"Growing Brands and Organisations are overwhelmed with the need to continuously manage evolving disruptions of assets and communication across mediums, technology, teams and geographies. This can lead to chaos and inconsistency without a single source of truth to orchestrate and sync brand management."

Brandcode

Is a revolutionary toolchain that will simplify, economise and reimagine how we build products, services, businesses and brands.

What do we do?

We are an open core, end-to-end design system equipped with:

>> A constantly evolving tool chain that aids in building, designing, developing and managing brand asset eco-systems seamlessly.

>> Continuously integrating the entire journey of brand decisions, multiple creation sources, diverse teams and myriad experiences

>> With beauty, precision and efficiency.

What do we solve?

Bridge the gap between management, design and code by providing a single source of brand truth which can be understood and used across every team by

>> Syncing and streamlining processes and decisions

>> Removing manual dependencies

>> Automating design ops

>> Ensuring design decisions are, design tool and technology stack agnostic, to enable quick adaptation to new technologies and platforms.

How are we solving it?

A toolchain with unique features that are currently unavailable elsewhere

>> Empowering Designers through plugin ecosystem
· 13,000 downloads
· 4,500 monthly active users

>> Revolutionary Token Manager
· Version control
· Visual regression
· End-to-end testing
· Workflow management
· Automated documentation

>> Cutting-Edge Semantics
· Automated conformity correction
· Build, alter, evolve relationships within existing assets
· Flexibility and agility
· Real-time impact

>> An easy-to-use universal UI
· Easy and transparent to change, manage & update
· An integrated command line interface for developers

>> Securing brands by empowering brand managers, designers and developers.

Key Team

Esther
Product Designer

After graduating from IIT and IIM, Esther began her career as a Product Manager, where she honed her ability to bridge the gap between Design, Product and Technology. She is currently developing design systems to help organisations keep their brand consistency across various platforms.

Swati
Brand Strategist, Co-founder - Two

A Chance entrepreneur, Social change dreamer and a Graphic designer, Swati's experience across design genres and industry verticals, coupled with her ability to effortlessly embrace new ideas, allows her to guide Brand journeys through the known and the unknown with great agility.

Mike
Creative Technologist

A serial entrepreneur, Mike has over 15 years of experience spanning Digital Strategy, Digital Transformation, Product Ideas & Development, Digital Marketing, Marketing Automation and building Digital & Tech teams from the ground up.

Collaborators

Pascal Versluis
Harsha Sree
Marcel van Zwieten
Mark Cianfrani
Jan Six
Pushkar DK
Siddharth Khandelwal

Stage
Seed

Funding
$1.5 M