



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



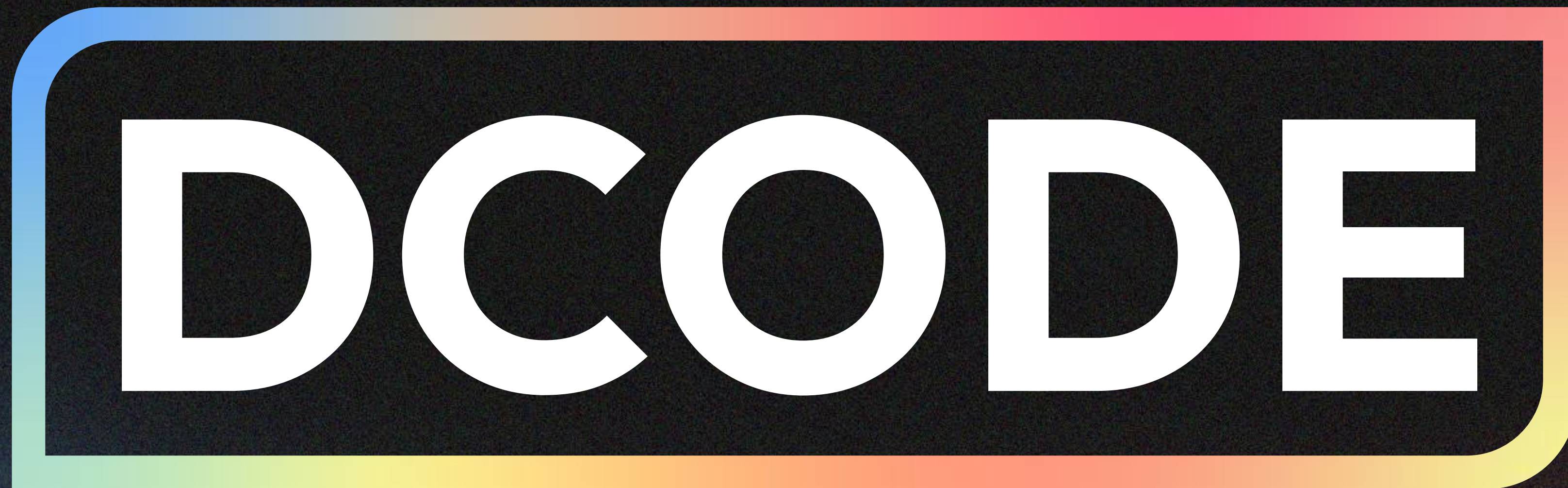
# Tone of voice

- 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



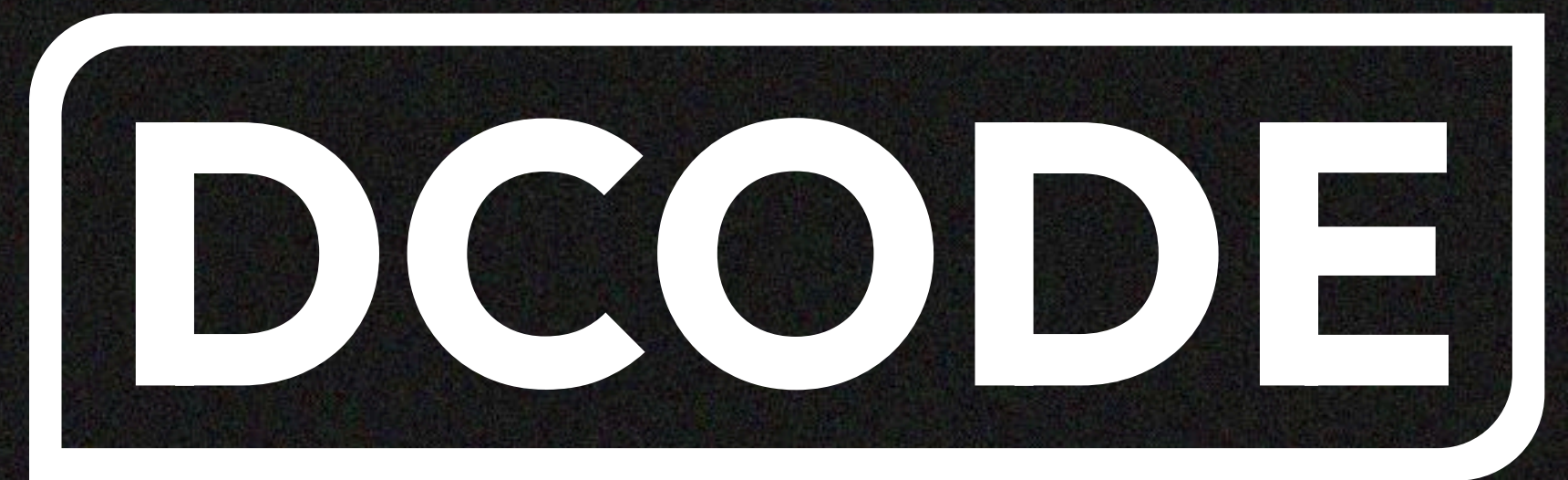
Logo

Main logo





Logo





# Logo

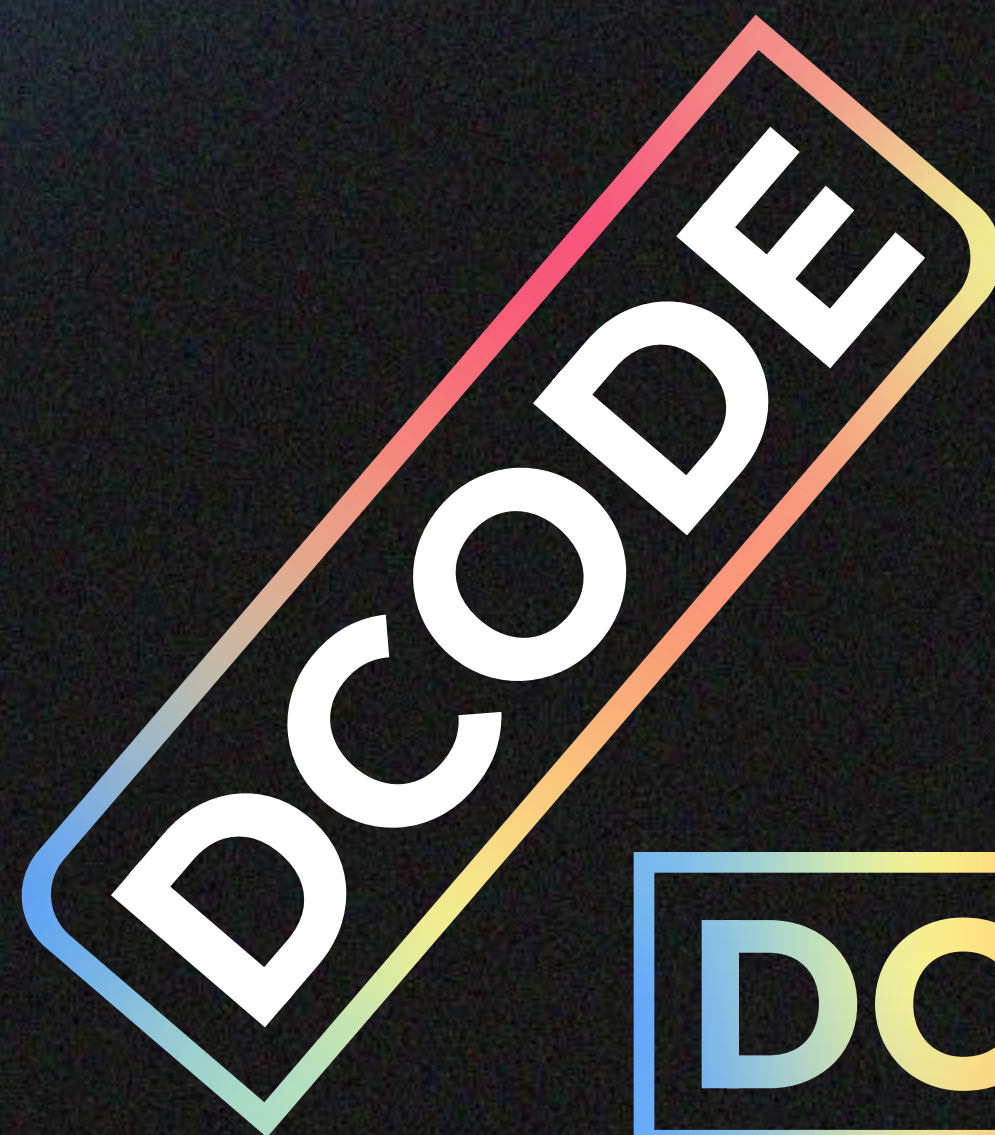
## Do's



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.



# 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



# Colors

Background color: #1B1B1B

Primary colors preferably in a gradient:

Pink:

#FD5980

Yellow:

#F3F197

Blue:

#64A8FA



# 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



# Font sizes

Main titles

H1 = 50px

Subtitles

H2 = 25px

Bodytext

P = 20px



# Imagery and graphics

