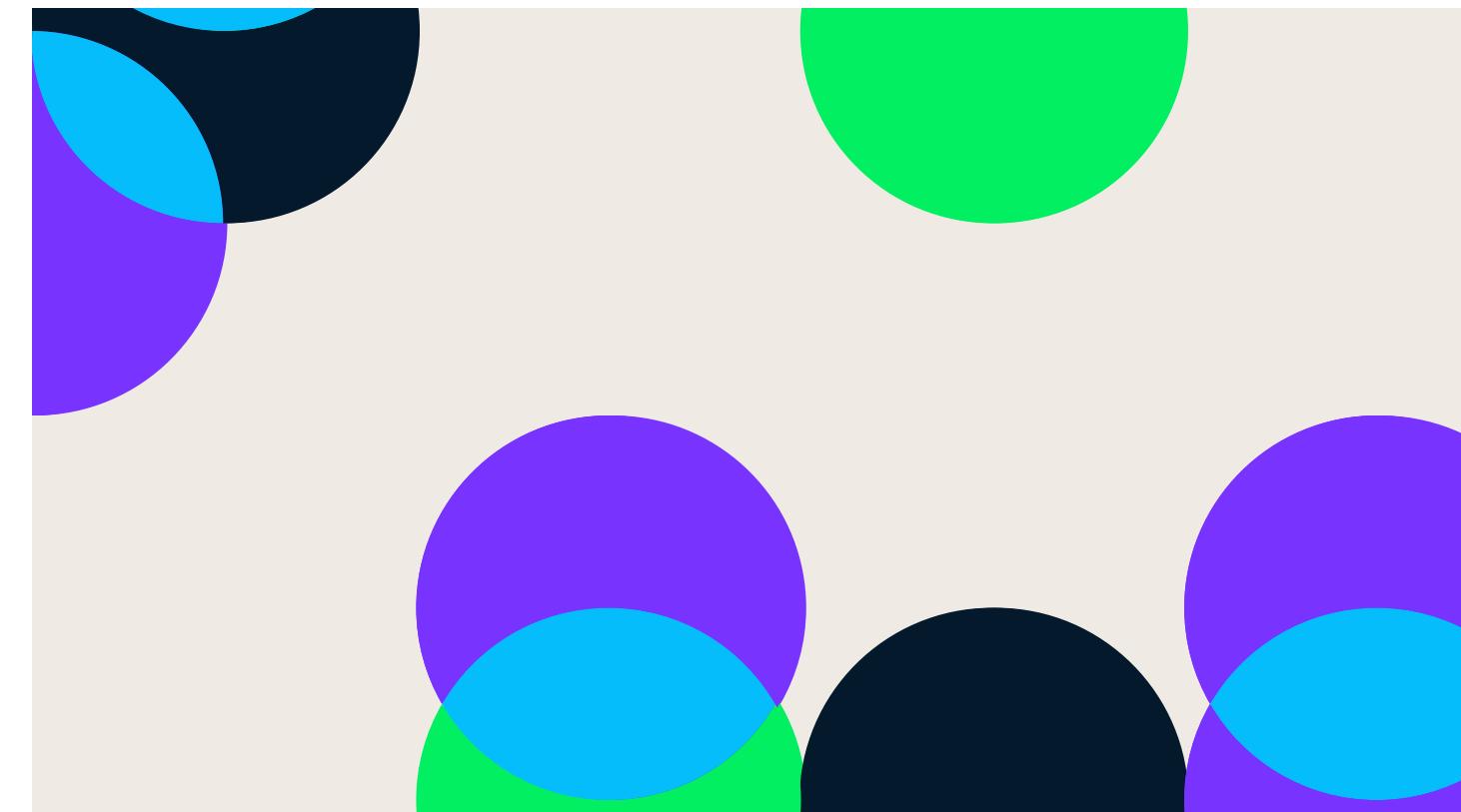
6.0
VISUAL SYSTEM
STEPS**Optional: Step 7**
Add third layer and overlap

Implement the third layers of shapes while making sure to overlap the already overlapped areas. Devide the double overlapped shapes and give them a fourth color from the color palette.

6.0
VISUAL SYSTEM
STEPS**Final pattern**

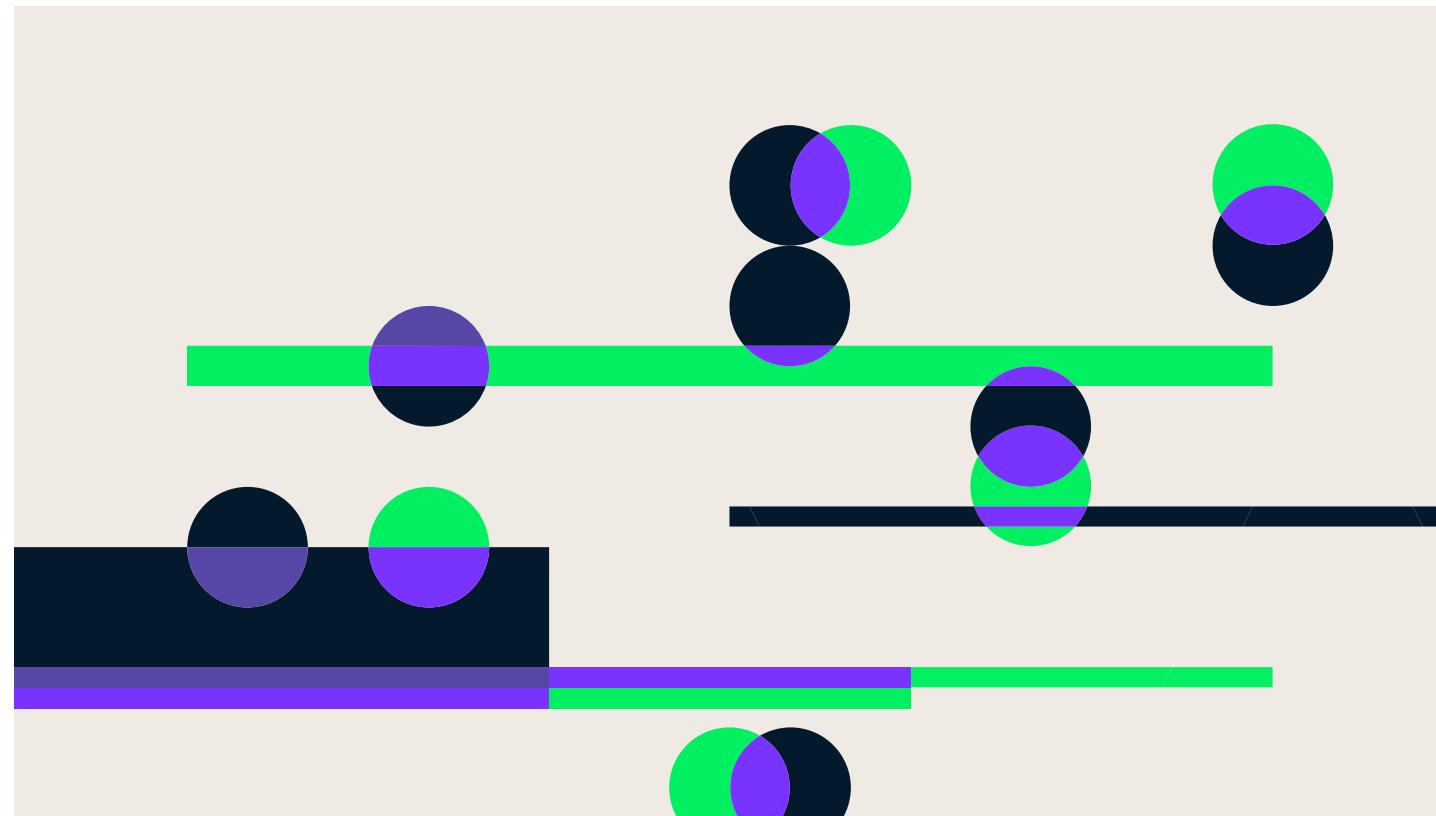
In the next few pages will be shown how the pattern can be scaled, cropped and rotated.

6.1
VISUAL SYSTEM
RECTANGULAR**Scaling****6.1**
VISUAL SYSTEM
RECTANGULAR

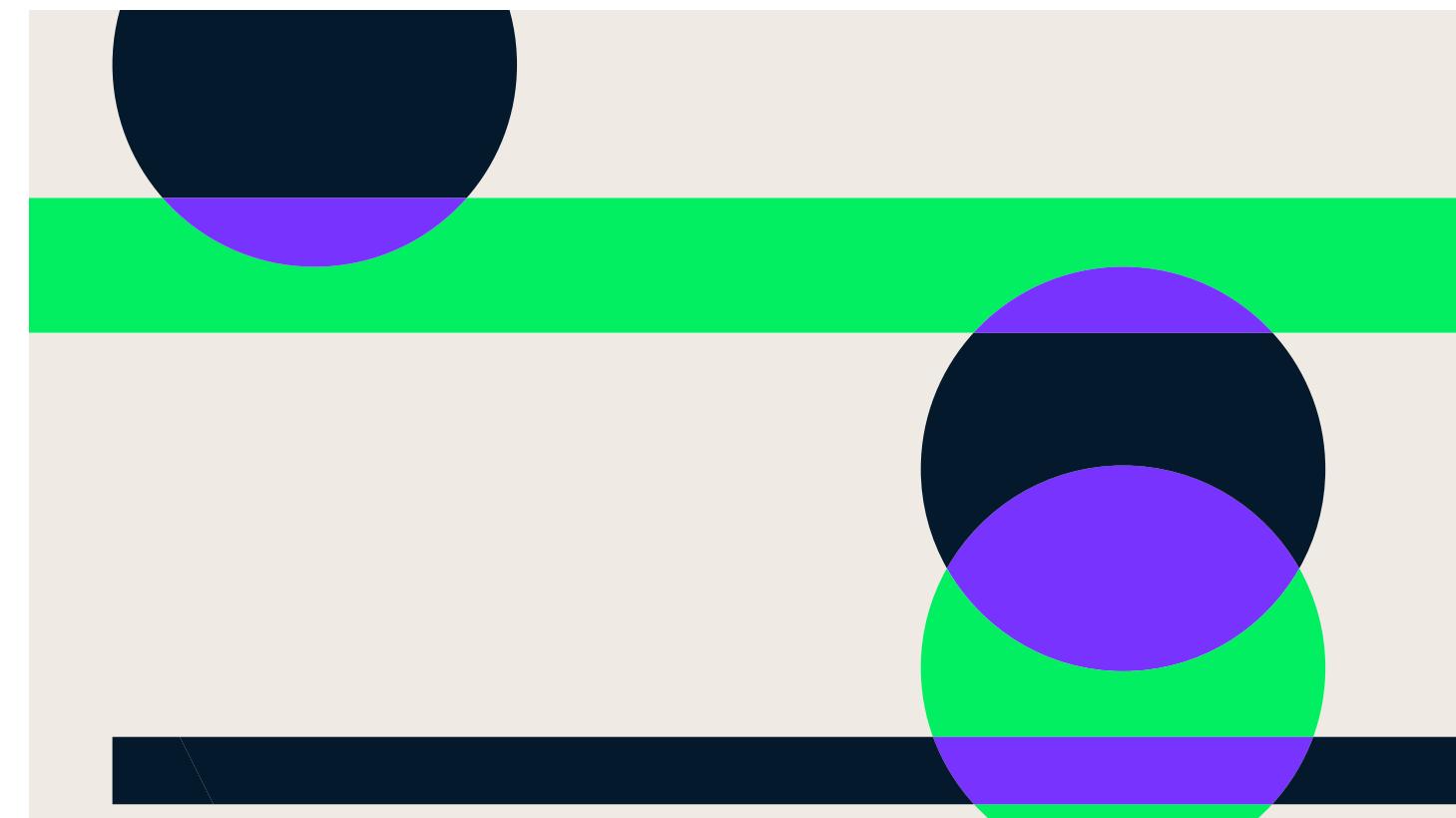
6.2
VISUAL SYSTEM
CIRCULAR**Scaling****6.2**
VISUAL SYSTEM
CIRCULAR

6.3
VISUAL SYSTEM
RECTANGULAR + CIRCULAR

Scaling



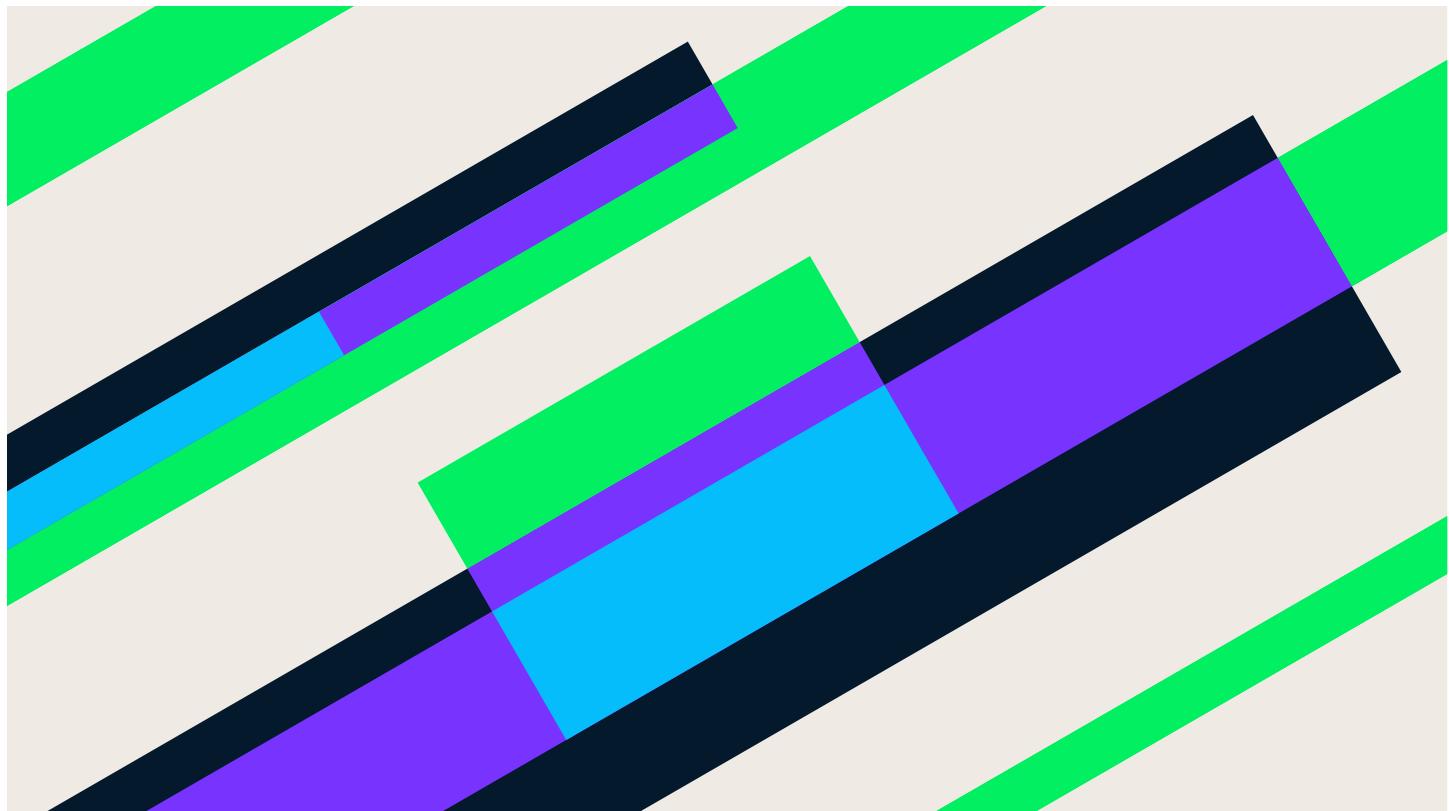
6.3
VISUAL SYSTEM
RECTANGULAR + CIRCULAR



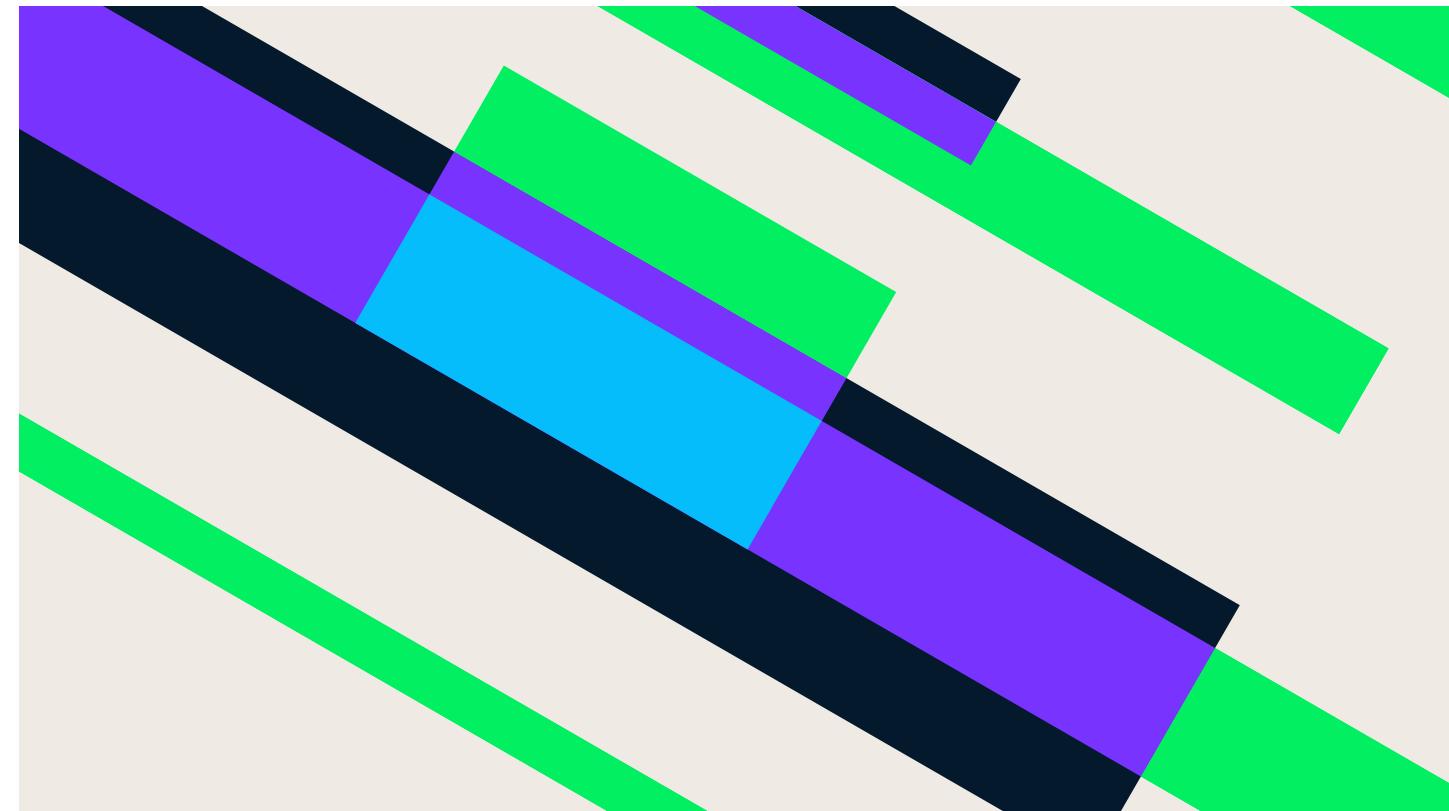
6.4 VISUAL SYSTEM RECTANGULAR ROTATION

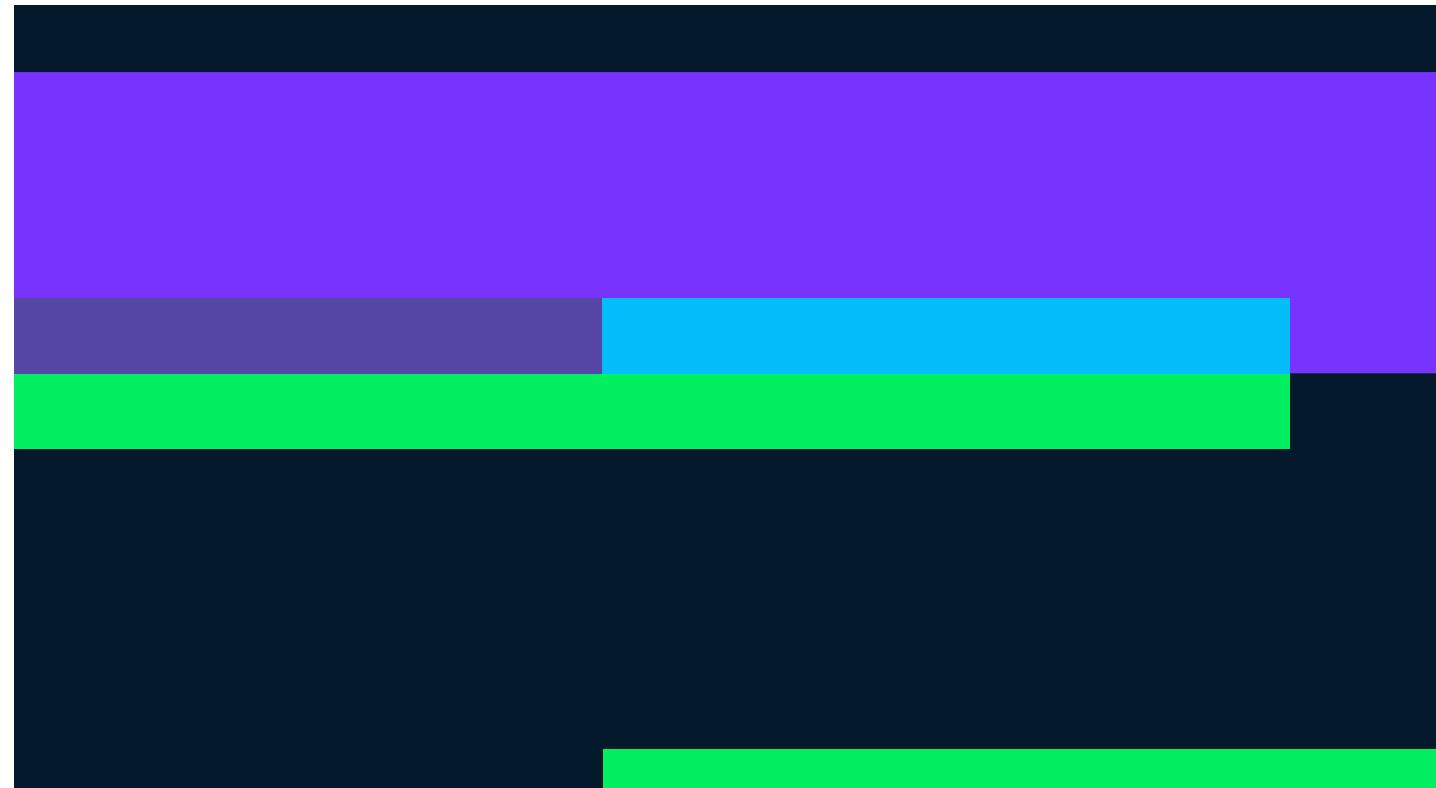
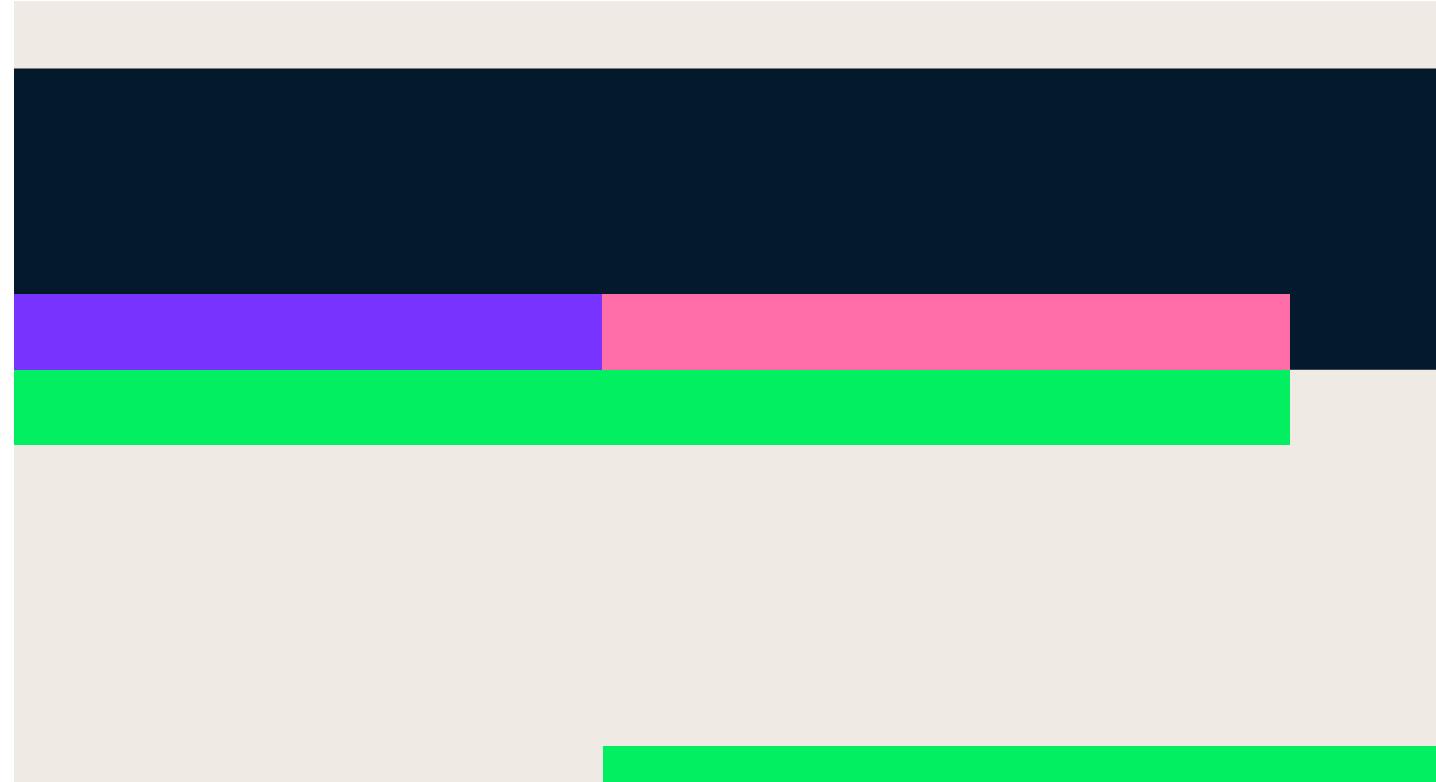
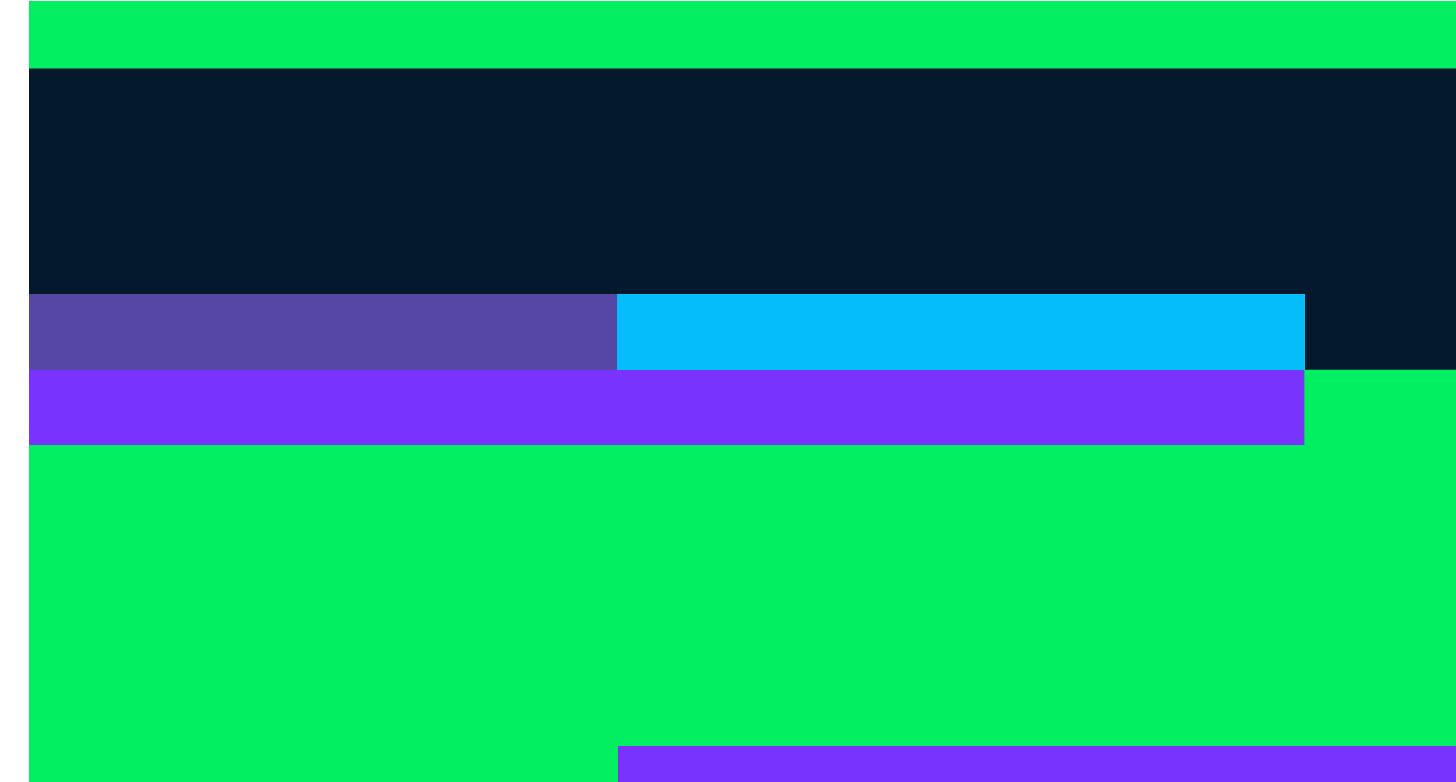
Rotating

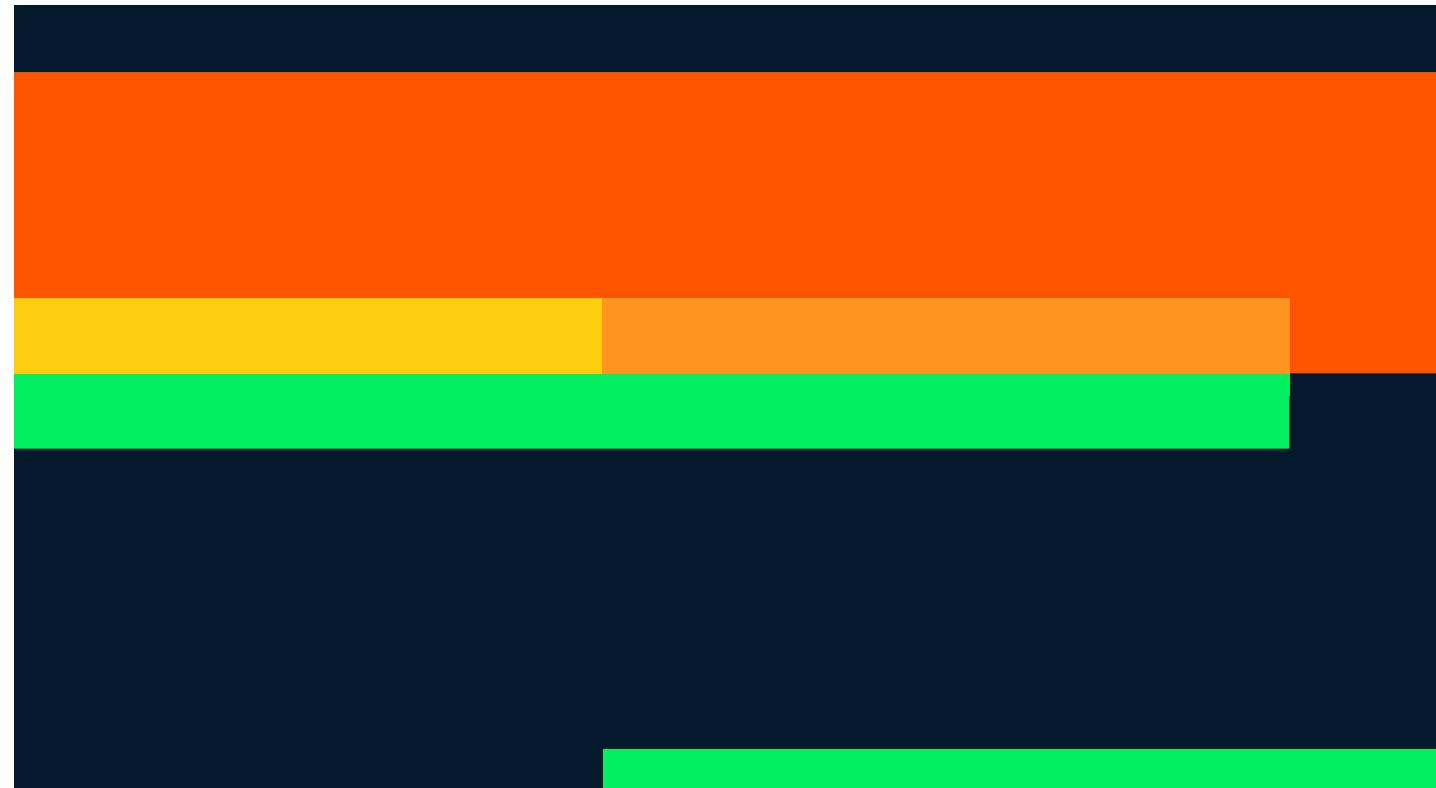
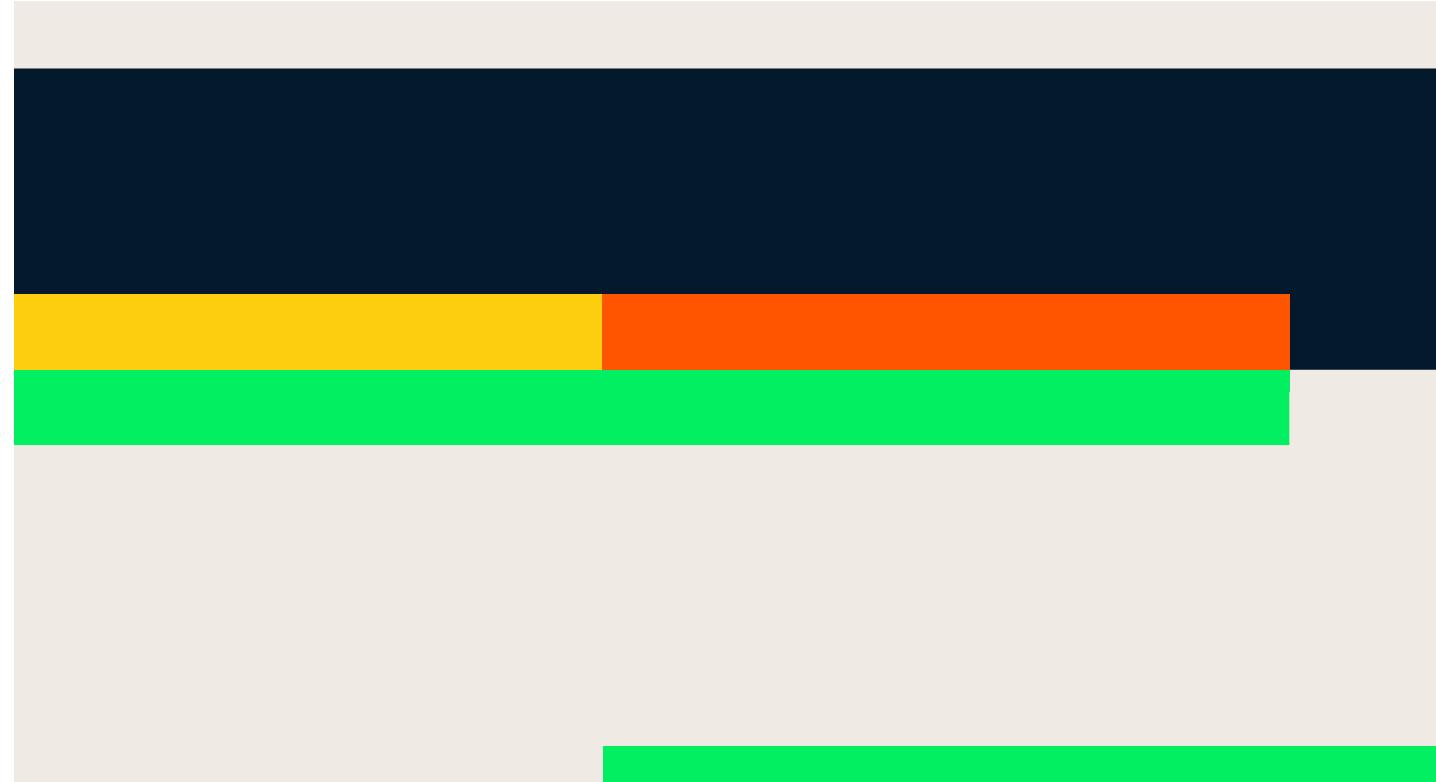
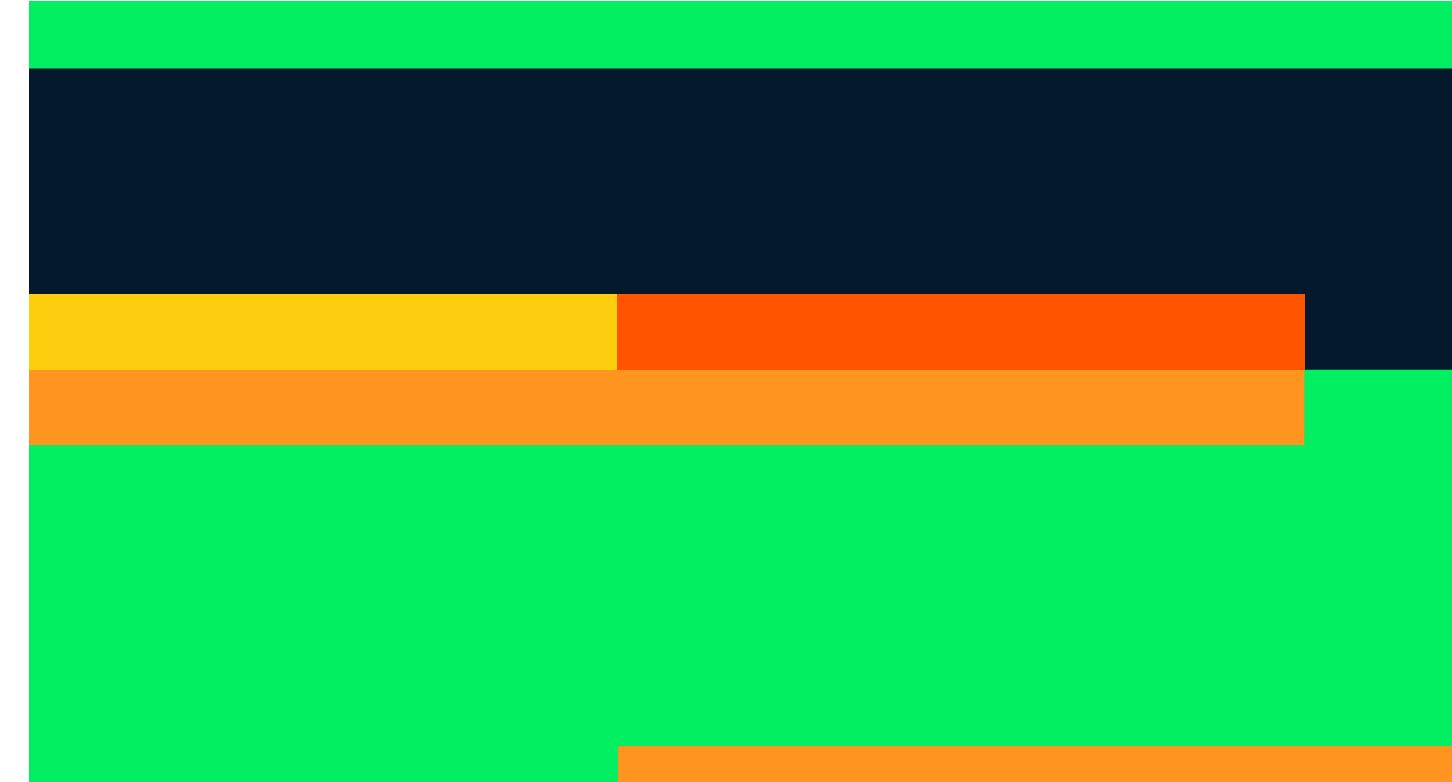
The rectangular pattern may be rotated 30° or -30° degrees. This is a nod to the angle used in Datacamp's logo. Do not rotate the circular and circular+rectangle grid.

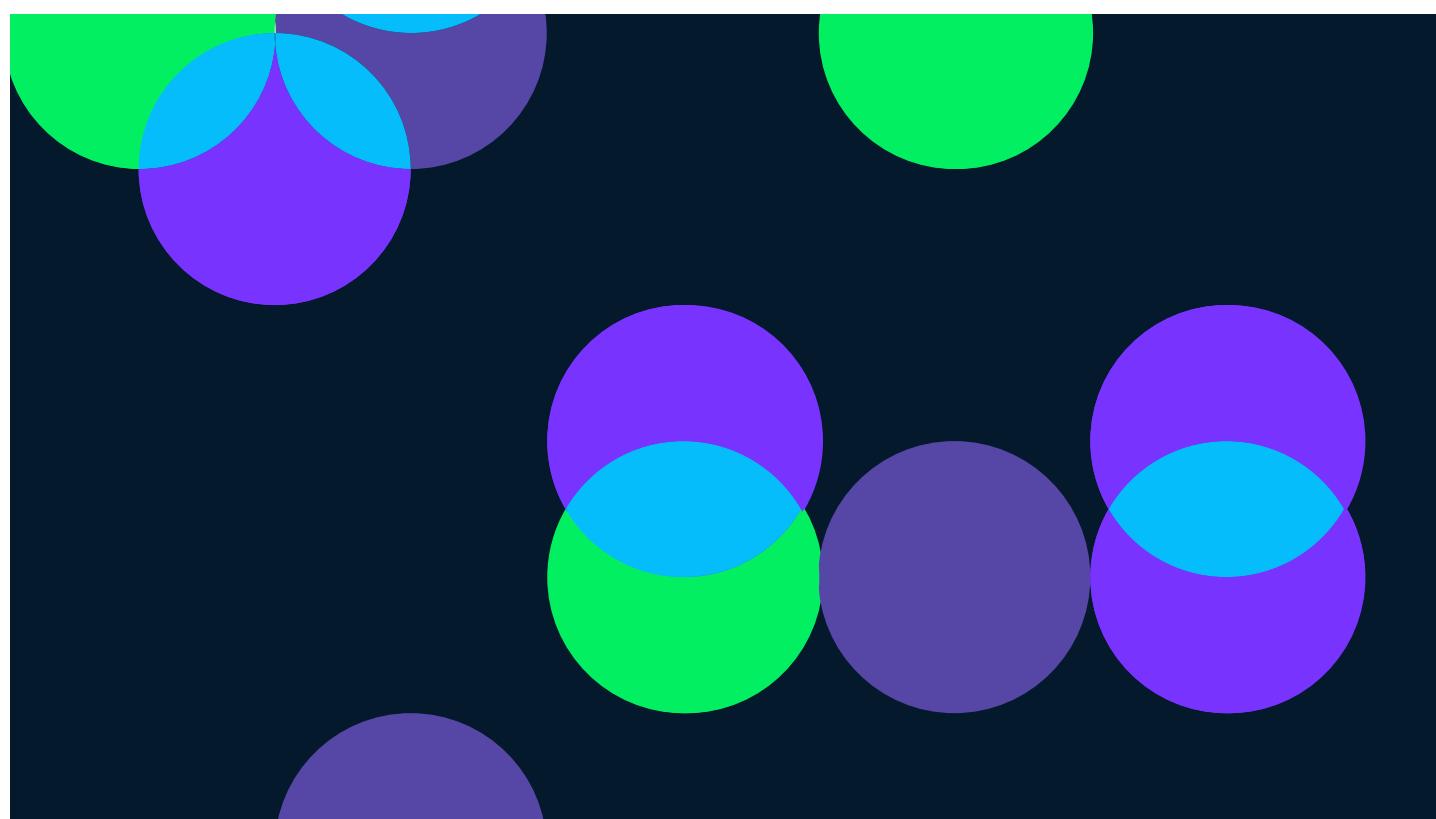
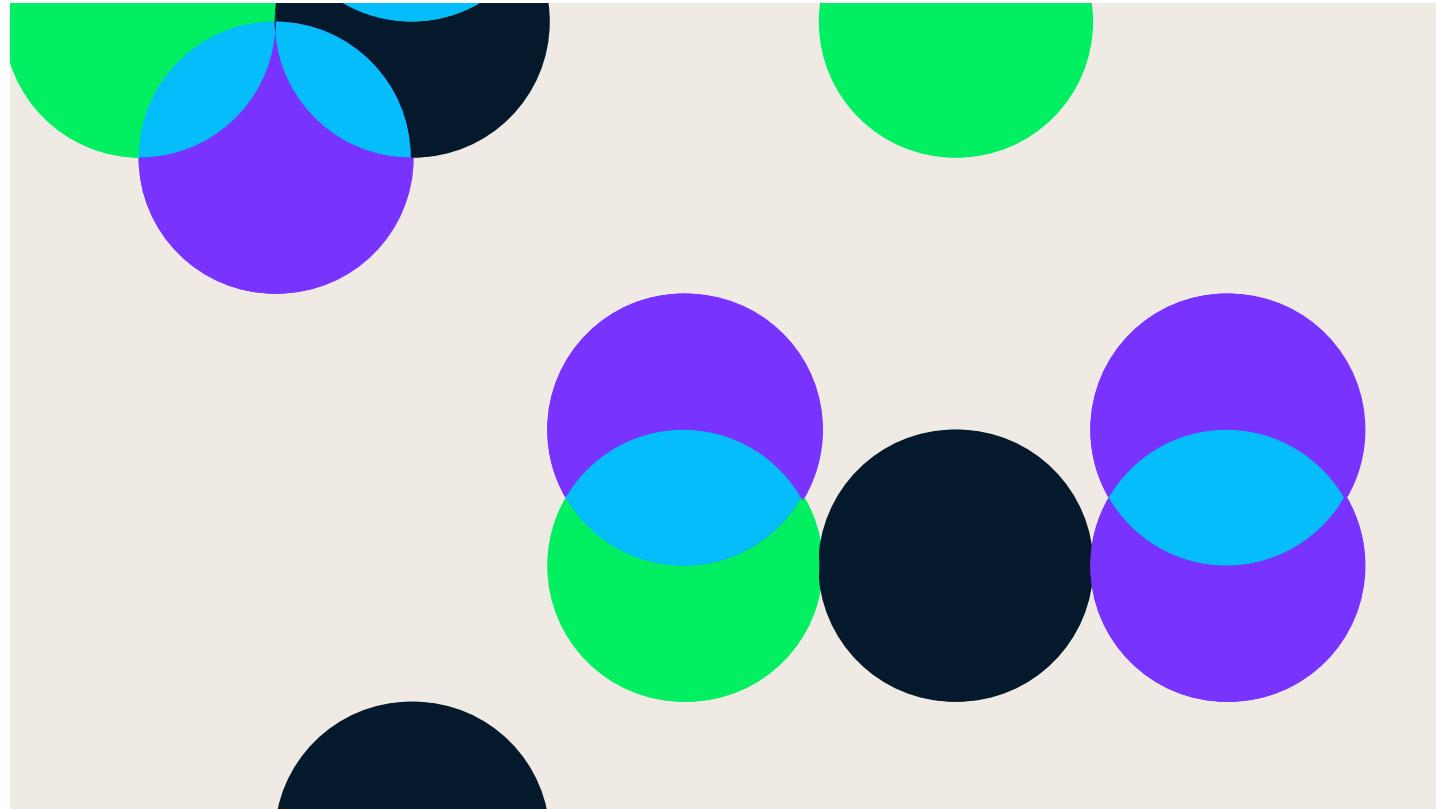
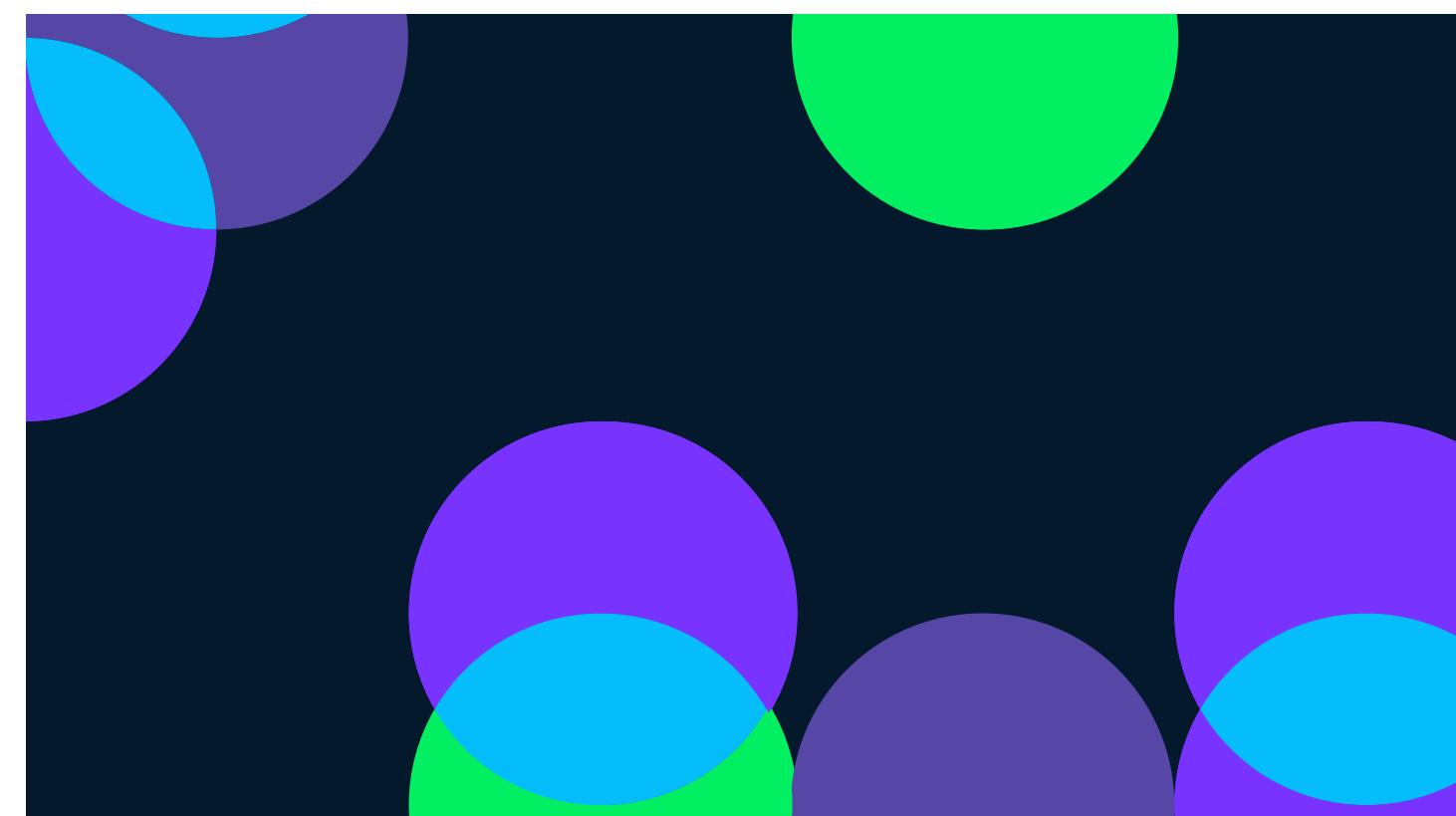
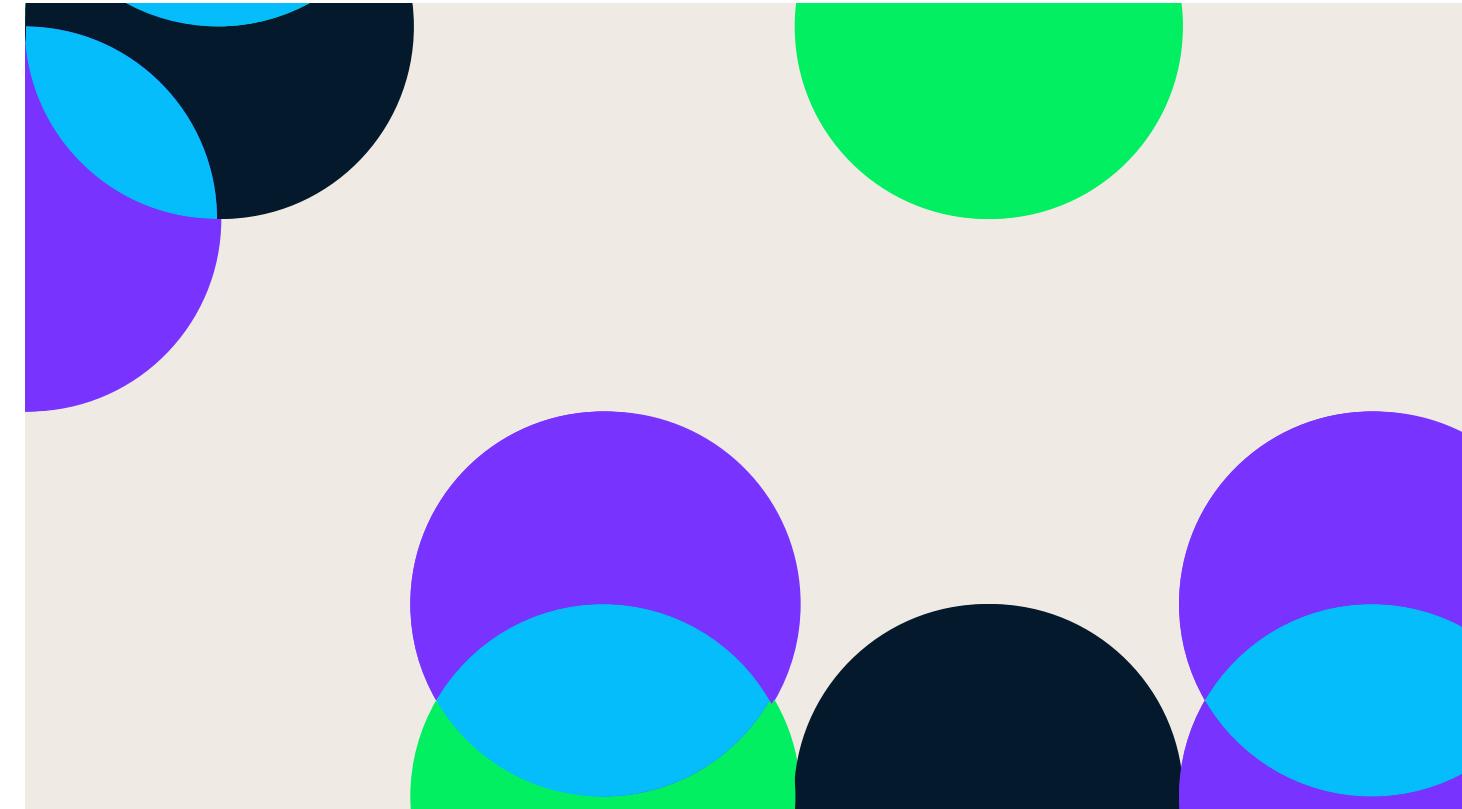


6.4 VISUAL SYSTEM RECTANGULAR ROTATION

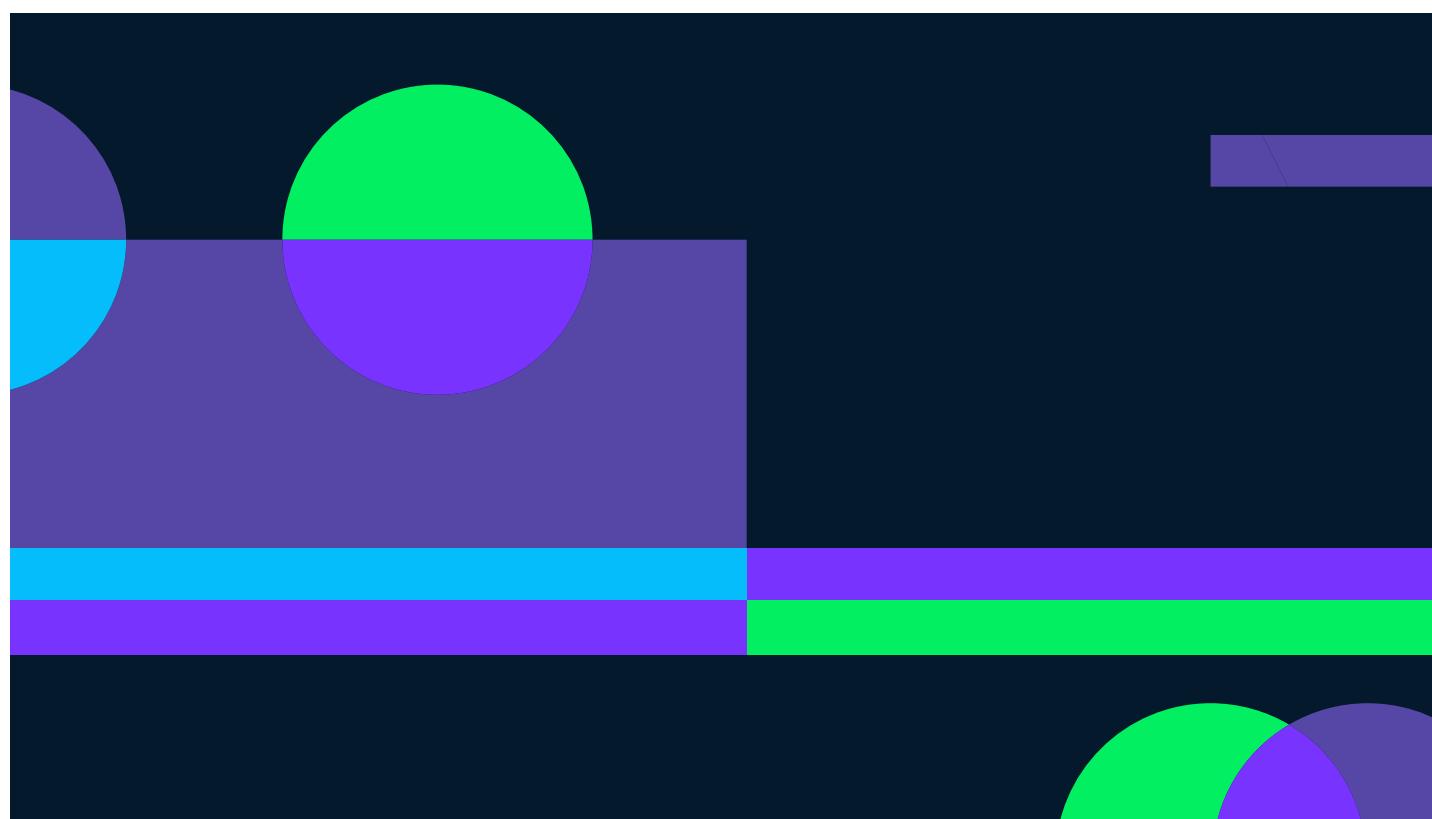
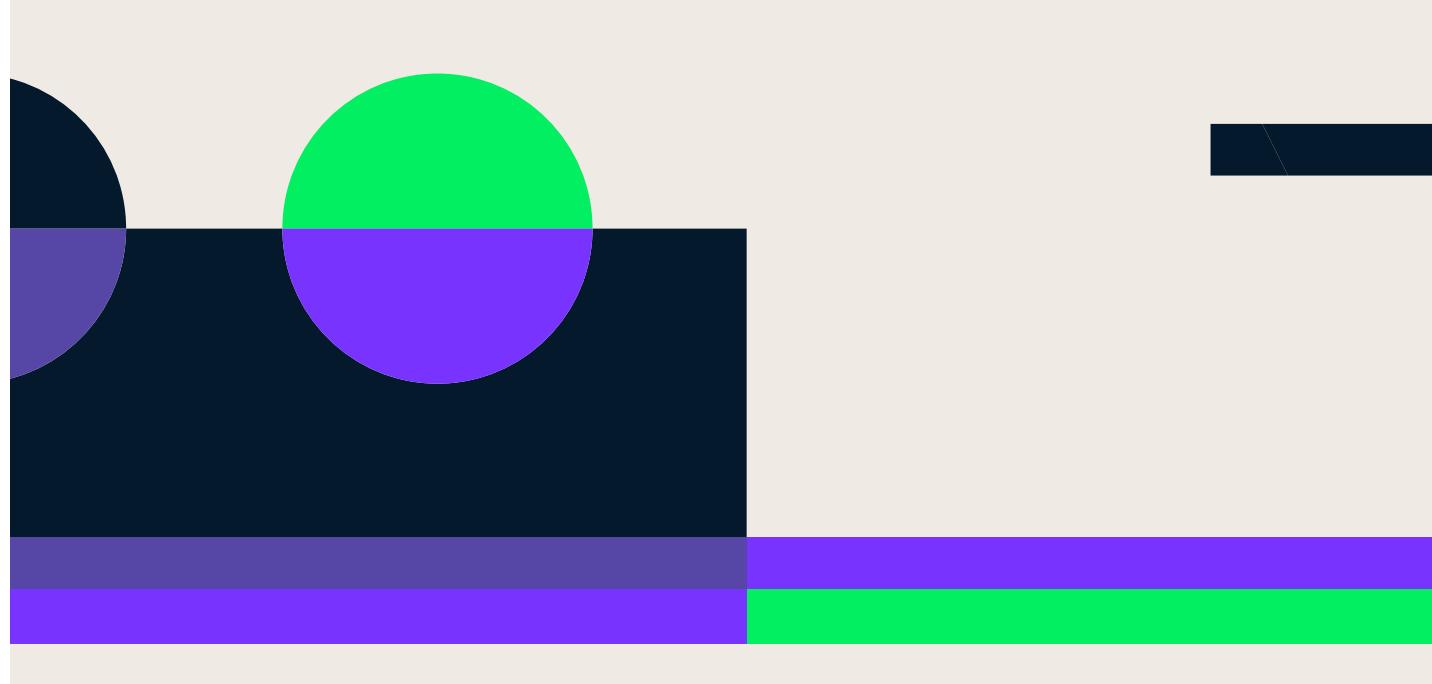
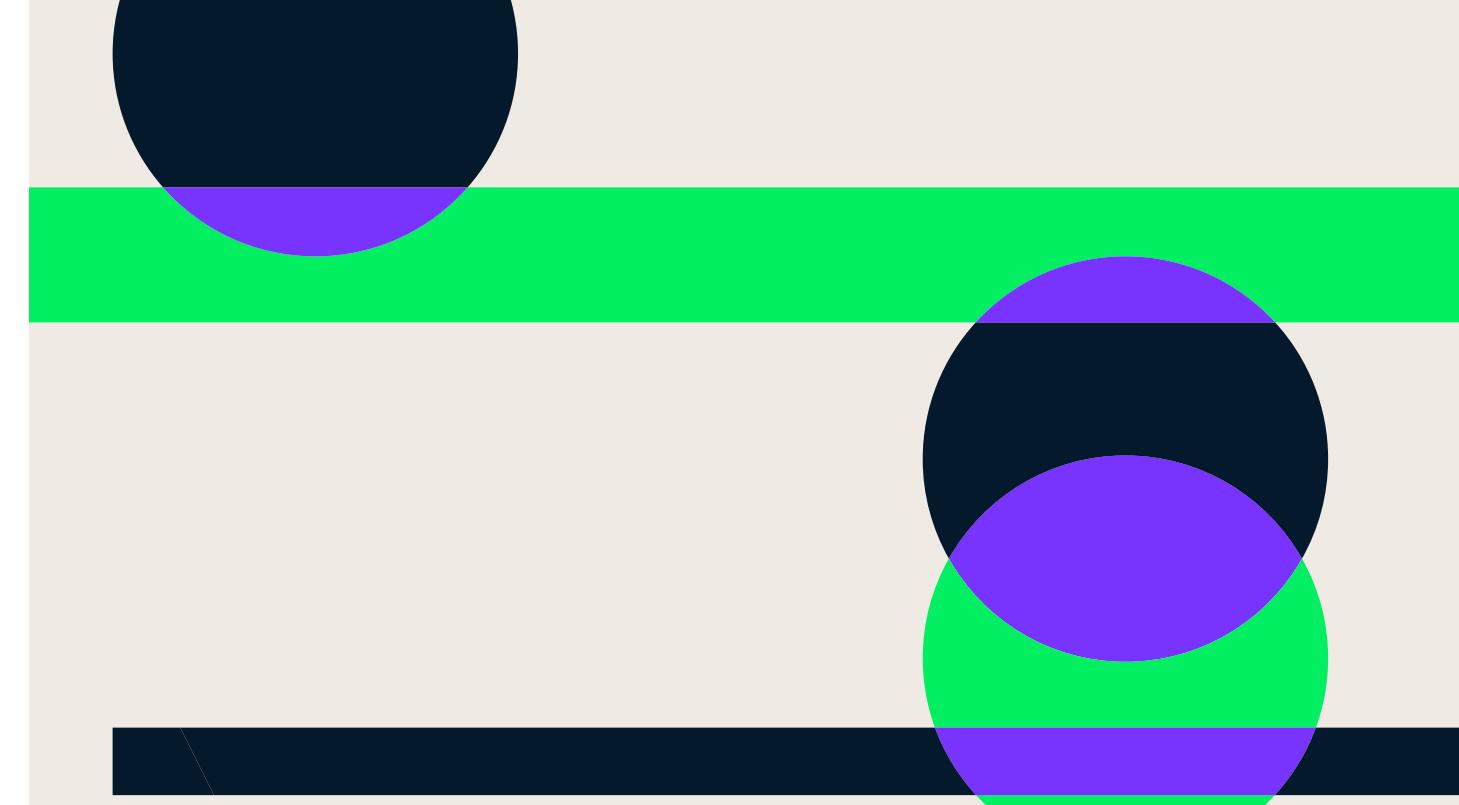


6.5
VISUAL SYSTEM**6.5**
VISUAL SYSTEM

6.5
VISUAL SYSTEM**6.5**
VISUAL SYSTEM

6.5
VISUAL SYSTEM**6.5**
VISUAL SYSTEM

6.5
VISUAL SYSTEM**6.5**
VISUAL SYSTEM

6.5
VISUAL SYSTEM**6.5**
VISUAL SYSTEM

6.5
VISUAL SYSTEM**6.5**
VISUAL SYSTEM

6.6 VISUAL SYSTEM COLOR SCHEME 1 DONTS



✗ Don't use colors from both color schemes.

✗ Don't use the beige as foreground color.

6.6 VISUAL SYSTEM COLOR SCHEME 1 DONTS



✗ Don't use only one foreground colors. A minimum of 3 color colors total should be seen in the visual system.

✗ Don't use any other background color than stated.

6.6 VISUAL SYSTEM COLOR SCHEME 1 DONTS



✗ Don't use colors from both color schemes.

✗ Don't use the beige as foreground color.

6.6 VISUAL SYSTEM COLOR SCHEME 1 DONTS

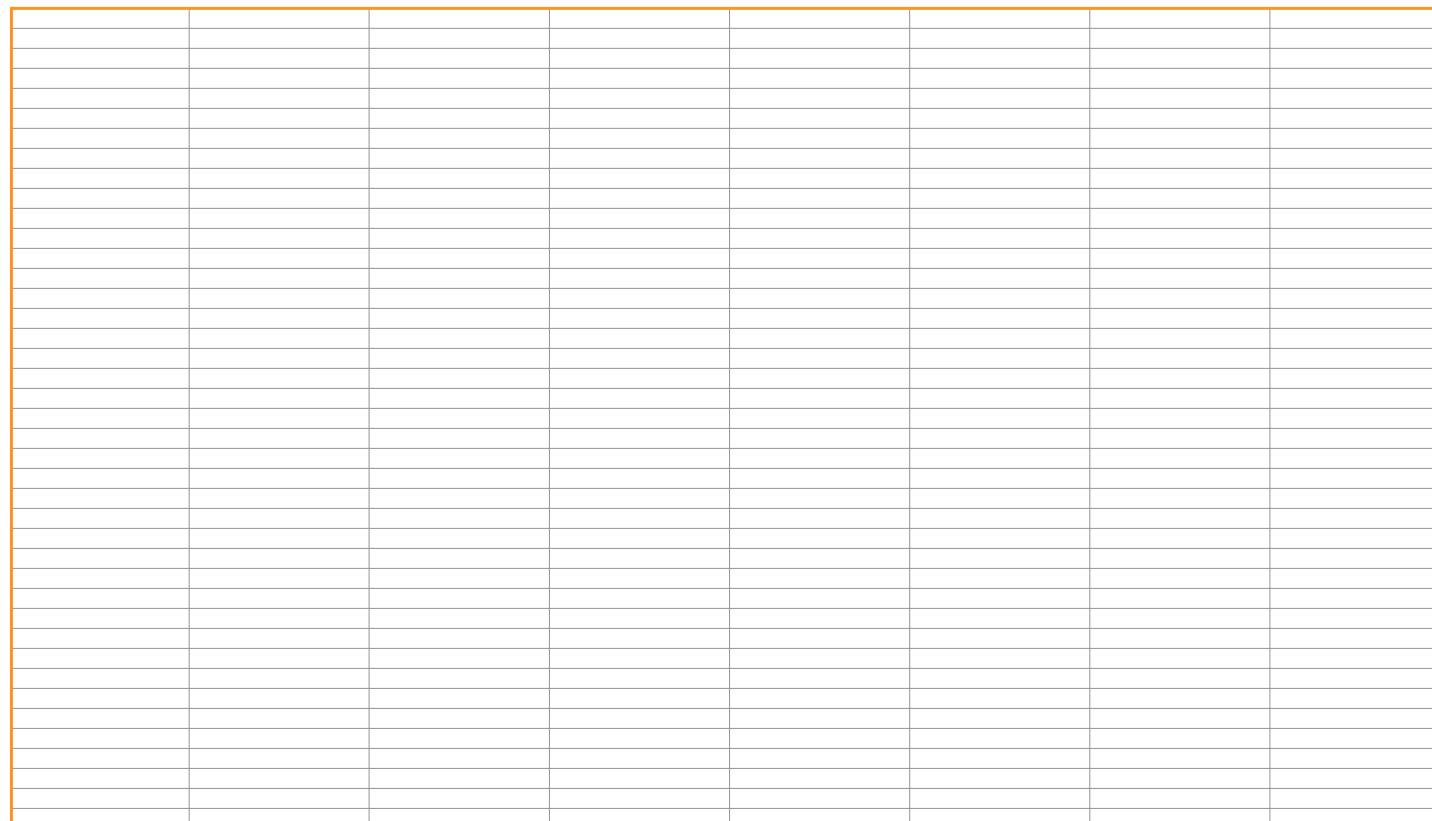


✗ Don't use only one foreground colors. A minimum of 3 color colors total should be seen in the visual system.

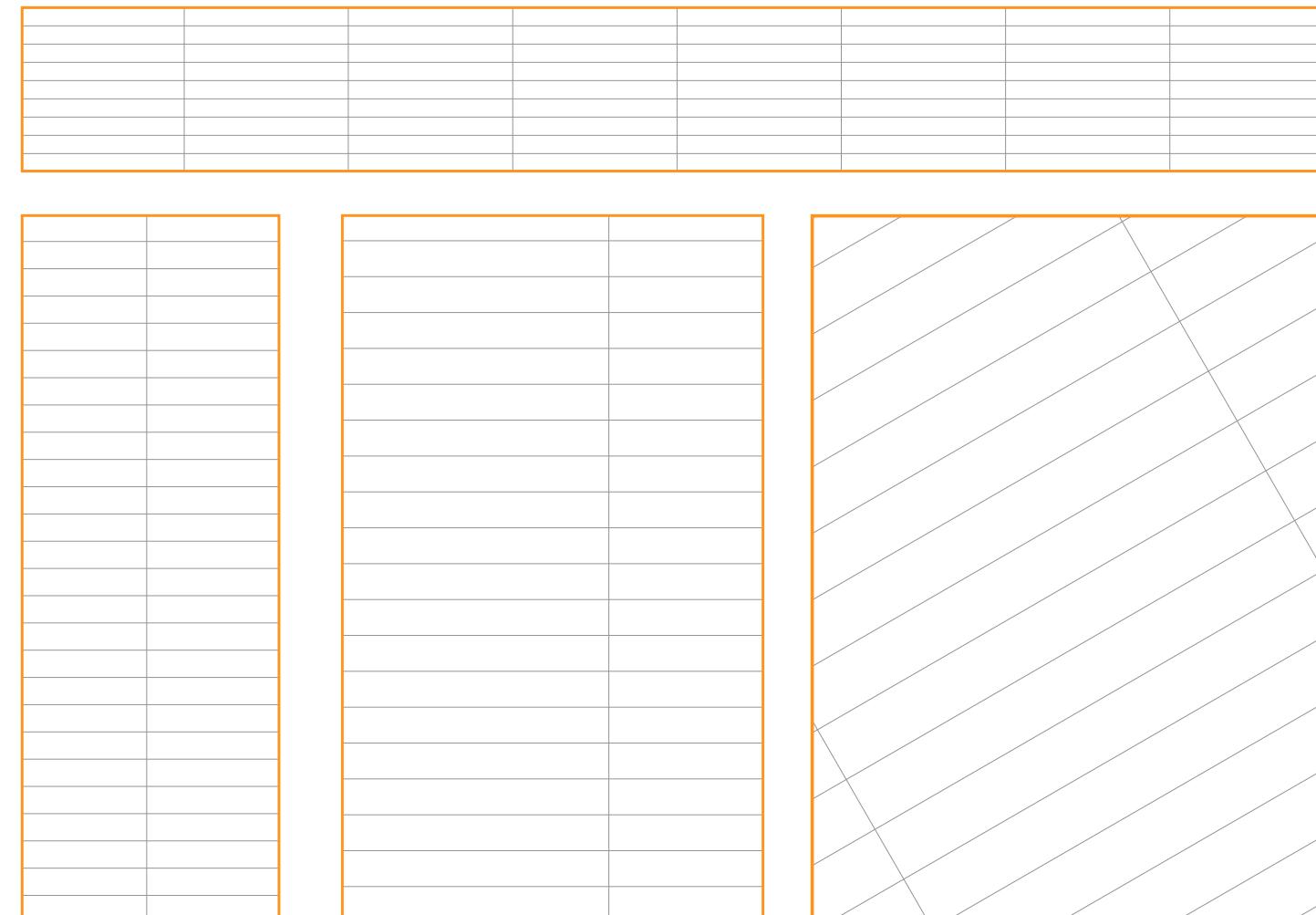
✗ Don't use any other background color than stated.

6.7

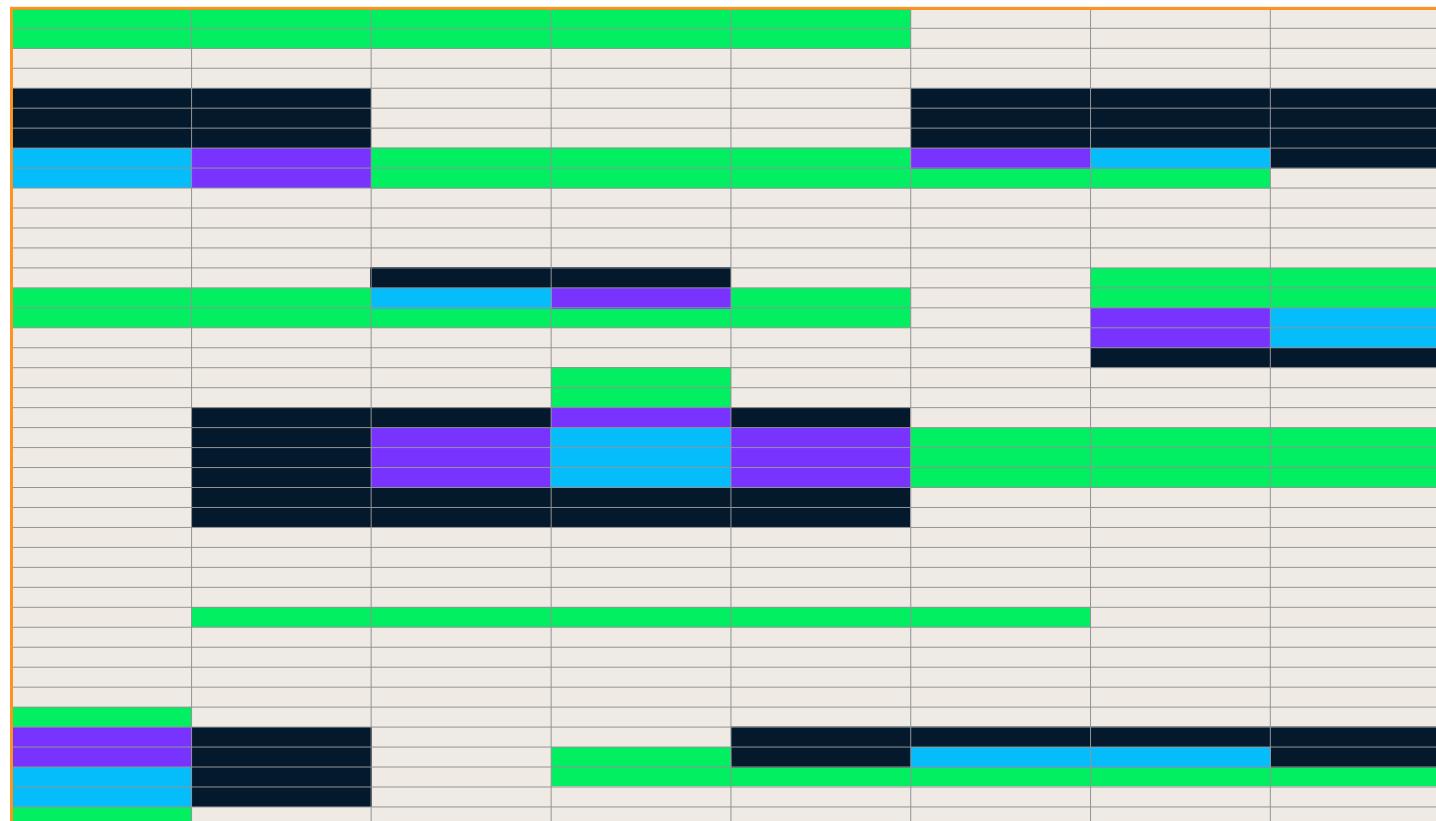
Visual System Usage Background

6.7
VISUAL SYSTEM
BACKGROUNDS**6.7**
VISUAL SYSTEM
BACKGROUNDS

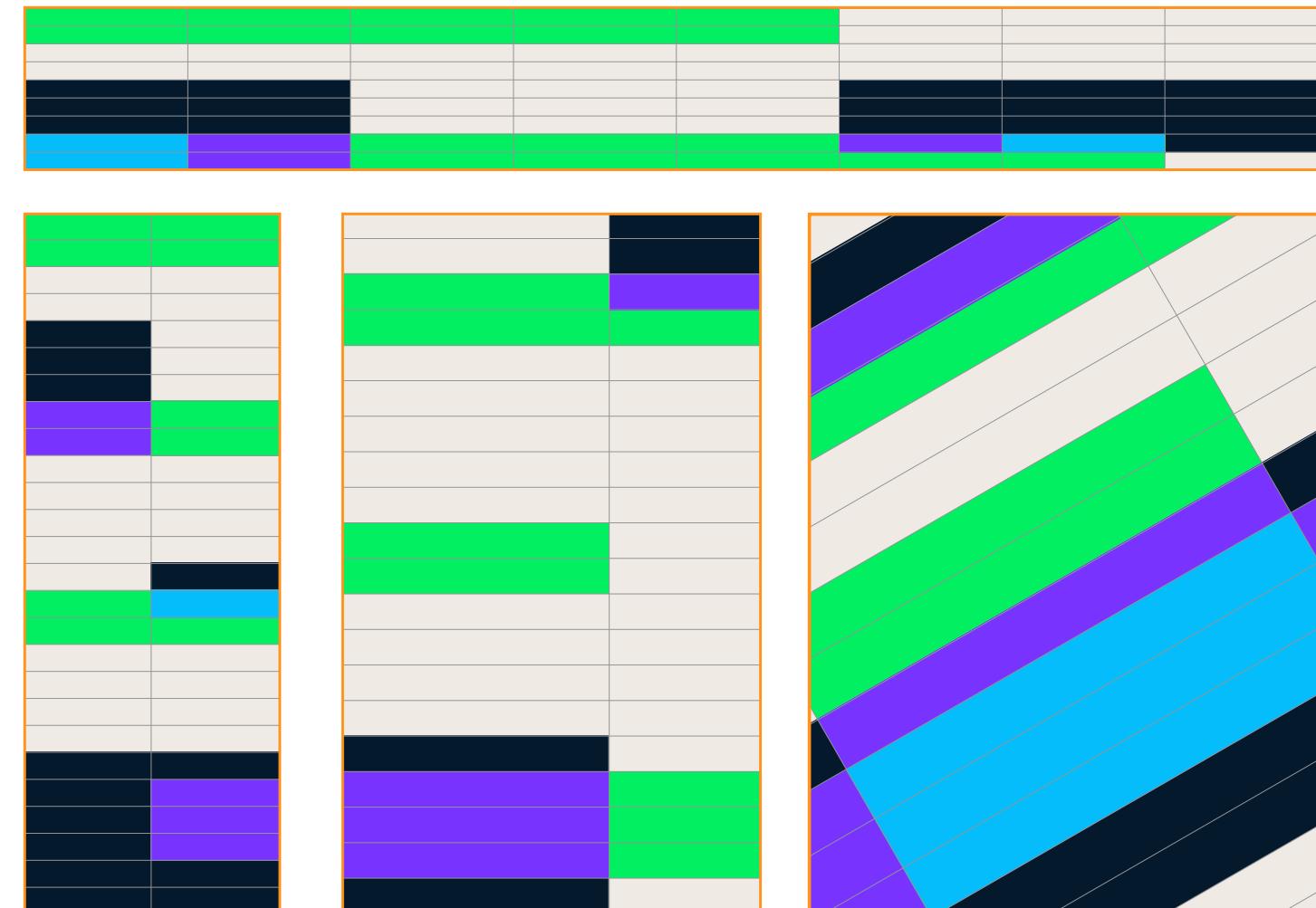
The grid can be cropped or adjusted to fit every size.



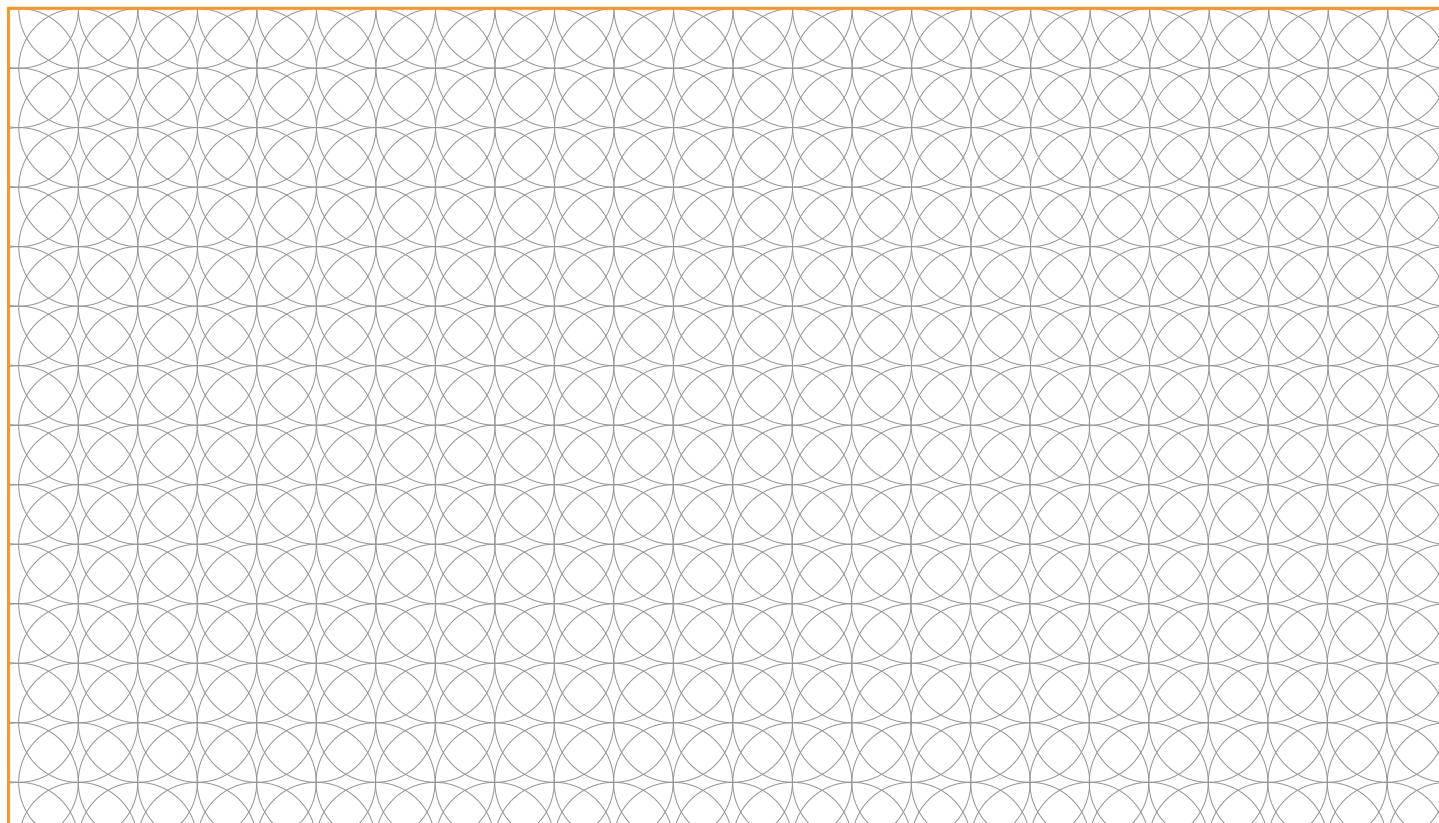
6.7 VISUAL SYSTEM BACKGROUNDS



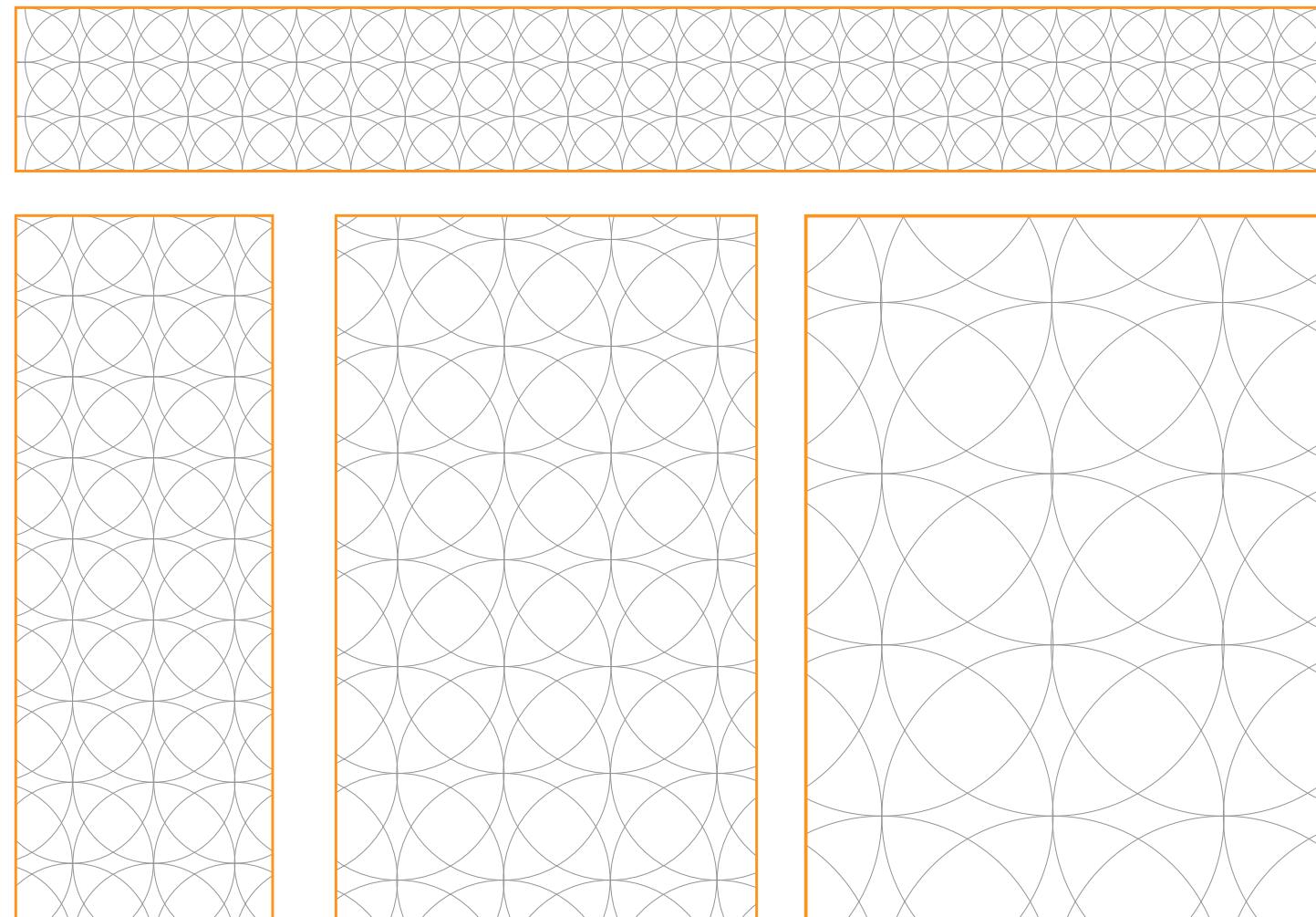
6.7 VISUAL SYSTEM BACKGROUNDS

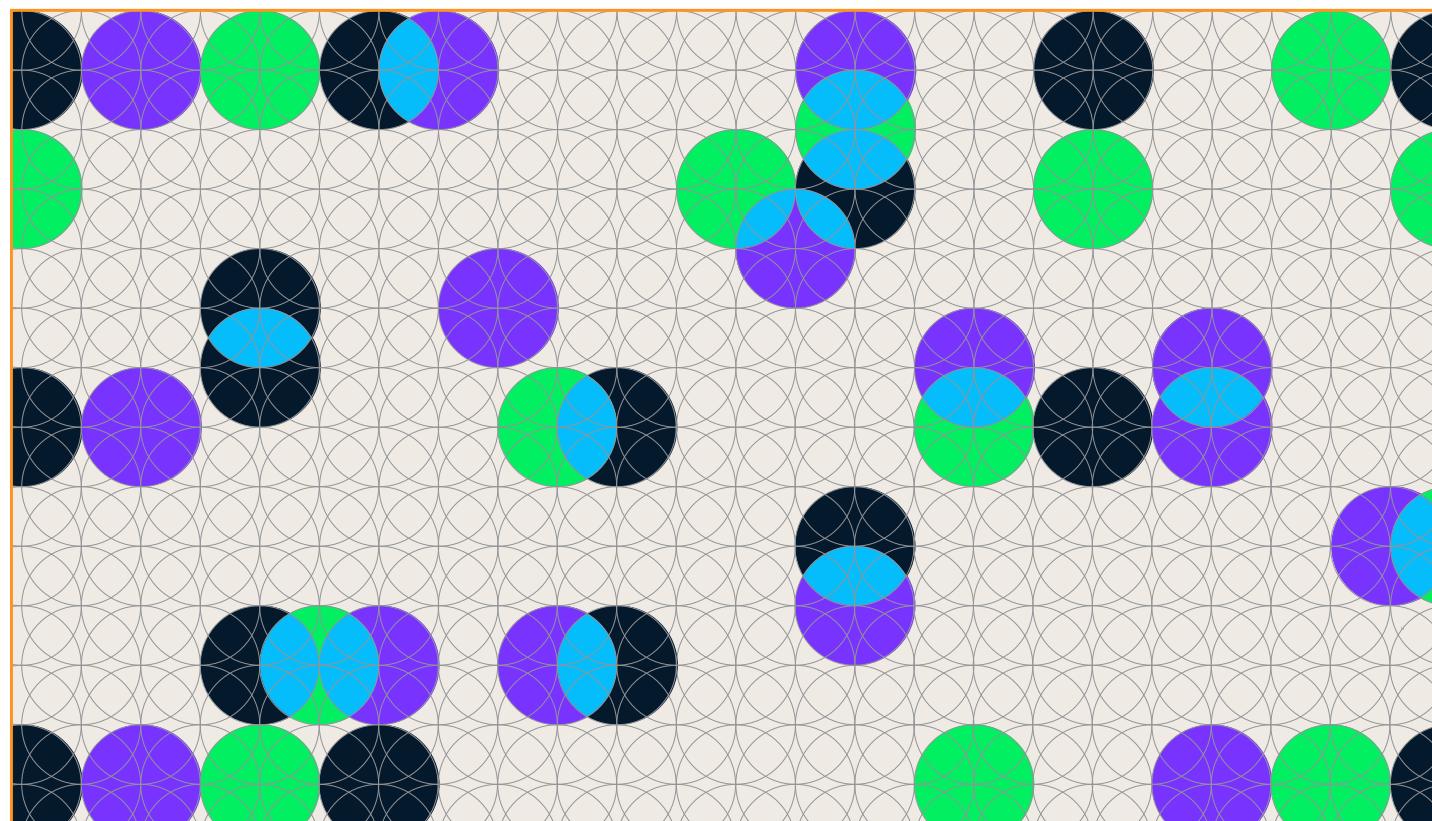
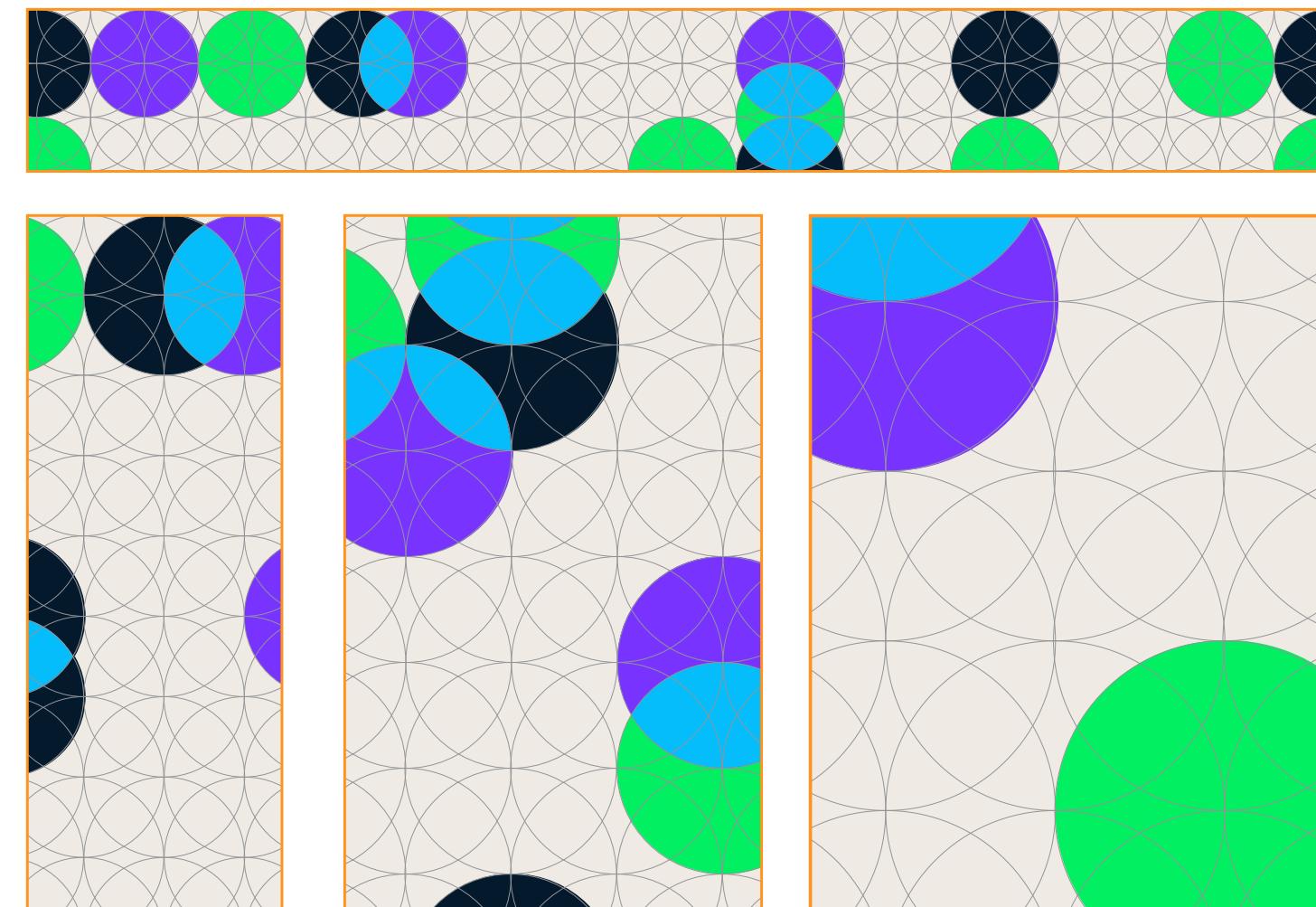


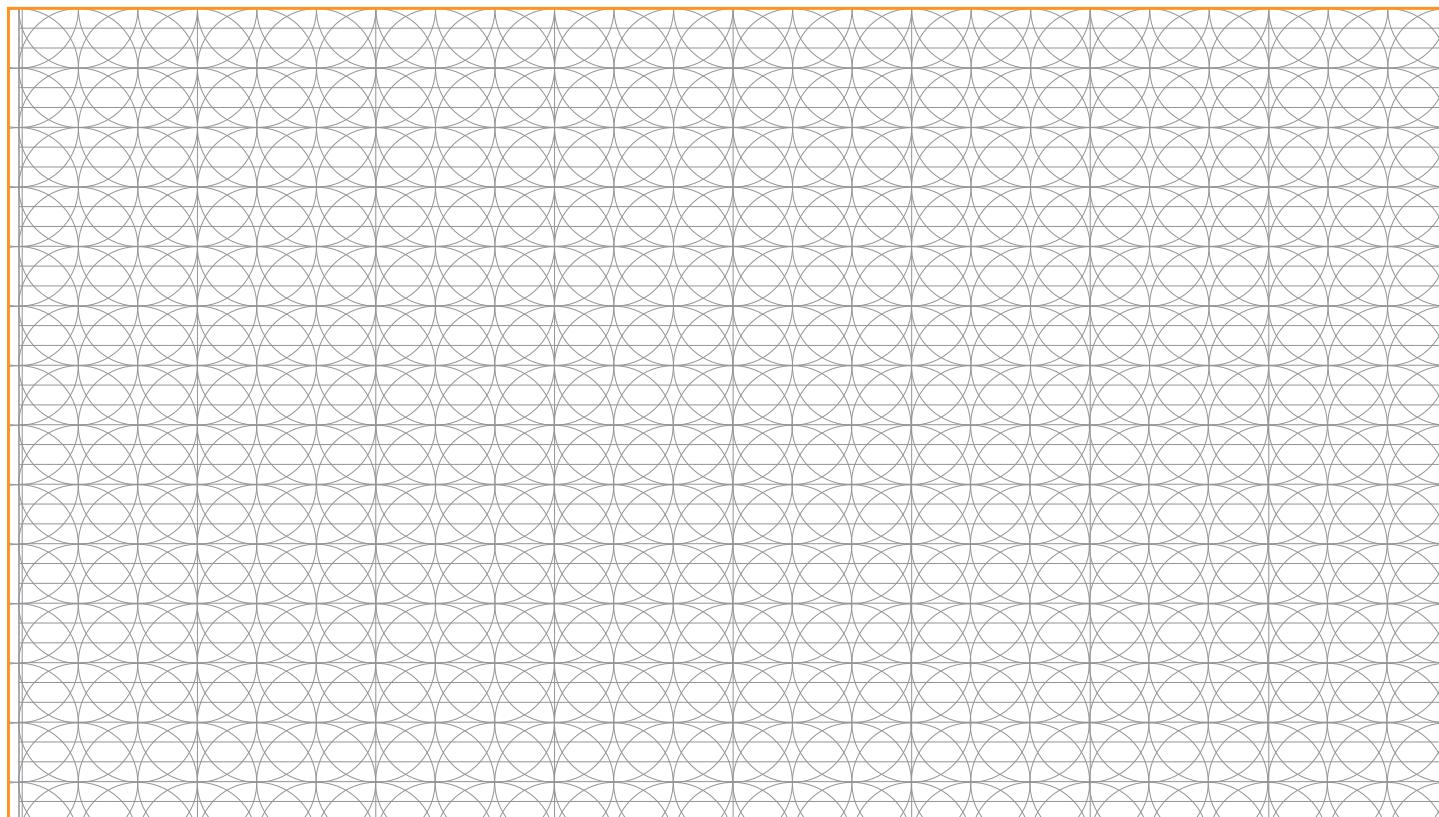
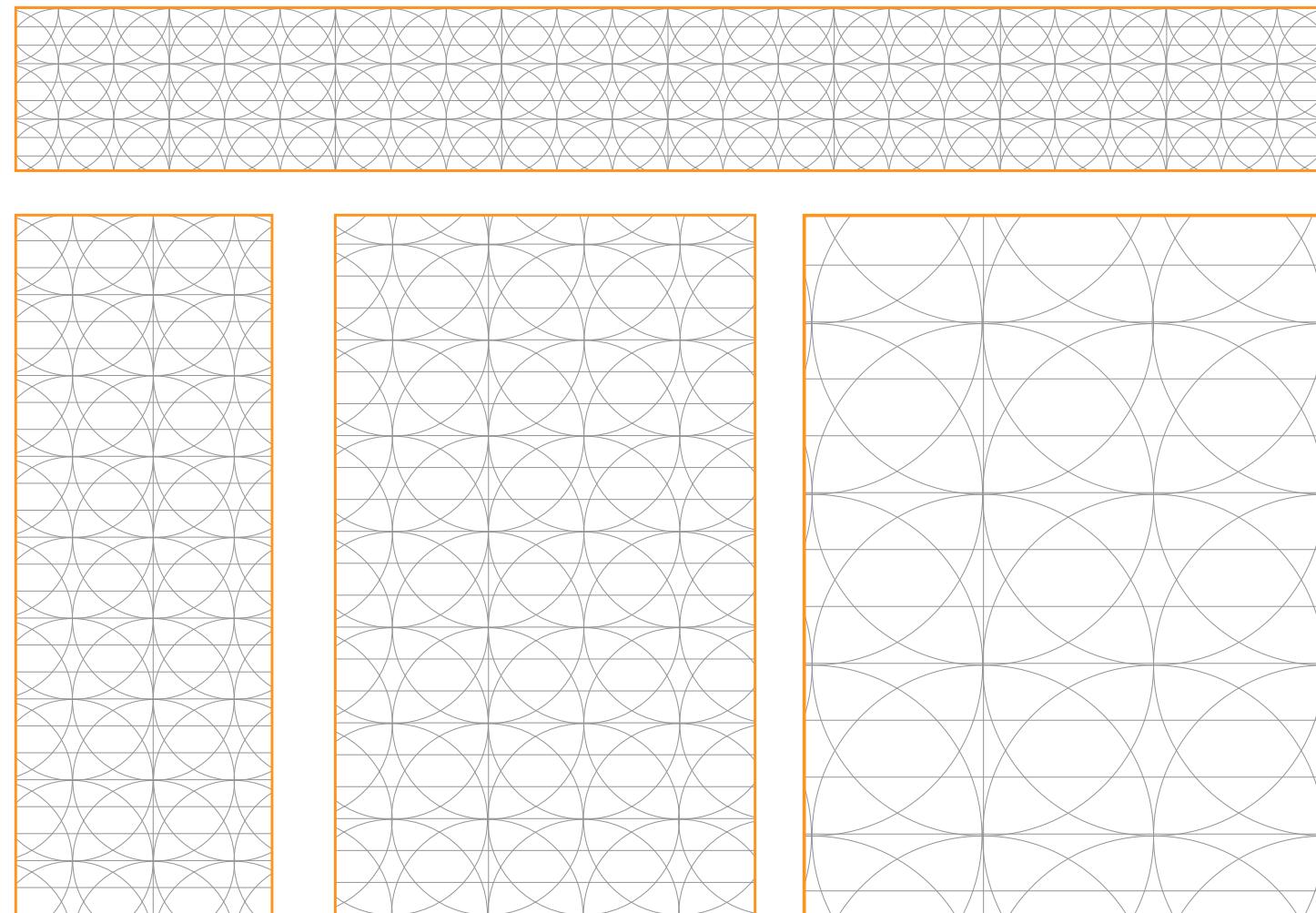
6.7 VISUAL SYSTEM BACKGROUNDS



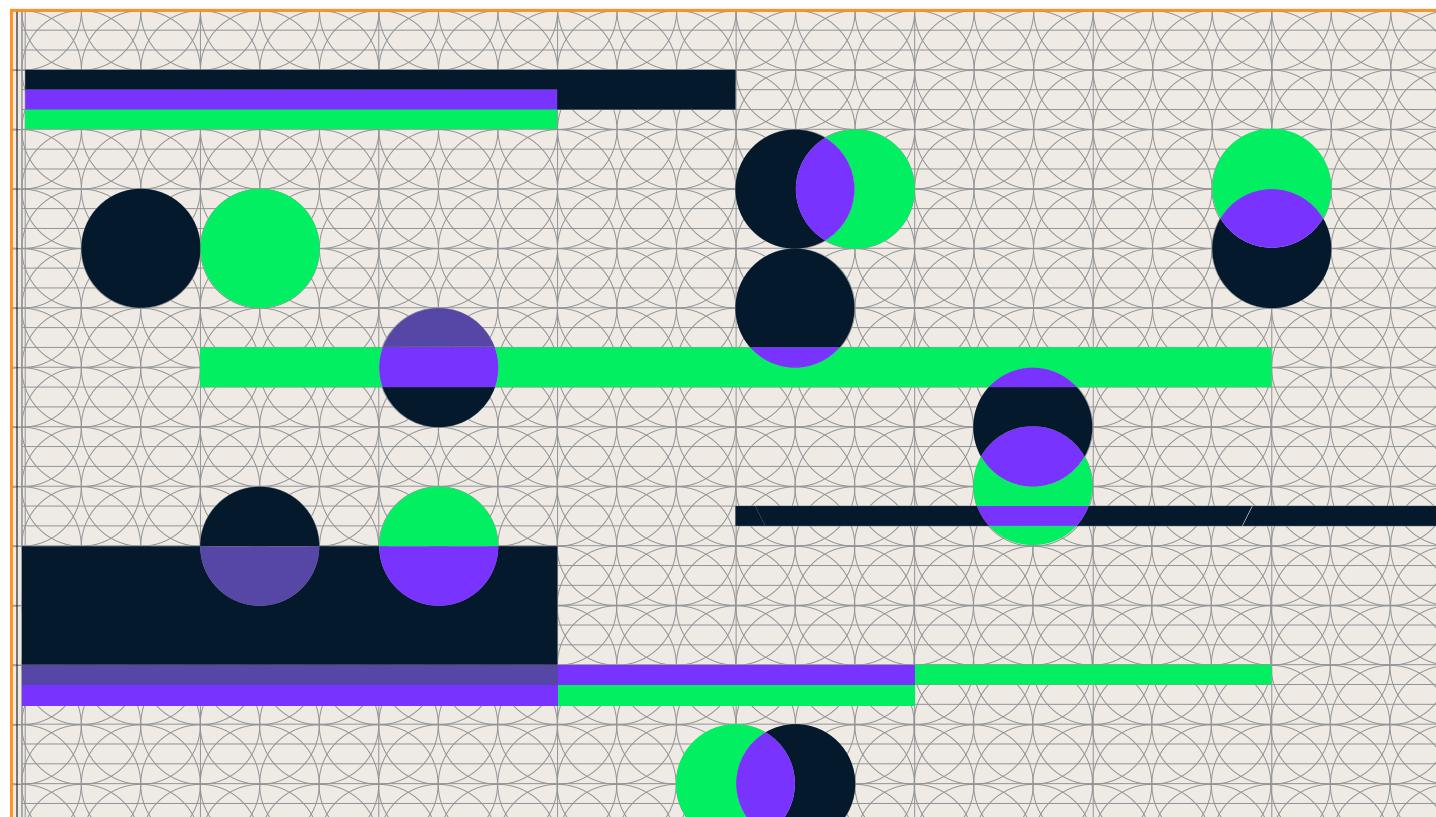
6.7 VISUAL SYSTEM BACKGROUNDS



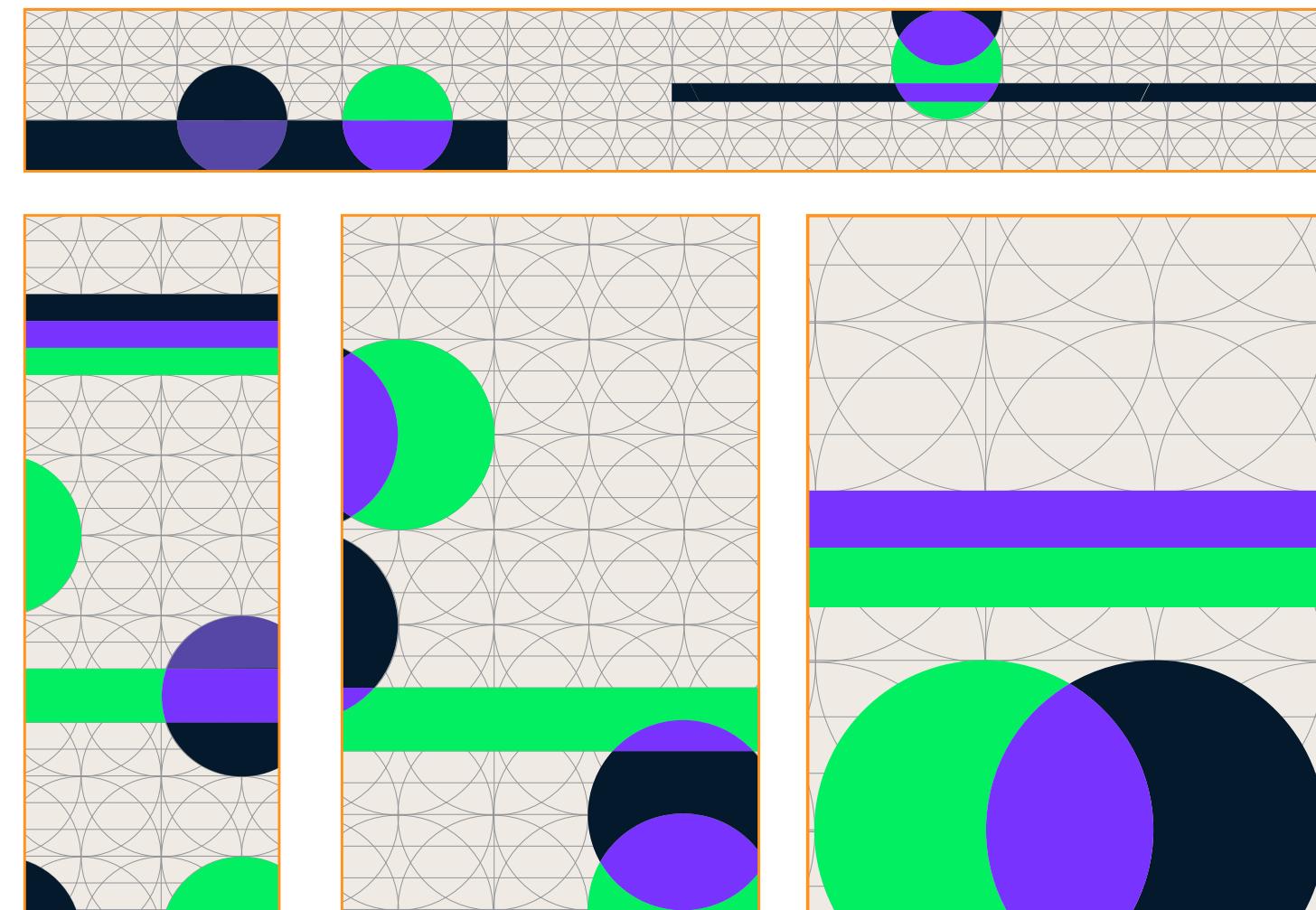
6.7
VISUAL SYSTEM
BACKGROUNDS**6.7**
VISUAL SYSTEM
BACKGROUNDS

6.7
VISUAL SYSTEM
BACKGROUNDS**6.7**
VISUAL SYSTEM
BACKGROUNDS

6.7 VISUAL SYSTEM BACKGROUNDS



6.7 VISUAL SYSTEM BACKGROUNDS

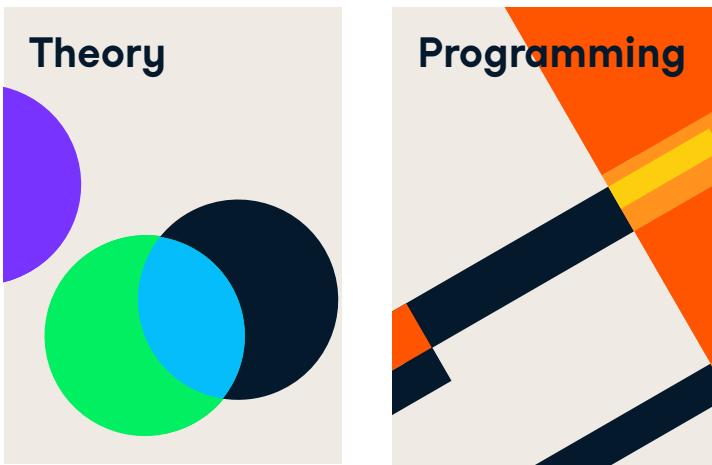


6.7 VISUAL SYSTEM BACKGROUNDS

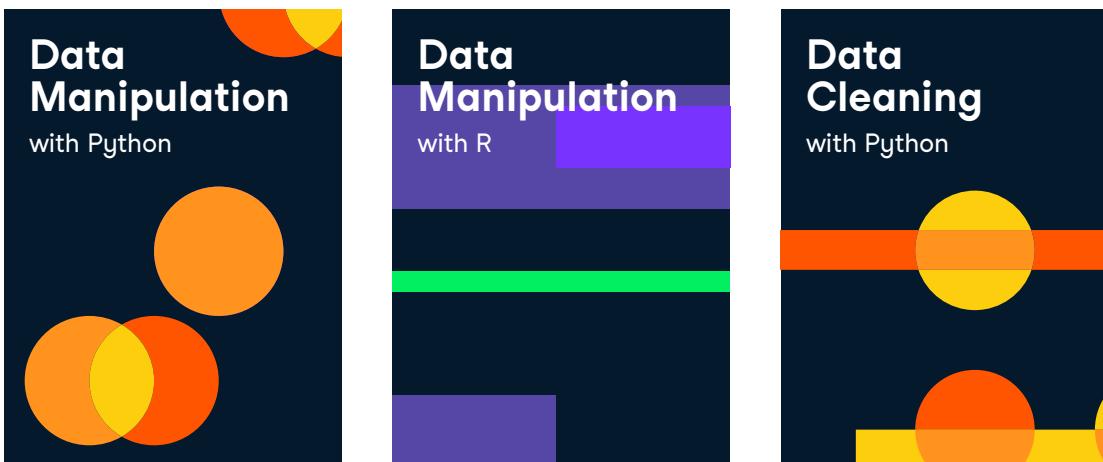
Example

Catalog

Topics



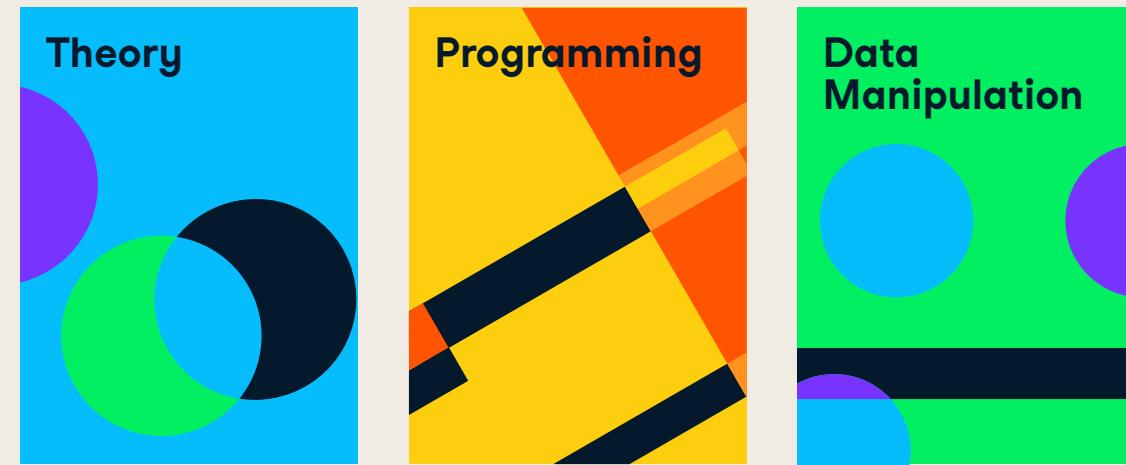
Courses



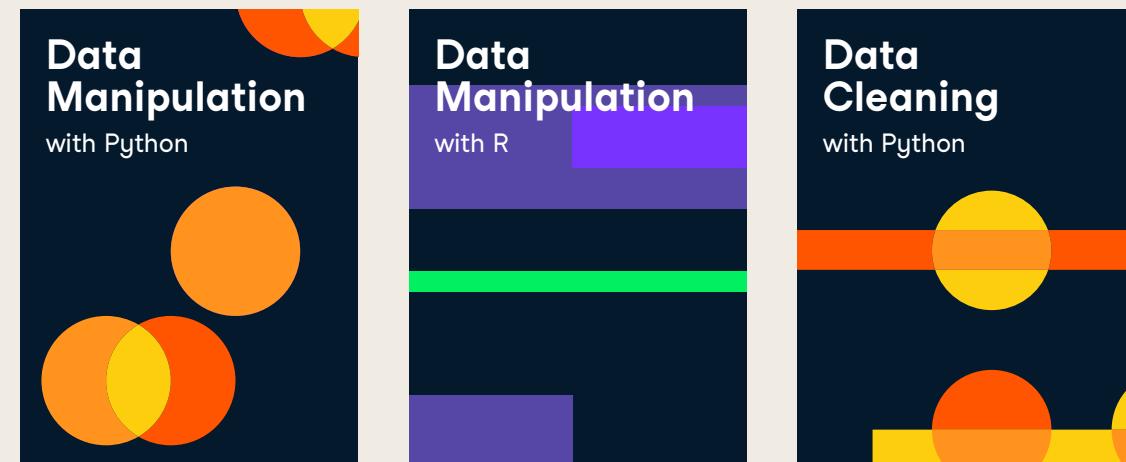
6.7 VISUAL SYSTEM BACKGROUNDS

Catalog

Topics

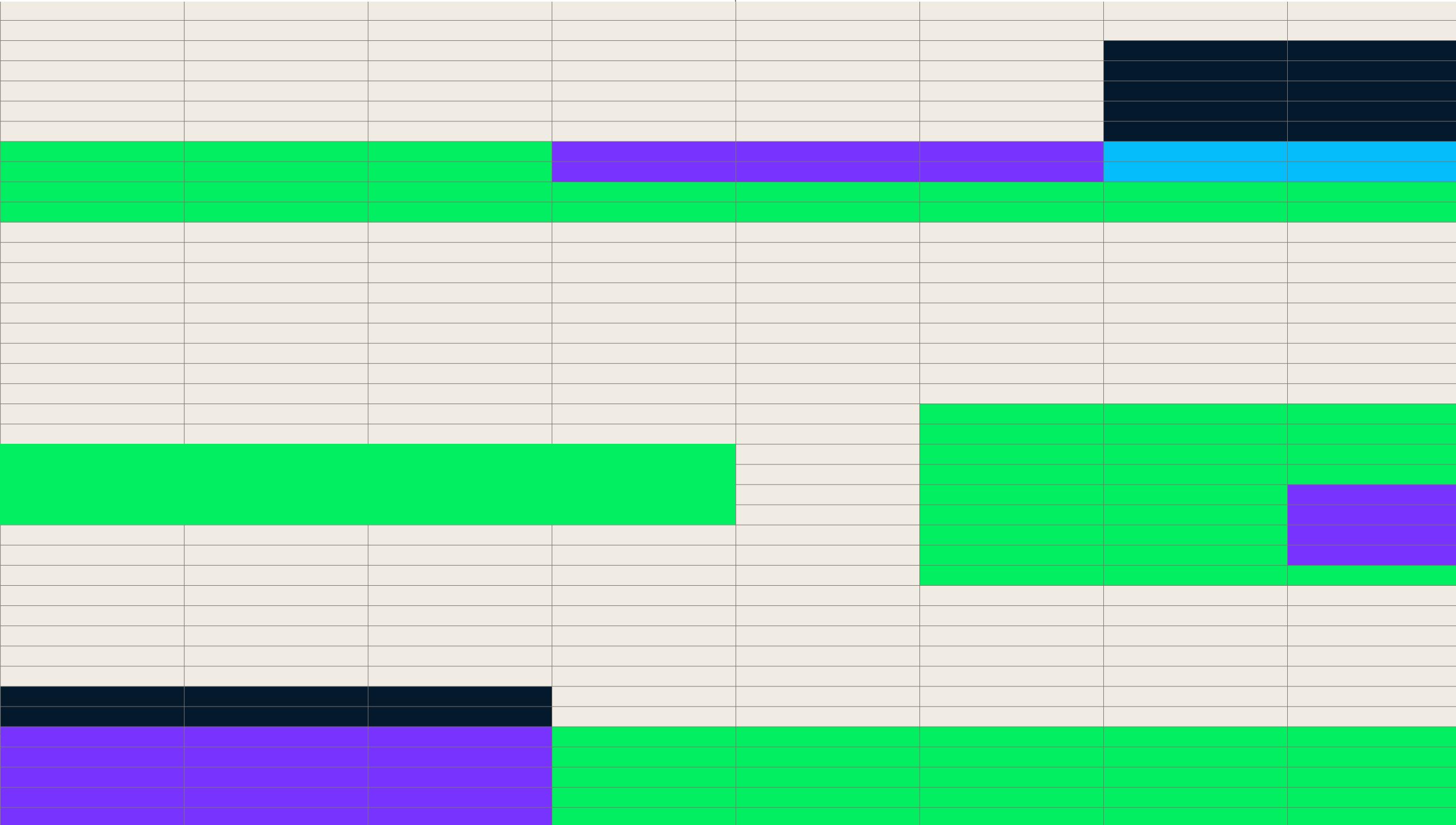


Courses



6.7
VISUAL SYSTEM
BACKGROUNDS

Additional: The grid used for the rectangle visual system can also stay in the final design.

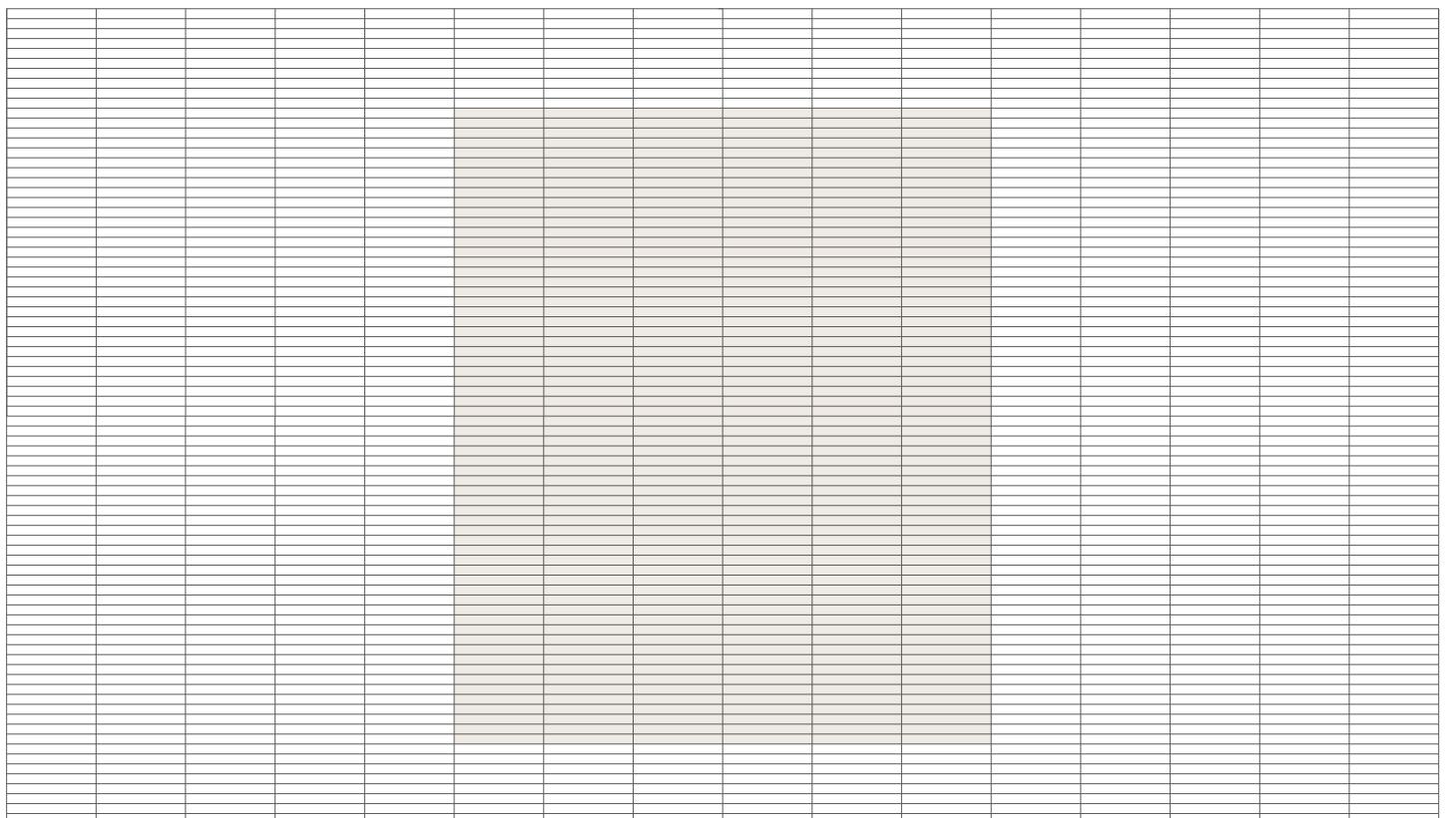
**6.7**
VISUAL SYSTEM
BACKGROUNDS

6.8

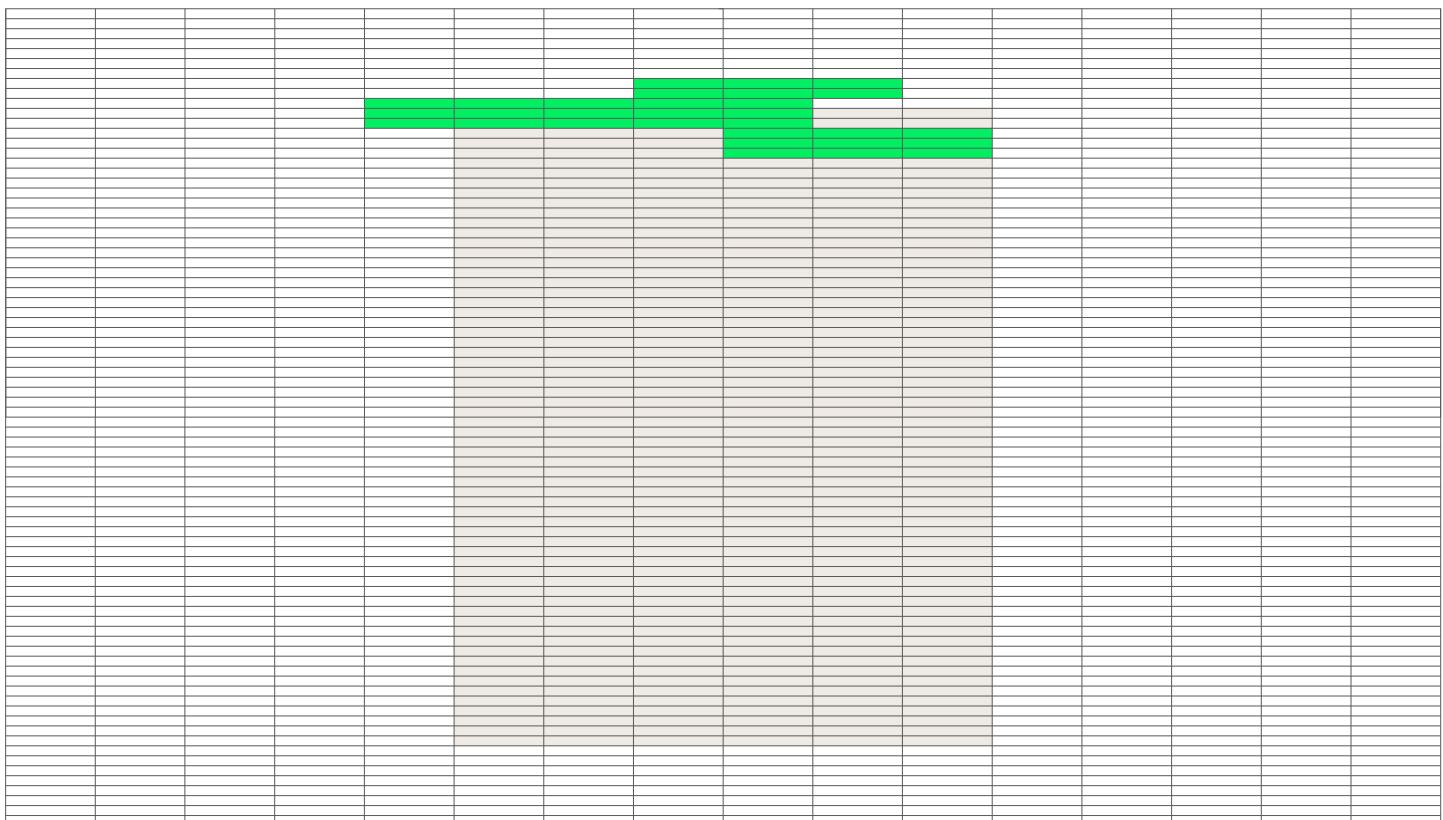
Visual System Usage Merge

6.8
VISUAL SYSTEM
MERGE**Step 1**
**Determine grid
and layout**

Determine where you are going to apply the pattern on.

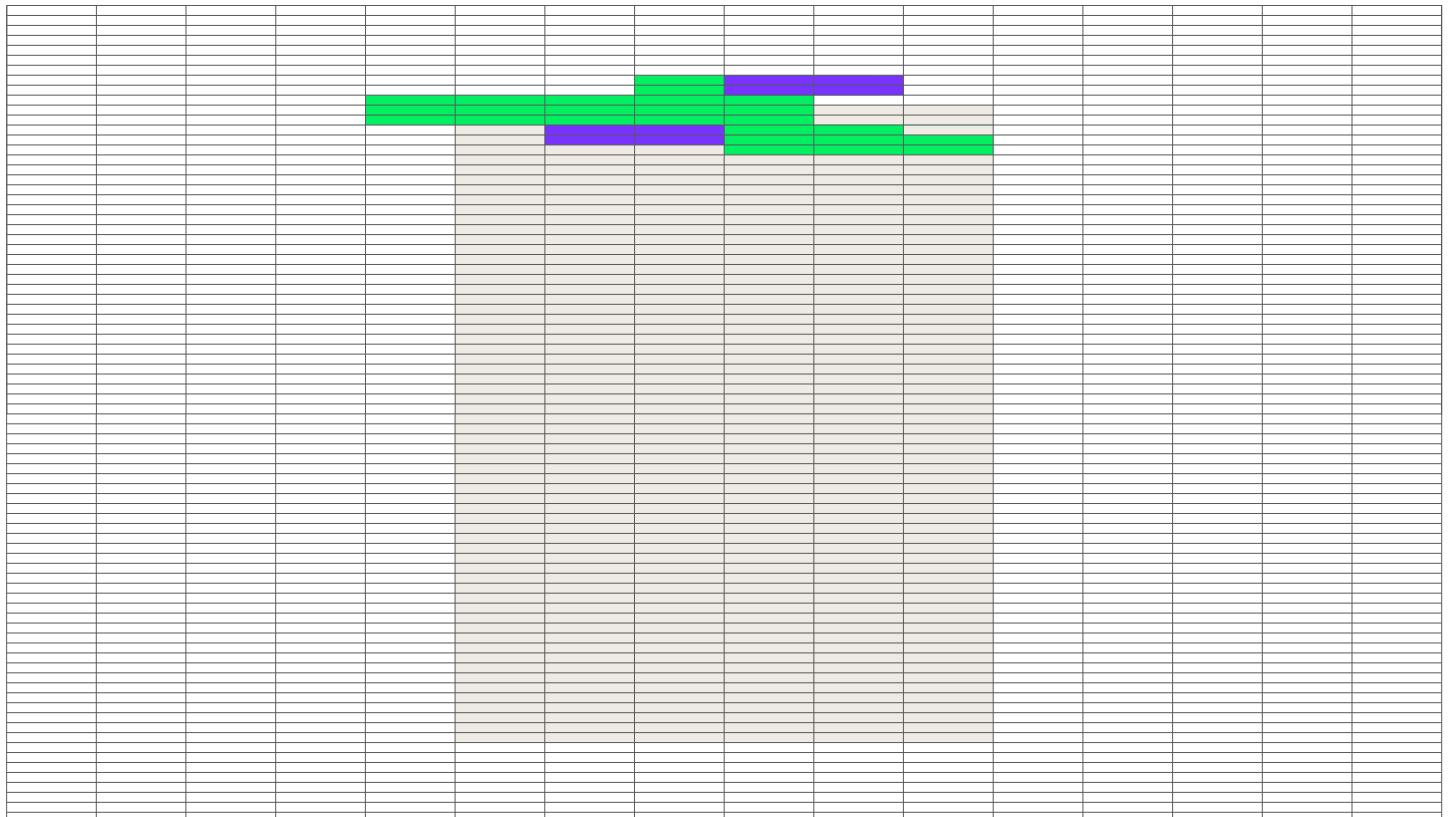
**6.8**
VISUAL SYSTEM
MERGE**Step 2**
Design first layer

Pick any color (other than the neutrals) from the chosen color palette. Use this color, together with rectangular shapes to fill in the grid. The designer should focus on balancing the composition in weight.

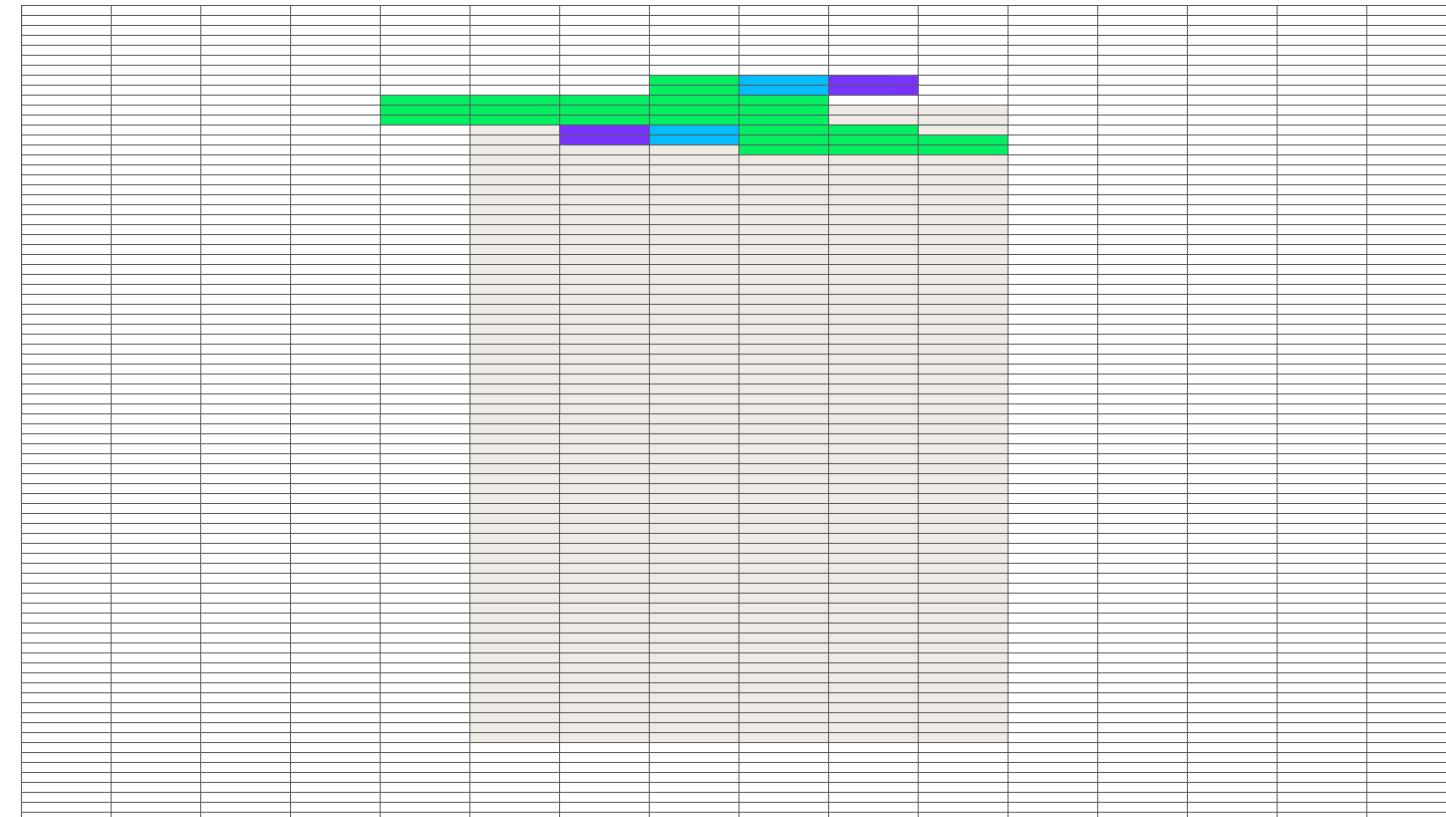


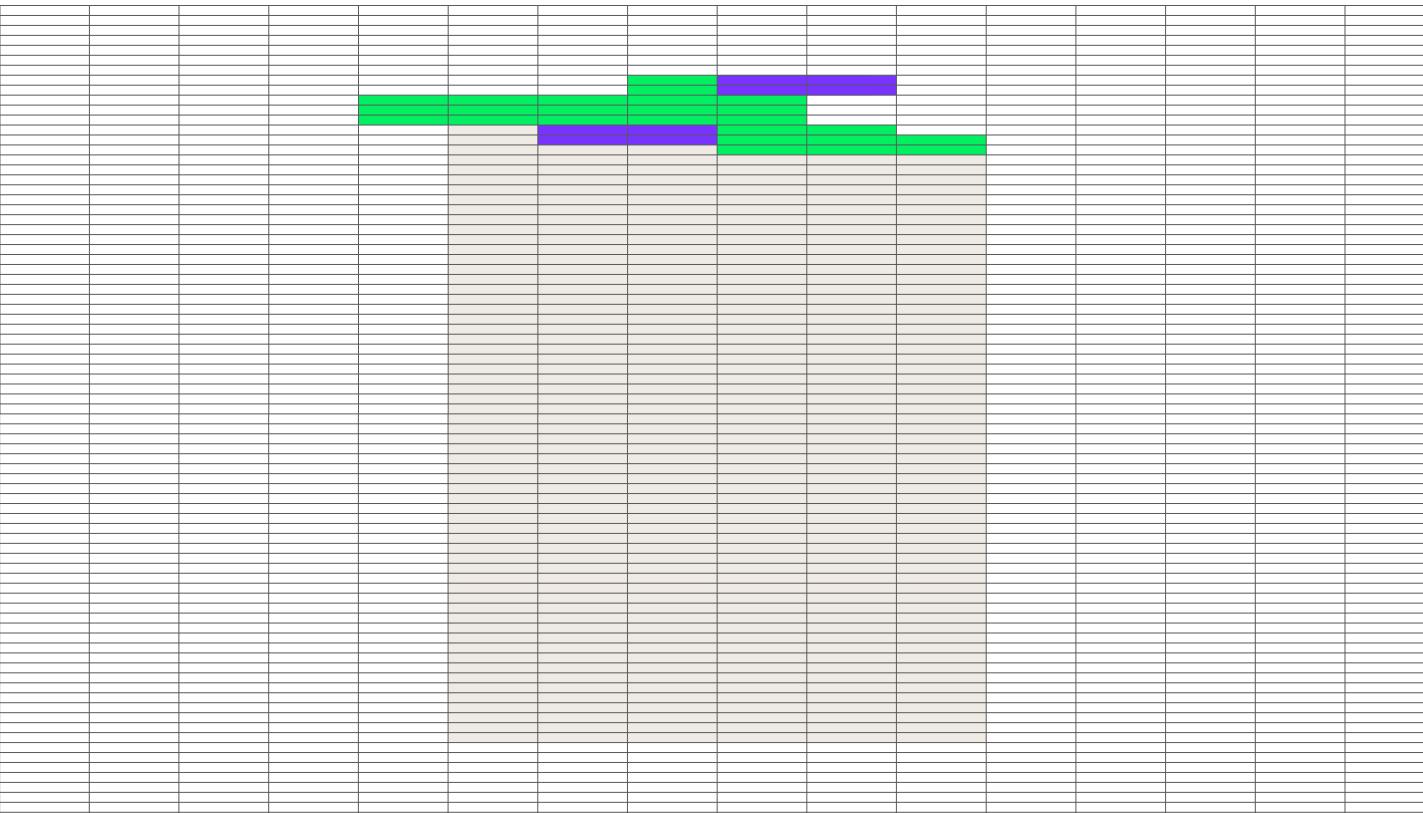
6.8
VISUAL SYSTEM
MERGE**Step 3**
Add second layer

Pick a second color from the chosen color palette. Implement the second layer of shapes while making sure to overlap at least half of second layer shapes with first layer shapes.

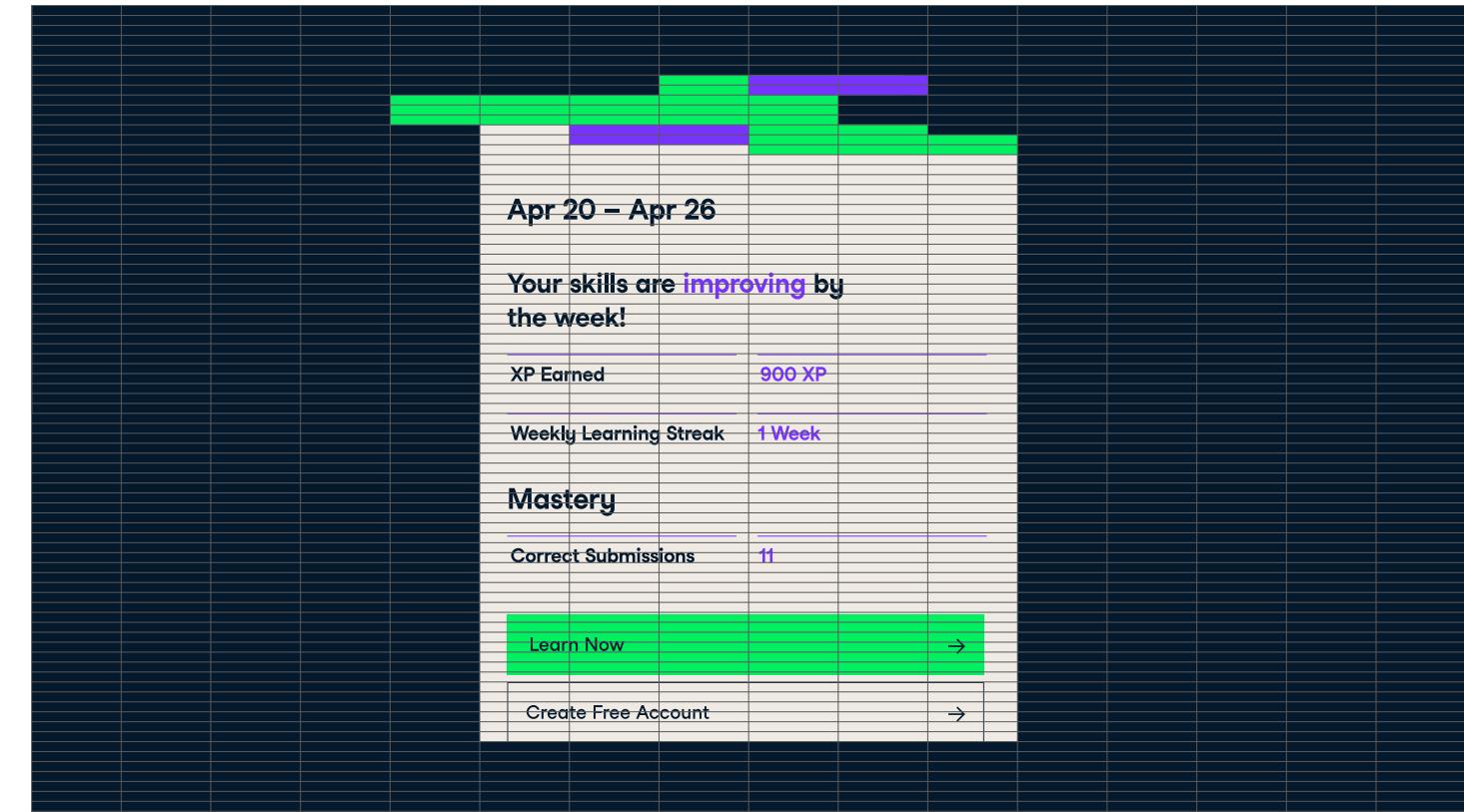
**6.8**
VISUAL SYSTEM
MERGE**Optional: Step 4**
Add overlap

Use illustrator's pathfinder to divide overlapping shapes. Select the overlapping shapes and give them a third color from the color palette.

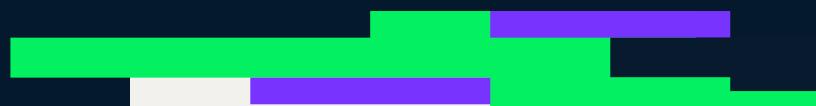


6.8
VISUAL SYSTEM
MERGE**Optional: Step 5**
Subtract

Subtract snippets from the page to make it blend in more with the visual system.

6.8
VISUAL SYSTEM
MERGE**Step 6**
Add content

Weekly Progress



Apr 20 – Apr 26

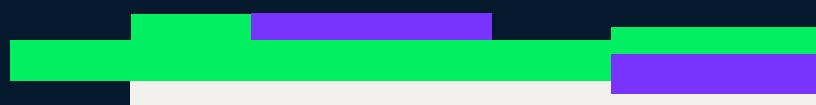
Your skills are **improving** by the week!

XP Earned 900 XP

Weekly Learning Streak 1 Week

Mastery

Correct Submissions 11



Course Spotlight

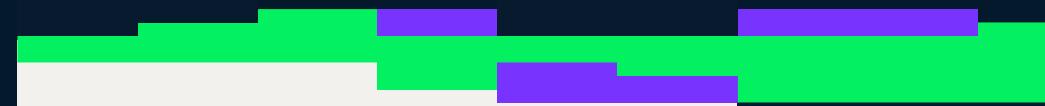
Data Analysis in Excel

There's a lot more to Microsoft Excel than sum and count. Companies and institutions around the world use Excel's powerful functions to efficiently transform mountains of raw data into clear insights, and now you can too.

Learn More →

Mastery

Correct Submissions 11



Learn Now →

Create Free Account →

Course Spotlight

Data Analysis in Excel

There's a lot more to Microsoft Excel than sum and count. Companies and institutions around the world use Excel's powerful functions to efficiently transform mountains of raw data into clear insights, and now you can too.

Learn More →

New Course

Cleaning Data in a SQL Server Database

There's a lot more to Microsoft Excel than sum and count. Companies and institutions around the world use Excel's powerful functions to efficiently transform mountains of raw data into clear insights, and now you can too.

Learn More →

Community

Top Posts



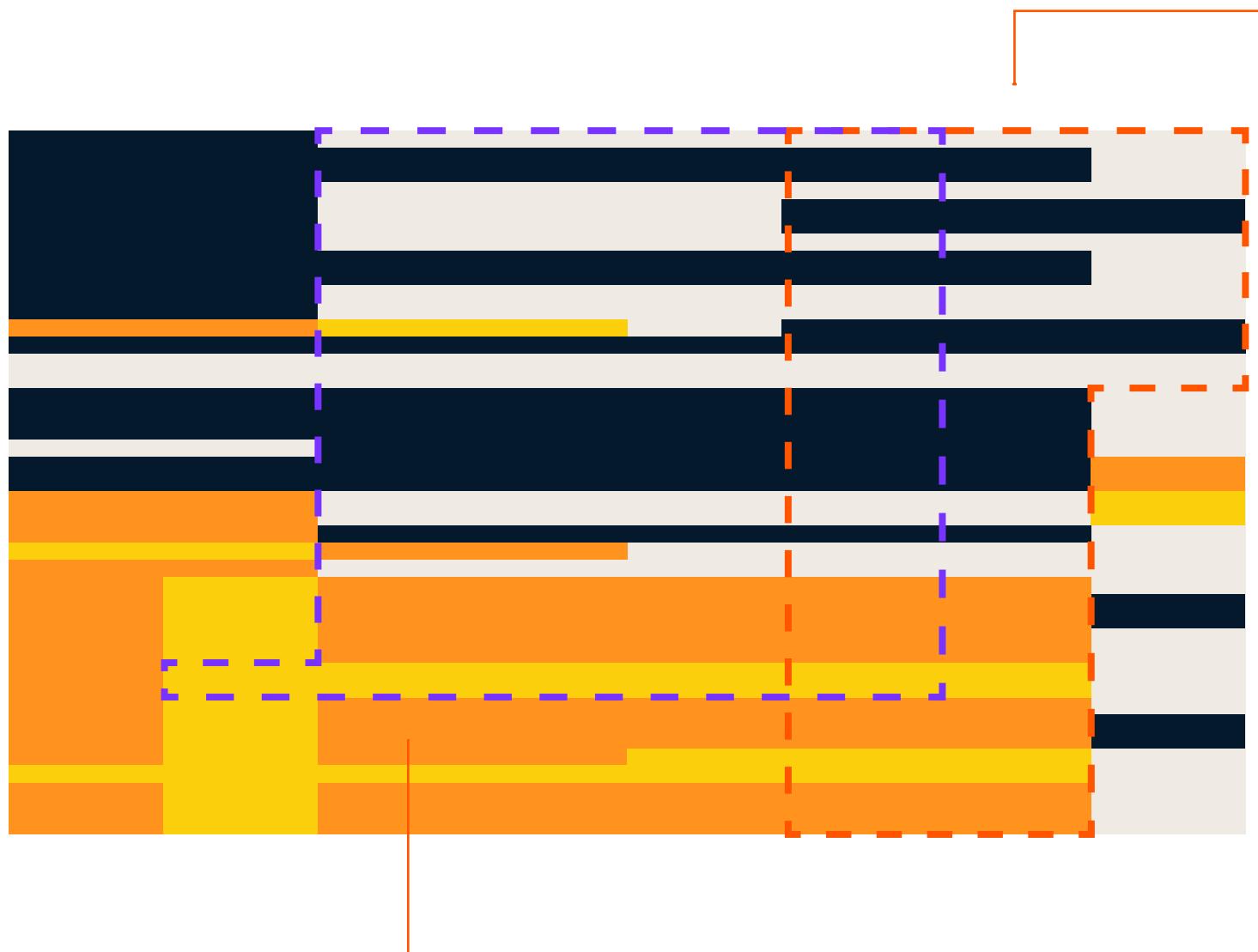
6.9

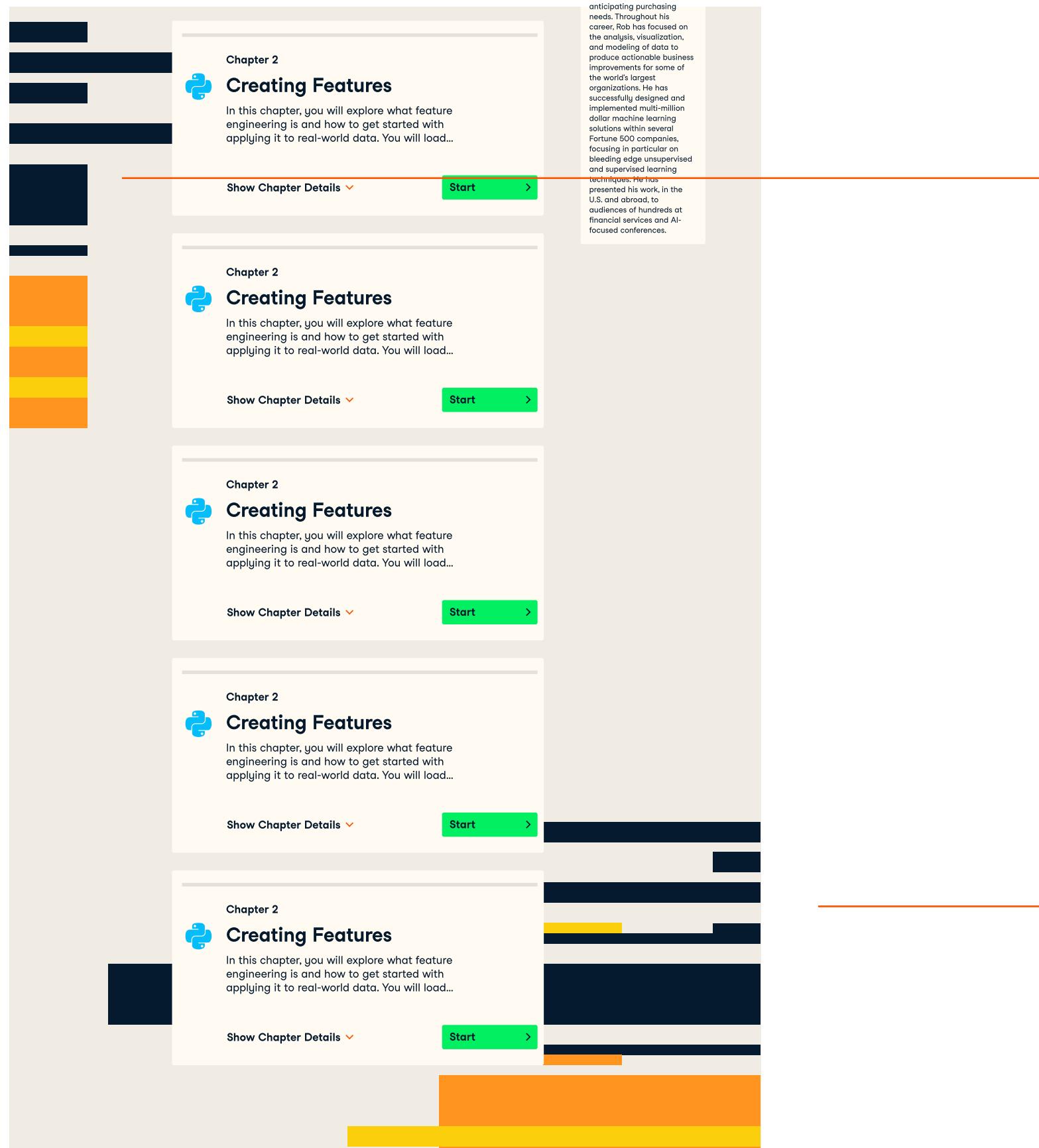
Visual System Usage Cluster

Clusters are extracts of the larger visual system compositions. They must be integrated across Datacamp's range of visual elements; from user interface components to campaign layouts. Clusters help establish Datacamp's brand language across textual and photographic content.

6.9
VISUAL SYSTEM
CLUSTER

The designer can mask out shapes from the patterns. The masks must have straight angles.

**6.9**
VISUAL SYSTEM
CLUSTER



6.9 VISUAL SYSTEM CLUSTER





Photography

7.0

Photography

Datacamp's imagery should be **natural and aspirational** for everyone. It must never have a stock or cold corporate quality.

7.0
PHOTOGRAPHY

Photography

We look to our brand voice when creating photography. Our brand's voice is a combination of truth and action. We speak plainly and directly, making sure we're understood. Our photography must capture these sensibilities. The imagery must create a sense of truth. It should never fall back on a gloss of false reality or stock like quality.

7.0
PHOTOGRAPHY

7.0 PHOTOGRAPHY

Our photography is:

✓ Warm



✓ Natural

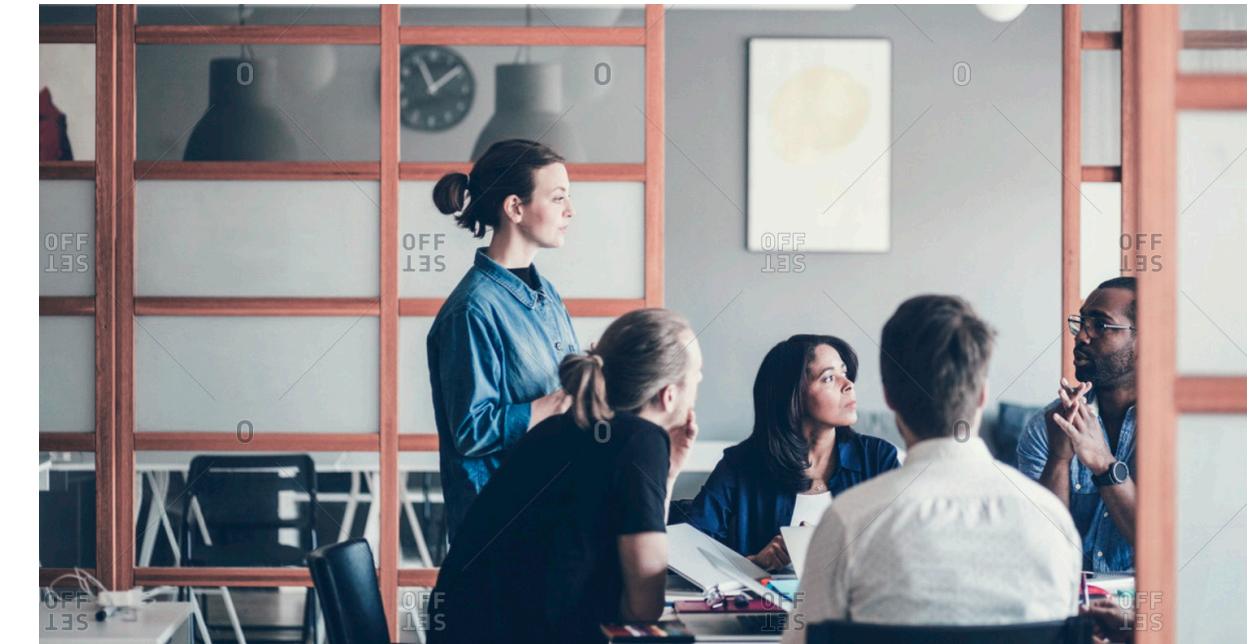


✓ Focussed

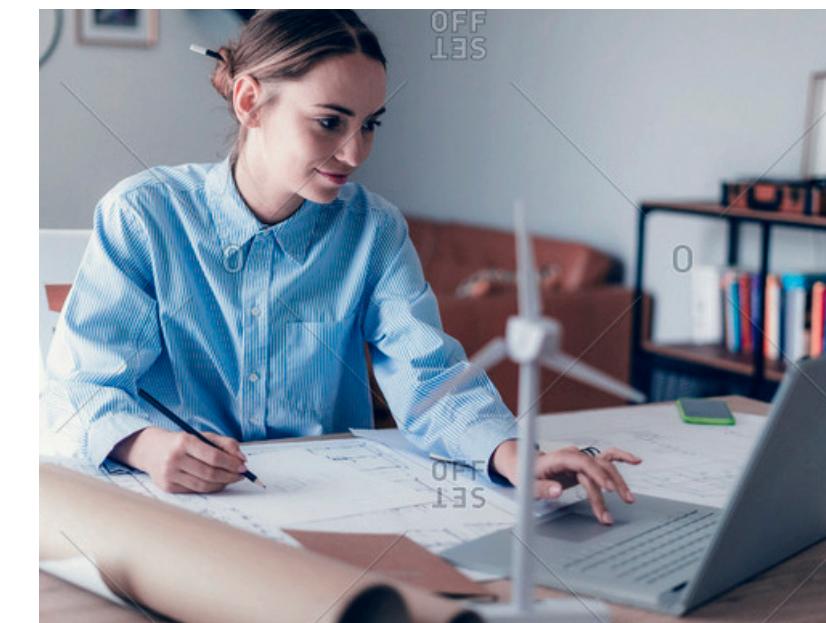


7.0 PHOTOGRAPHY

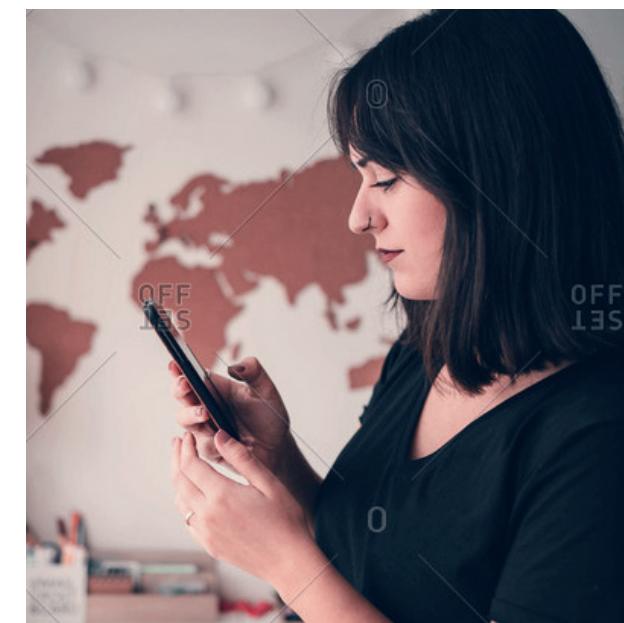
✓ Diverse



✓ Passionate



✓ Simple



7.1
VISUAL SYSTEM
NATURAL

Natural

Show natural working environments.
Strive to capture authenticity. Never rely
on people posing with a smile—leave
that to the 'influencers'.



Diverse

Diversity must be on the forefront of your imagery. We show real people and capture their truth to reinforce a greater message. Remember, we allow people to search for real answers, reveal insights that matter, and take action based on substance.



7.3
VISUAL SYSTEM
FOCUSED

Focused

We're all thinkers. Capture this. Reveal how users of all ages, backgrounds and ethnicities are empowered and challenged by Datacamp.



7.4 VISUAL SYSTEM DONTS

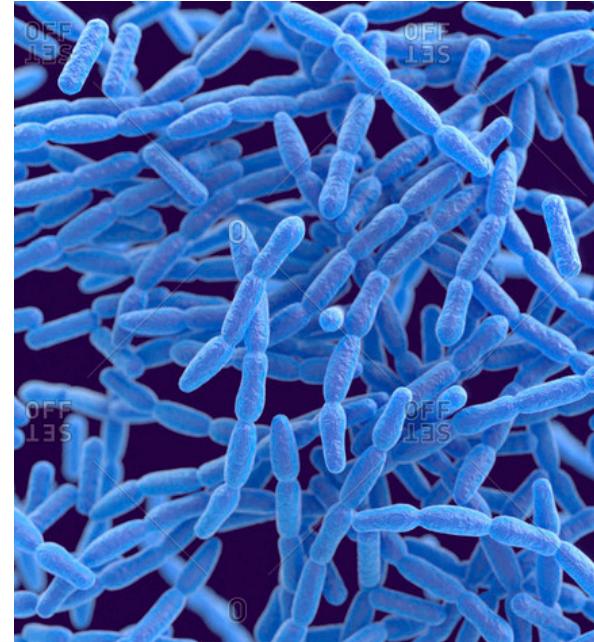
Avoid stock imagery. Don't rely on terminals and hardware to convey technology. Stay away from cliché 'cool'.

Our photography isn't:

✗ Dark



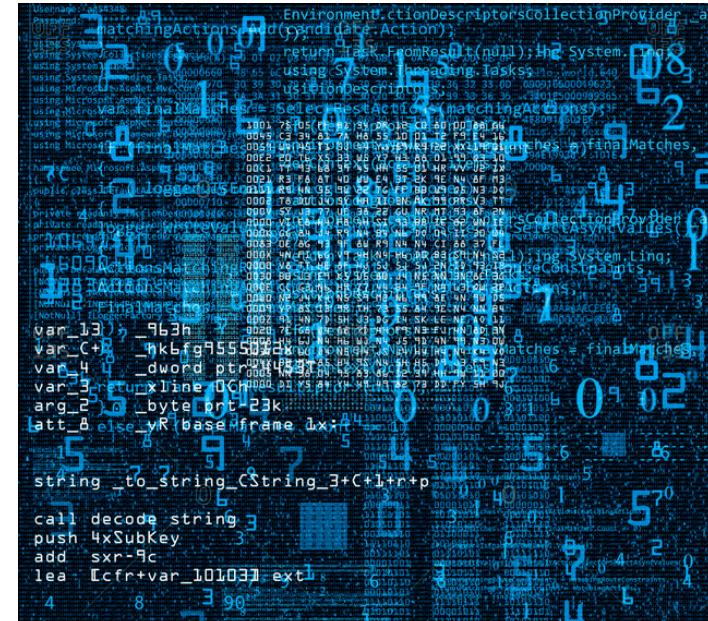
✗ Overly detailed



✗ Stocked or staged



✗ Overly technological

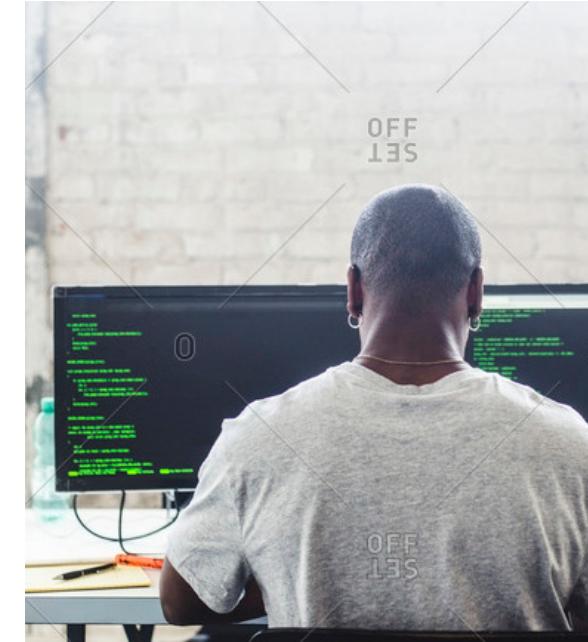


7.4 VISUAL SYSTEM DONTS

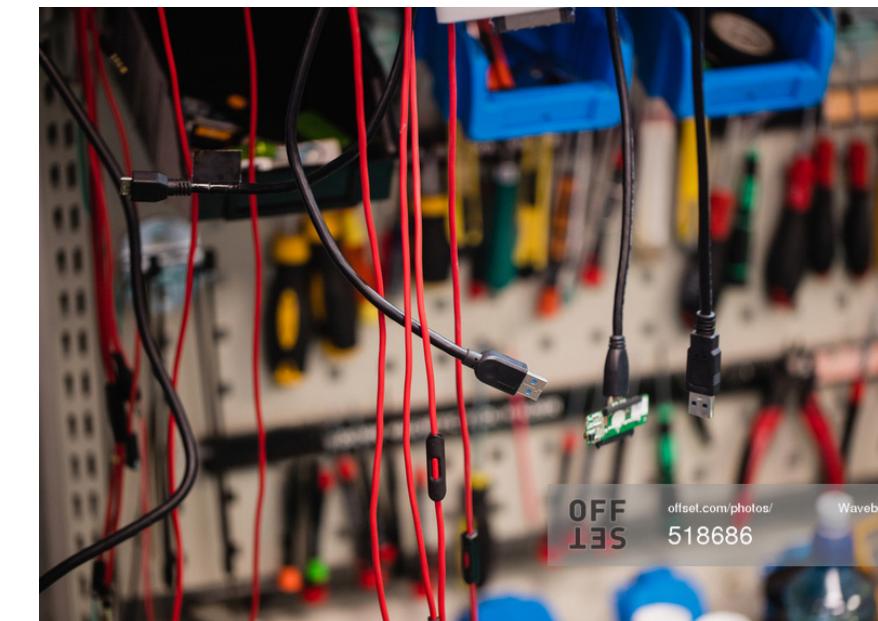
✗ Mundane



✗ Overly serious



✗ Cluttered



✗ Unrelated



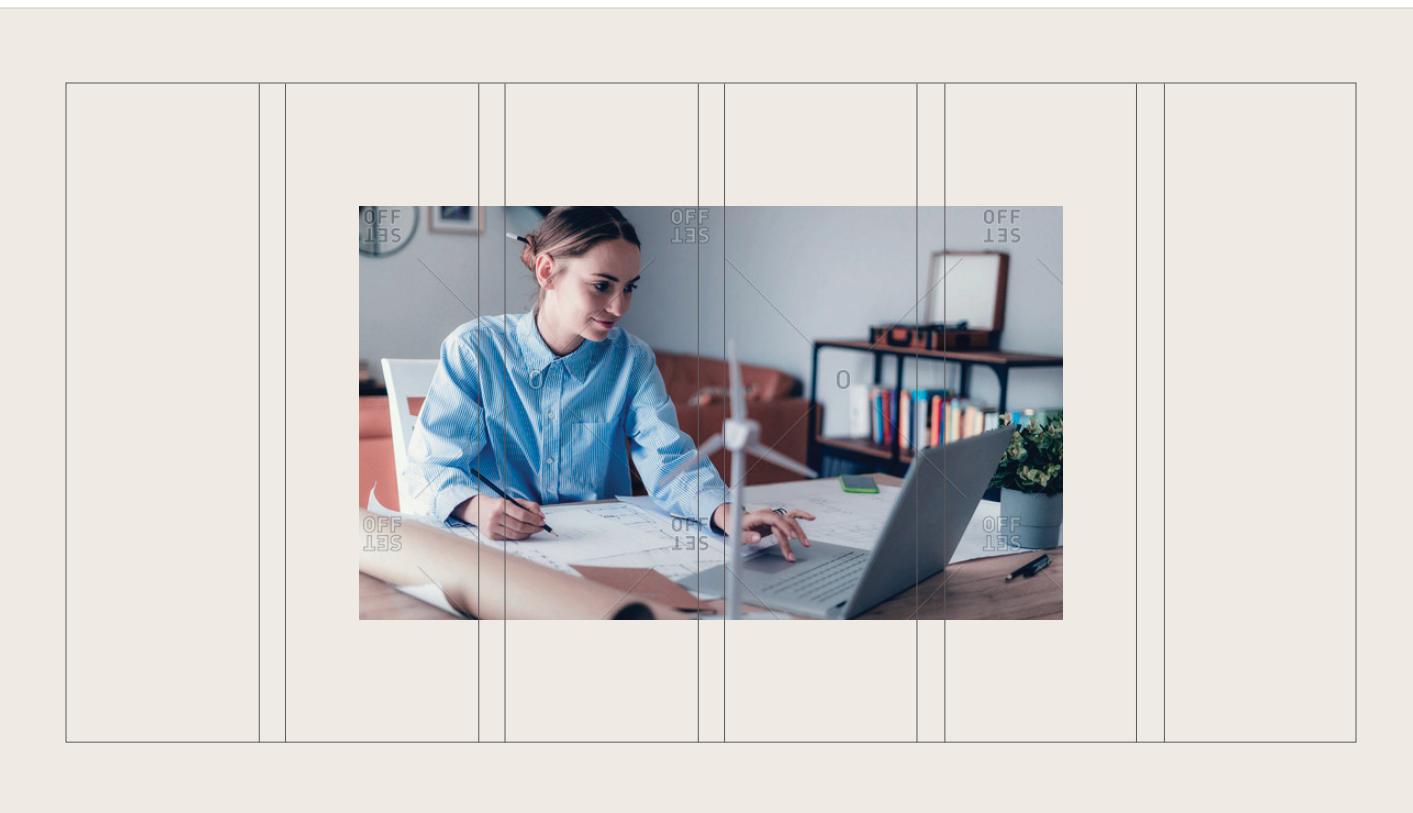
7.5

Photography usage

7.5 PHOTOGRAPHY USAGE STEPS

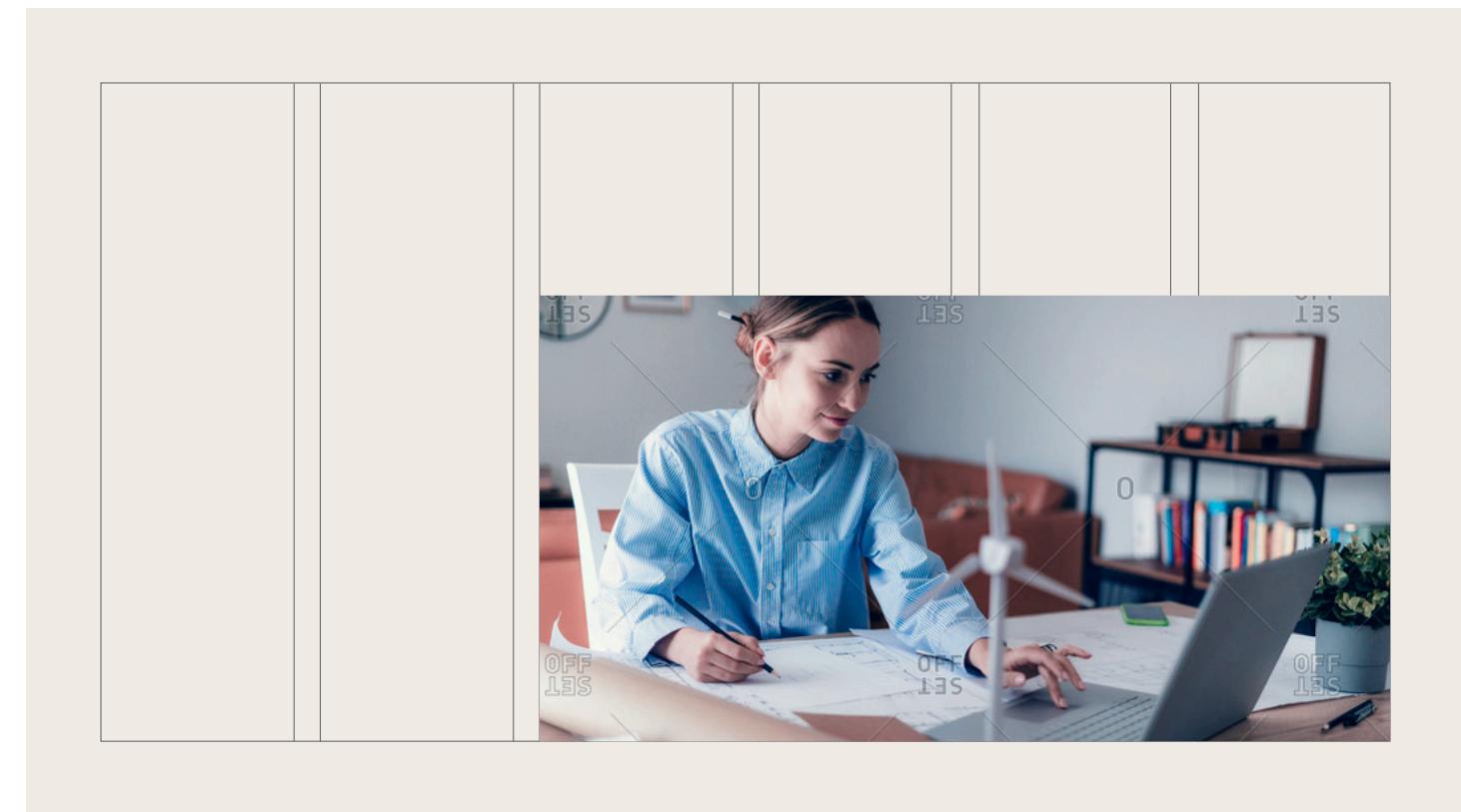
Step 1 Determine grid and photo

Determine where you are going to apply photography and which photo you will use.



7.5 PHOTOGRAPHY USAGE STEPS

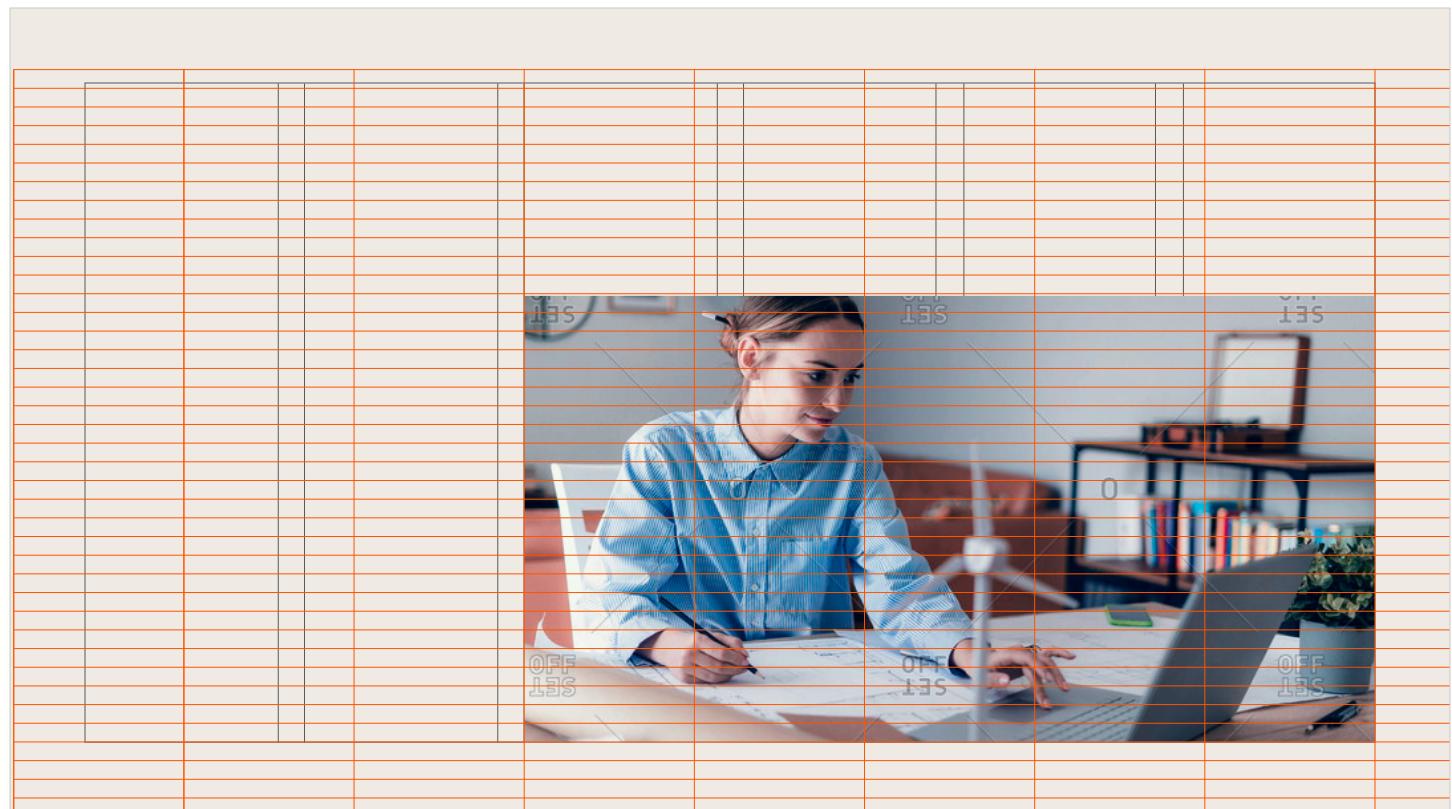
Step 2 Align the photo to the layout



7.5 PHOTOGRAPHY USAGE STEPS

Step 3 Determine grid and photo

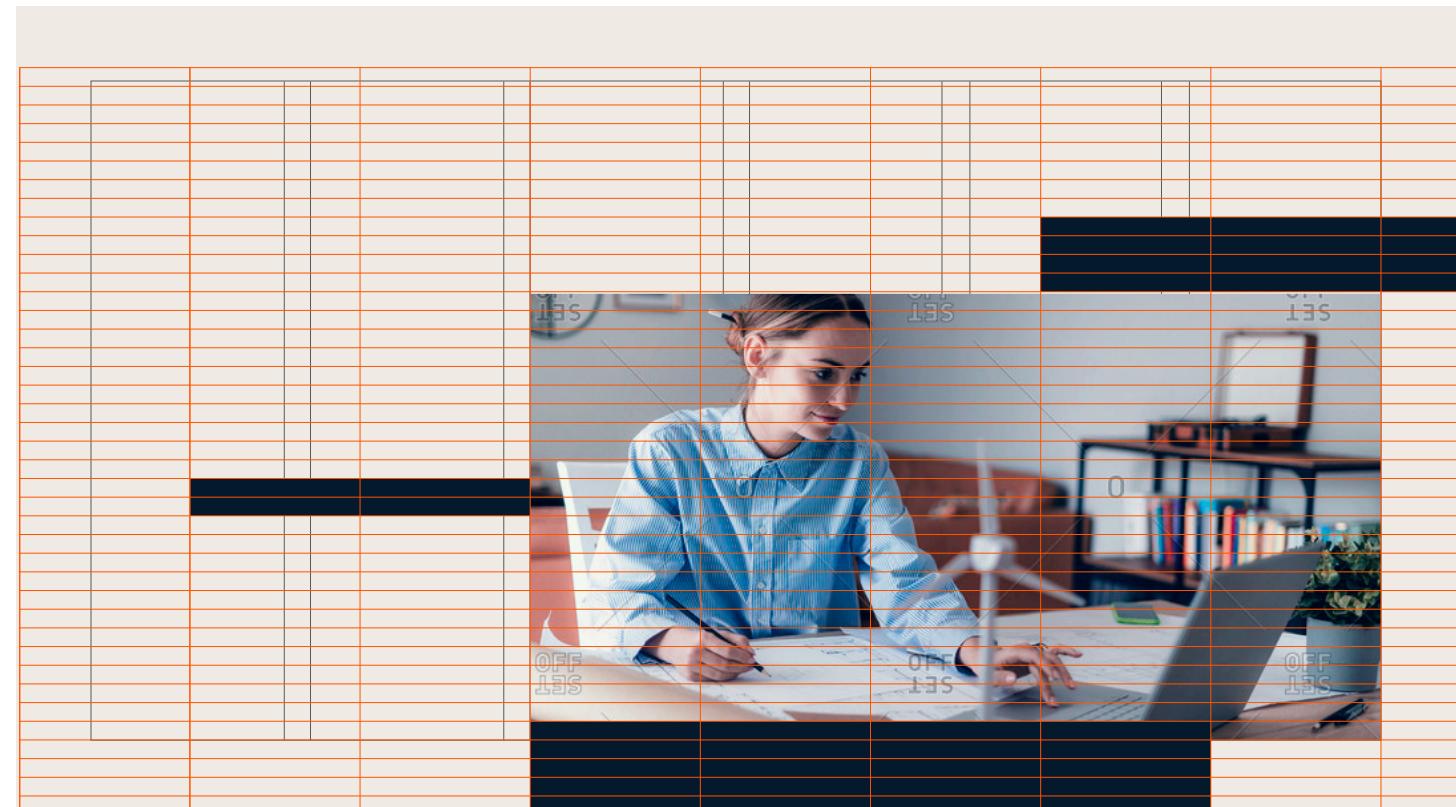
Determine where you are going to apply photography and which photo you will use.



7.5 PHOTOGRAPHY USAGE STEPS

Step 4 Design first layer

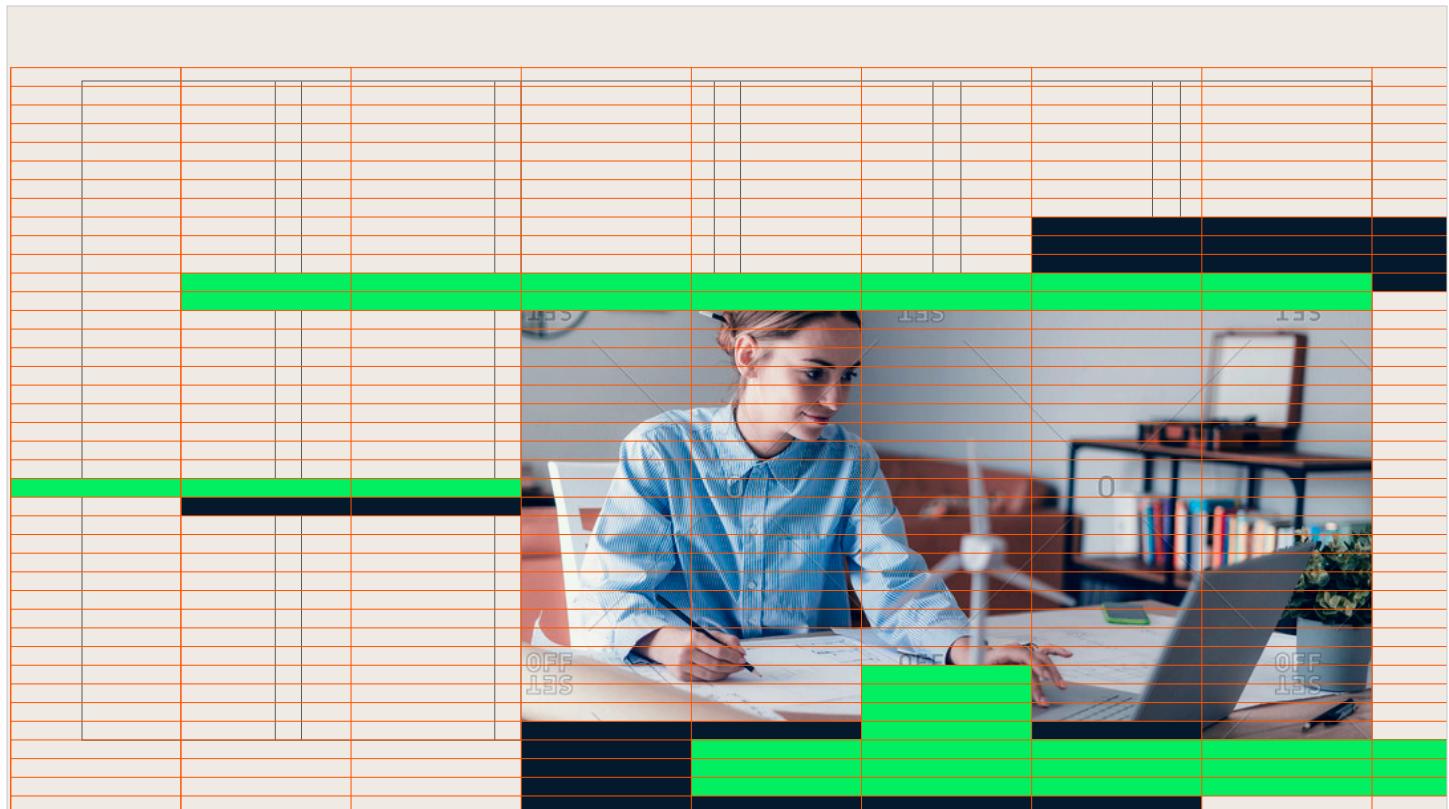
Pick any color (other than the neutrals) from the chosen color palette. Use this color, together with rectangular shapes to fill in the grid. The designer should focus on balancing the composition in weight.



7.5 PHOTOGRAPHY USAGE STEPS

Step 5 Add second layer

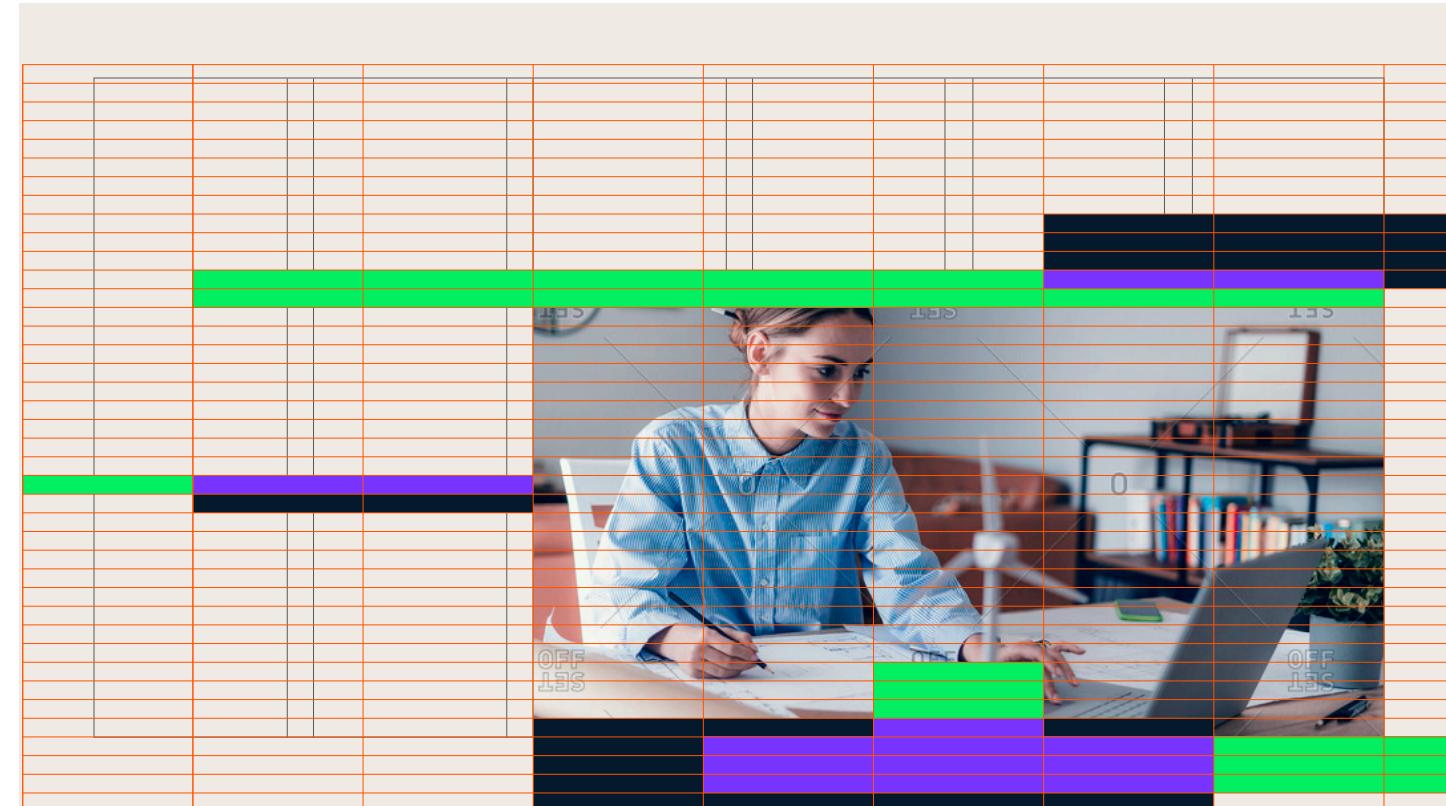
Pick a second color from the chosen color palette. Implement the second layer of shapes while making sure to overlap at least half of second layer shapes with first layer shapes.



7.5 PHOTOGRAPHY USAGE STEPS

Step 6 Color overlap

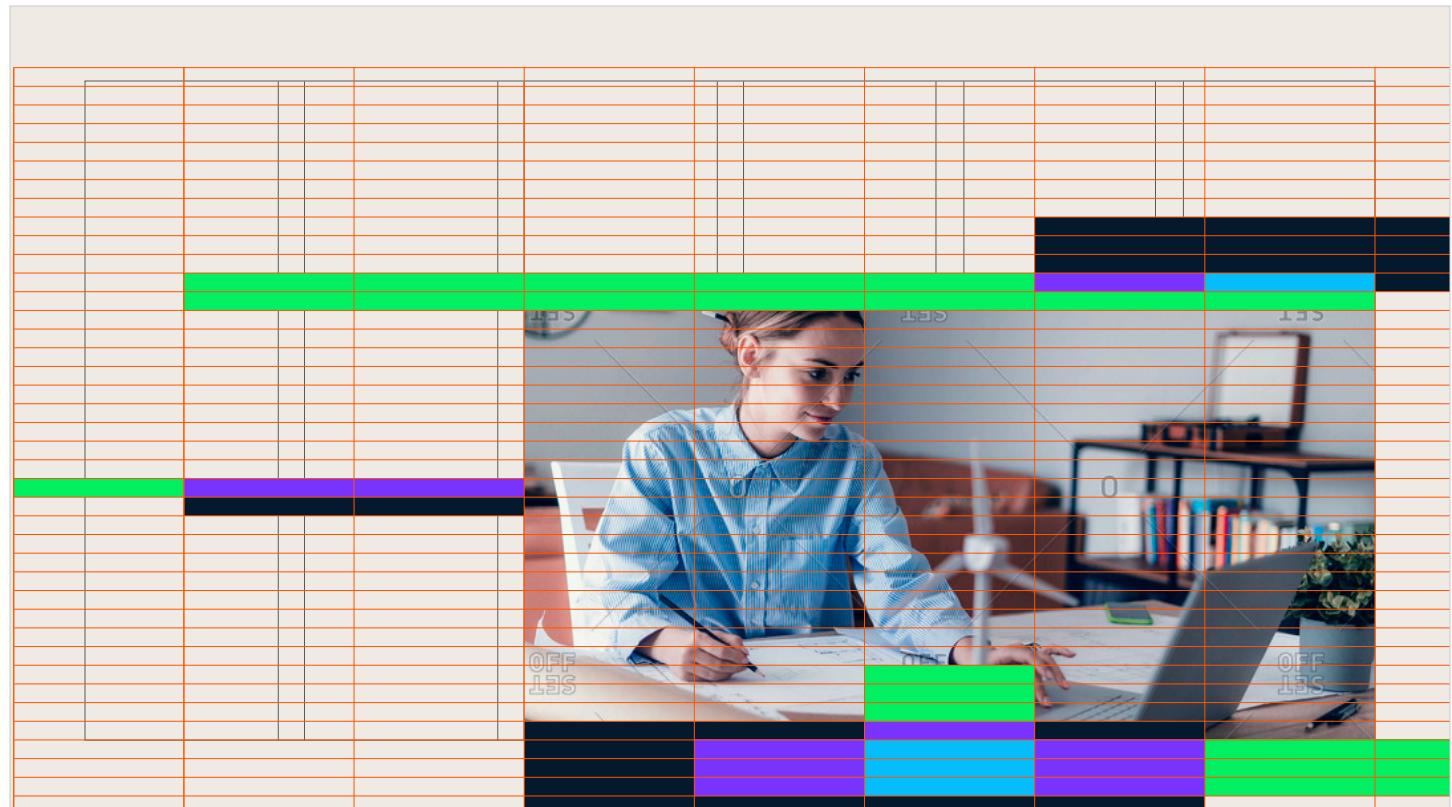
Use illustrator's pathfinder to divide overlapping shapes. Select the overlapping shapes and give them a third color from the color palette.



7.5 PHOTOGRAPHY USAGE STEPS

Optional: Step 7 Add third layer and overlap

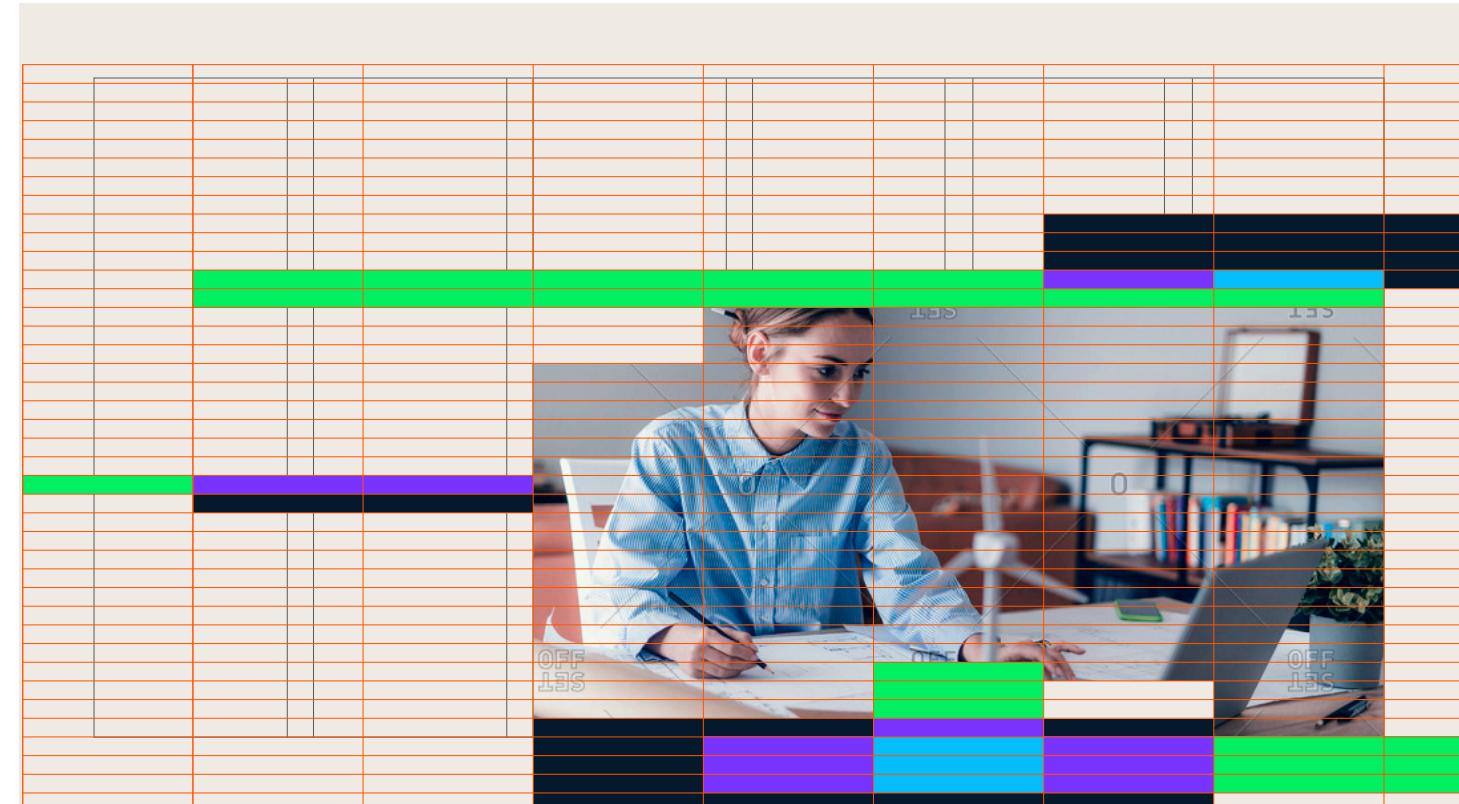
Implement the third layers of shapes while making sure to overlap the already overlapped areas. Devide the double overlapped shapes and give them a fourth color from the color palette.



7.5 PHOTOGRAPHY USAGE STEPS

Optional: Step 8 Subtract from photo

Subtract snippets from photo by overlaying the background color or subtracting shapes from the photo with a mask. This will make the photo blend in more with the clusters of the visual system.



7.5
PHOTOGRAPHY USAGE
STEPS



datacamp

**Data skills are no longer
a specialization**

7.5
PHOTOGRAPHY USAGE
STEPS

datacamp

The Datacamp Learning Experience

Our comprehensive approach gives your employees the tools they need to start applying their new data skills right away.



Learn

Equip your employees with the most engaging curriculum and learning



Practice

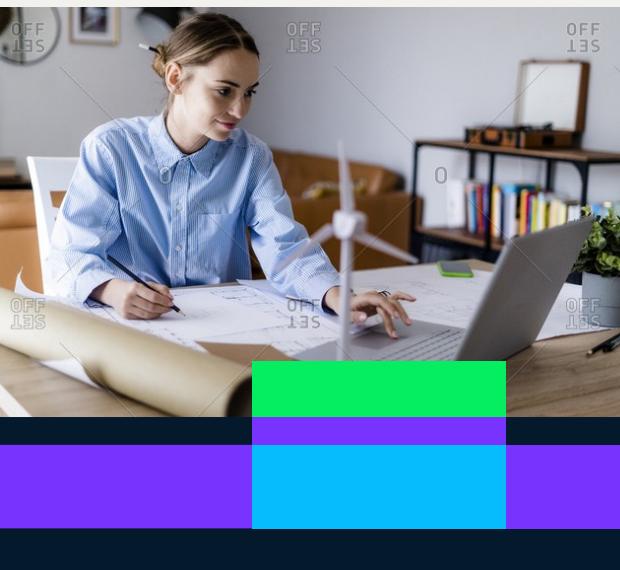
Make it easy for managers to create assignments and track team progress from



Apply

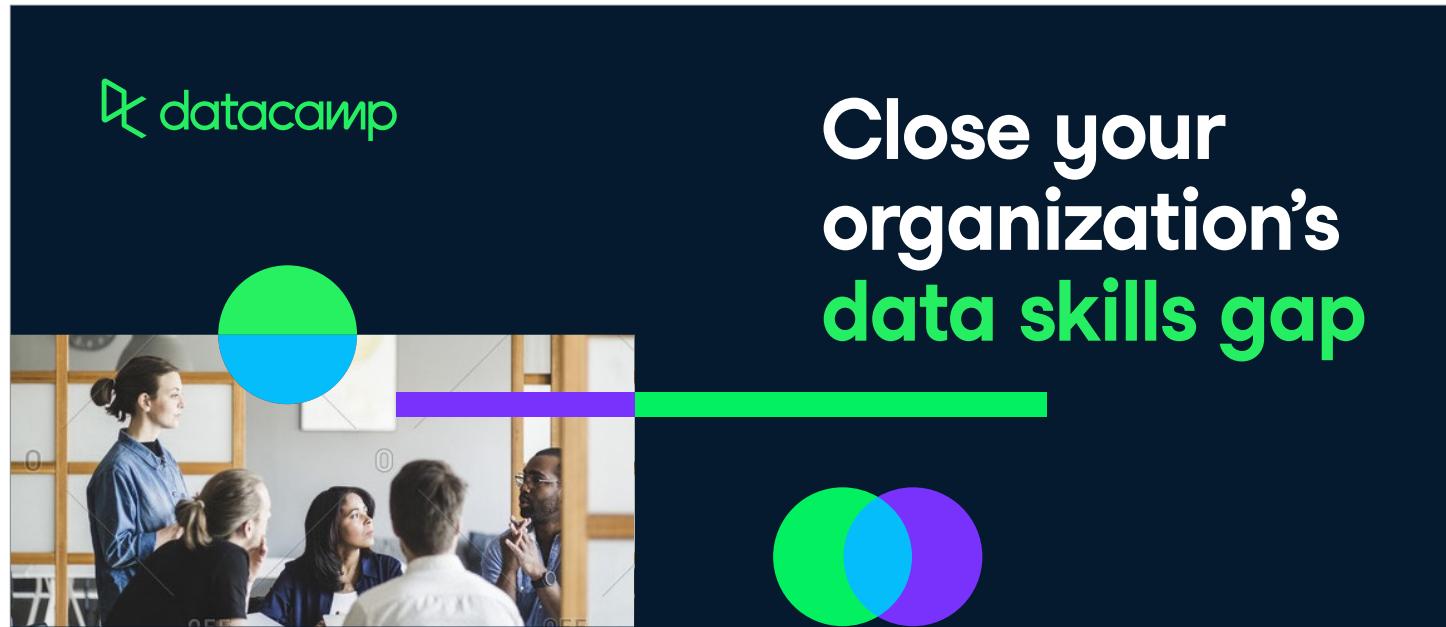
Tailor the power of learning-by-doing to the scale of your

7.5 PHOTOGRAPHY USAGE STEPS



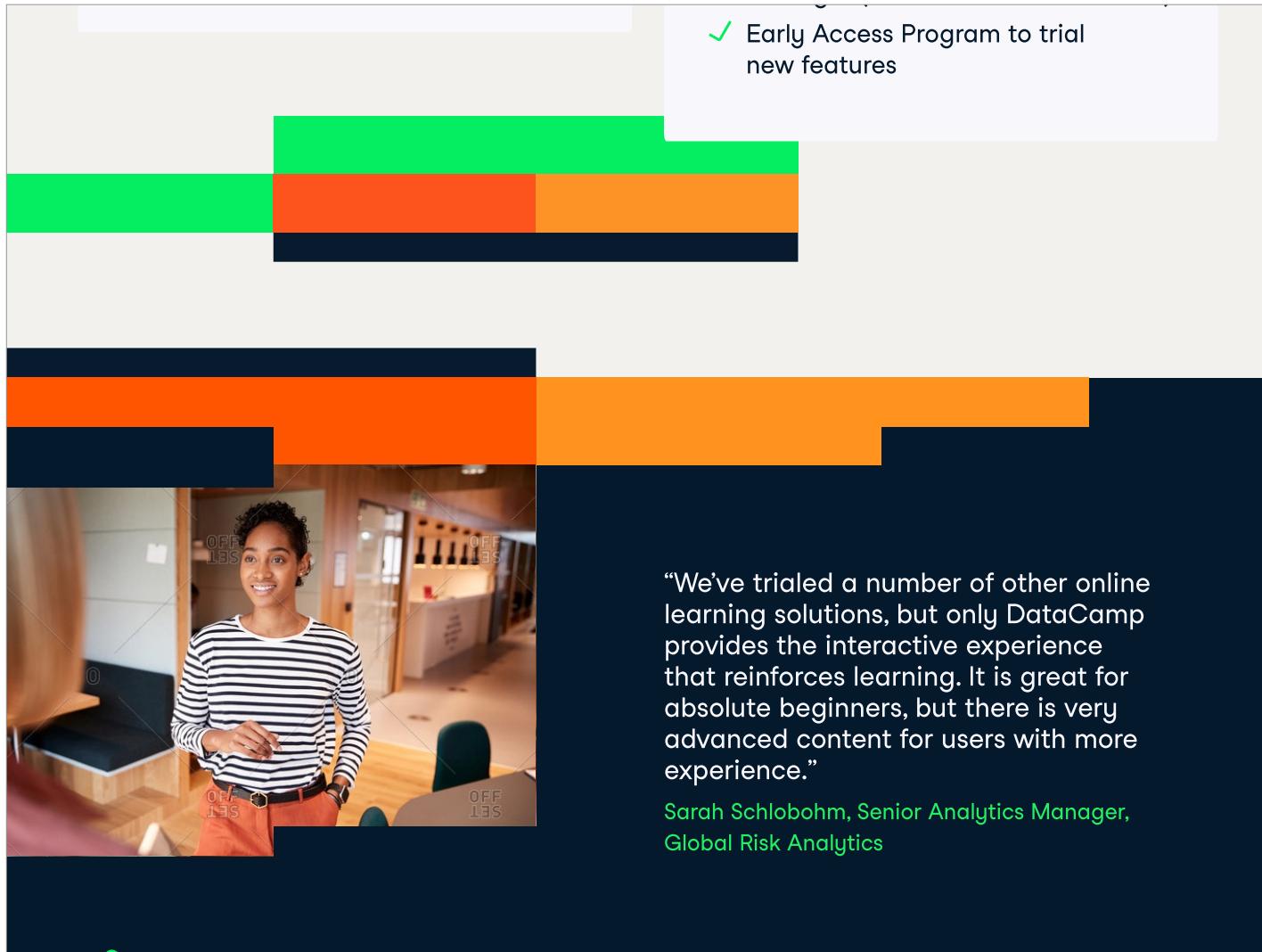
The DataCamp website features a hero section with the company logo and a headline: "Close your organization's data skills gap". Below this, a sub-headline reads: "DataCamp empowers companies to rapidly build the data skills they need to make better business decisions—faster." A large, multi-colored horizontal bar (green, purple, blue, black) is positioned below the sub-headline. At the bottom of the page, there is a sidebar with a purple icon and the word "ENGAGE", followed by a description: "Equip your employees with the most engaging curriculum and learning platform for data science and analytics." To the right of the sidebar, there is a screenshot of the "Advanced Reporting" tool, specifically the "Engagement" section, showing an engagement score of 71% and a benchmark comparison.

7.5 PHOTOGRAPHY USAGE STEPS

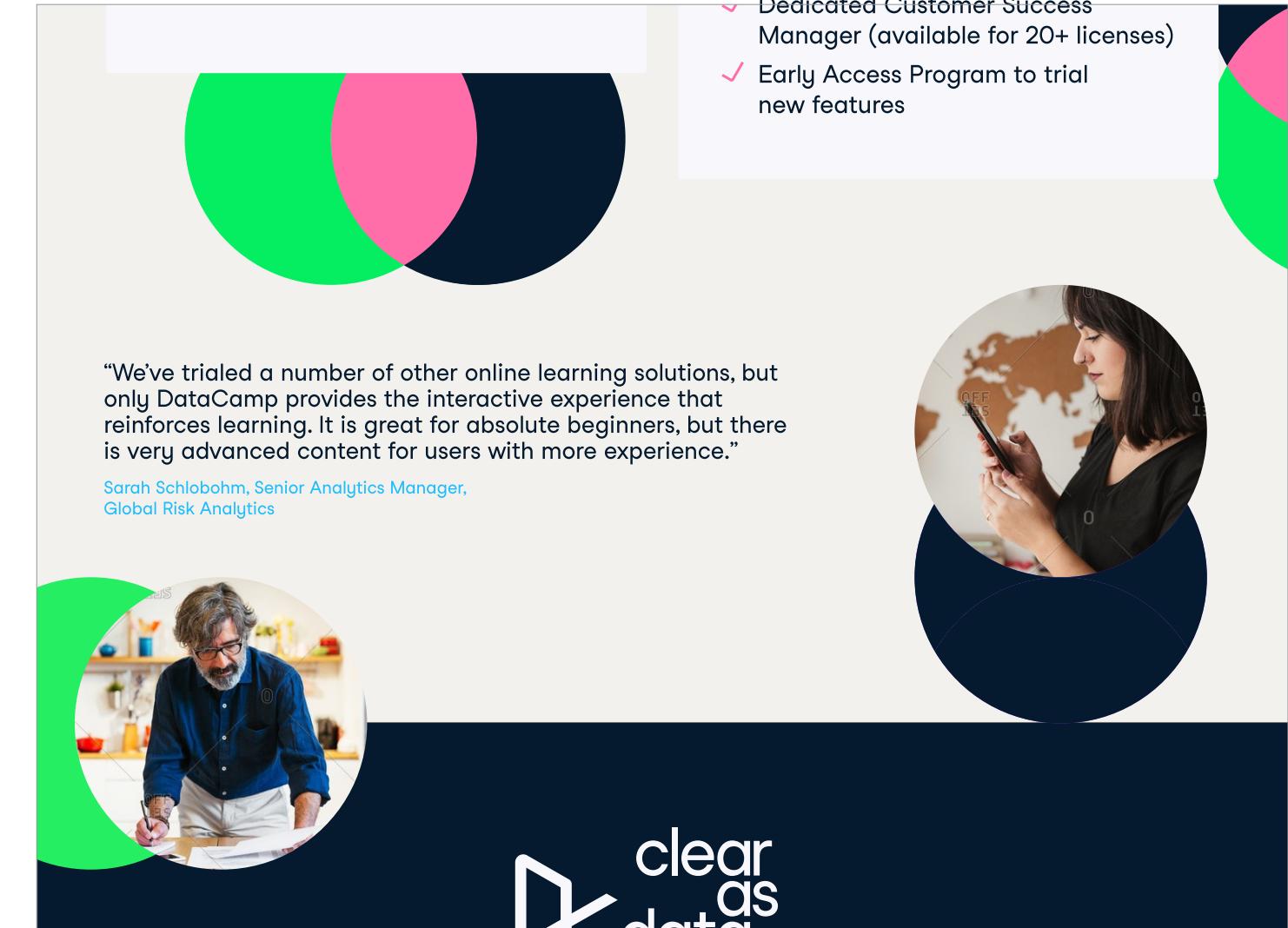


The DataCamp website has been updated with a dark mode theme. The hero section now features a large, bold green headline: "Close your organization's data skills gap". The DataCamp logo is also displayed in green. A pie chart graphic is overlaid on a photograph of a group of people in a meeting. The sidebar with the "ENGAGE" icon and description remains the same. The "Advanced Reporting" tool screenshot is also present on the right side of the page.

7.5 PHOTOGRAPHY USAGE STEPS



7.5 PHOTOGRAPHY USAGE STEPS





Animation

8.0

Animation

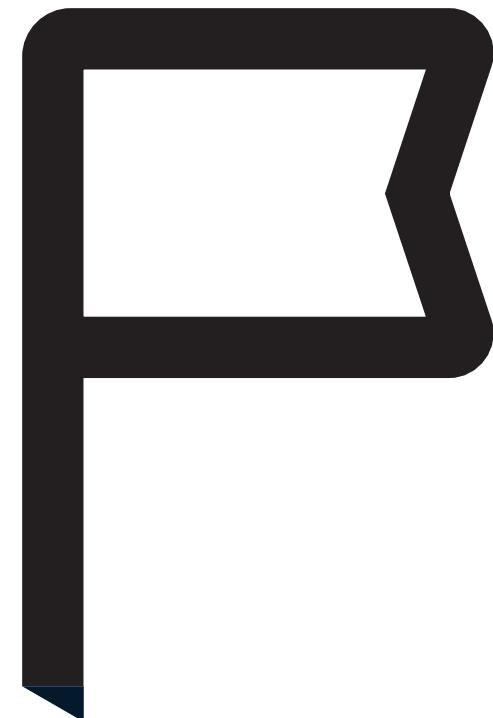
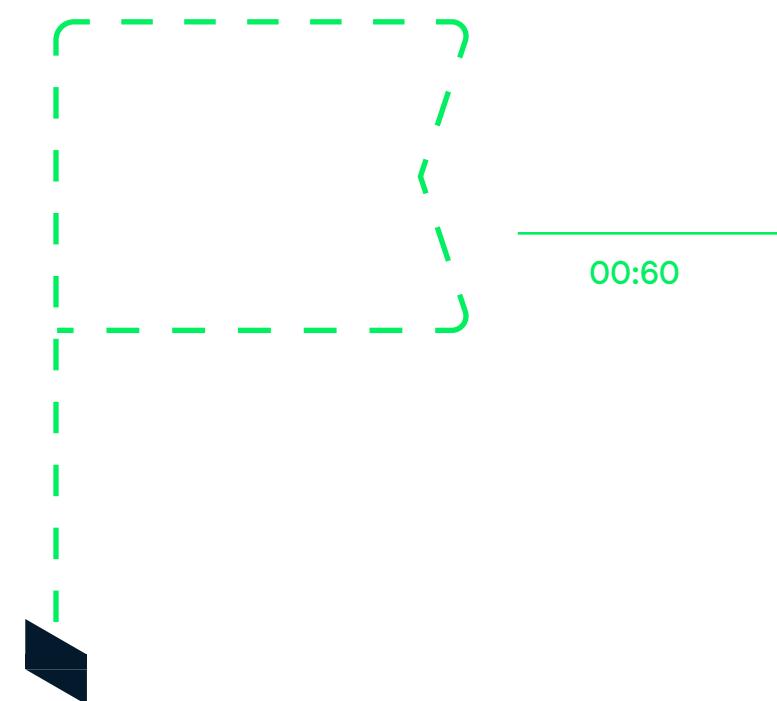
Datacamp's animation must create playful moments that capture audience's attention and imagination without overpowering messaging. **Simplicity and play** are key to approaching motion.

8.0
ANIMATION
STEPS**Step 1**
Import

Import the icon as a path to start animating

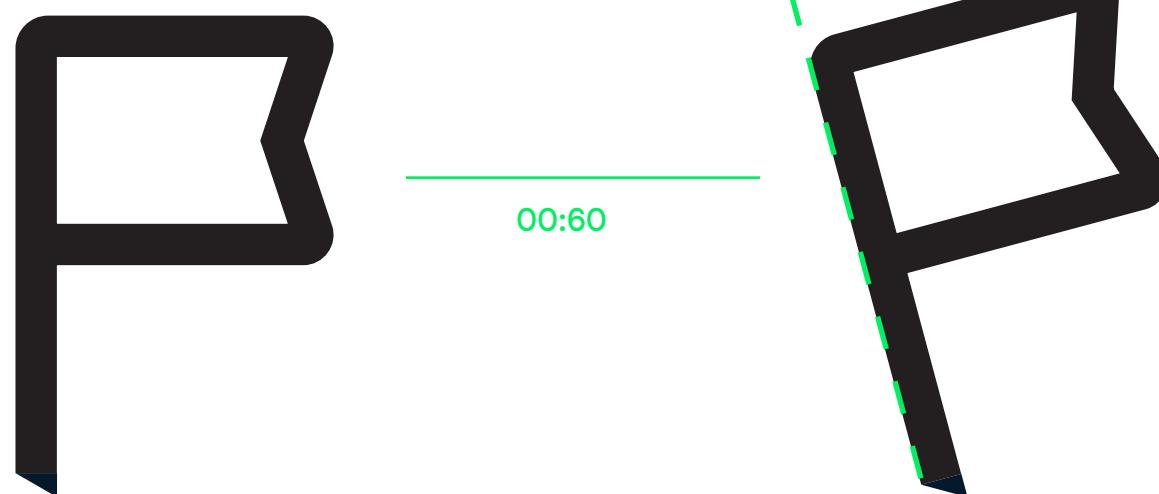
**8.0**
ANIMATION
STEPS**Step 2**
Animate path

Animate the path from start to finish with a duration of 600 milliseconds (15th frame in a 24 frames per second video). The animator should apply an 'ease' effect for a smooth start to finish motion.

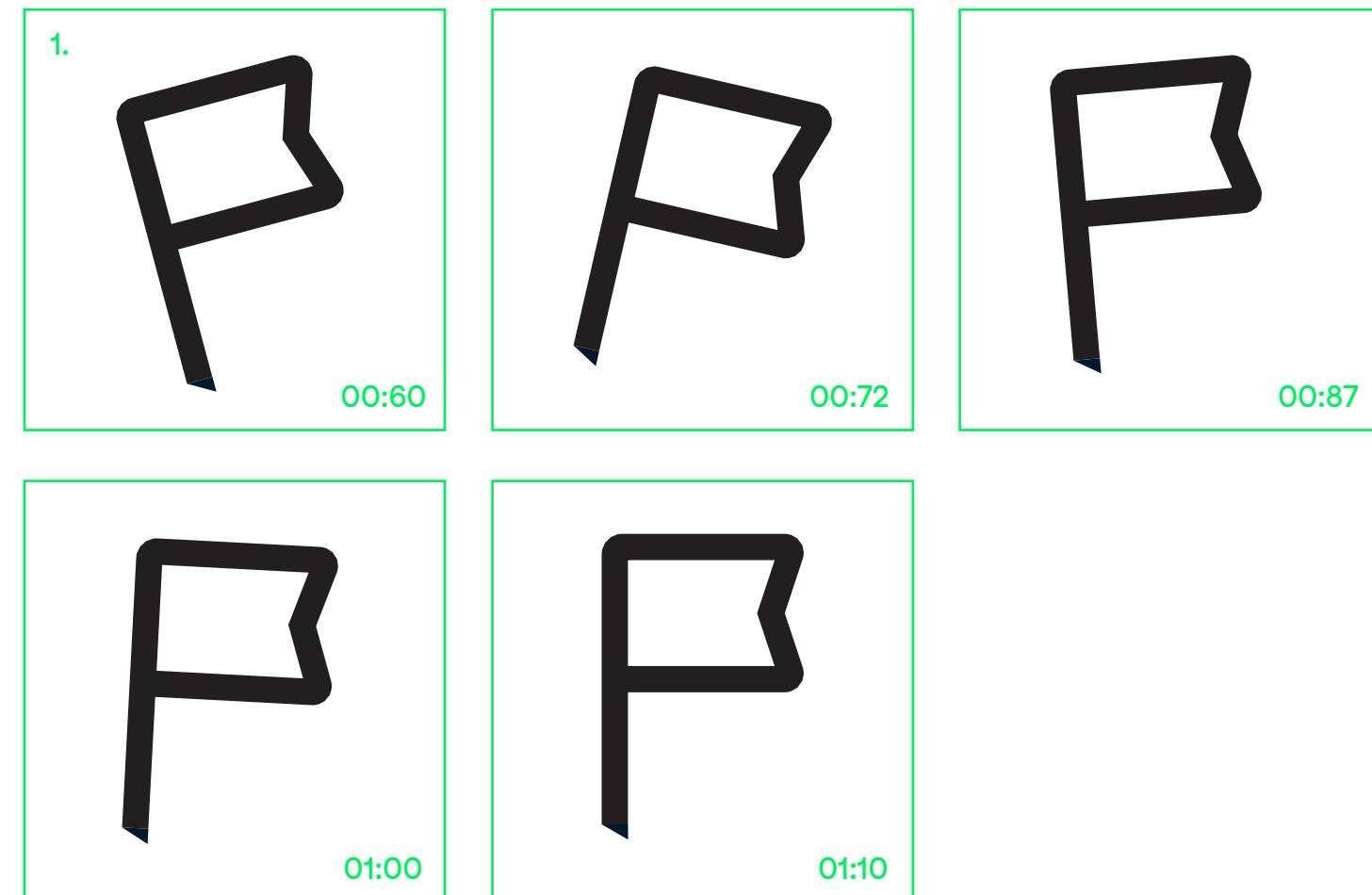


8.0
ANIMATION
STEPS**Step 3**
Add rotation

Add a 15° degree rotation that takes 30 milliseconds to complete.

**8.0**
ANIMATION
STEPS**Step 4**
Add wiggle

When reaching a 15° degree rotation, the animator should apply a 'wiggle' effect: rotating back and forth until it comes to a smooth stop.





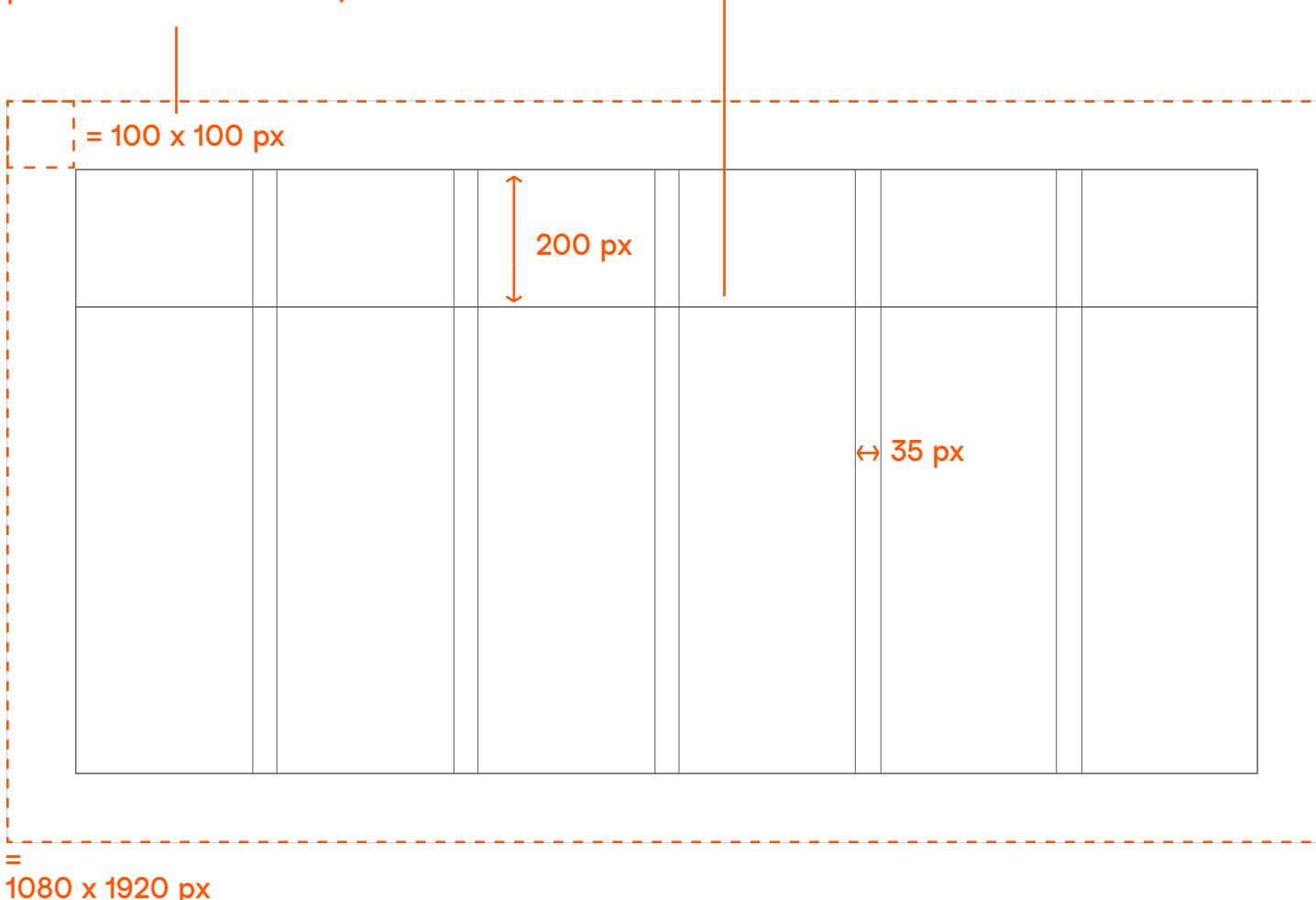
Application

9.1

Presentation deck

9.1 PRESENTATION DECK

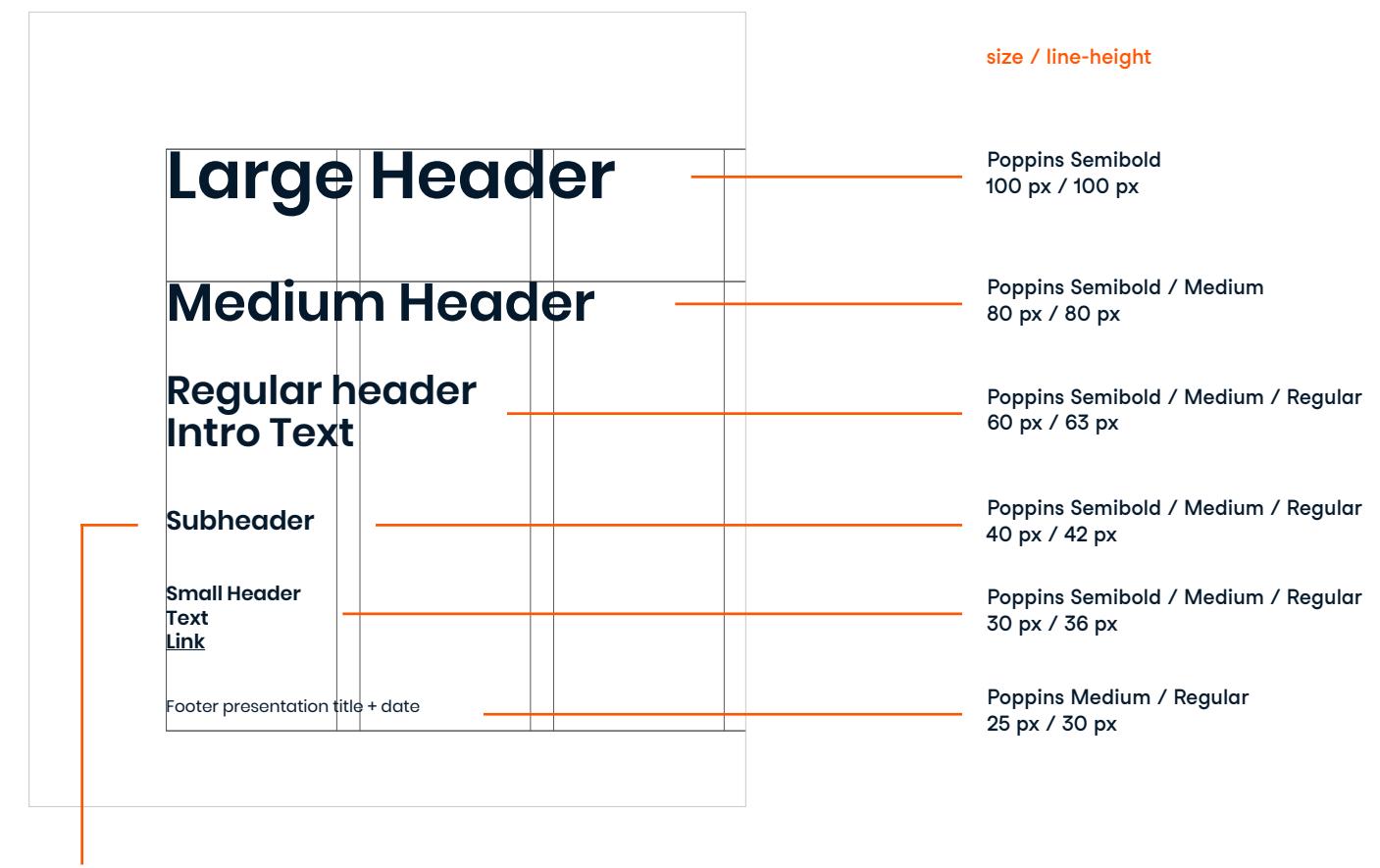
The 100 px margin can only be overwritten by the patterns and footer items (small sized logo & presentation title + date).



This margin determines the 200 px height header area for typography. Only page headers are allowed to be in this area

9.1 PRESENTATION DECK

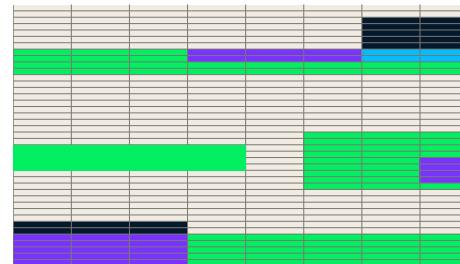
The following sizes must be observed and only adjusted based on the Lead Designer's input.



Subheader size may also be used as body copy.
In this case the line height should be set to 46 px.

9.1 PRESENTATION DECK

The opening page allows room for patterns, logo's and animations. It can function as a moment to celebrate Datacamp's identity, before stepping in to the informational side of the presentation.

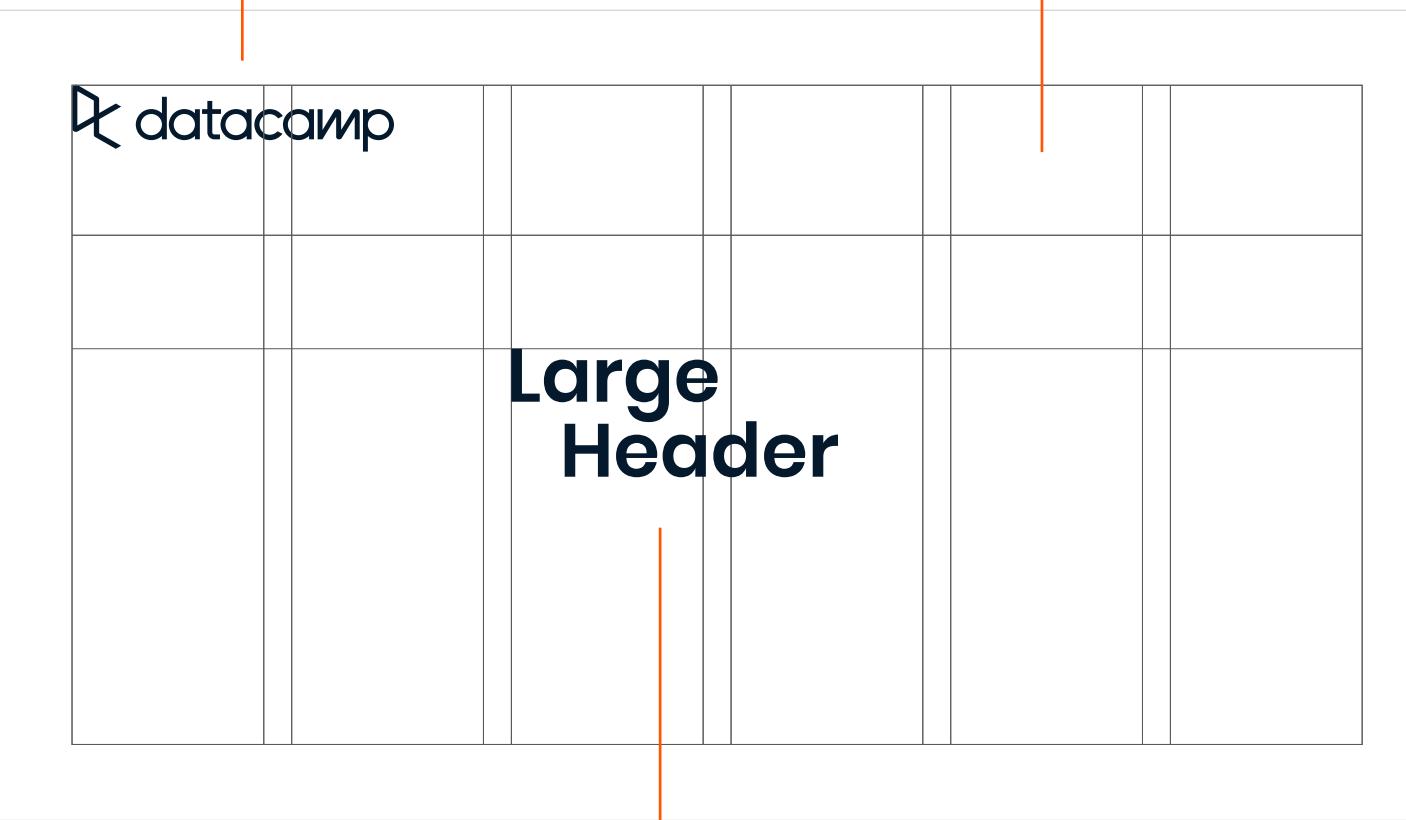


The presentation deck grid does not apply for the opening page. The designer should apply logo's and patterns according to the rules stated in the guidelines.



9.1 PRESENTATION DECK

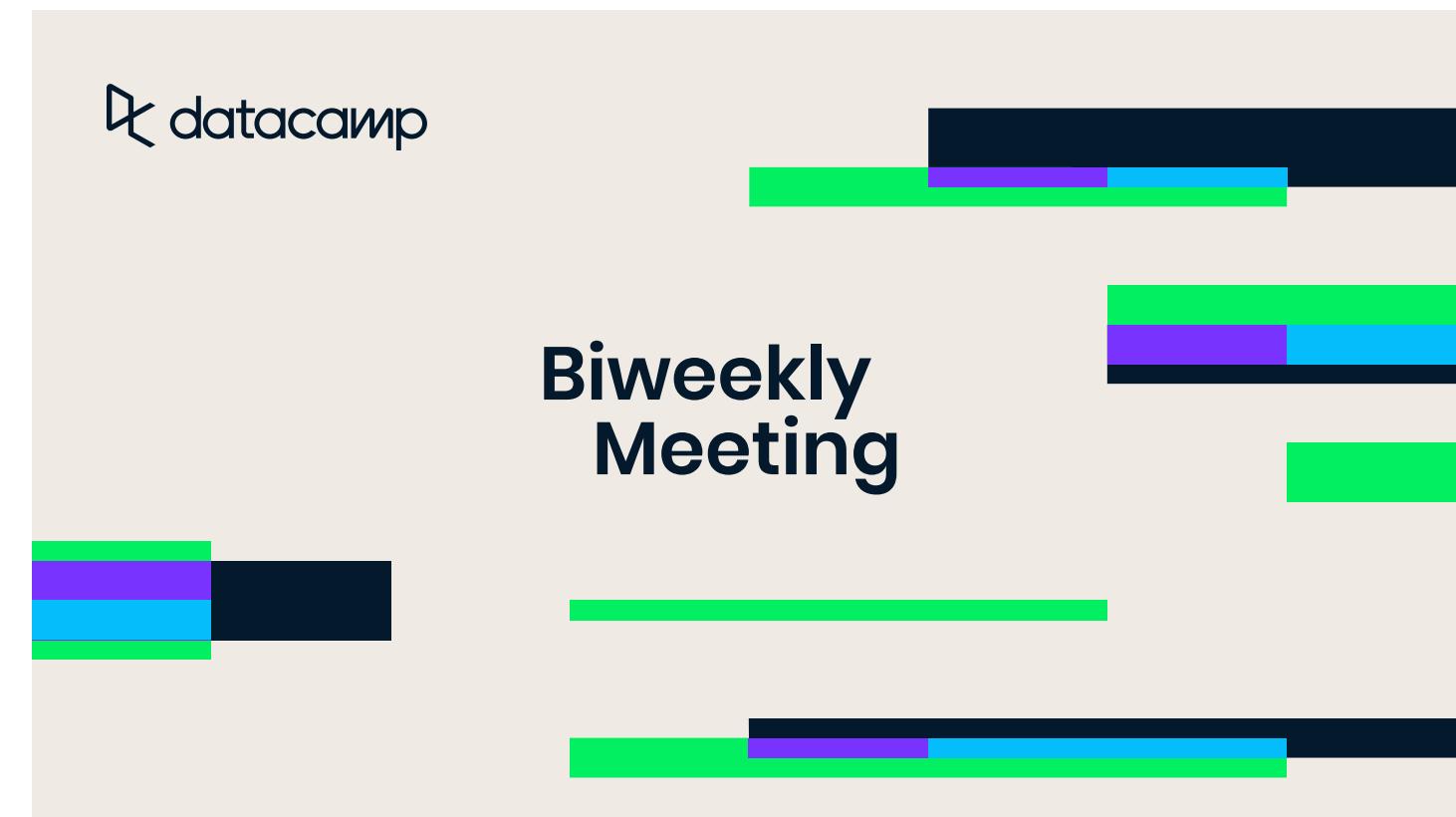
Datacamp's logo (any lockup shown in the guidelines can be applied here) should be placed according to the presentation's grid and position rules stated in the 'logo usage' section.



**Large
Header**

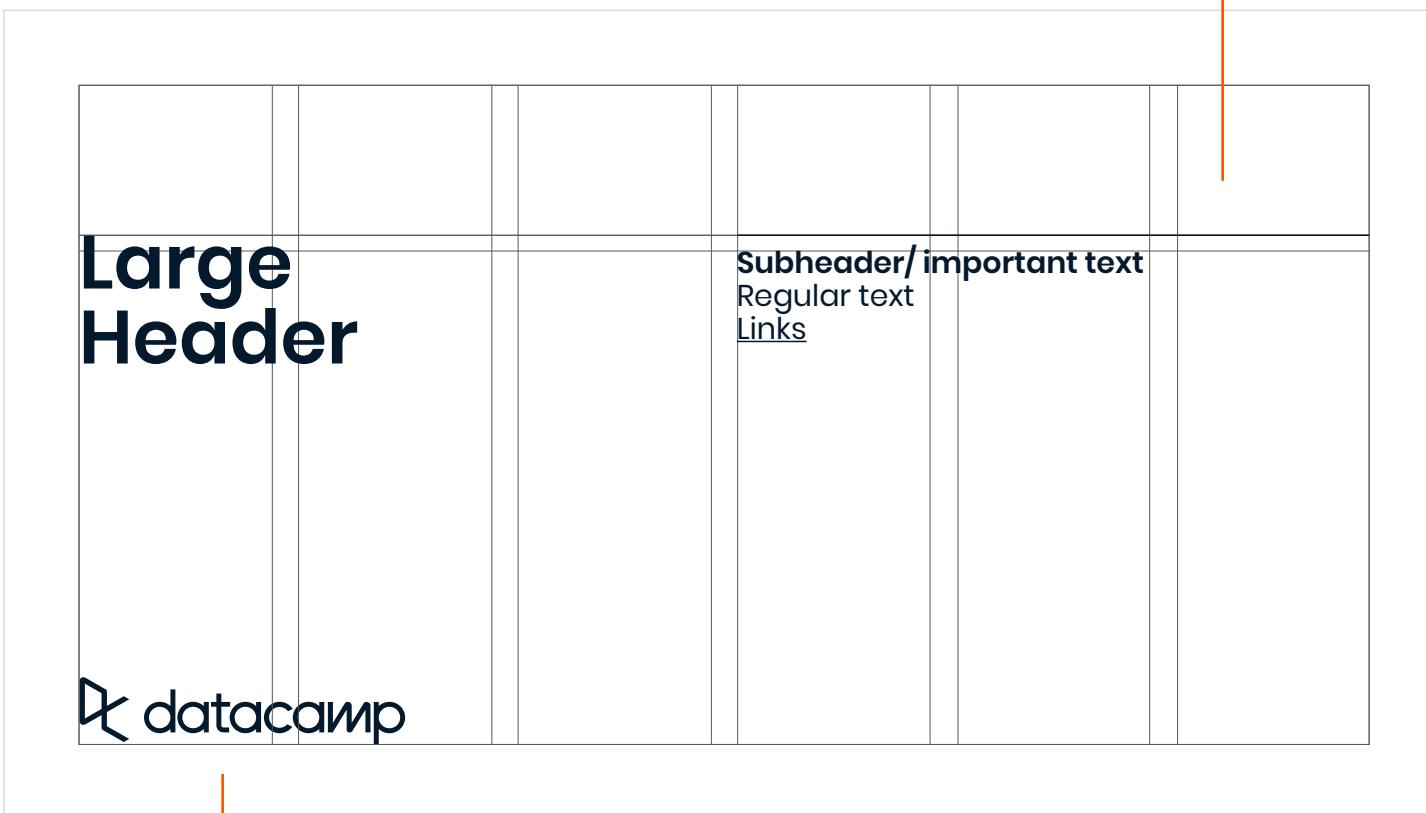
The bottom part of a header may be shifted to the right. The distance of shifting the header is determined by the cap height.

9.1 PRESENTATION DECK



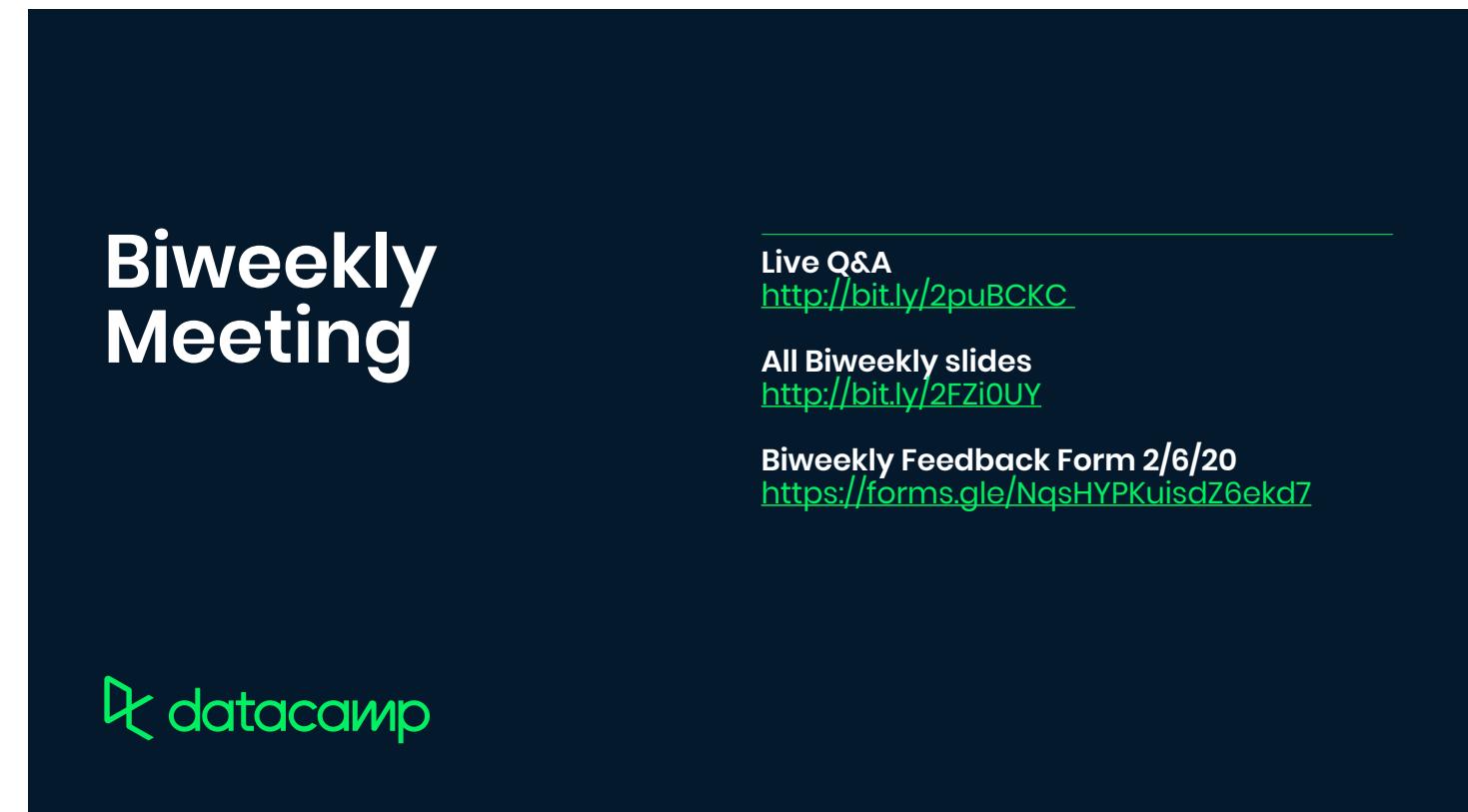
9.1 PRESENTATION DECK

A 1 px stroke line may be applied according to the grid's type margin to organize and unite this section subtly.
The gap between the line and the text should be 20 px.



The logomark should be placed according to the presentation's grid and the rules stated in the logo usage section in the guidelines.
The height of the logomark should be set to 90 px.

9.1 PRESENTATION DECK



9.1 PRESENTATION DECK

Large Header



Intro text should take up 5 columns in width.
If the text only runs for 3 or less lines, the
columns width should be adjusted to 4 or 3
columns (to balance out the page).

9.1 PRESENTATION DECK

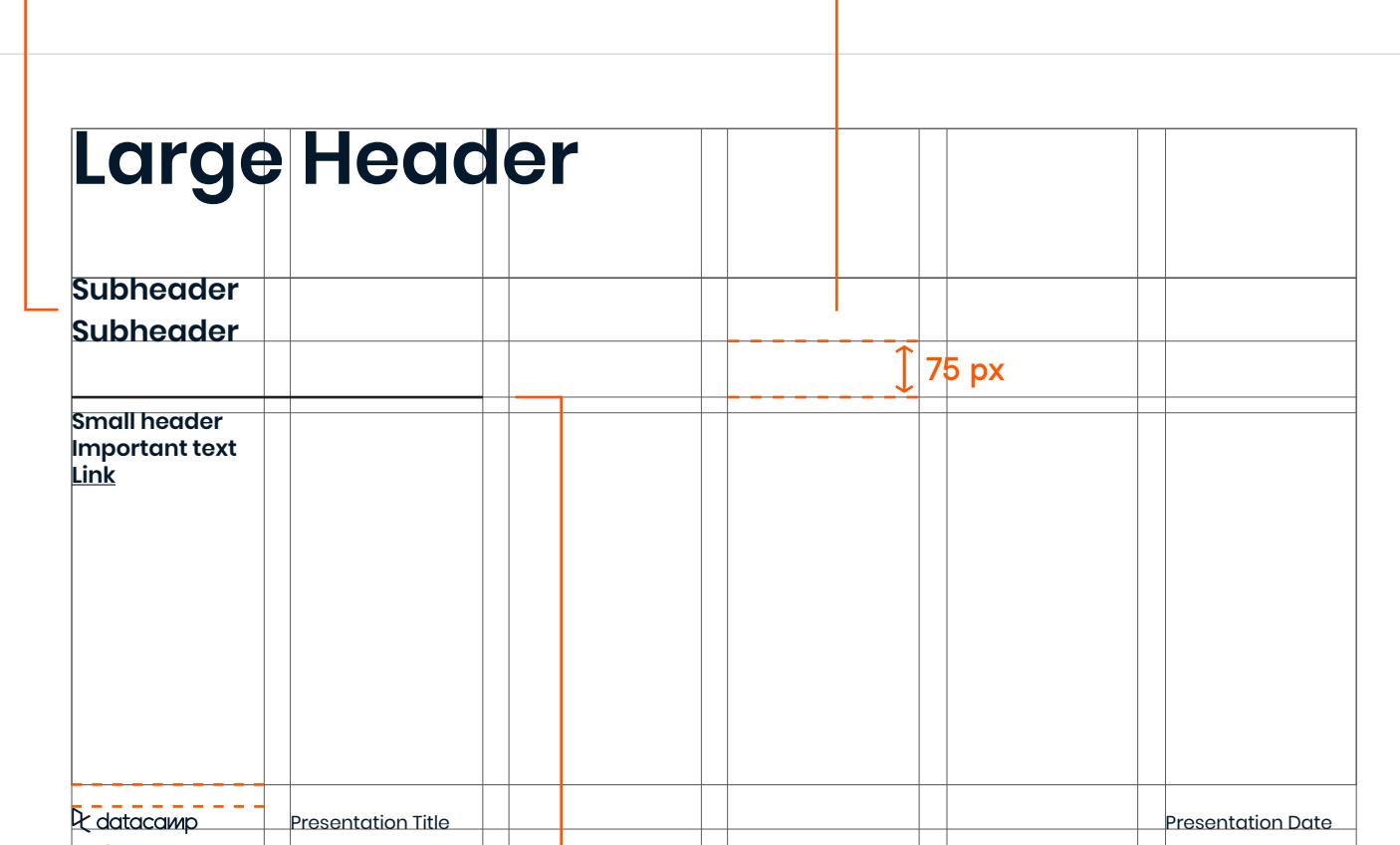
Our Mission

To democratize data science education by giving everyone in the world the opportunity to become data literate, data savvy or a data expert at a low cost and via the best possible learning experience that technology can build.



9.1 PRESENTATION DECK

When listing subheaders, the line-height should be set to 55 px.



The logo should have a height of 35 px with a gap of 30px from base margin.

As stated before, a 2 px stroke line may be applied according to the grid's type margin to organize and unite this section subtly. The gap between the line and the text should be 20 px.

9.1 PRESENTATION DECK

Open Positions

Salesforce Administrator/ Developer (BE)
Salesforce / Marketing Operations Manager (us)
Marketing Manager (us)
Enterprise Account Executive (US - Remote)
Infrastructure Team Lead (UK/BE)

Reminder

US based employees will receive \$5,000 for an eligible referral
BE based employees will receive €4,500 for an eligible referral
UK based employees will receive £3,800 for an eligible referral

Details

 datacamp Presentation Title Presentation Date

9.1 PRESENTATION DECK

The size of the header should be determined by the importance and length of the header compared to headers on other slides.
Less important + longer sentence = smaller header size.

<h1>Large Header / Regular Header</h1>						
<h2>Medium Header</h2>						
<p>Subheader / important text</p>						
	<ul style="list-style-type: none">• Bullet point• Bullet point					
	Presentation Title					Presentation Date

The gap between bullet points should be 35 px.

9.1 PRESENTATION DECK

Sharing something about valuations & multiples in market

- Why is this valued different : B2B has better retention, more upsell opportunities, less price sensitive...
- It is a type of revenue that is seen as a more sustainable stream. This is good as we can use that revenue to reinvest in product, achieve more growth, take out a loan at better terms...
- From a product quality perspective the difference between these types of revenue are not relevant. We want high-quality and high NPS for all our learners. Individual B2C and B2B learners roughly get the same experience anyway.
- It is a type of revenue that is seen as a more sustainable stream. This is good as we can use that revenue to reinvest in product, achieve more growth, take out a loan at better terms...

9.1 PRESENTATION DECK

The column grid doesn't apply to tables. The columns of the tables are determined by the length of the text + the 30 px margins.

<h1>Large Header / Medium Header</h1>		
Subheader	Subheader	Subheader
Subheader text Lorem ipsum dolor sit amet	Subheader text Lorem ipsum dolor sit amet	Subheader text Lorem ipsum dolor sit amet
Subheader text Lorem ipsum dolor sit amet	Subheader text Lorem ipsum dolor sit amet	Subheader text Lorem ipsum dolor sit amet
 datacamp	Presentation Title	Presentation Date

The margins of the table
should be 30 px.

9.1 PRESENTATION DECK

A table should have a stroke of 1 px.

Q1 Company OKRs

Objective	Key Results	Owner	Jan 21	Feb 4
Objective 1 Achieve glory for Datacamp B2B	KR1 Achieve \$335,000 in Direct B2B ARR	Weston	0.7	0.2
	KR2 Bring in 850 sales accepted leads with an expected average deal size of >\$10,000	Adam	0.7	0.8
	KR3 End Q1 with \$12M in B2B ARR	Adam	0.8	0.8

9.1 PRESENTATION DECK

Bias towards action

Deliverable: Share presentation slides	Owner: Datacamp	Date: 30 June
Deliverable: ...	Owner: ...	Date: ...
Deliverable: ...	Owner: ...	Date: ...



datacamp Presentation Title Presentation Date

9.1 PRESENTATION DECK

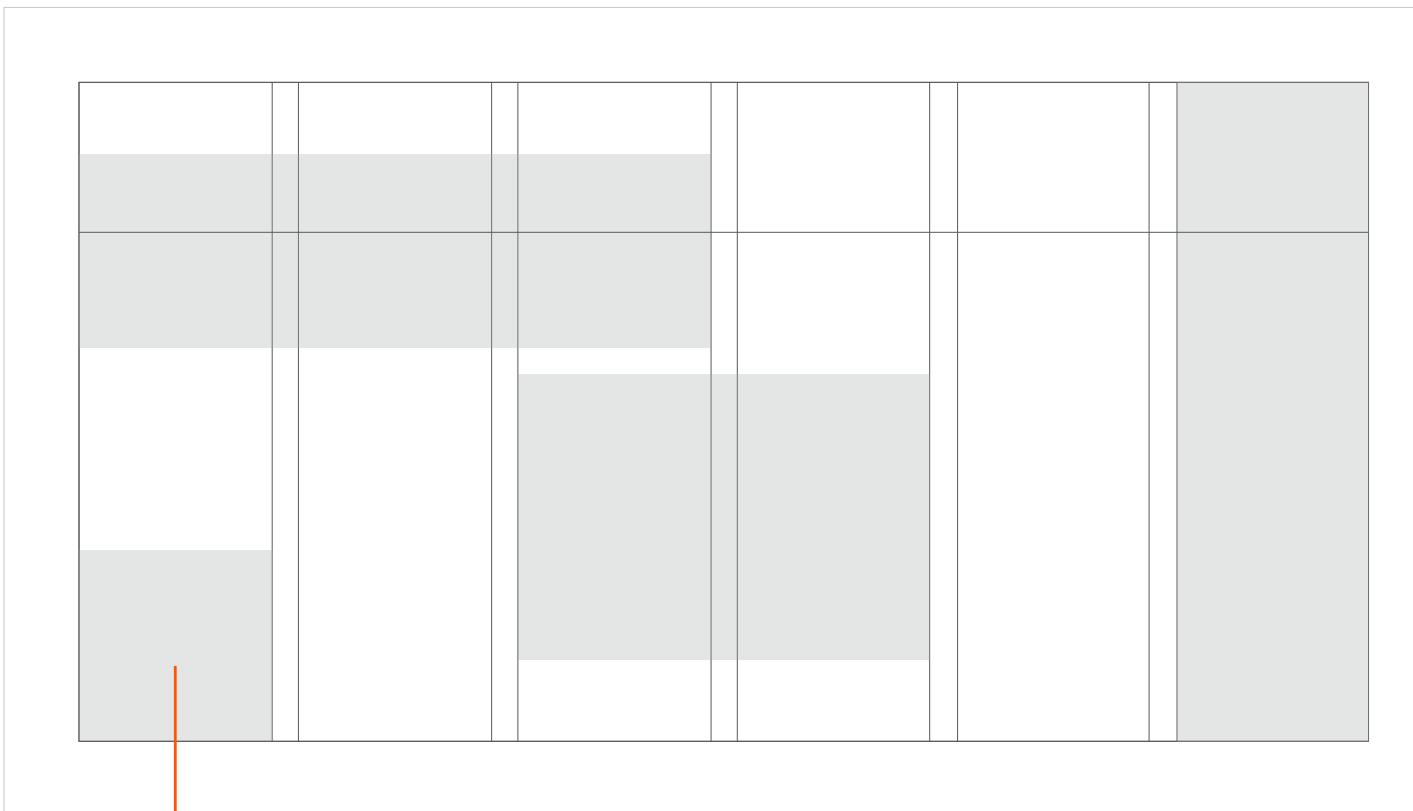
Bias towards action

Deliverable: Share presentation slides	Owner: Datacamp	Date: 30 June
Deliverable: ...	Owner: ...	Date: ...
Deliverable: ...	Owner: ...	Date: ...



datacamp Presentation Title Presentation Date

9.1 PRESENTATION DECK



Images can be scaled any width and height, as long as the width is aligned to the column grid and the height within the margins. Overlaying images with items other than the pattern is not allowed.

9.1 PRESENTATION DECK



Imagery can be mixed with patterns as shown in the 'image usage' section. Patterns do not have to stay within the margins.

9.1 PRESENTATION DECK

Large Header / Medium Header

Subheader / Text	Subheader / Text	Subheader / Text	Subheader / Text	
------------------	------------------	------------------	------------------	--

datacamp Presentation Title Presentation Date

9.1 PRESENTATION DECK

Customer Success: Fast track your team's success



We'll learn about your
business goals



We'll help you map your learning
journey to meet your targets



We'll partner with you to create
long-term value

9.1 PRESENTATION DECK



Only 20% of instructors are accepted out of 700 yearly applicants

 datacamp

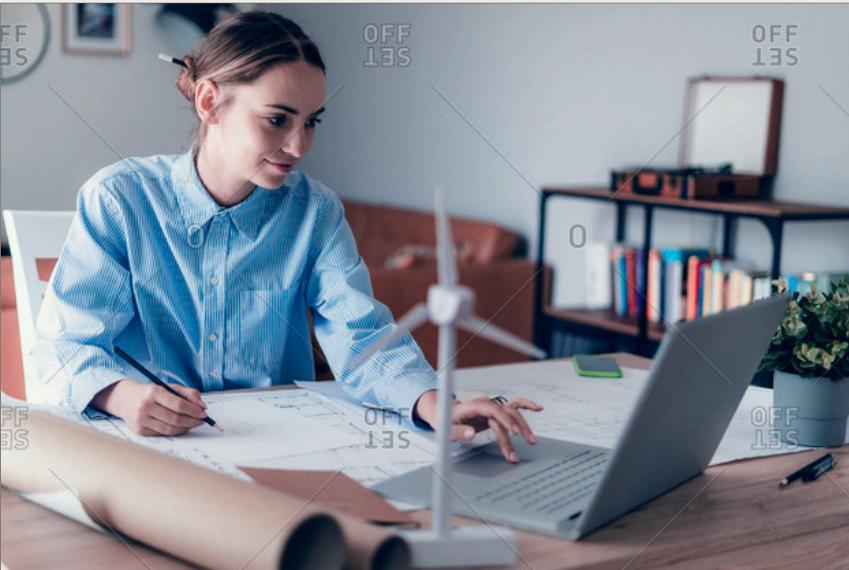
Presentation Title

Presentation Date

9.1 PRESENTATION DECK



9.1 PRESENTATION DECK



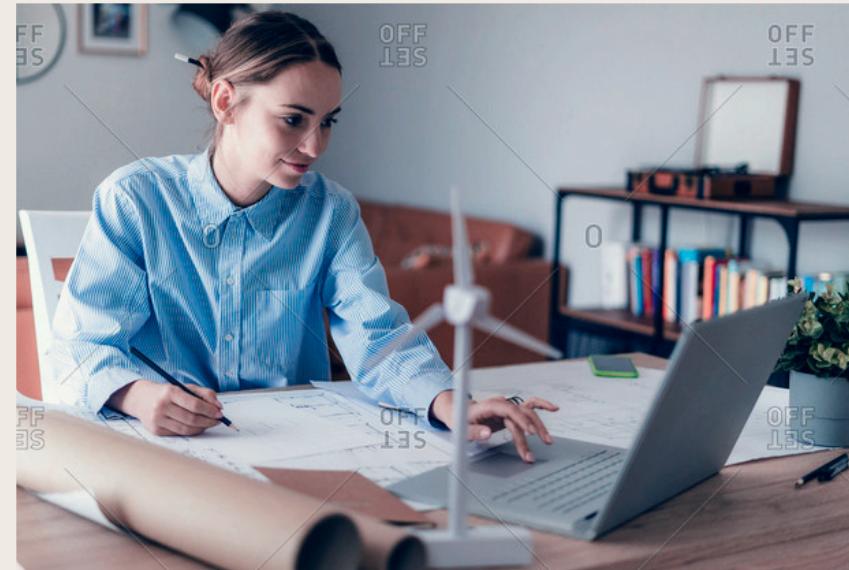
LEARN

Create custom learning tracks

With support from our expert team, you can build tailored learning paths for your organization—choosing from our library of courses, projects, and assessments.

 datacamp Presentation Title Presentation Date

9.1 PRESENTATION DECK

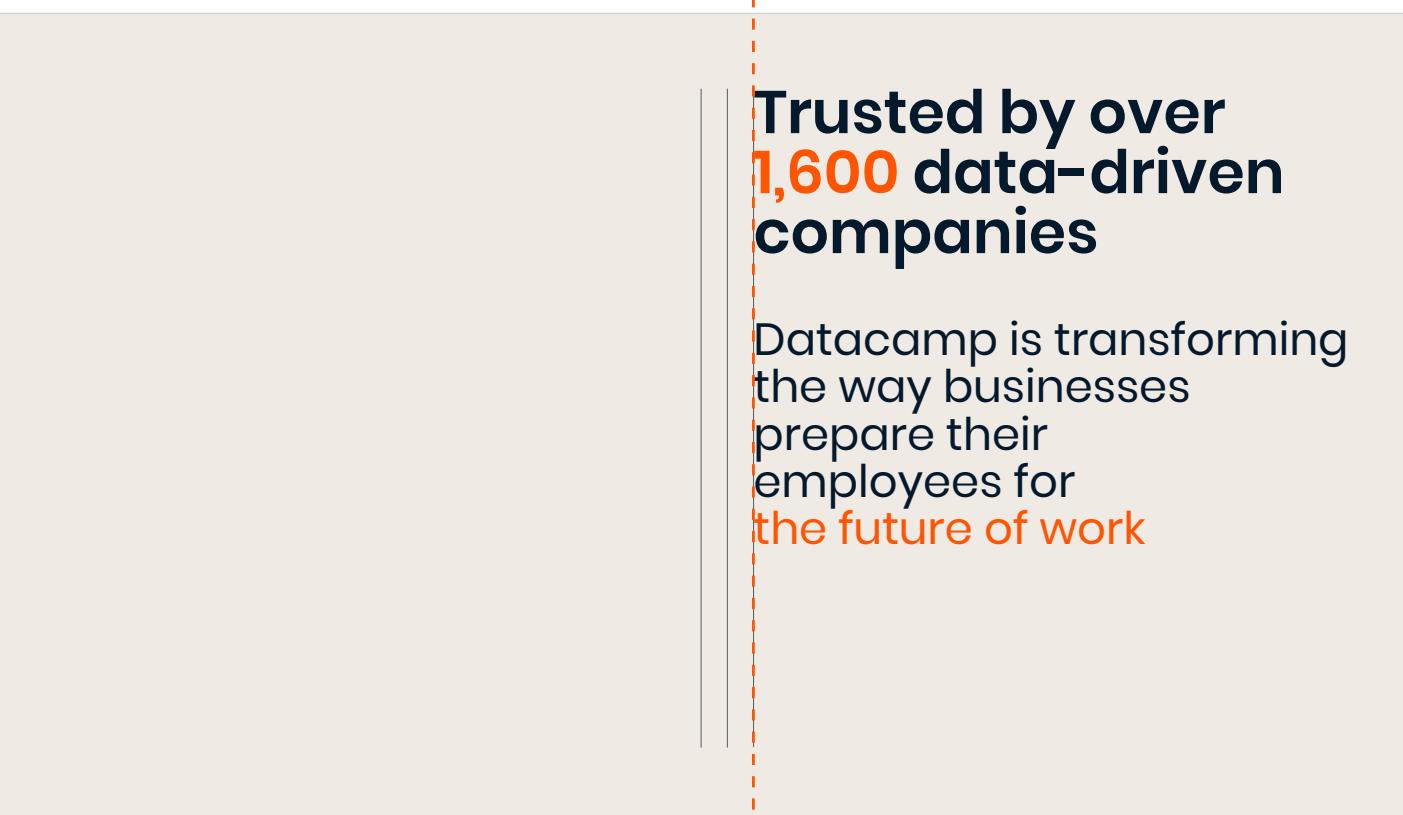


LEARN

Create custom learning tracks

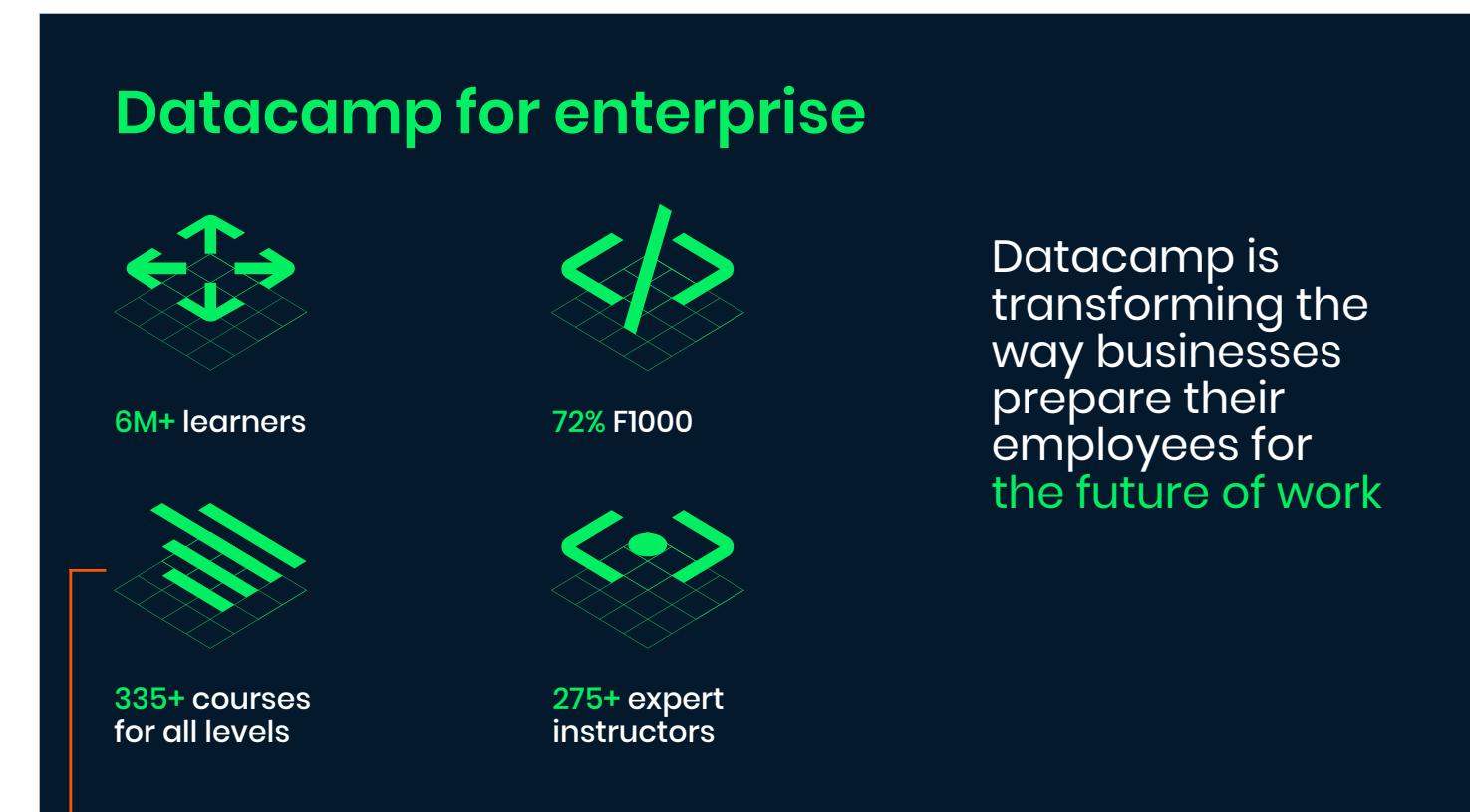
With support from our expert team, you can build tailored learning paths for your organization—choosing from our library of courses, projects, and assessments.

 datacamp Presentation Title Presentation Date

9.1
PRESENTATION DECK

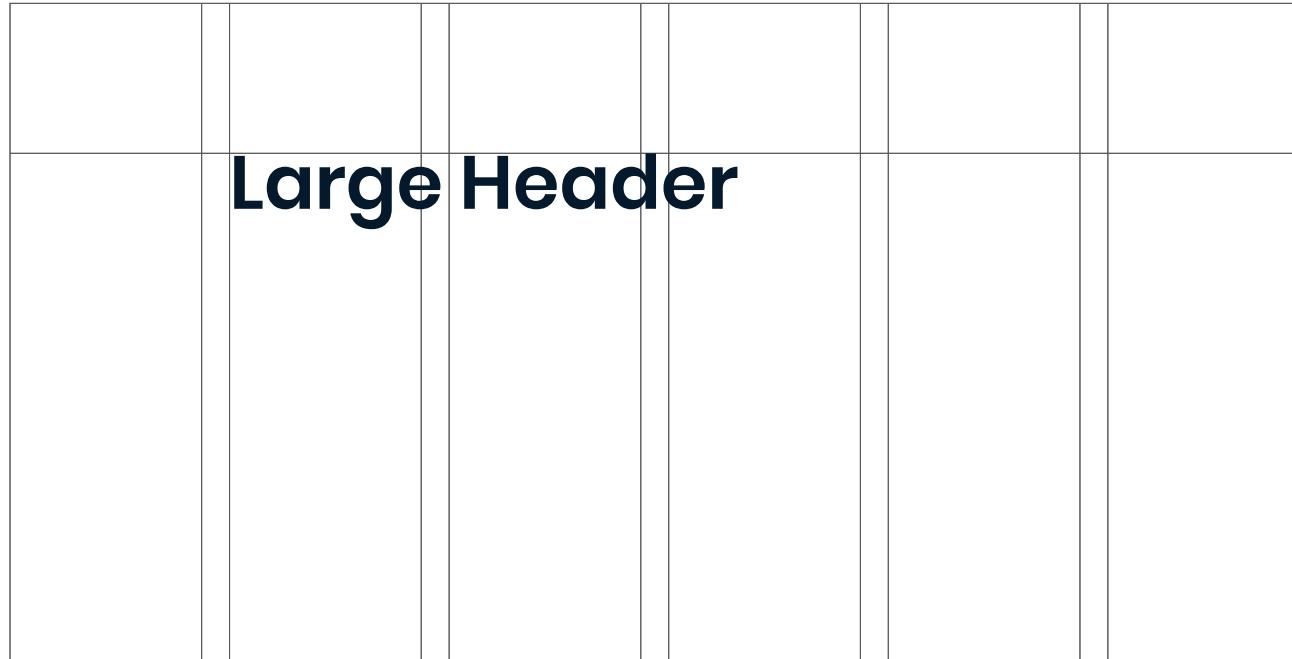
+35 px →

The column gutter can be too small for large typography to comfortably be aligned next to other items. In this case, the gutter can be made twice the size (adding an additional 35 px gap)

9.1
PRESENTATION DECK

Icons can have a max width of one column. Smaller sizes must stay aligned to the column grid.

Datacamp is transforming the way businesses prepare their employees for the future of work

9.1
PRESENTATION DECK**9.1**
PRESENTATION DECK

9.1
PRESENTATION DECK

A clear path to learning

- ✓ All learning is in-browser
- ✓ No installation or download
- ✓ Accessible from anywhere

datacamp Presentation Title Presentation Date

9.1
PRESENTATION DECK

A clear path to learning

- ✓ All learning is in-browser
- ✓ No installation or download
- ✓ Accessible from anywhere

datacamp Presentation Title Presentation Date

9.1 PRESENTATION DECK

When a slide is filled with a infographic, illustration or large chart, body copy may be placed in the header area as well.

The slide features a central circular diagram divided into four quadrants by a grid. The top-left quadrant contains the word 'Asses' and a description of identifying strengths and skills gaps. The top-right quadrant contains the word 'Learn' and a description of upskilling through interactive courses. The bottom-left quadrant contains the word 'Apply' and a description of using real-world tools. The bottom-right quadrant contains the word 'Practice' and a description of mastering skills with daily exercises. The entire slide has a light gray background with a thin black border around the content area.

Asses Accurately identify strengths and skills gaps across your organization	Learn Upskill your team with interactive courses, broken into bite-sized chapters
Apply Use real-world tools and workflows to complete end-to-end analysis	Practice Master new skills with daily exercises on desktop and DataCamp Mobile

datacamp Presentation Title Presentation Date

9.1 PRESENTATION DECK

The slide features a central circular diagram divided into four quadrants by a grid, identical to the one on the previous slide. The top-left quadrant contains the word 'Asses' and a description of identifying strengths and skills gaps. The top-right quadrant contains the word 'Learn' and a description of upskilling through interactive courses. The bottom-left quadrant contains the word 'Apply' and a description of using real-world tools. The bottom-right quadrant contains the word 'Practice' and a description of mastering skills with daily exercises. The slide has a light gray background with a thin black border around the content area.

Asses Accurately identify strengths and skills gaps across your organization	Learn Upskill your team with interactive courses, broken into bite-sized chapters
Apply Use real-world tools and workflows to complete end-to-end analysis	Practice Master new skills with daily exercises on desktop and DataCamp Mobile

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The headers may be located on the 3 horizontal grid lines and can be aligned to any column.



A pattern can be applied without intervening with the typography.

Large
Header

The bottom part of a header may be shifted to the right. The distance of shifting the header is determined by the cap height.

9.1 PRESENTATION DECK

