

Brand guidelines the Crowdin company

Basic illustration colors



cGreen
#43A047 #258C39



cBlue
#41E88E5



cWhite
#FFFFFF



cGray
#ECEFF1



cLight
#CFD8DC



cDark
#263238



cGradient
#43A047 → #258C39 ∠-45°



cCrowdin AI
#89D7BB → #4CC5A1 → #90C4EA ∠-45°

Indicator colors

Use them only when absolutely necessary



cYellow
#F4C22A



cRed
#DC5242

Black colors



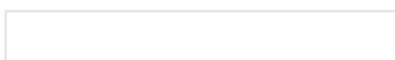
Body text
#263238



Titles
#050C1A



Dark opacity levels

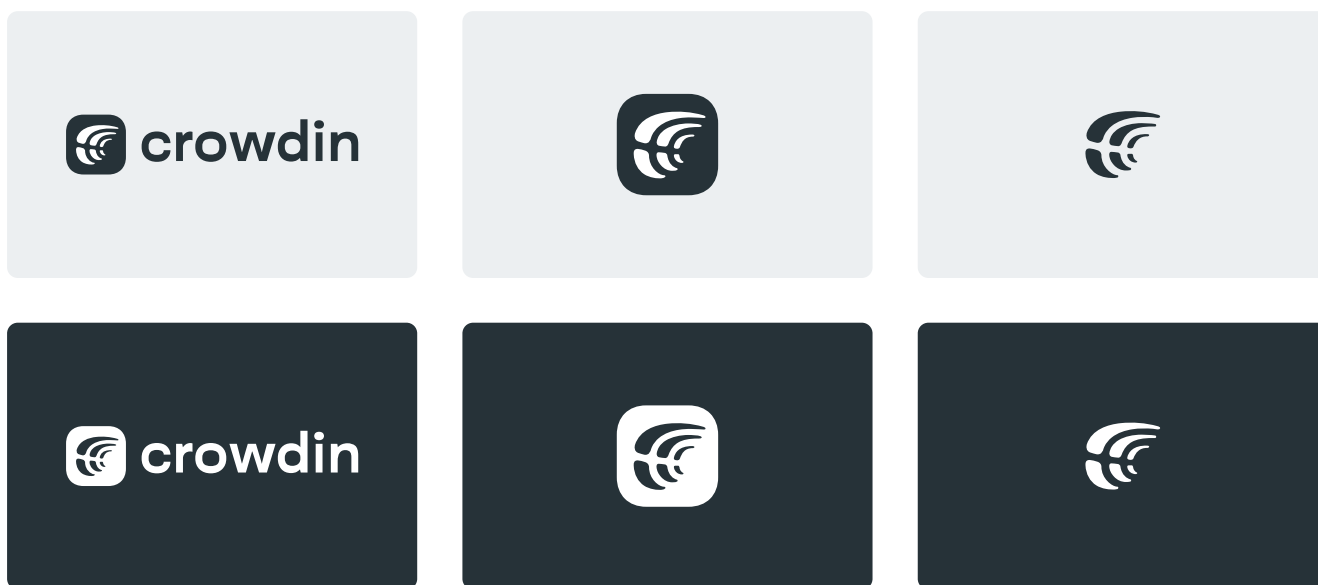


Border UI imitation
12% opacity of #263238

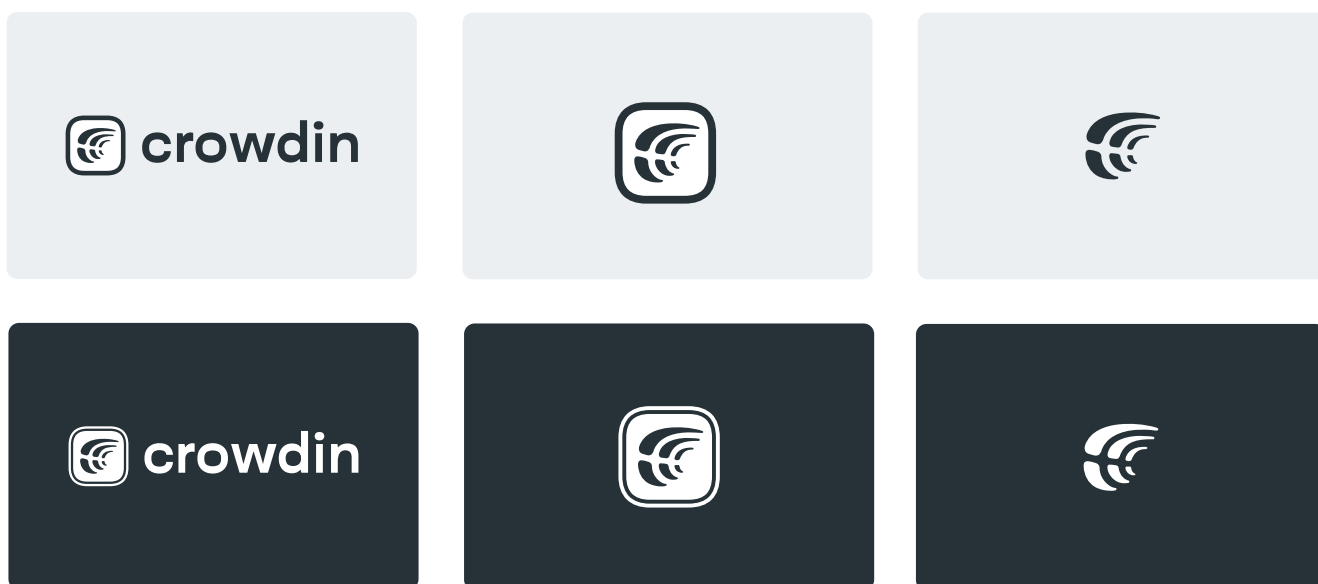
*Feel free to use opacity levels of basic and indicators colors:
12%, 30%, 54%, 87%

Crowdin logo

Following the rules of conduct and our company's design identity is also important because it helps to maintain our brand's reputation and integrity. Overall, using the brand guidelines and following the rules of conduct and our company's design identity is crucial for promoting a strong and distinctive brand presence, both for users and for our company. We encourage all users to read and use our brand guidelines closely, and to help us maintain a consistent and impactful brand identity that reflects our values and vision.



Crowdin Enterprise logo



Core Logo

Full version of the logo for use on the web and for use on printed materials .

Logo

The use of the Logo alone is allowed only for special instances.

Small-scale Logo

Use when the logo mark should be 16 to 48 pixels wide or height.

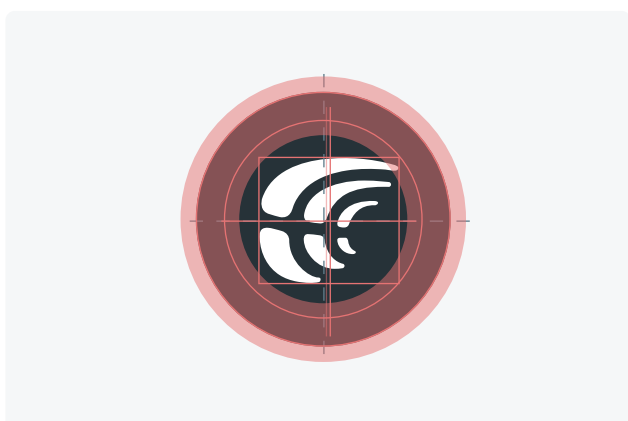
Spacing logo



- ✓ Allow correct white space
- ✓ Use light neutral backgrounds
- ✓ Keep the logo easily visible
- ✓ Keep the logo sharp by choosing the right resolution
- ✗ Do not alter the logo in any way
- ✗ Don't add drop shadows

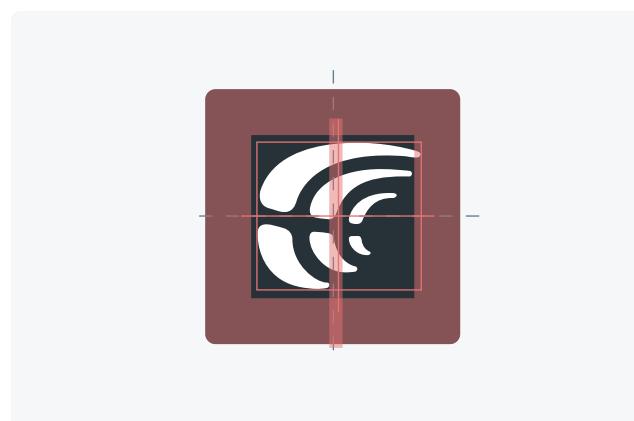
Using the Logo in Various Shapes

Below are examples of how to use the Crowdin logo when it is inscribed in different shapes, such as circles or squares. The alignment of the logo is achieved visually, considering the asymmetrical shape of the mark.



Logo in a Round Shape

To place the logo in a round shape, use visual alignment by placing the logo approximately 5-8% to the right. Ensure that the logo is scaled proportionally, making it 20% smaller than the background area.



Logo in a Square Shape

When placing the logo in a square shape, use visual alignment by placing the logo approximately 5-8% to the right and make it 25-30% smaller than the background area.

Logo Colors



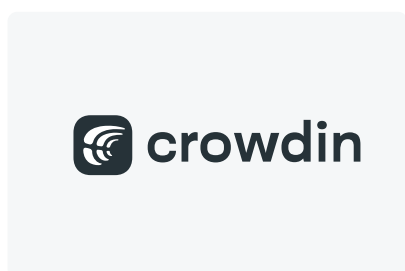
cDark
#263238



cWhite
#FFFFFF

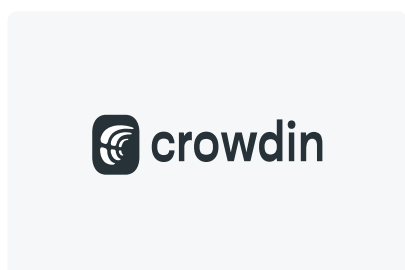
Correct Logo Application

Examples of the correct use of the logo, on plain surfaces and photos



Incorrect Logo Application

Examples of incorrect use of the logo, not maintaining proportions, incorrect choice of logo color, etc.



✗ Don't add drop shadows

✗ Avoid Low Contrast

✗ Using on Busy Background

Headline font

Plus Jakarta Sans

A aB bC cD dE eF fG gH hI iJ jK kL
IM mN nO oP pQ qR rS sT tU uV vW
wX xY yZ z

[Link for download](#)

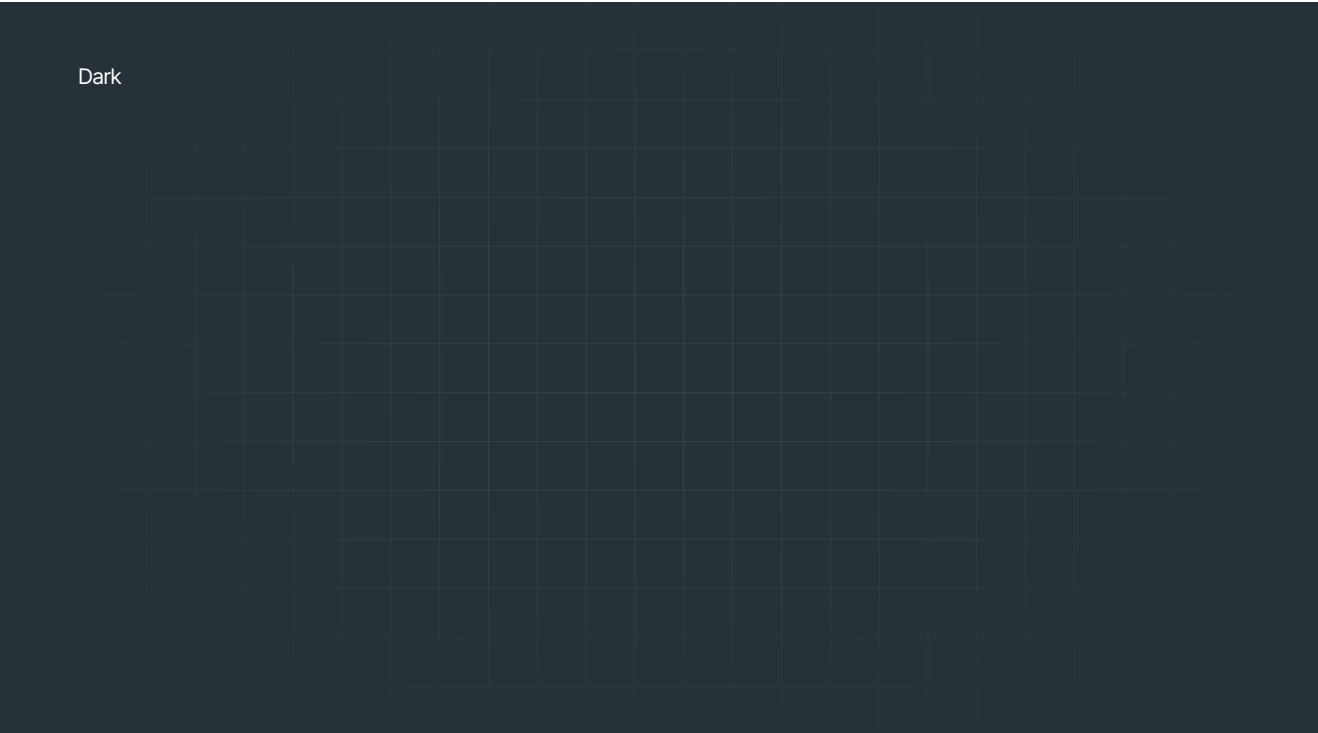
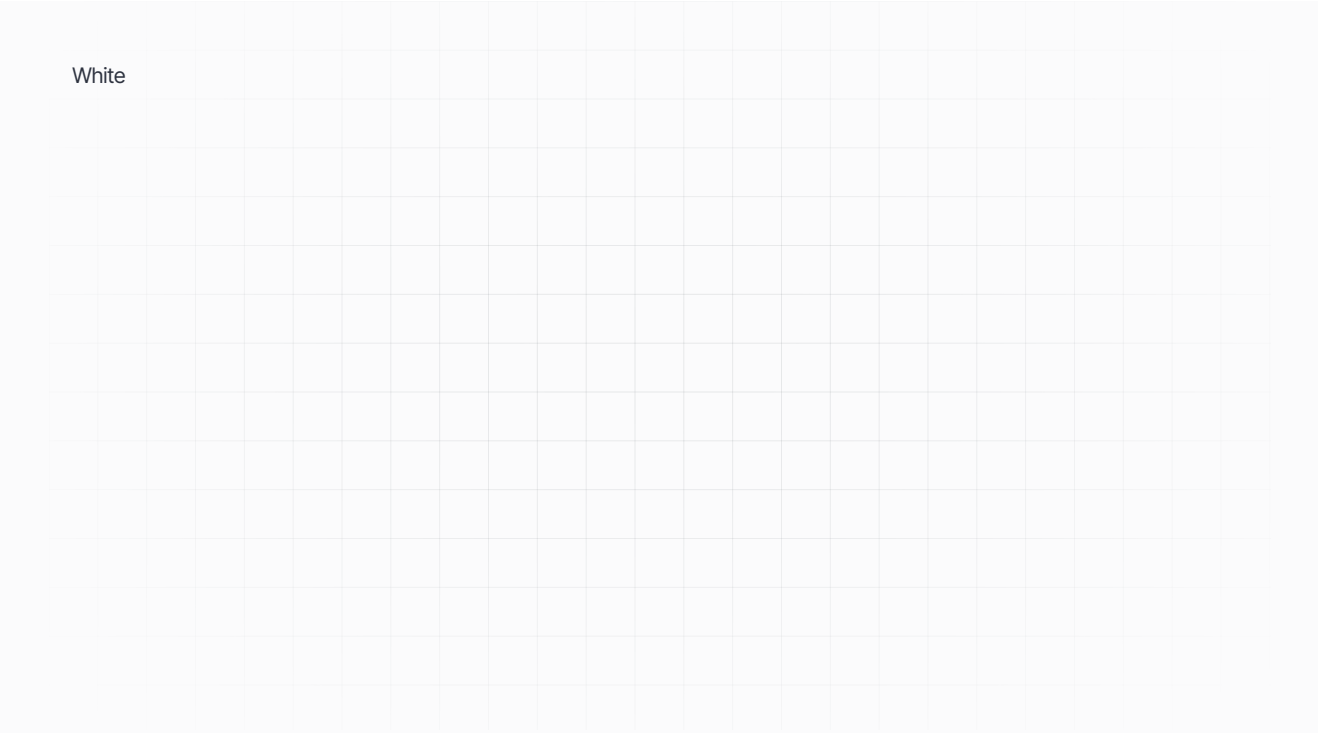
Body font

Noto Sans

A aB bC cD dE eF fG gH hI ij jK
kL IM mN nO oP pQ qR rS sT tU
uV vW wX xY yZ z

[Link for download](#)

Backgrounds for banners



Examples of graphic materials

