crowdin

Brand guidelines the **Crowdin company**

Brand colors

Basic illustration colors
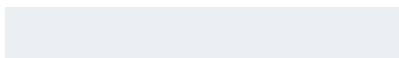
cGreen
#43A047   #258C39

cBlue
#1E88E5

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
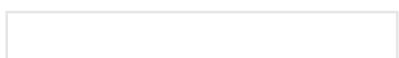
Body text
#263238

Titles
#050C1A

| 87% | 54% | 30% | 12% |

Dark opacity levels
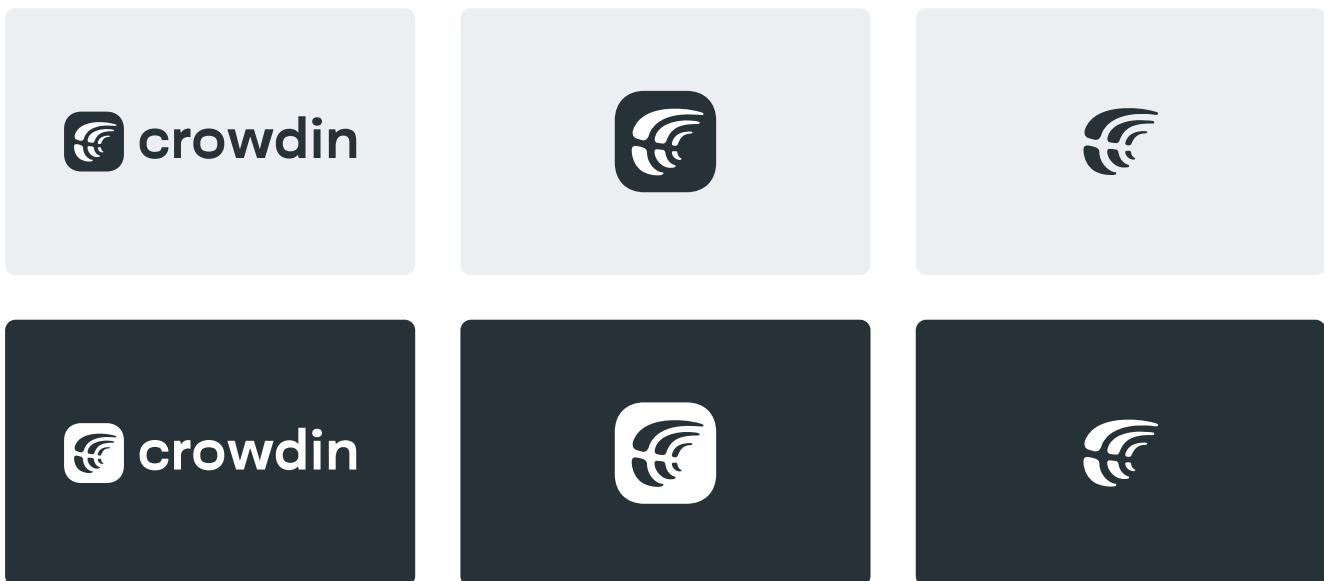
Border UI imitation
12% opacity of #263238
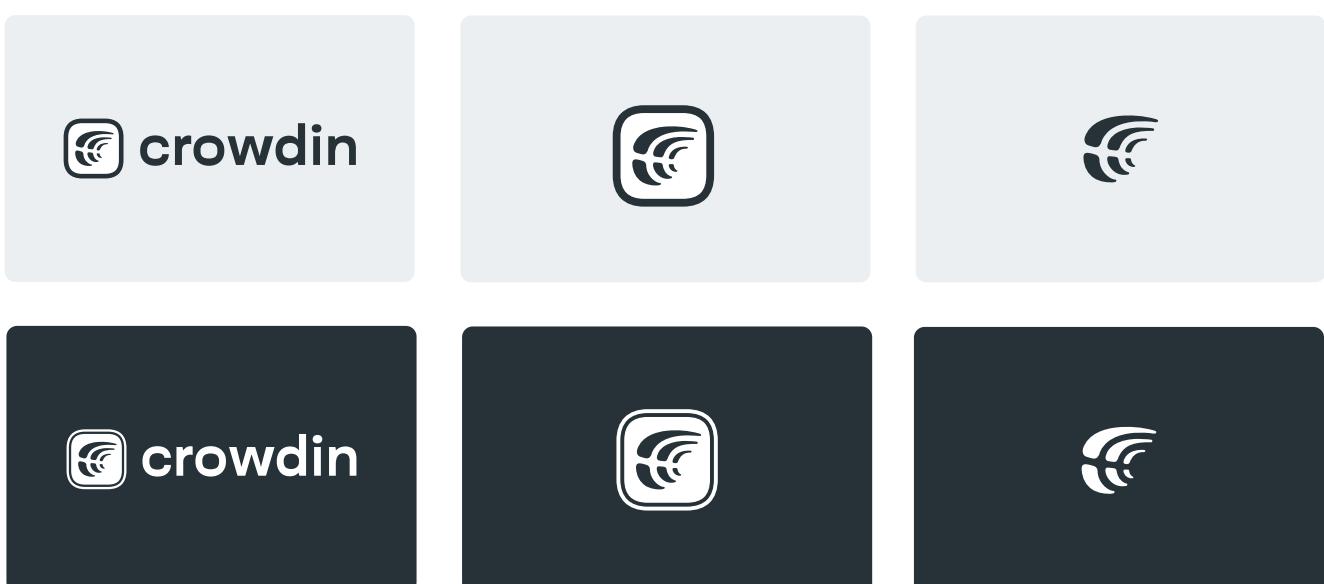
*Feel free to use opacity levels of basic and indicators colors:
 12%, 30%, 54%, 87%

Logo and its use

## 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.

Logo and its use
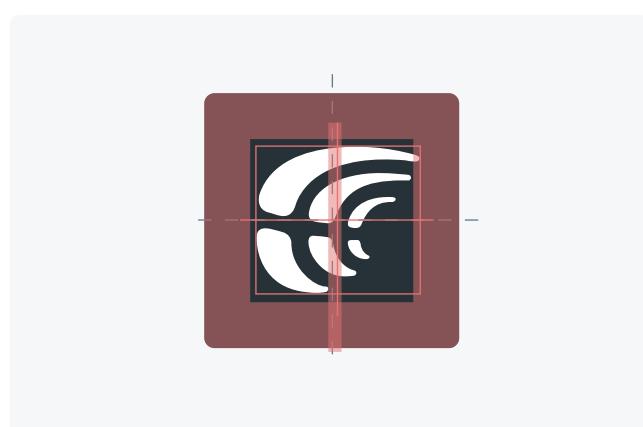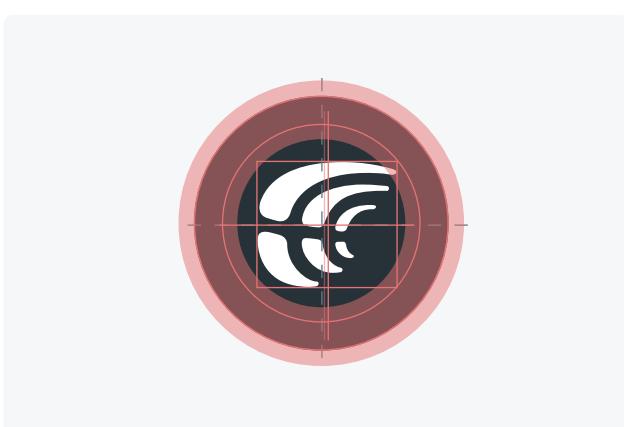
Spacing logo

✓ Allow correct white space	✓ Keep the logo sharp by choosing the right resolution
✓ Use light neutral backgrounds	✗ Do not alter the logo in any way
✓ Keep the logo easily visible	✗ 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 and its use

Logo Colors

cDark
#263238

cWhite
#FFFFFF
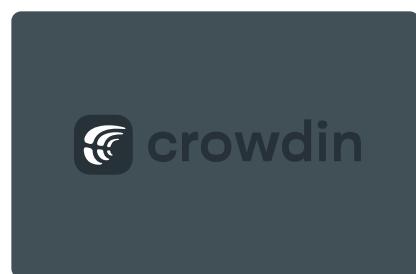
Correct Logo Application

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

Fonts

Headline font

Plus Jakarta Sans

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

Link for download

Body font
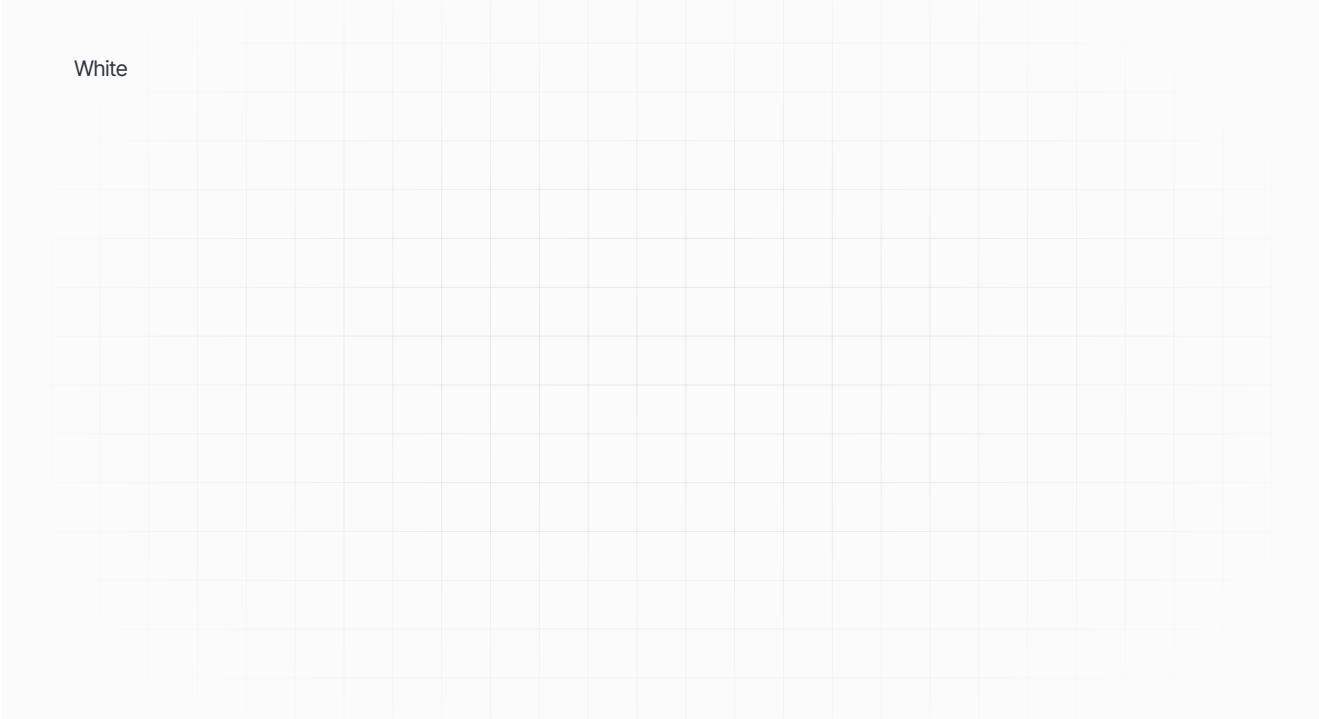
Noto Sans

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

Link for download

Graphic elements
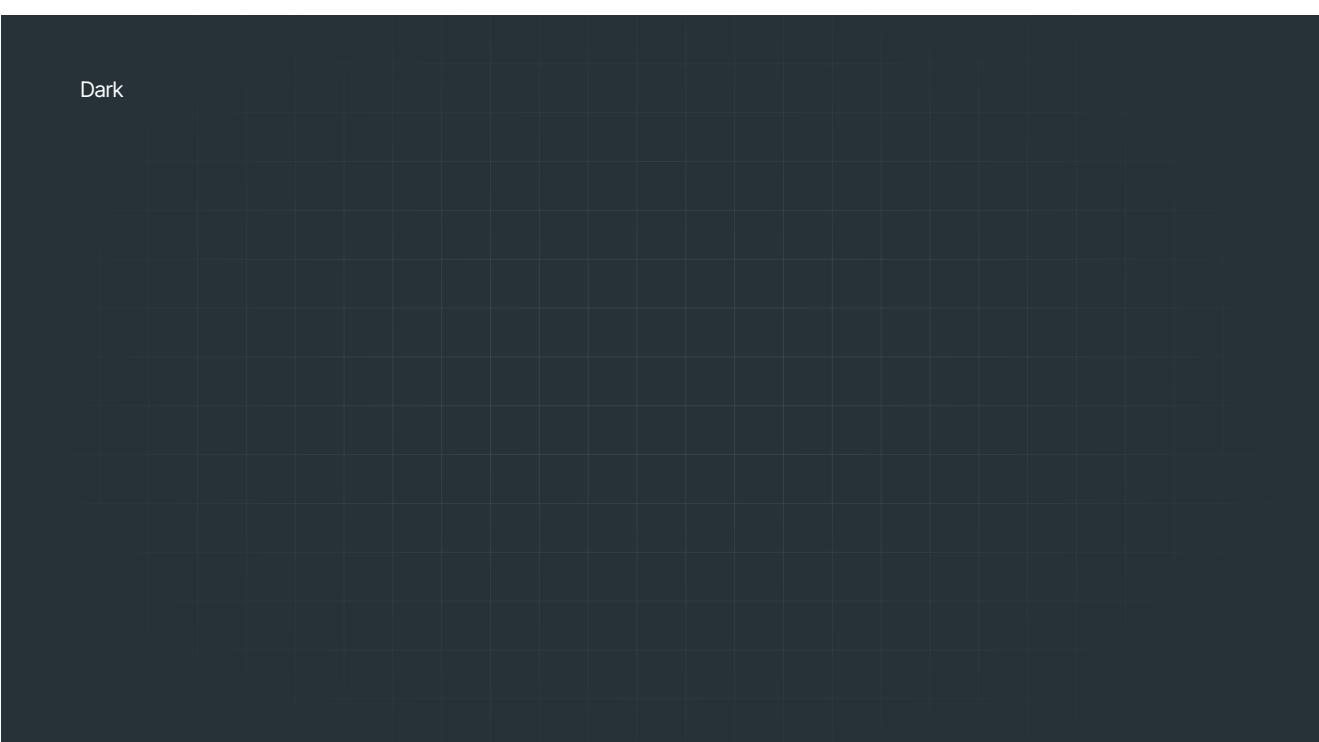
Backgrounds for banners

White

Dark

Examples of graphic materials