

Brand guidelines the Crowdin company

Basic illustration colors

Purple



hard
rgba(68, 43, 126, 1)



strong
rgba(201, 158, 255, 1)



medium
rgba(221, 201, 255, 1)



light
rgba(221, 201, 255, 1)

Teal



hard
rgba(35, 71, 63, 1)
#23473f



strong
rgba(86, 196, 157, 1)
#56c49d



medium
rgba(160, 217, 192, 1)
#a0d9c0



light
rgba(206, 237, 221, 1)
#ceeddd

Core



foreground
rgba(38, 50, 56, 1)
#263238



background
rgba(255, 255, 255, 1)
#ffffff

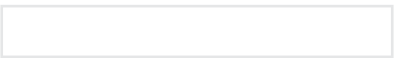
Font colors



Body text
#263238



Opacity levels



Border UI imitation
10% 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



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.

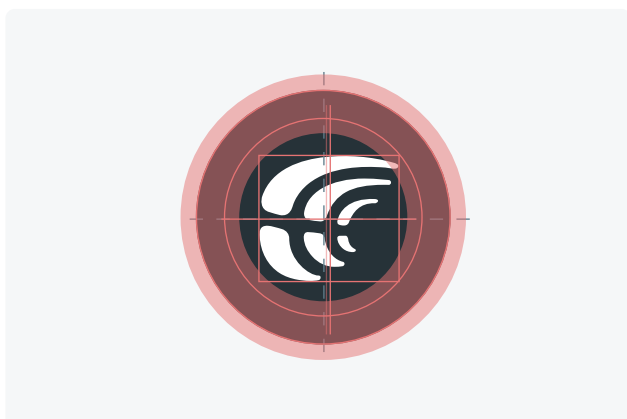
Spacing logo



- ✓ 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

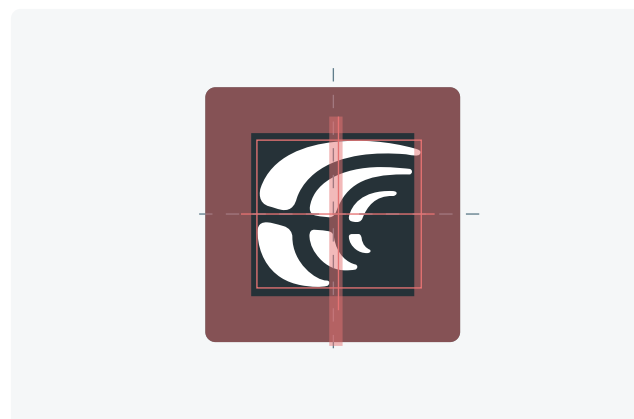
Using the Logo in Various Shapes

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



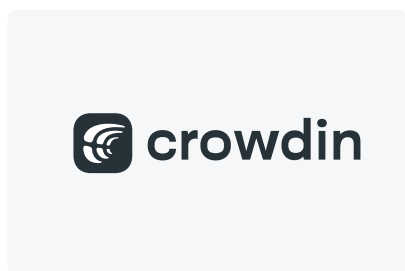
--crowdin-dark
#263238



--crowdin-white
#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

Manrope

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

Body font

Inter

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

