



# Brand Guidelines

# Table of Contents

## 1. Visual Identity

1.1	Logotype	2
1.2	Logotype colour ways	3
1.3	Logo (Codey)	4
1.4	Logo (Codey) colour ways	5
1.5	Logo don'ts	6

## 2. Color System

2.1	Primary color palette	7
2.2	Gradient & secondary color palette	8
2.3	Neutrals palette	9

## 3. Typography

3.1	Primary Typeface	10
-----	------------------	----

# Logotype

The logotype serves as the cornerstone of our brand identity. Its consistent and respectful usage across all brand applications is paramount in preserving the integrity and resonance of the HeroDevs brand image.

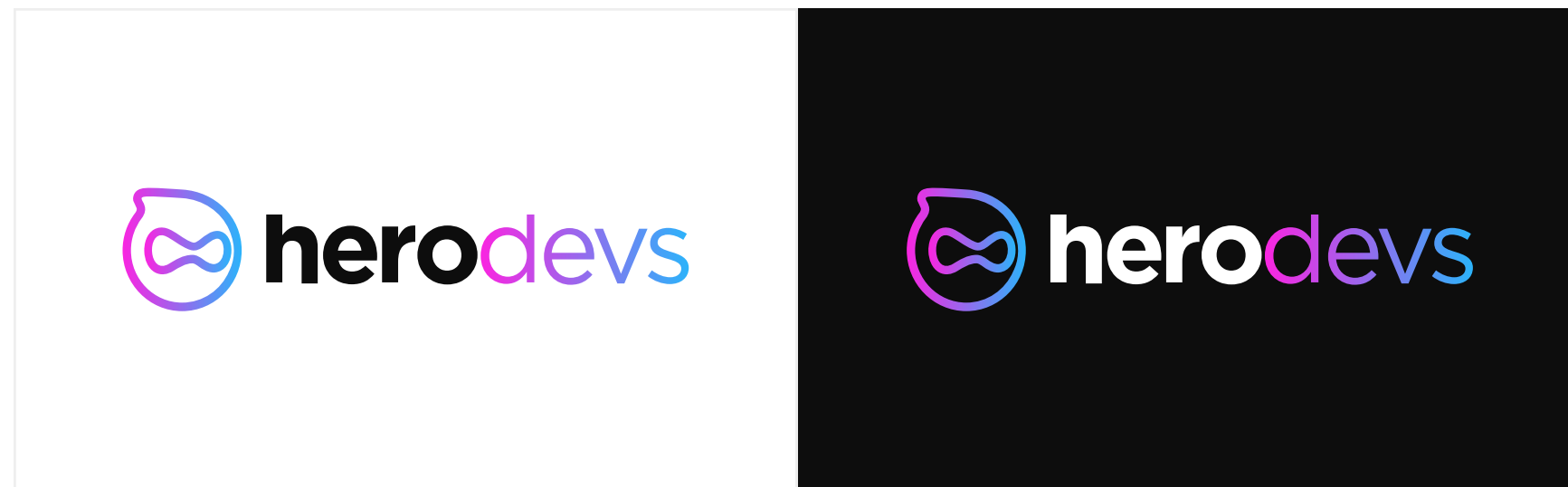


OFFICIAL LOGOTYPE



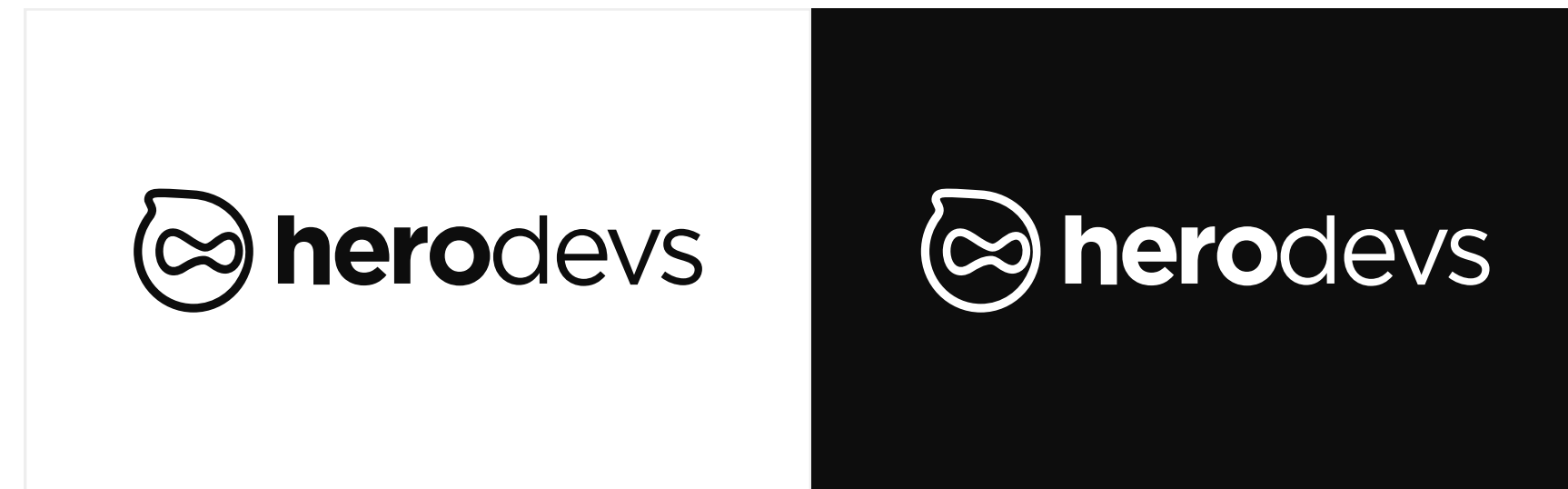
SAFETY AREA/ SPACING WHEN IN USE

# Logotype Colour ways



## Official Logo Colour way Usage

The logotype should always be presented in either of the above versions using the HeroDevs gradient when used for official branding purposes. Alterations in any form to the relative proportions of the HeroDevs logo icon (codey) to typeface or colour changes of any sort are **NOT ALLOWED** when used for official branding purposes.



## Monochrome Logo Colour way Usage

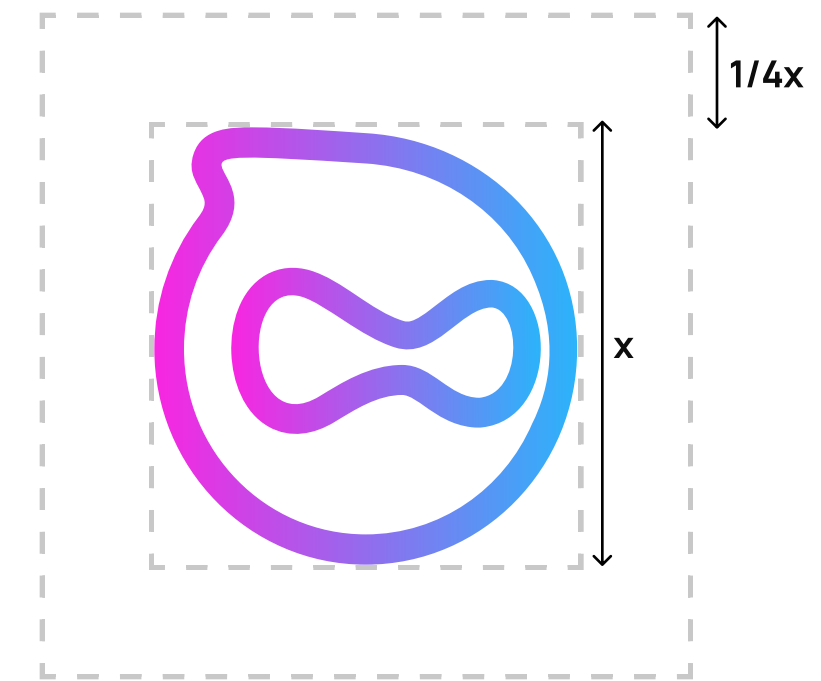
This version can be used for third-party usage of the HeroDevs logo (eg: partnership mentions) **ONLY IF** the official coloured logo conflicts with the third-party's colour scheme used on the relevant material. This can only be used as White (#FFFFFF) or Black (#0D0D0D) as shown above - no other colour ways are allowed

# Logo (Codey)

The HeroDevs Codey is the nucleus of our brand identity. Ensuring its unwavering and respectful use in all applications is pivotal in upholding the integrity and recognition of the HeroDevs brand.

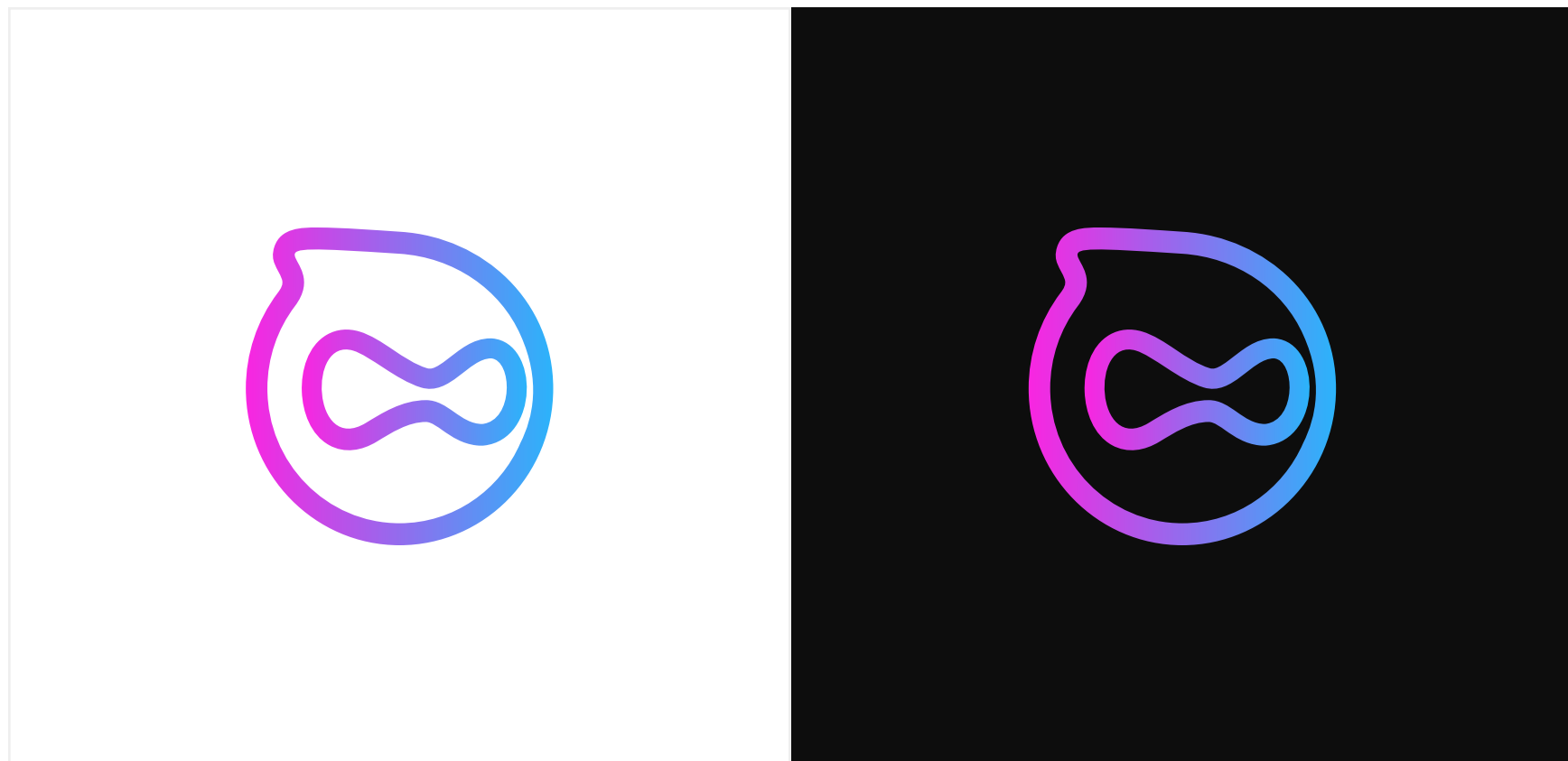


OFFICIAL LOGOTYPE



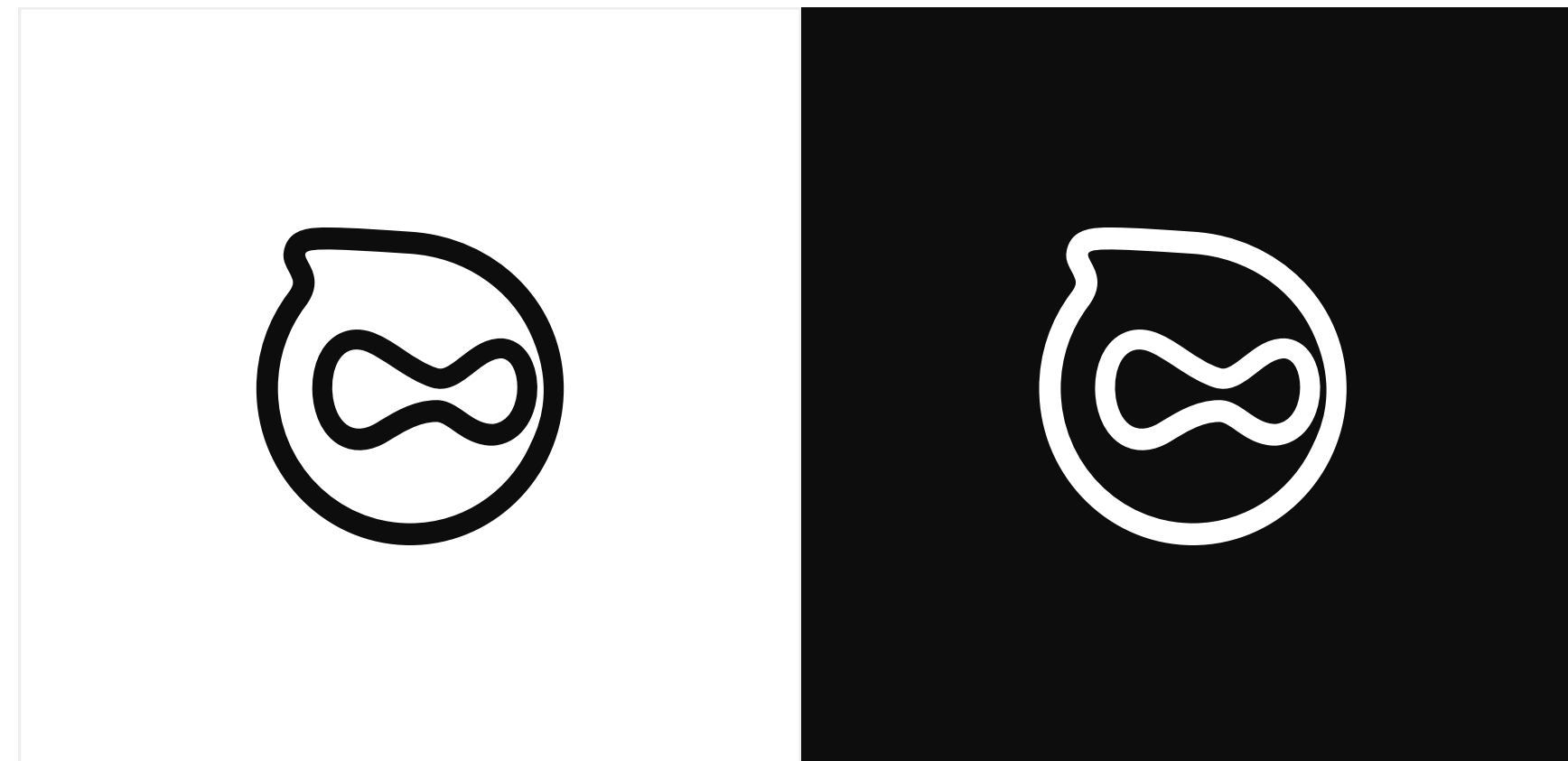
SAFETY AREA/ SPACING WHEN IN USE

# Logo (Codey) Colour ways



## Official Logo Colour way Usage

The logotype should always be presented in either of the above versions using the HeroDevs gradient when used for official branding purposes. Alterations in any form to the relative proportions of the HeroDevs logo icon (codey) to typeface or colour changes of any sort are **NOT ALLOWED** when used for official branding purposes.



## Monochrome Logo Colour way Usage

This version can be used for third-party usage of the HeroDevs logo (eg: partnership mentions) **ONLY IF** the official coloured logo conflicts with the third-party's colour scheme used on the relevant material. This can only be used as White (#FFFFFF) or Black (#0D0D0D) as shown above - no other colour ways are allowed

# Logo Don'ts

It is critical to respect the integrity of the overall logo. Accuracy and consistency helps build and protect the brand's global image. Please use the logo with care to ensure the identity is presented properly



DO NOT OUTLINE



DO NOT REVERSE COLOUR WAY



DO NOT USE ANY COLOURS OTHER THAN THE GRADIENT



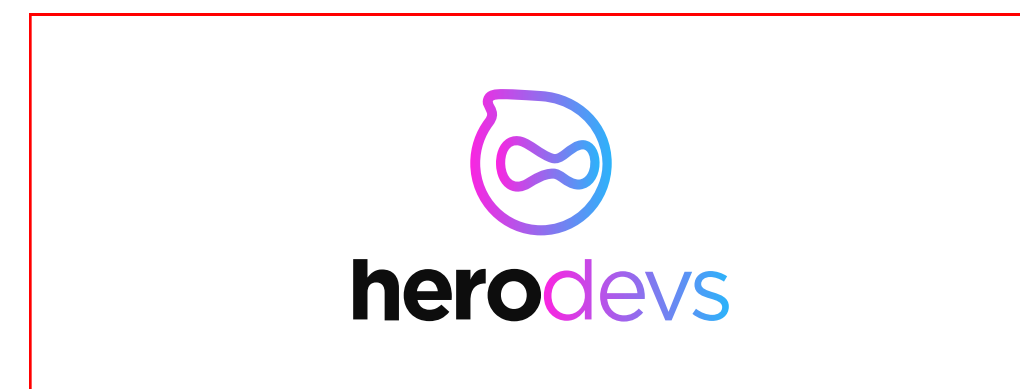
DO NOT ADD SHADOWS



DO NOT STRETCH



DO NOT STRETCH

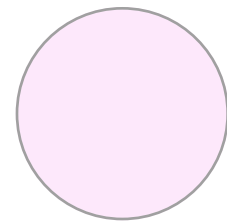
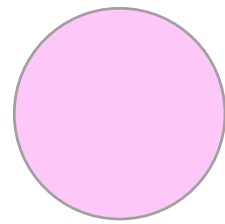
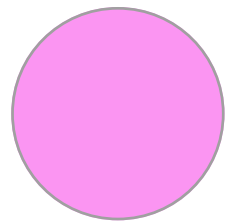
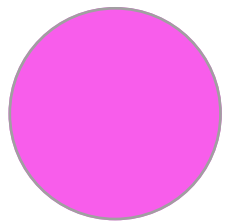
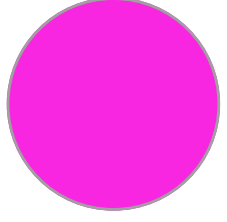
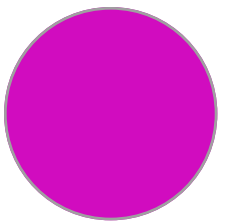
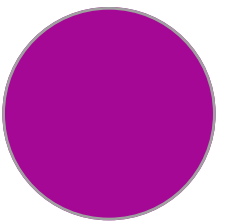
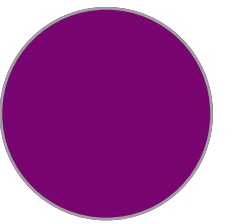
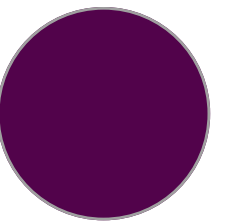
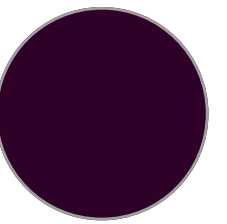
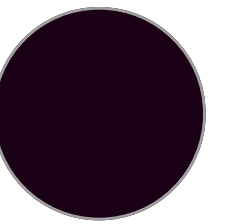


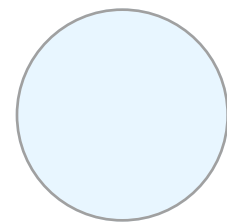
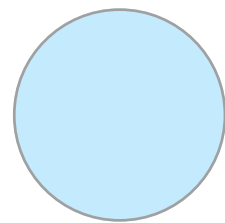
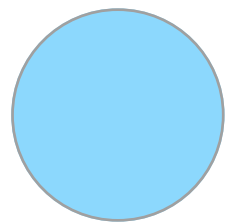
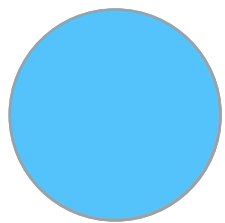
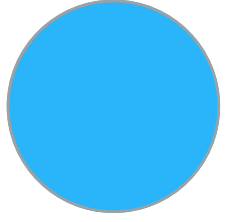
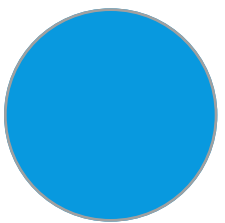
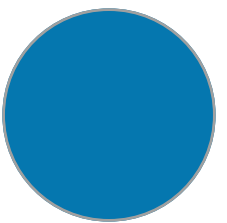
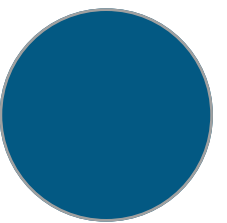
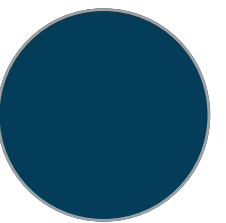
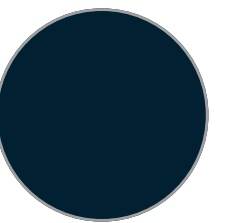
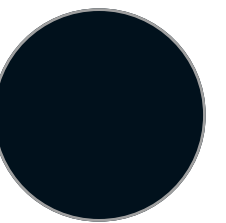
DO NOT STACK



DO NOT ALTER ORIGINAL IN ANY WAY, SHAPE OR FORM

# Colors - Primary

 #FEE9FC pink-50 WCAG: <b>FAIL</b>	 #FDC8F8 pink-100 WCAG: <b>FAIL</b>	 #FB96F3 pink-200 WCAG: <b>FAIL</b>	 #F85EEB pink-300 WCAG: <b>FAIL</b>	<b>PRIMARY-PINK</b>  #F926E1 pink-400 WCAG: <b>AA LG</b>	 #D10DBF pink-500 WCAG: <b>AA</b>	 #A50896 pink-600 WCAG: <b>AA</b>	 #7A0670 pink-700 WCAG: <b>AAA</b>	 #52044B pink-800 WCAG: <b>AAA</b>	 #300229 pink-900 WCAG: <b>AAA</b>	 #1A0116 pink-950 WCAG: <b>AAA</b>
--	---	---	---	---	---	---	--	--	--	--

 #E8F7FF blue-50 WCAG: <b>FAIL</b>	 #C5EBFE blue-100 WCAG: <b>FAIL</b>	 #8DD8FD blue-200 WCAG: <b>FAIL</b>	 #55C4FC blue-300 WCAG: <b>FAIL</b>	<b>PRIMARY-BLUE</b>  #2AB5FB blue-400 WCAG: <b>FAIL</b>	 #0899DF blue-500 WCAG: <b>AA LG</b>	 #0678B0 blue-600 WCAG: <b>AA</b>	 #045A84 blue-700 WCAG: <b>AAA</b>	 #033D5A blue-800 WCAG: <b>AAA</b>	 #012233 pink-900 WCAG: <b>AAA</b>	 #01121C pink-950 WCAG: <b>AAA</b>
--	---	---	---	--	--	---	--	--	--	--

# Colors - Gradient & Secondary

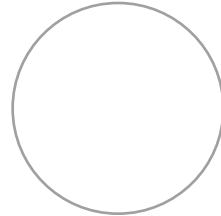
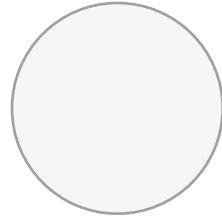
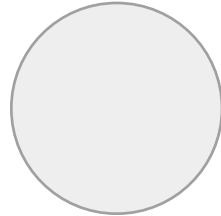
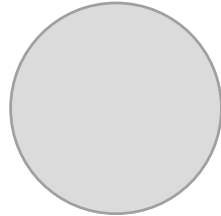
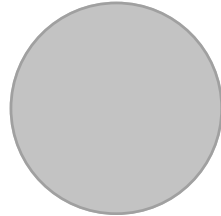
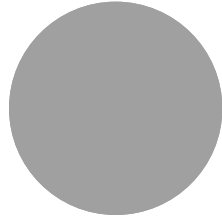
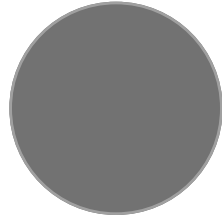
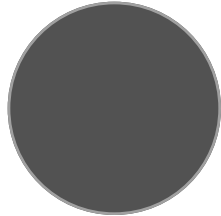
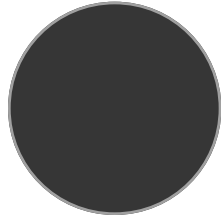
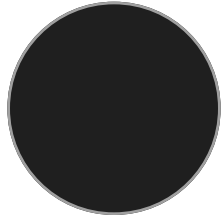
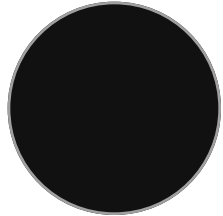
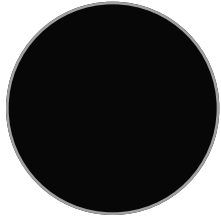


#F926E1 → #2AB5FB (90deg, linear gradient)  
gradient-primary

WCAG:

**FAIL**

# Colors - Neutrals

											
#FFFFFF neutrals-0	#F7F7F7 neutrals-50	#EFEFEF neutrals-100	#DCDCDC neutrals-200	#C4C4C4 neutrals-300	#A0A0A0 neutrals-400	#737373 neutrals-500	#525252 neutrals-600	#373737 neutrals-700	#1F1F1F neutrals-800	#111111 neutrals-900	#080808 neutrals-950
WCAG: FAIL	WCAG: FAIL	WCAG: FAIL	WCAG: FAIL	WCAG: FAIL	WCAG: FAIL	WCAG: AA LG	WCAG: AA	WCAG: AAA	WCAG: AAA	WCAG: AAA	WCAG: AAA

# Typography

Manrope carries a quiet confidence. Its letterforms are clean without feeling cold, and systematic without feeling mechanical. The slightly rounded terminals and open apertures give it a natural legibility that avoids the sterility common in purely geometric typefaces. It communicates intelligence, clarity, and understated modernity – qualities that translate well across both digital interfaces and print applications.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&\*()–