DCODE

Brandguide

About us

DCODE is a creative design and web development studio based in Eindhoven. DCODE stands for Design + Code. It's also a reference to the word Decode, which means interpreting or making sense of information that is unclear, encrypted, or complex.

DCODE presents itself as a modern studio offering creative and effective solutions in the field of design and development. We are able to offer 3D, databases and AI.

Core values

Creativity

Consistency

Innovative solutions

Growth

Modern

Font sizes

Main titles

H1 = 50px

Subtitles

H2 = 25px

Bodytext

P = 20px

Tone of voice

- Internal Communication: Friendly and approachable, informal

- Client Onboarding: Welcoming yet professional, formal

- Technical Documentation: Clear and instructional, formal

- Customer Support Interactions: Empathetic and solution-oriented, neutral

- Marketing Materials: Persuasive and enthusiastic, informal

- Social Media Engagement: Casual and interactive, informal

- Public Announcements and Press Releases: Formal and authoritative, formal

Logo
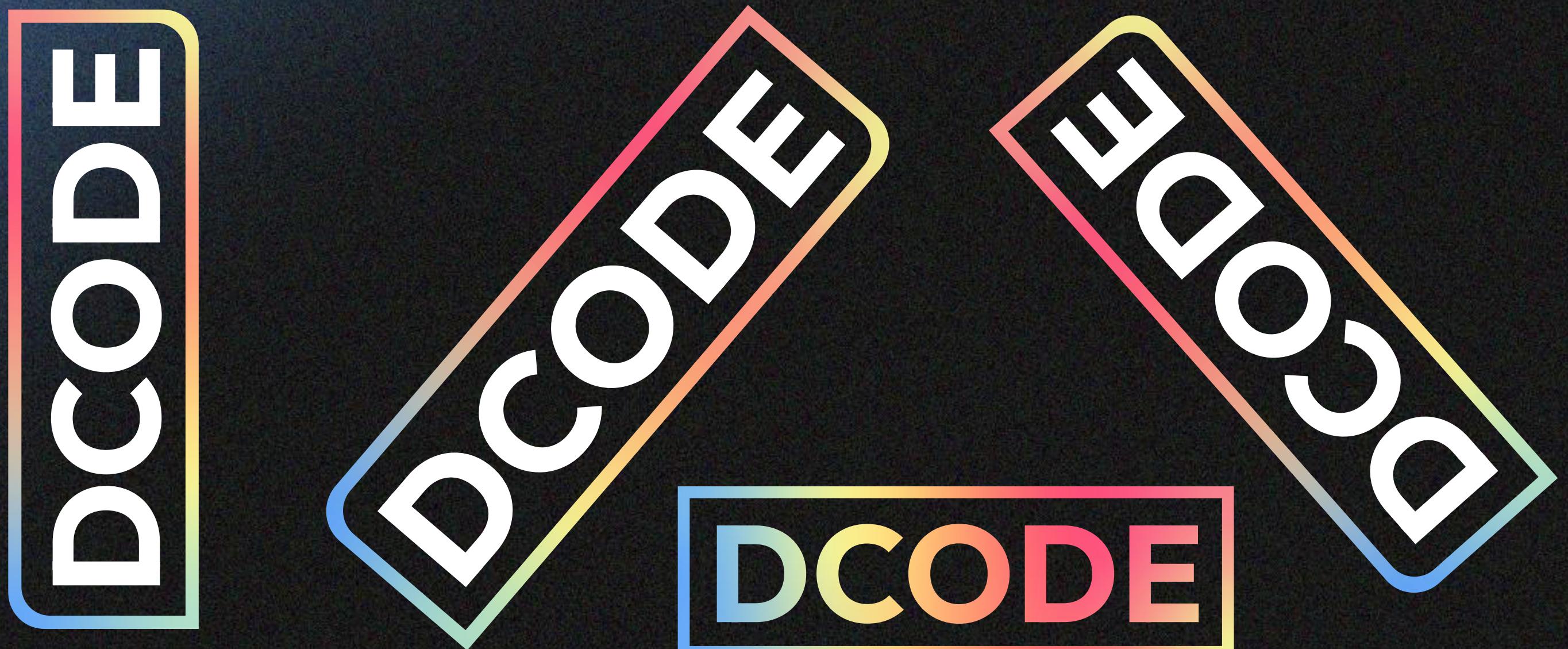
Dont's
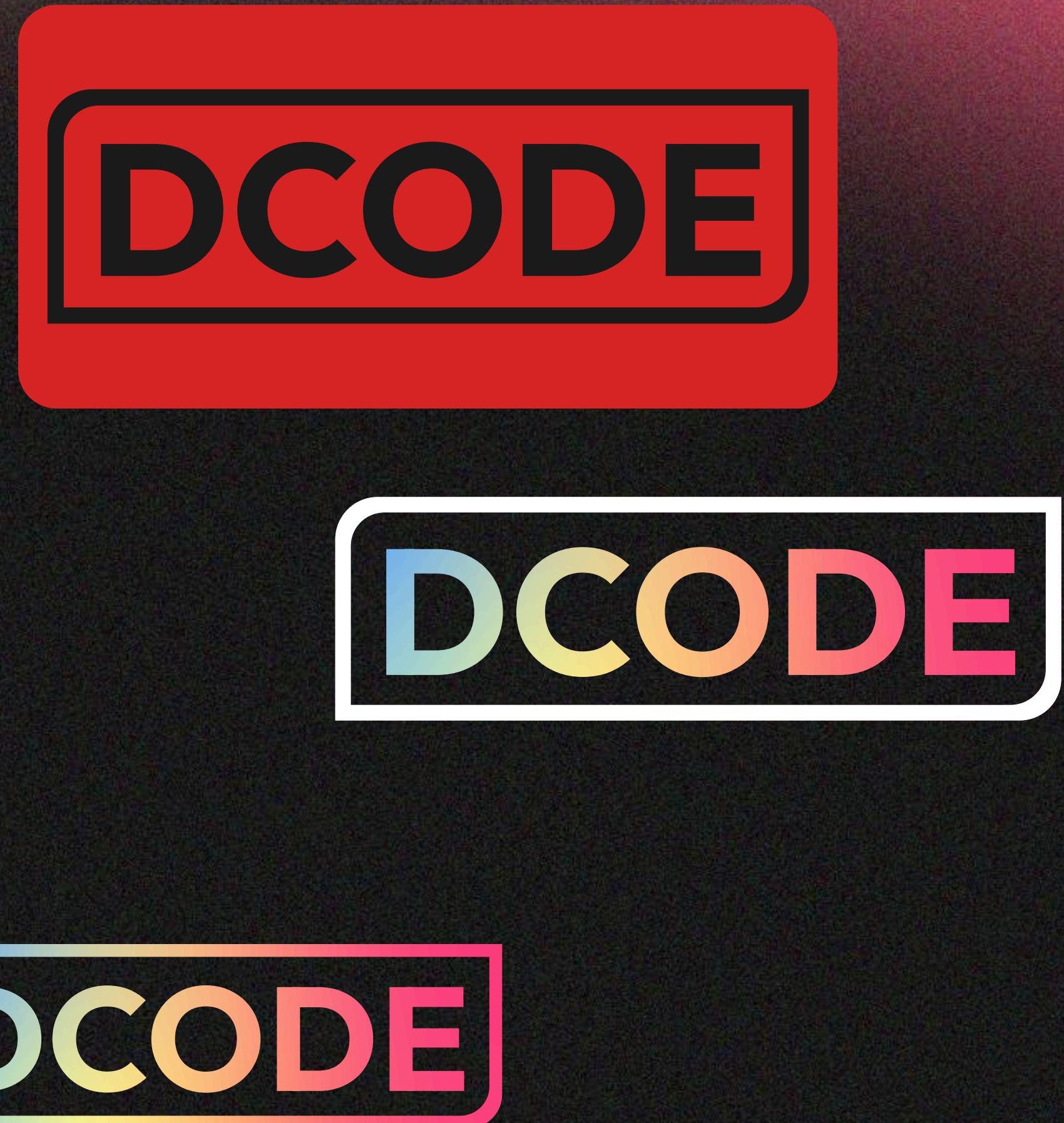
You cannot rotate our logo or put it on any color background. You cannot put the gradient on the letters. You cannot change the border radius

Logo
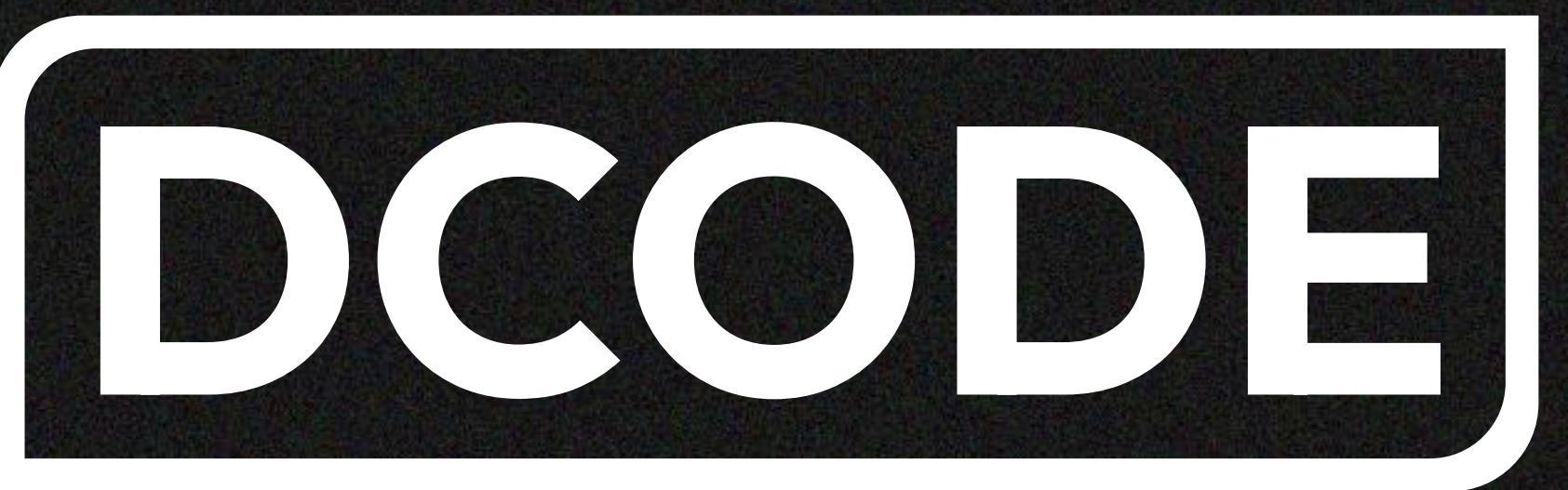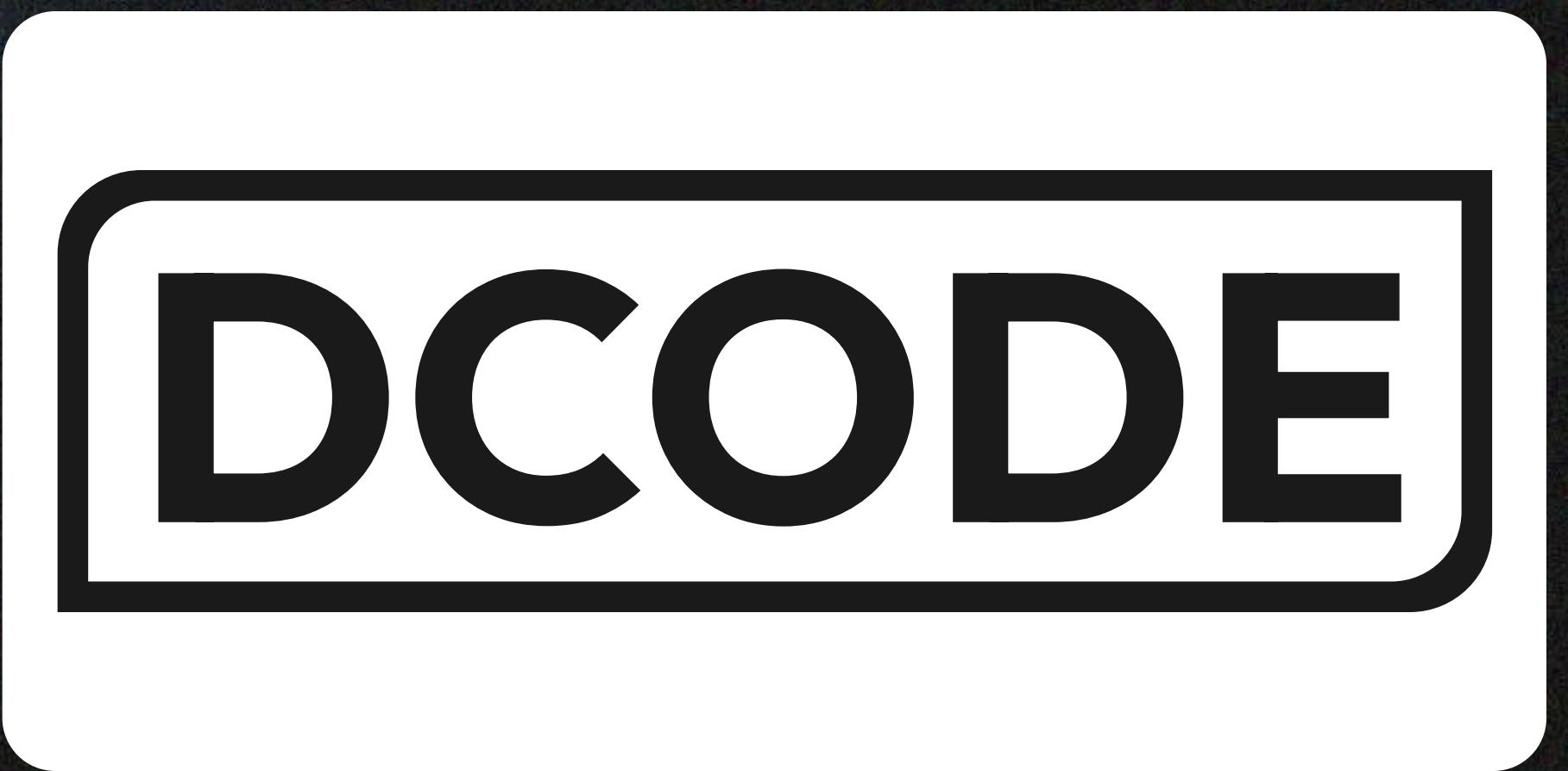
Typography

Outfit

Light
For bodytext

What DCODE has to offer and makes us stand out is innovation solutions for clients. We are able to offer 3D, databases and AI.

Medium
For titles

DCODE   **About us**   **Services**

Imagery and graphics

Logo

Main logo

DCODE
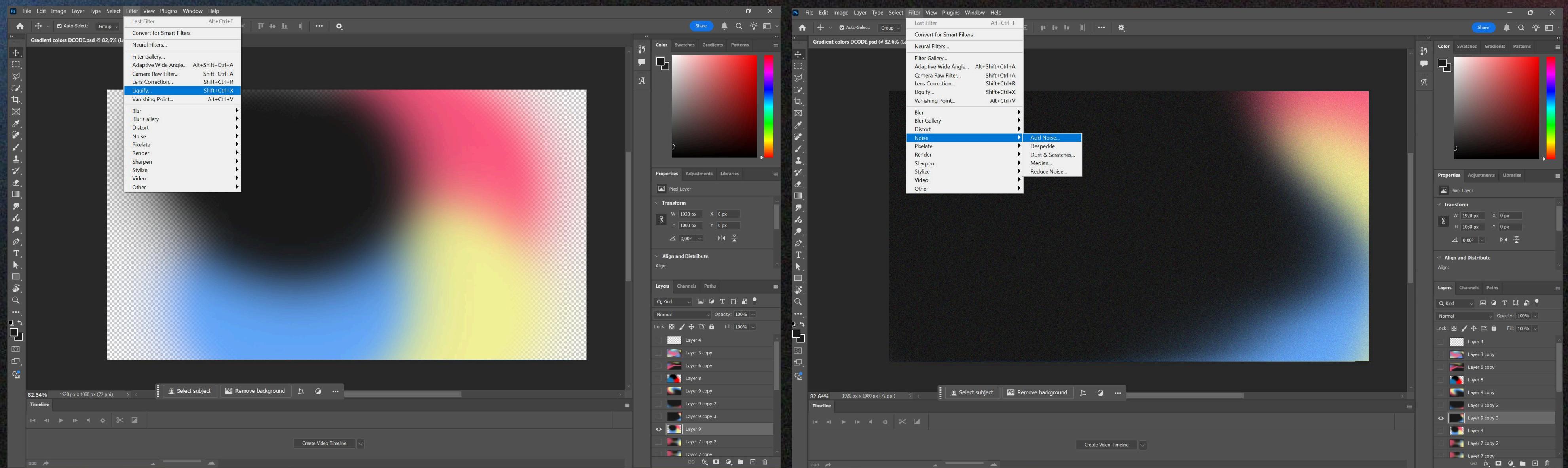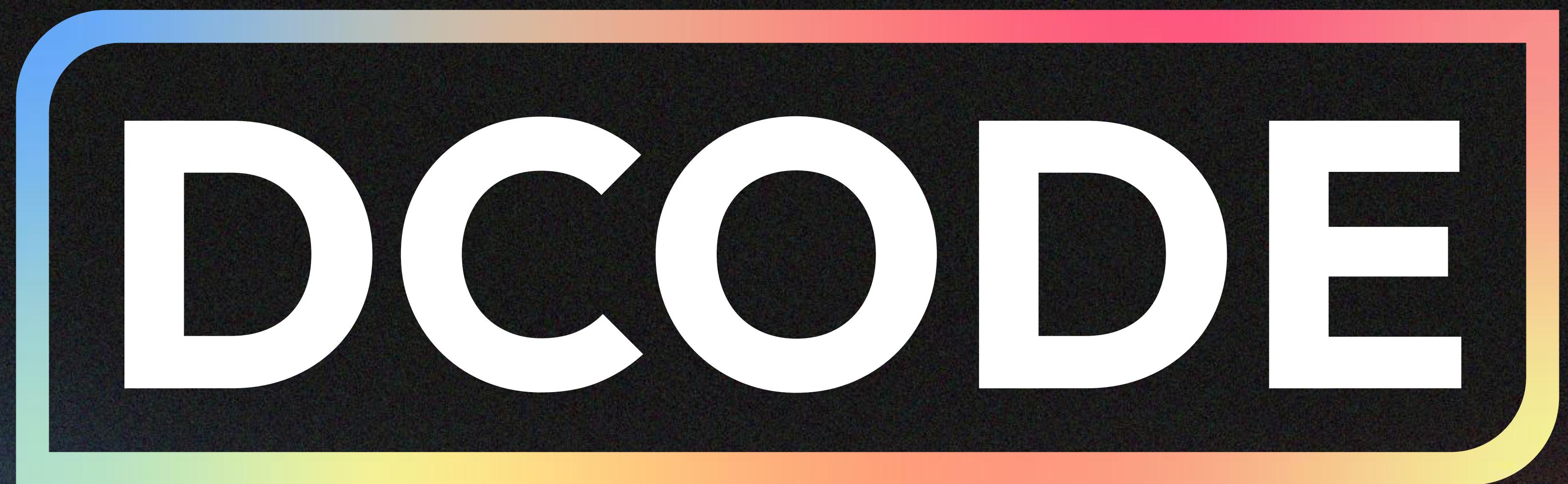
Logo

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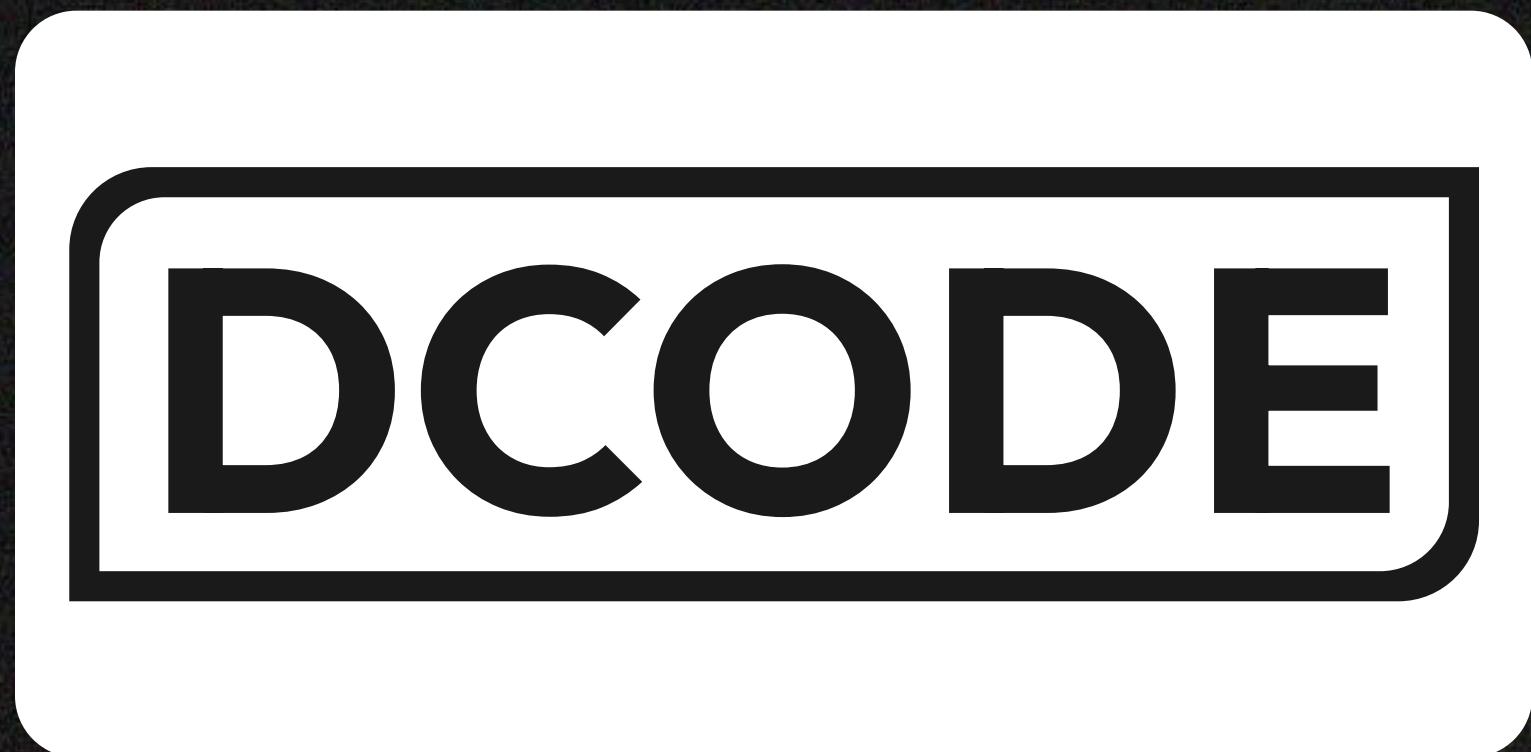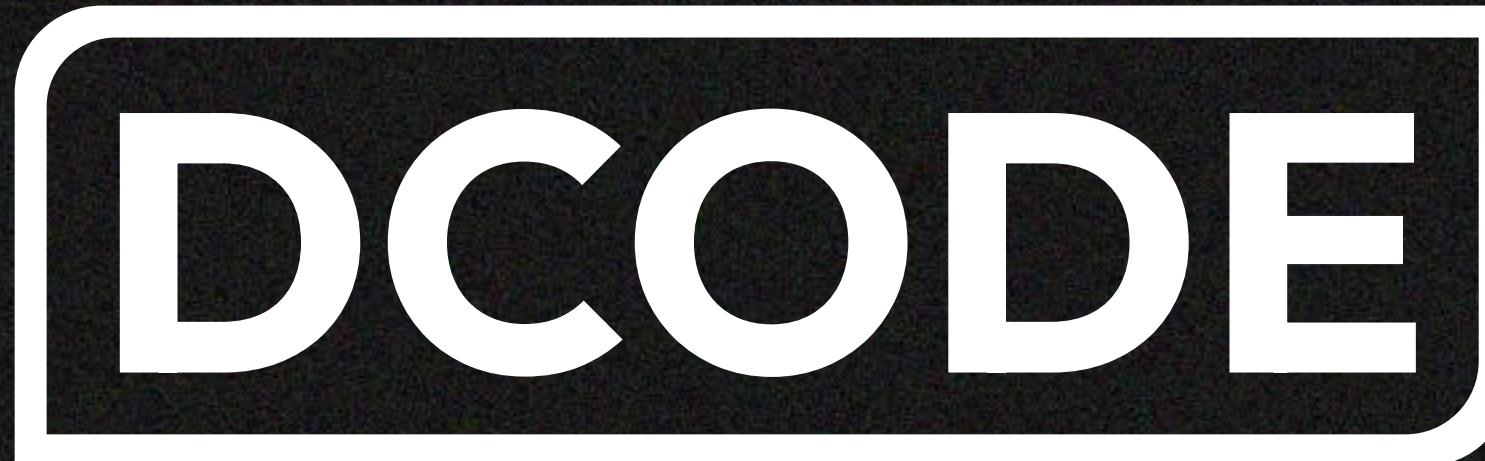
You can change the color to black or white, and put it on a black or white background. You can also increase and decrease the size.

Colors

Background color: #1B1B1B

Primary colors preferably in a gradient:

Pink: #FD5980

Yellow: #F3F197

Blue: #64A8FA