

CODEWALLA

Brand Guidelines

Version 1.0
January 2025

Introduction

Hello Team,

We developed this brand system to help Codewalla communicate a consistent message and identity across all channels, including digital platforms, social media, sales materials, event planning, and more.

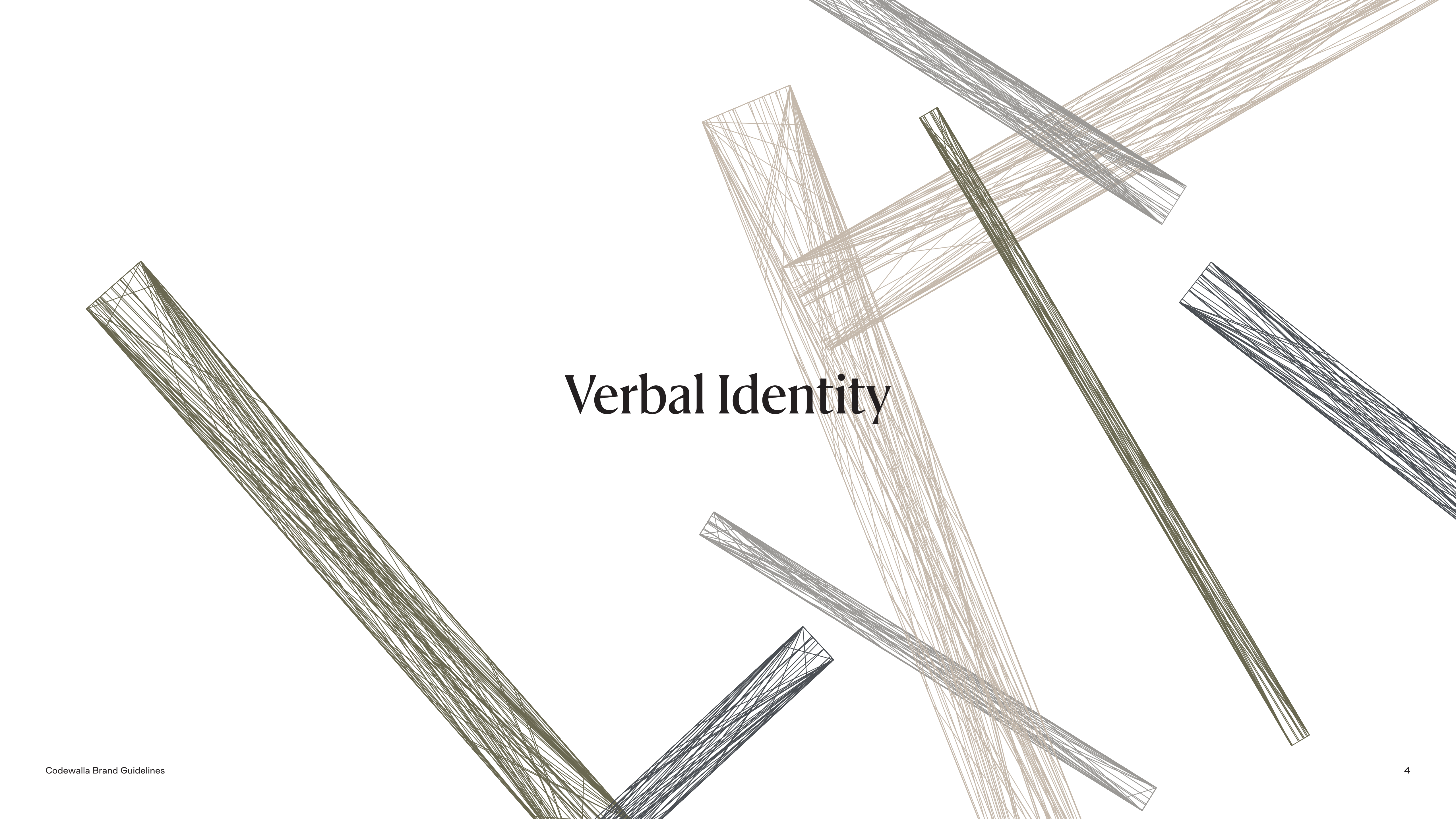
Why is this important? A brand serves as a shorthand for everything that's great about us—our personality, value proposition, and market positioning—and helps us build connections with startup founders.

These brand guidelines serve as a single source of truth whenever Codewalla engages with the outside world. As the company grows, our brand may evolve, so you can expect these guidelines to be updated over time.

Best,
Rakesh Raju
Founder

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Verbal Identity

Brand Story

Codewalla was founded to help startup founders launch products quickly and efficiently. As founders ourselves, we recognized that traditional product development methods often come with high costs and long timelines. To overcome these challenges, we developed a Modular Product Building approach, which combines pre-built software elements with custom development services. This approach reduces risk and cost compared to building from scratch, allowing startup founders to launch products in-market faster.

Each project is led by a seasoned, NYC-based CTO who works alongside startup founders to provide strategic and technical guidance throughout the development process.

As startups grow, this partnership naturally evolves into a dedicated technical role, with Codewalla guiding founders every step of the way—from concept to viable business—and remaining by their side to offer ongoing support as a trusted partner.

Target Audience

Codewalla's target audience is early-stage startup founders who need quick, efficient and low-risk ways to launch products. Our clients include founders aiming to bring enterprise SaaS, consumer apps, fintech, and proptech products to market. We specialize in partnering with founders who value CTO-level guidance throughout every stage of the product development process, from concept to viable product and beyond.

Mission Statement

Codewalla's mission is to help tech startup founders transform concepts into viable products quickly and efficiently. By combining the efficiency of pre-built software elements with the expertise of custom development services, we empower founders to launch new products in-market confidently and with lower risk.

Brand Vision

At Codewalla, we imagine a world where every startup founder can launch new products quickly. Our mission is to be the go-to product development partner, guiding founders from concept to viable and sustainable businesses.

Brand Values

EFFICIENCY

We know what startup founders are up against, which is why we prioritize fast and low-cost development to help founders launch quickly.

TECHNICAL LEADERSHIP

Each project is led by a seasoned NYC-based CTO, offering guidance on the right strategic, technical decisions throughout the process.

COLLABORATION

Unlike big studios and consultancies, being small by design means our relationships with founders are partnerships, working side-by-side to shape their product visions.

INNOVATION

We continuously explore new technologies and methodologies to help startups stay ahead of the curve.

Brand Voice

Codewalla’s voice is professional, collaborative, and solution-focused. We are approachable and knowledgeable, speaking with the confidence of experts, while remaining friendly and easy to understand.

Voice Attributes

Approachable

Easy to understand, avoiding jargon and complexity to help non-technical founders feel at ease.

Confident

Clear and authoritative in showcasing our experience and expertise.

Empathetic

Understanding and addressing the challenges and concerns of startup founders.

Empowering

Giving startup founders the confidence to deliver a high-quality product on time and within budget.

Tagline

Launch faster.

Elevator Pitch

“Codewalla is a small product development studio dedicated to helping startup founders launch products quickly. As founders ourselves, we understand the challenges of traditional development: high costs, long timelines, and risks. That’s why we created a **Modular Product Building** approach. By combining pre-built software elements with custom development, we can bring your product to market faster, stretch your budget, and reduce risk. We partner with founders like you from concept through launch and beyond, guiding you as you grow your concept into a viable business.”

Unique Selling Proposition

Continuous Development Support

We offer End-to-End Development services that evolve alongside your startup. As your company evolves, we can seamlessly transition into an ongoing, dedicated technical partner, providing recurring support.

Technical Leadership

Each project is led by a seasoned NYC-based CTO for expert guidance in shaping the technical strategy.

Fast Time to Market

By combining pre-built software elements with custom development services, we enable startup founders to launch products in-market faster.

New York City Based

Offers top-tier, Silicon Valley-level talent locally, ensuring high-quality development expertise.

Cost Efficient

Our Modular Product Building approach minimizes costs and reduces financial risk compared to building from scratch.

One-Stop Shop

Comprehensive services including user experience research, brand identities, marketing, and more, offering an integrated solution for all your startup needs.

Key Messaging Hierarchy

Primary Message

Codewalla is a small product development studio that helps tech startup founders launch new products quickly.

Secondary Messages

Cross platform product development expertise in mobile, cloud, AI and SaaS.

Each project is led by a seasoned NYC-based CTO, offering guidance on the right strategic, technical decisions throughout the process.

Codewalla’s Modular Product Building approach combines pre-built software elements with custom development services which minimizes the cost, time, and risk involved in launching a new product in-market.

We offer flexible engagement models, including revenue sharing, equity, subscriptions, or flat rates, to match the unique needs of every startup.

Tone of Voice

Website Copy

Simple and informative, highlighting benefits (e.g. efficient, flexible, low risk) and capabilities (e.g. technical expertise across platforms and industries) in simple terms for a broad audience.

Client Communications

Clear, supportive, and knowledgeable. Tailor language based on technical understanding, providing reassurance to non-technical founders.

Social Media (e.g. LinkedIn)

Conversational and helpful using a mix of educational content, success stories, and early stage startup-centric advice to connect with Codewalla’s audience.

Presentations/Proposals

Professional and focused on emphasizing efficiency and scalability.

Tone of Voice Do's and Don'ts

Do	Don't
Use non-technical language when communicating with non-technical founders	Use technical terms without ELI5 (explain it like I'm 5) context
Focus on the benefits of Codewalla's fast and low-cost development approach	Be formal or corporate in tone
Highlight Codewalla's credibility by emphasizing expertise and relevant experience to help founders feel at ease	
Frame our relationship with founders as a collaborative partnership	

Use words such as	Not
Early-stage startups (e.g. Codewalla works with early-stage startup founders)	Pre-seed; bootstrapped; pre-Series A
Efficient (e.g. We offer a quick, efficient , low-risk way to launch new products)	Cheap; inexpensive; affordable; cost-efficient; cost-effective
Viable products (e.g. We transform concepts into viable products)	Scalable products
Concepts (e.g. We transform concepts into viable products)	Ideas; visions
Modular product building approach (e.g. Codewalla's Modular Product Building approach)	Dual development approach; modular product building model

Visual Identity

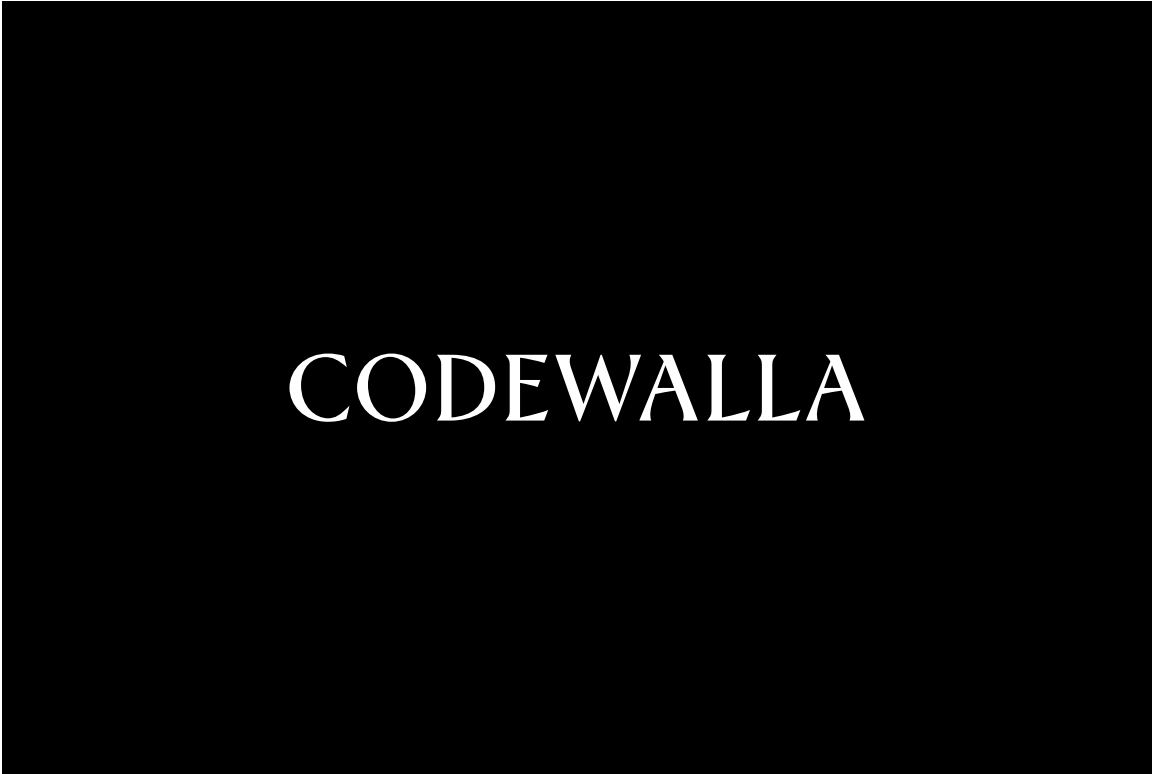
Logo Overview

Our logo references the engraved typography often seen in classic New York City buildings. It represents the tangible elements of technology that are brought to life into the physical world.

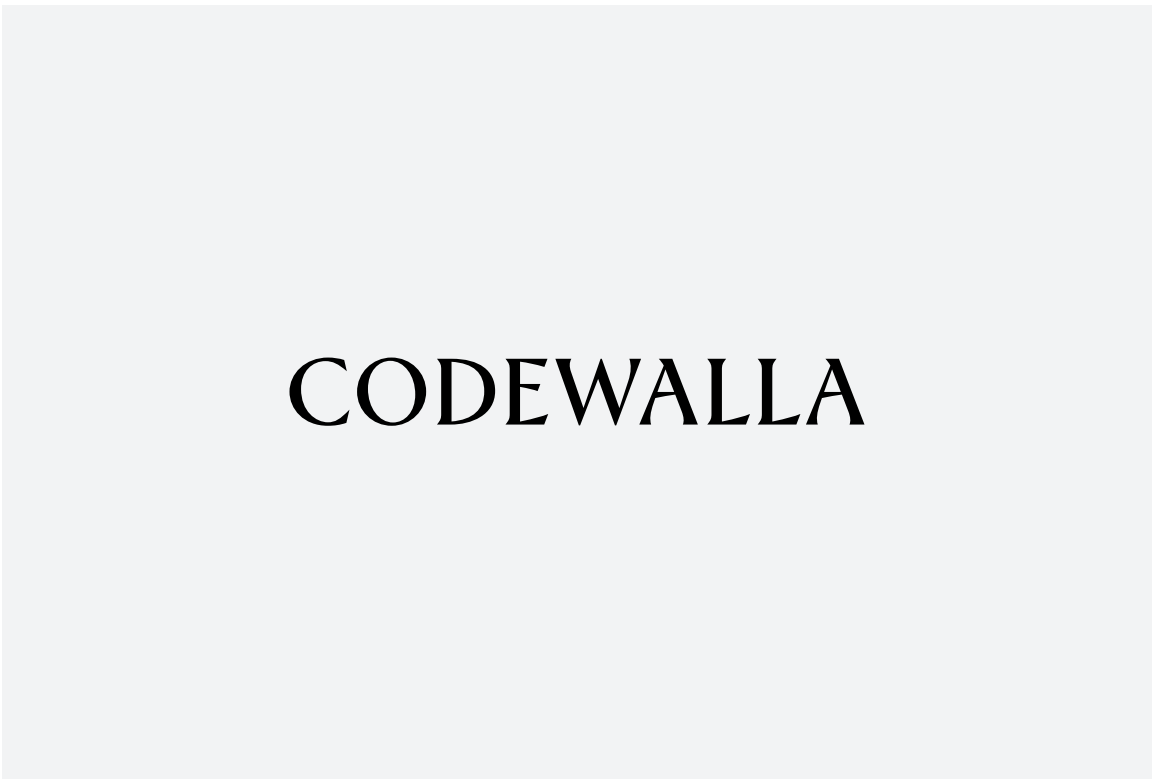
CODEWALLA

Logo Usage

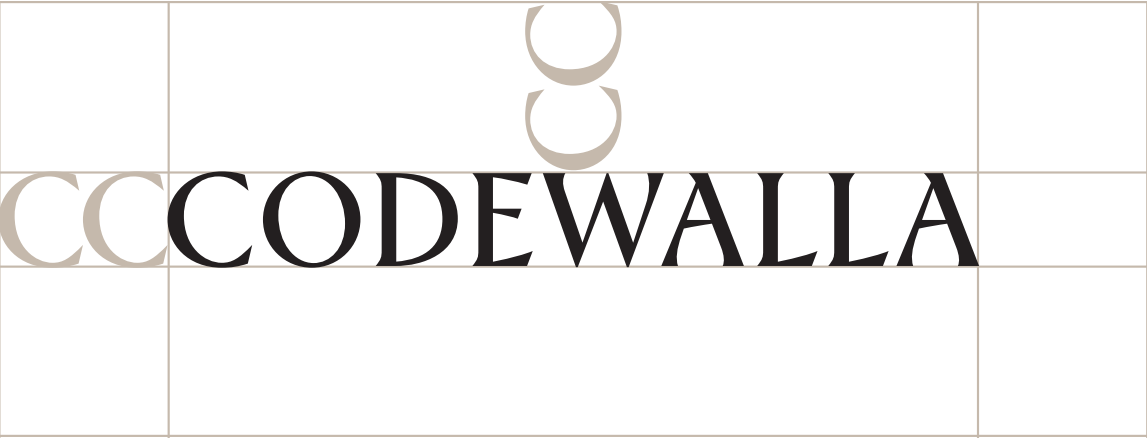
Colorways



Our logo is always presented in either black or white. We adjust this based on the background colour to ensure greatest legibility.

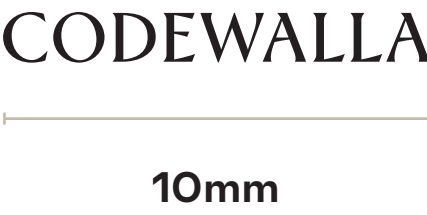
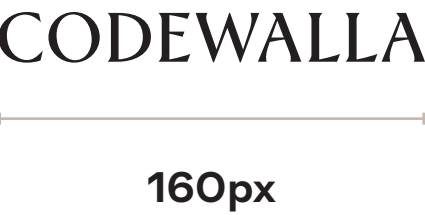


Clearance zone



We have a minimum clearance zone to ensure our logo retains its clarity and legibility. No text or other logos should appear in this space. The clearance zone is calculated as being twice the width of the “C” in the logo.

Minimum sizes

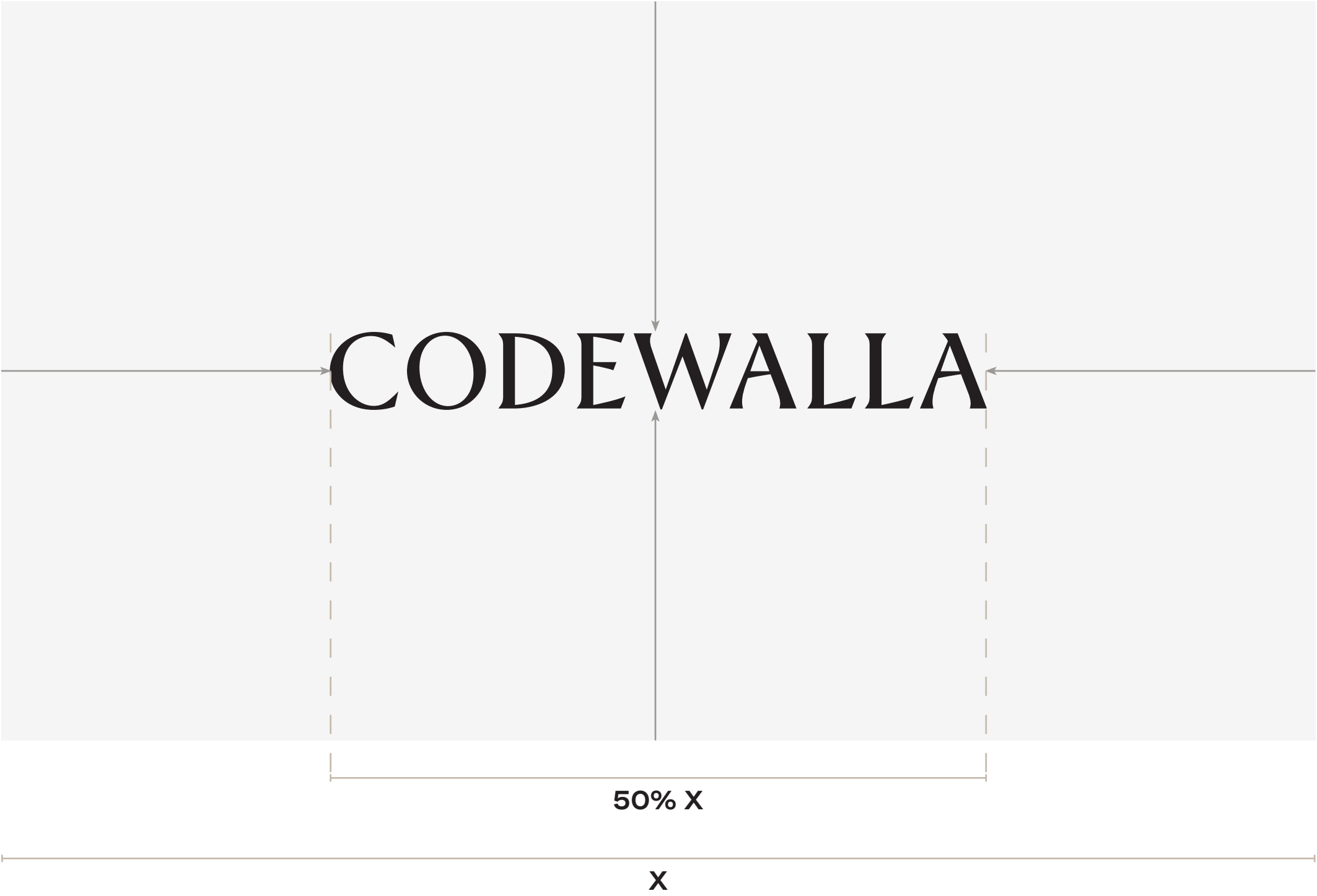


Where possible, we keep our logos to a minimum of 160px wide when on screen, or 10mm wide in print applications. There is no maximum size for how we use our logo.

Logo Positioning

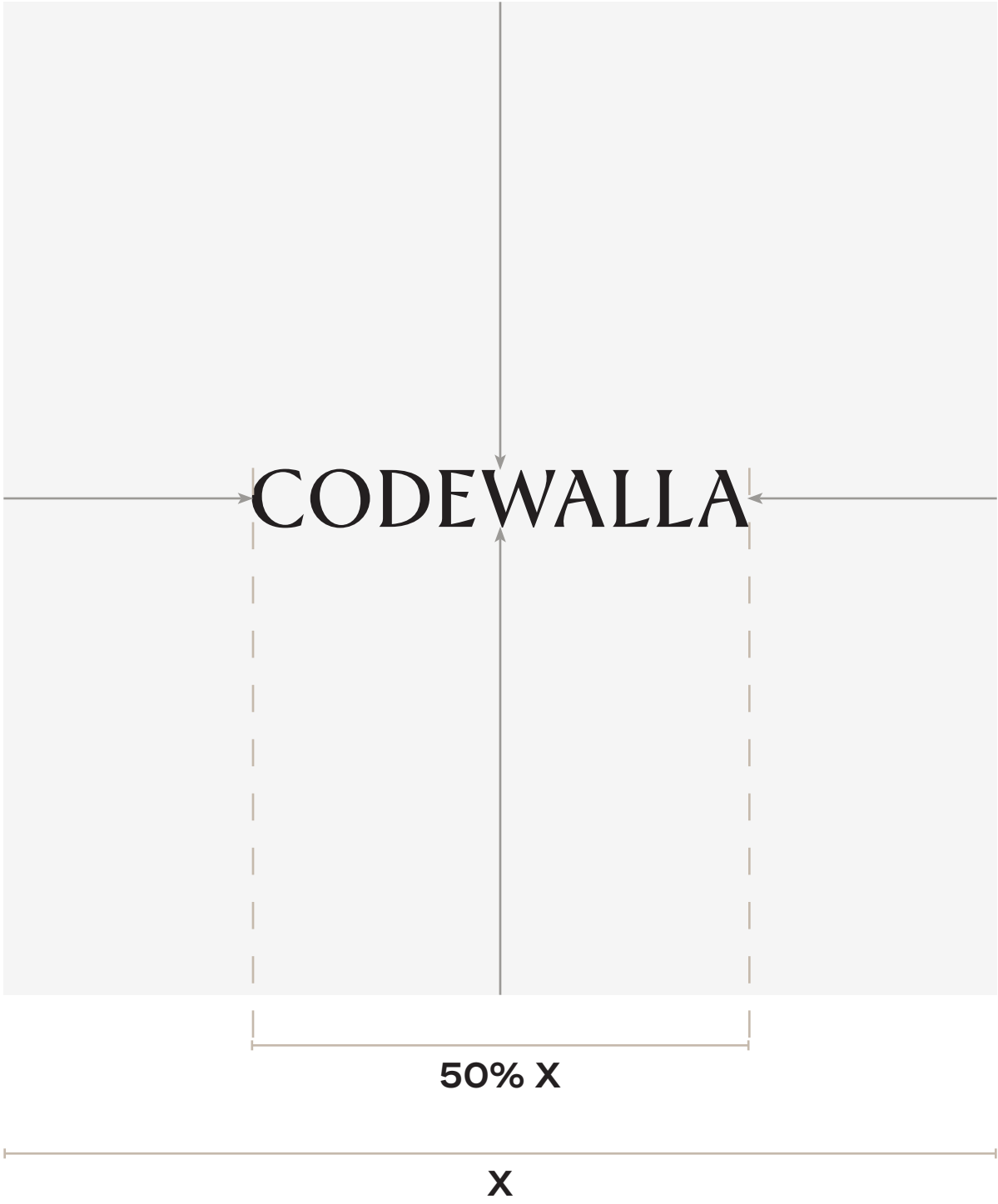
16:9 and landscape layouts

When used in this format, the logo should not exceed 50% of the width of the layout (X). It should be horizontally and vertically centered.



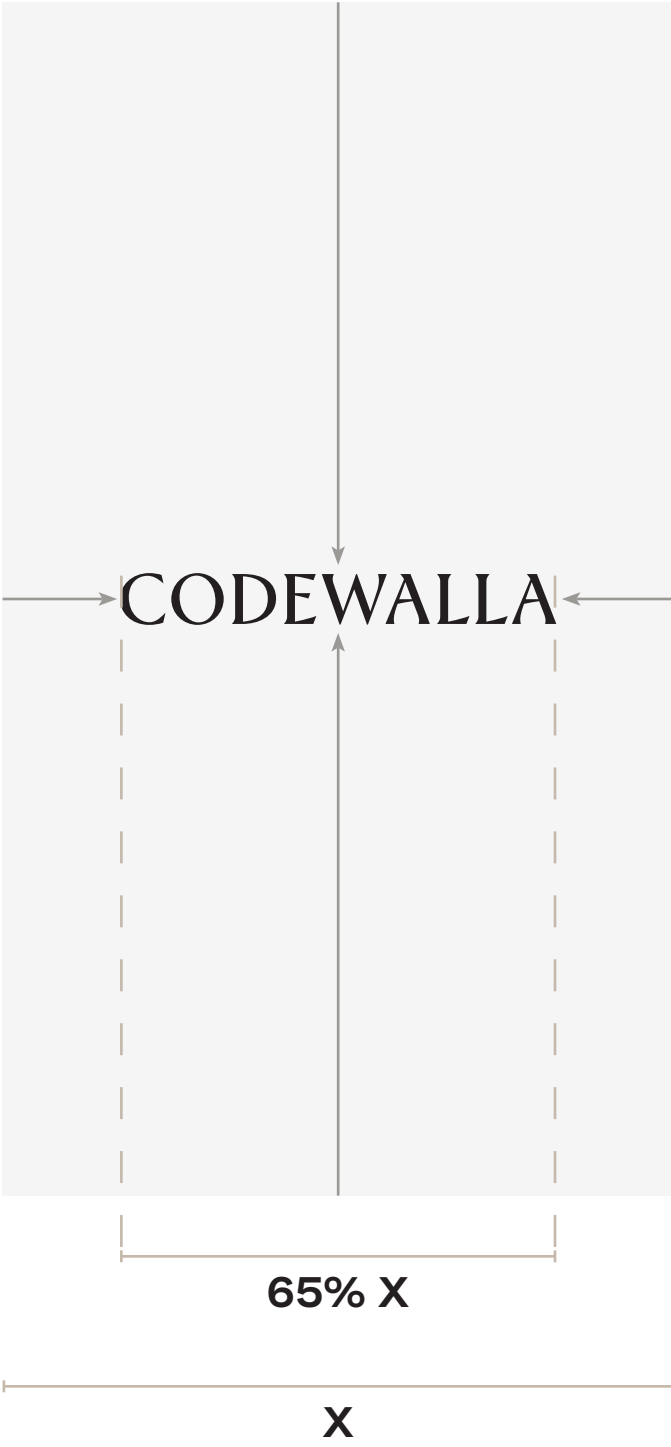
1:1 layouts (square)

When used in this format, the logo should not exceed 50% of the width of the layout (X). It should be horizontally and vertically centered.



9:16 and portrait layouts

When used in this format, the logo should not exceed 65% of the width of the layout (X). It should be horizontally and vertically centered.



Incorrect Logo Usage

Do not apply a color to the logo

CODEWALLA

Do not add a tagline to the logo

CODEWALLA
Launch Faster.

Do not reformat the logo

CODE
WALLA

Do not disproportionately scale the logo

CODEWALLA

Do not type out the logo

CODEWALLA

Do not apply effects to the logo

CODEWALLA

Do not put the logo in a shape

CODEWALLA

Do not use the logo in running text

CODEWALLA was founded by
Rakesh Raju, a seasoned software
engineer with experience at Disney,
Microsoft, and RealNetworks.

Do not place the logo on an illegible background

CODEWALLA

Do not use outlines for the logo

CODEWALLA

Do not use the logo as a mask for imagery

CODEWALLA

Do not rotate the logo

CODEWALLA

Typography

Examples of our typographic hierarchy are demonstrated on this page.

Our headline typeface is Rector Medium, which is inspired by the engraved typography seen in classic New York City buildings.

Chromatic Geometric Semibold and Regular are used for all our other text. This provides a rounded contrast to the sharp angles of the headline typeface and supporting graphic elements.

Headlines

Launch Faster.

Rector Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Pull out quotes, introductory paragraphs

From building an MVP to scaling, Codewalla delivers strategic technical guidance to help startup founders build using our Modular Product Building approach.

Chromatic Geometric Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Level 1 sub-headings and body copy

Prototype Big Ideas
Transform concepts into quick, functional prototypes to test, validate, and refine your ideas.

Chromatic Geometric Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Chromatic Geometric Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Level 2 sub-headings and body copy

WHAT IT IS A gamified app to help users understand and manage credit card debt

CHROMATIC GEOMETRIC
REGULAR (ALL CAPS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Chromatic Geometric Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Color Palette

Our color palette is predominantly black and white, supported by complementary colours inspired by New York City architecture and streetscapes.

These supporting colors should be used sparingly within the overall design, and applied to elements such as graphic shapes and as occasional background colours.

Primary colors

Black
HEX 000000
R0 G0 B0
Pantone Process Black
C0 M0 Y0 K100

White
HEX FFFFFFFF
R255 G255 B225

Supporting colors

Sandstone
HEX C5B9AC
R197 G185 B172
Pantone 7528C
C3 M24 Y30 K0

Olive
HEX 6A6851
R106 G104 B81
Pantone 4227C
C55 M47 Y68 K24

Concrete
HEX 9B9996
R155 G153 B150
Pantone 4289C
C42 M35 Y37 K1

Asphalt
HEX 4B4F54
R75 G179 B84
Pantone 7540C
C69 M59 Y53 K33

Graphic Patterns

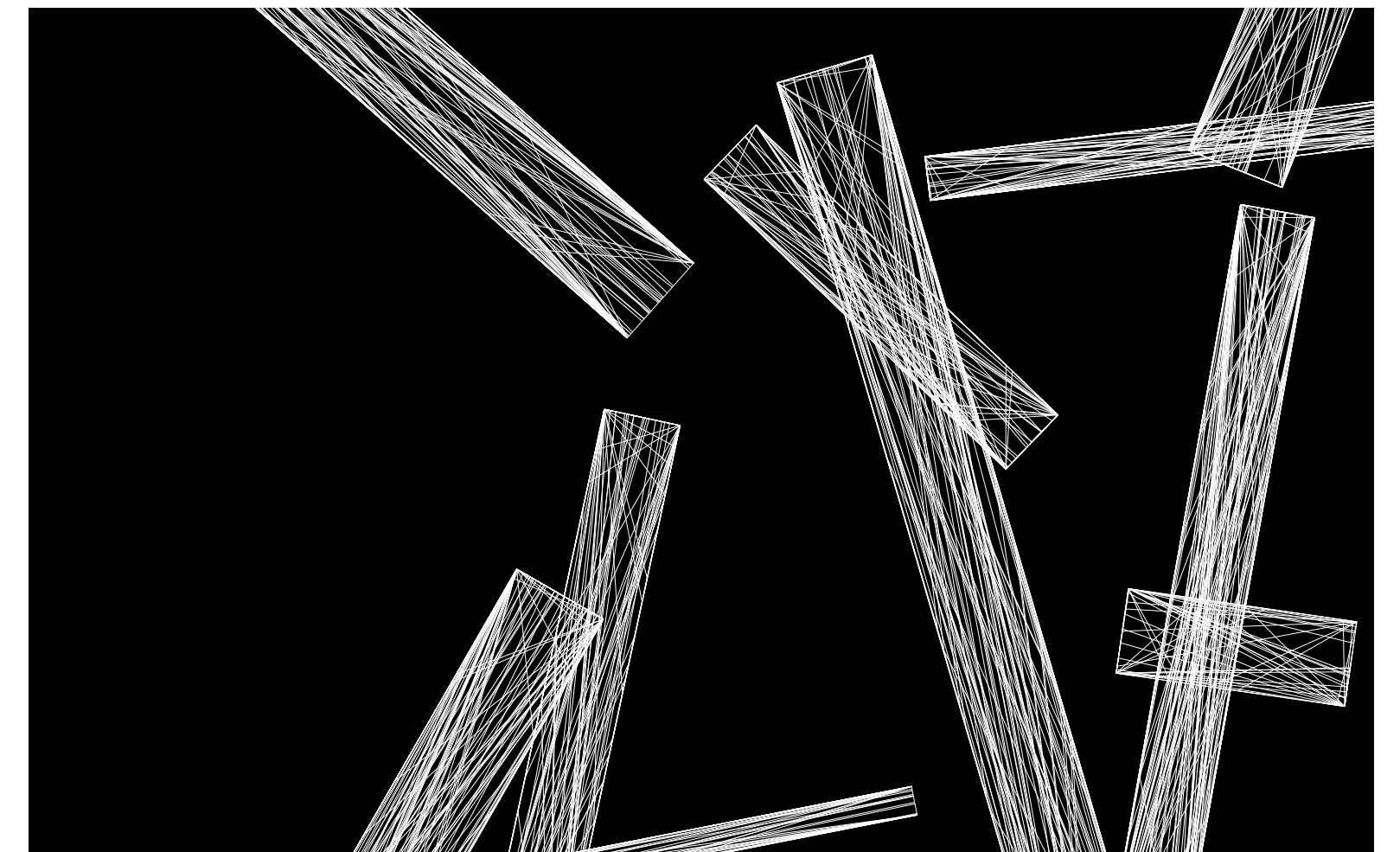
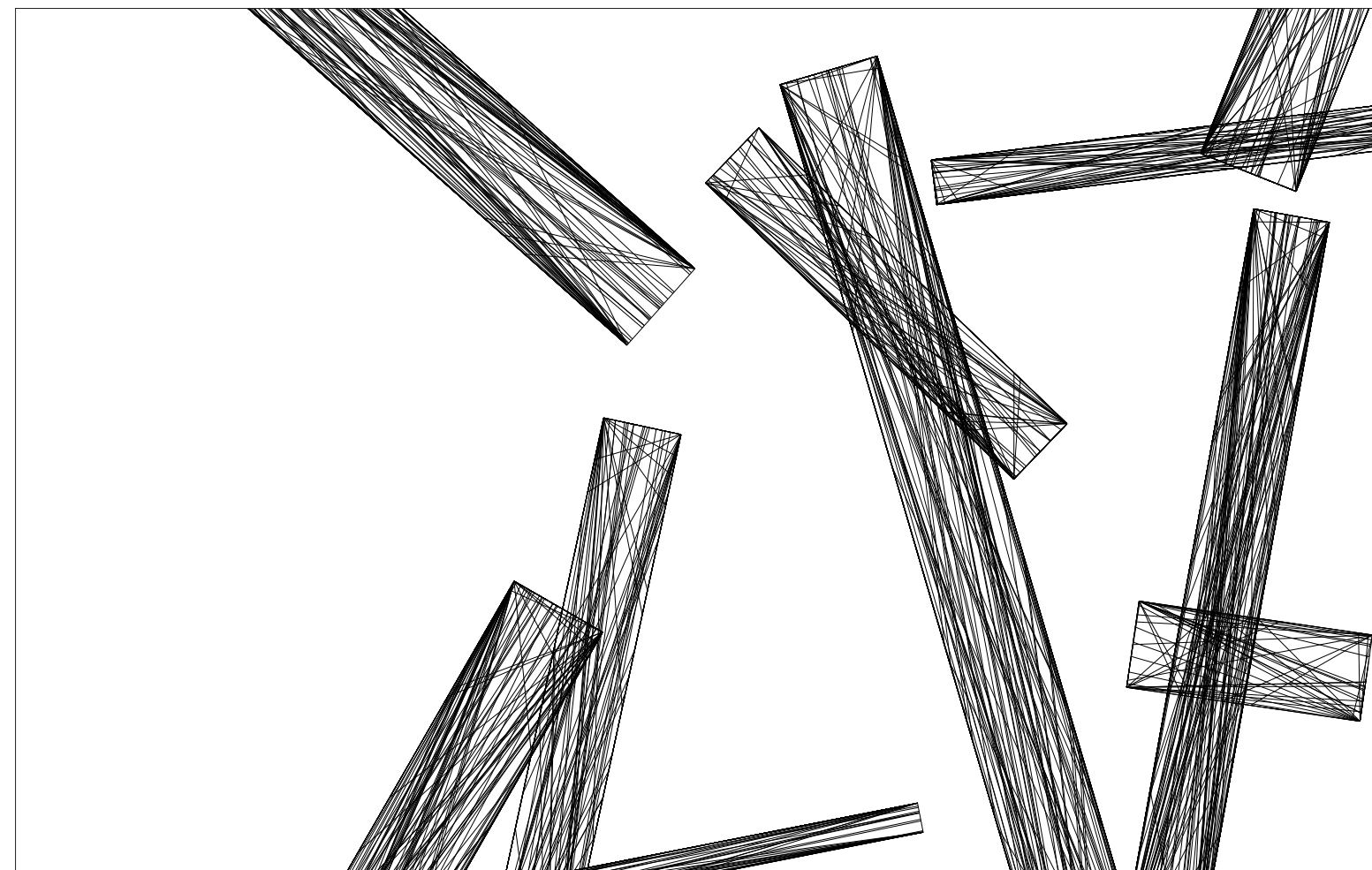
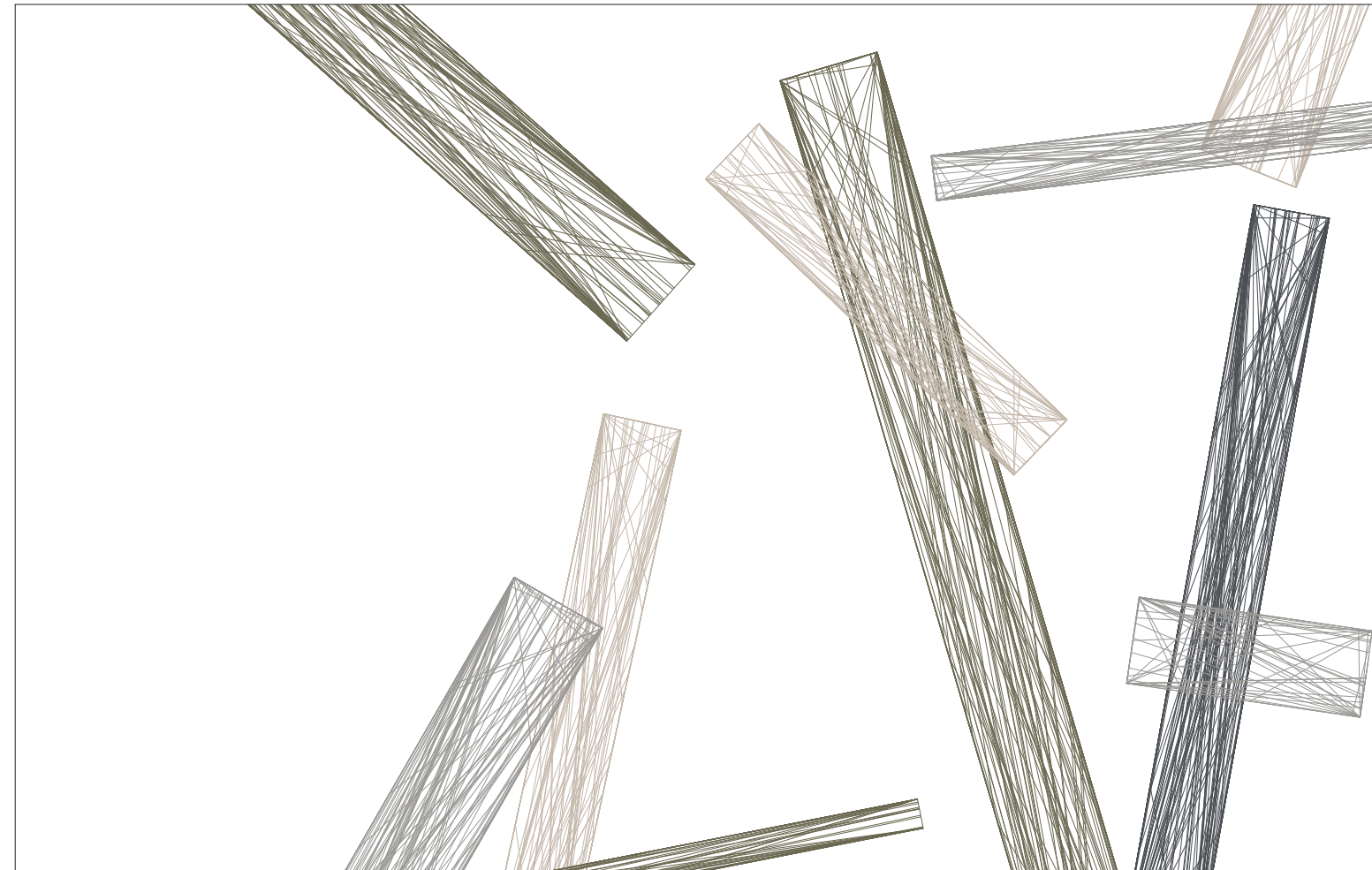
Our graphic patterns are sometimes referred to as “digital skyscrapers”. They are a graphic representation of the projects that we build, and reference our home in New York City.

Though the placement of these patterns are made by hand, the intricate linework is developed by code. This allows each pattern to be unique and celebrates the collaboration between humans and machines.

Correct Graphic Pattern Usage

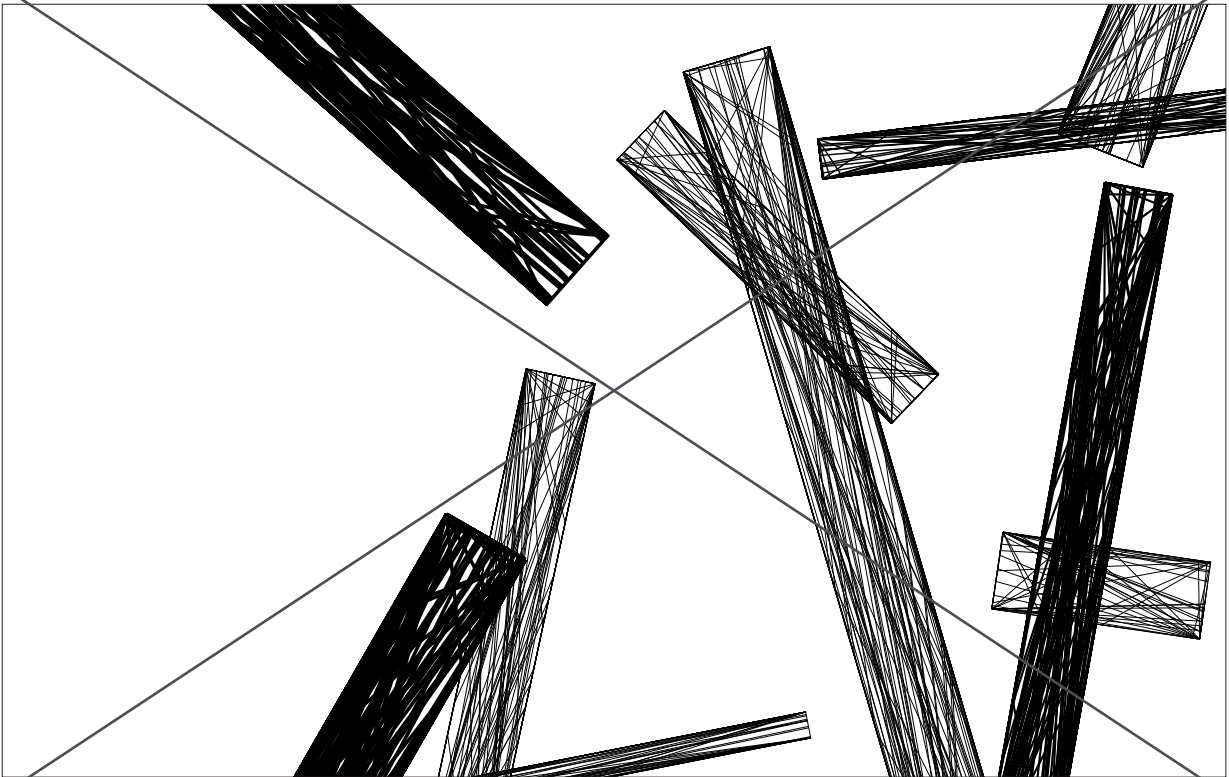
Our graphic patterns can use a randomized application of the colour palette, and must always be either on a white or black background.

We can also use a monochromatic version of the patterns, where this is either in white on a black background, or black on a white background.

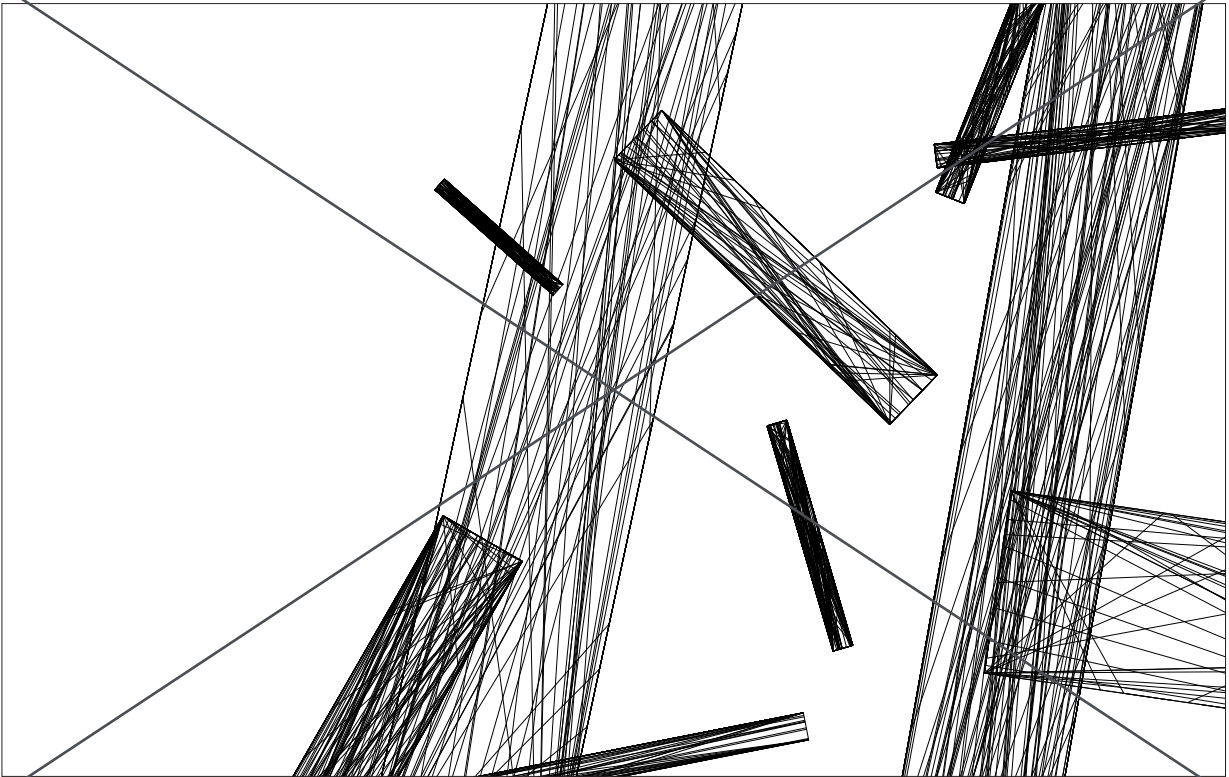


Incorrect Graphic Pattern Usage

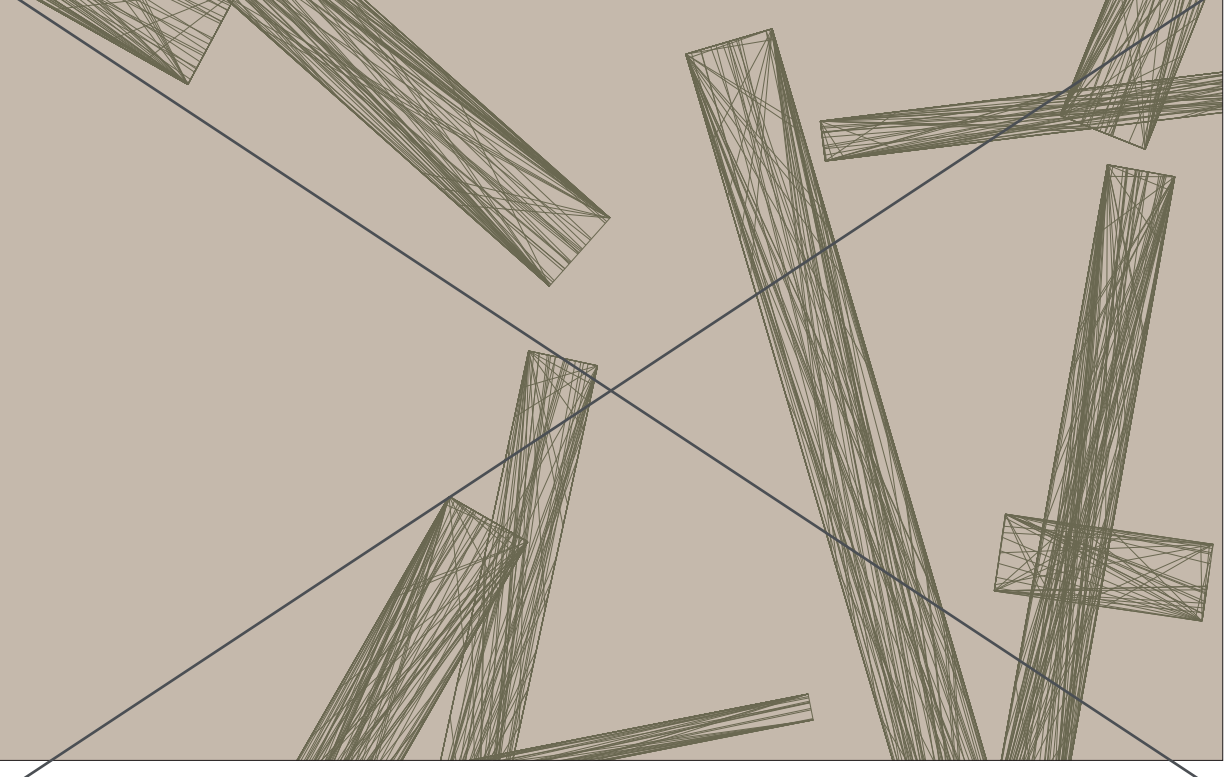
Do not use different line weights on the rectangles



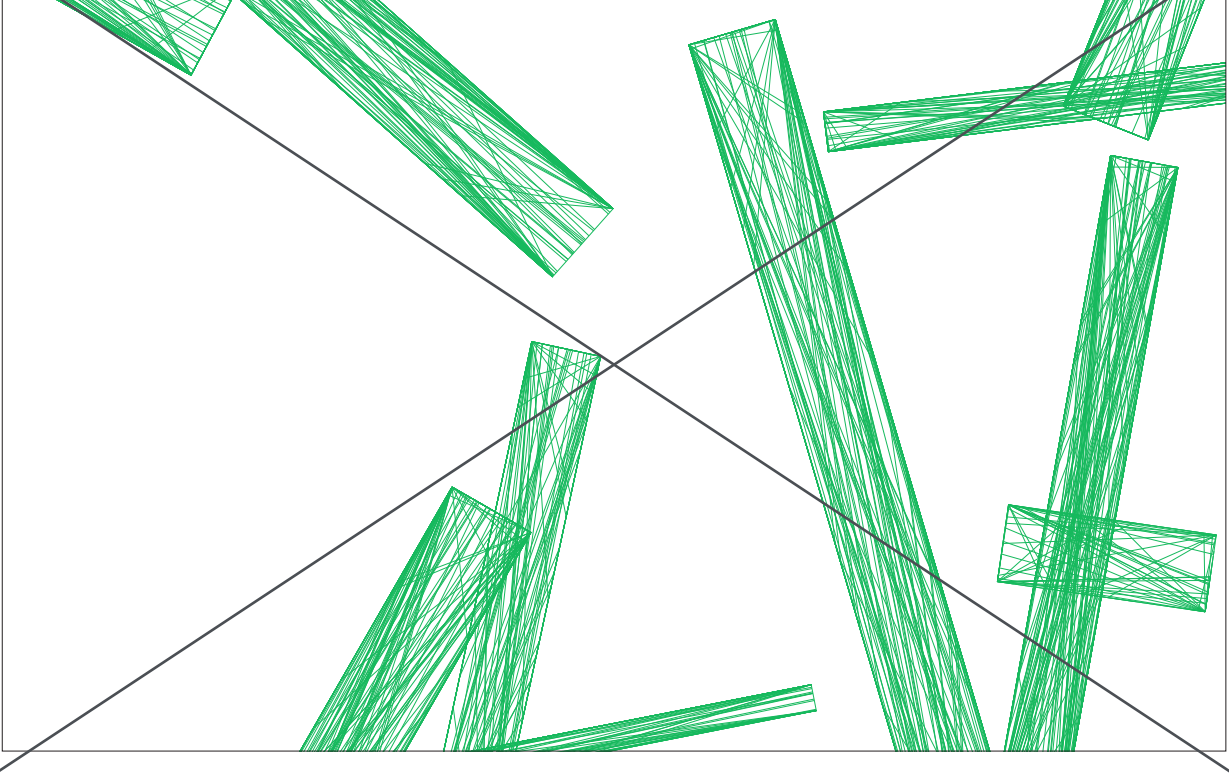
Do not use significantly different scales of rectangles



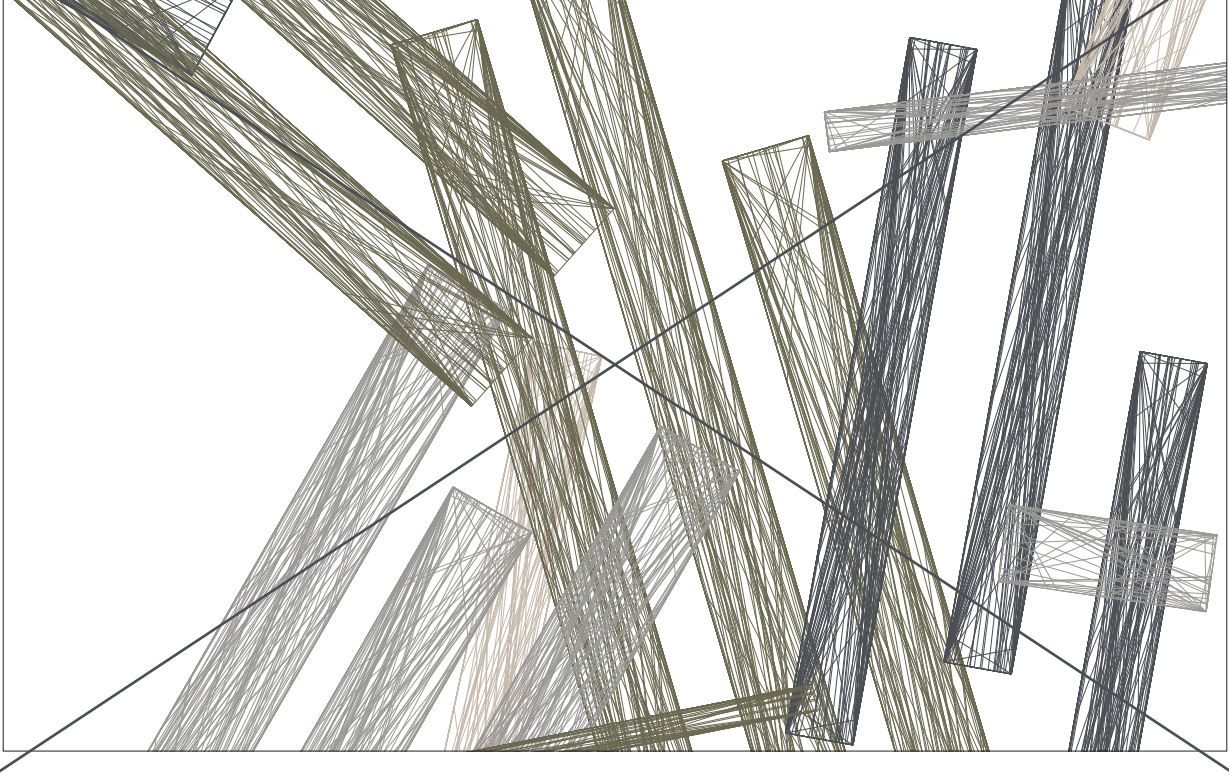
Do not use any other colour than black or white for the background



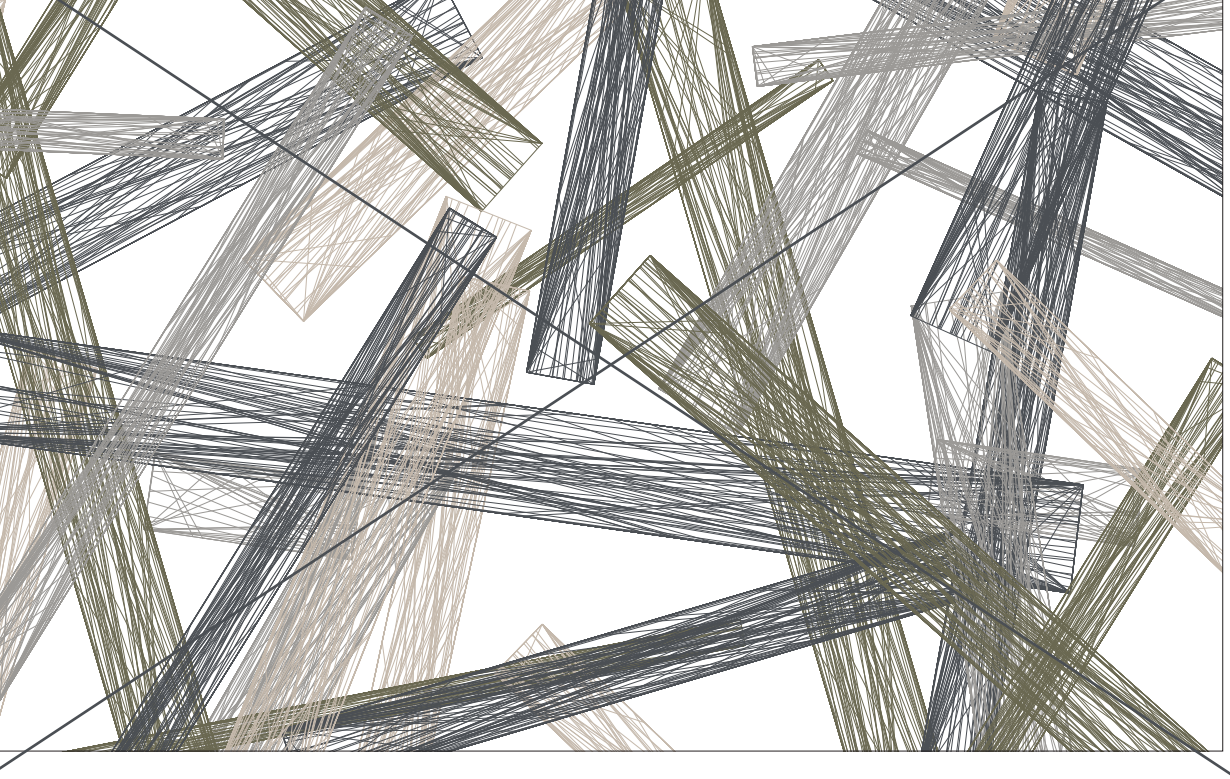
Do not use non-brand colours on the rectangles



Do not repeat the same rectangles within a pattern

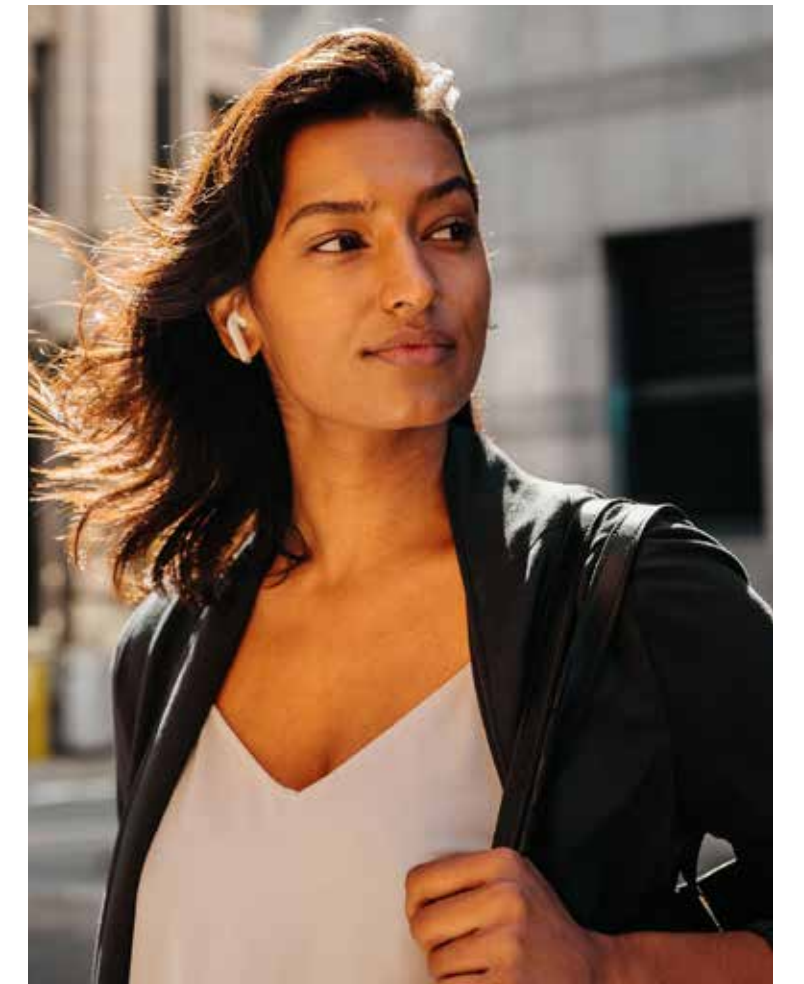


Do not apply an excessive amount of rectangles



Art direction: People

Our photography of people should be natural in expression. They should be photographed within a city environment, with energy and movement. People should also be interacting with technology, bringing our coding to life in a real world setting.



Art direction: NYC Vignettes

Our images of New York City should focus on architecture and the built environment, as a metaphor for our work that we build in a digital space. The colours should feel warm and muted to complement our colour palette.

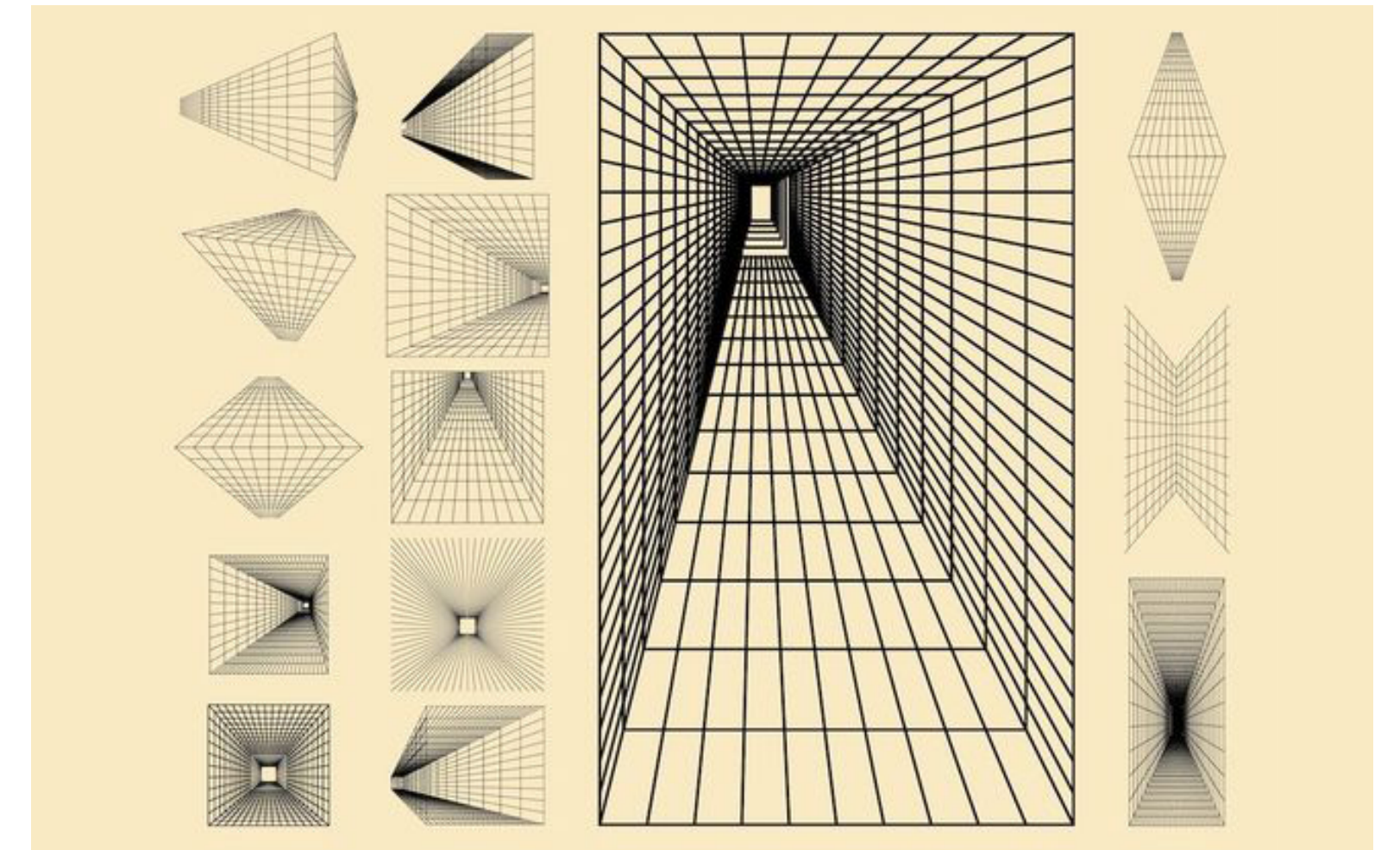
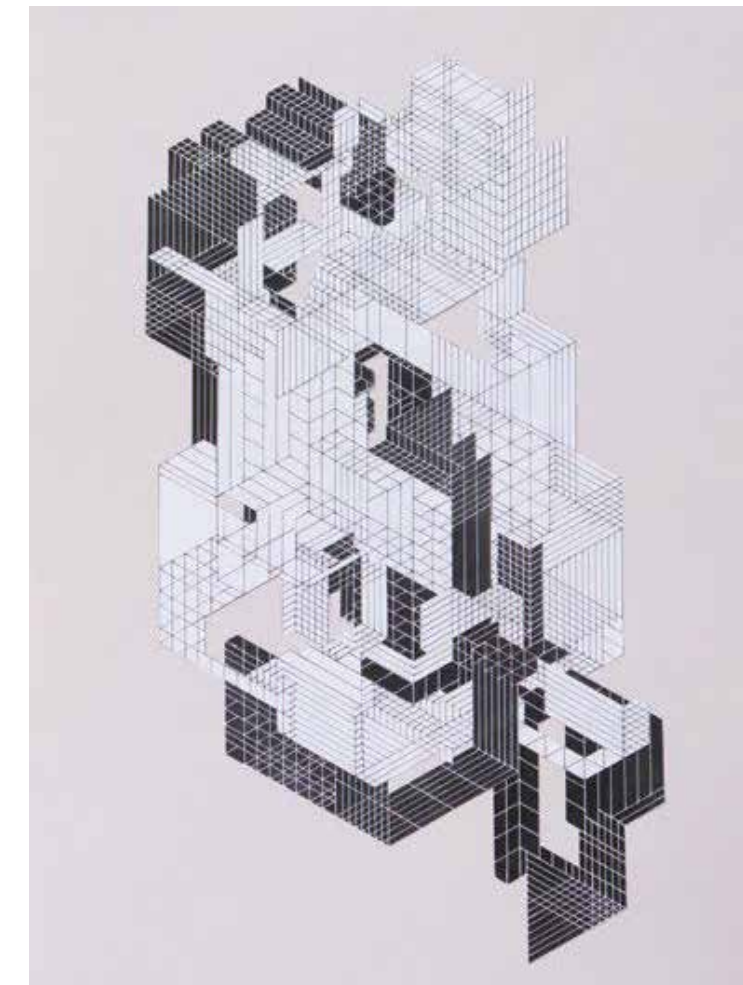
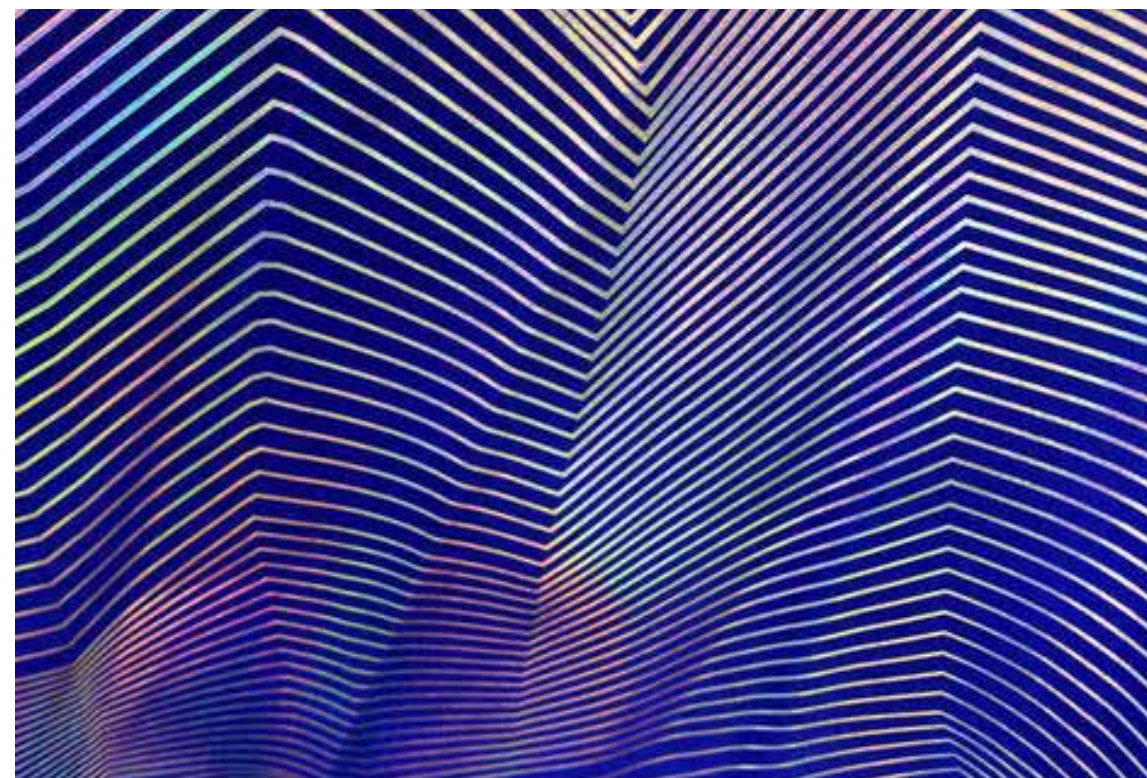
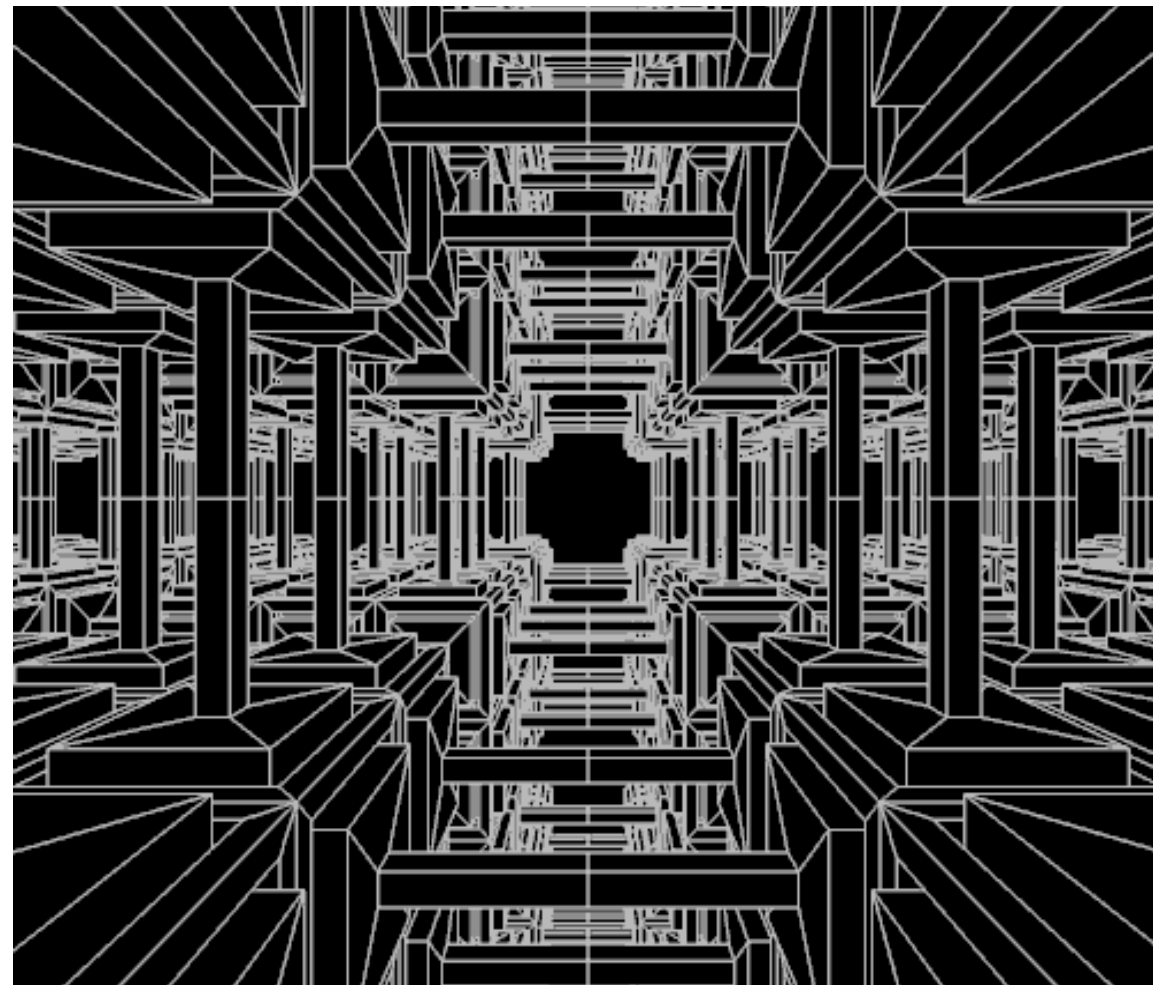
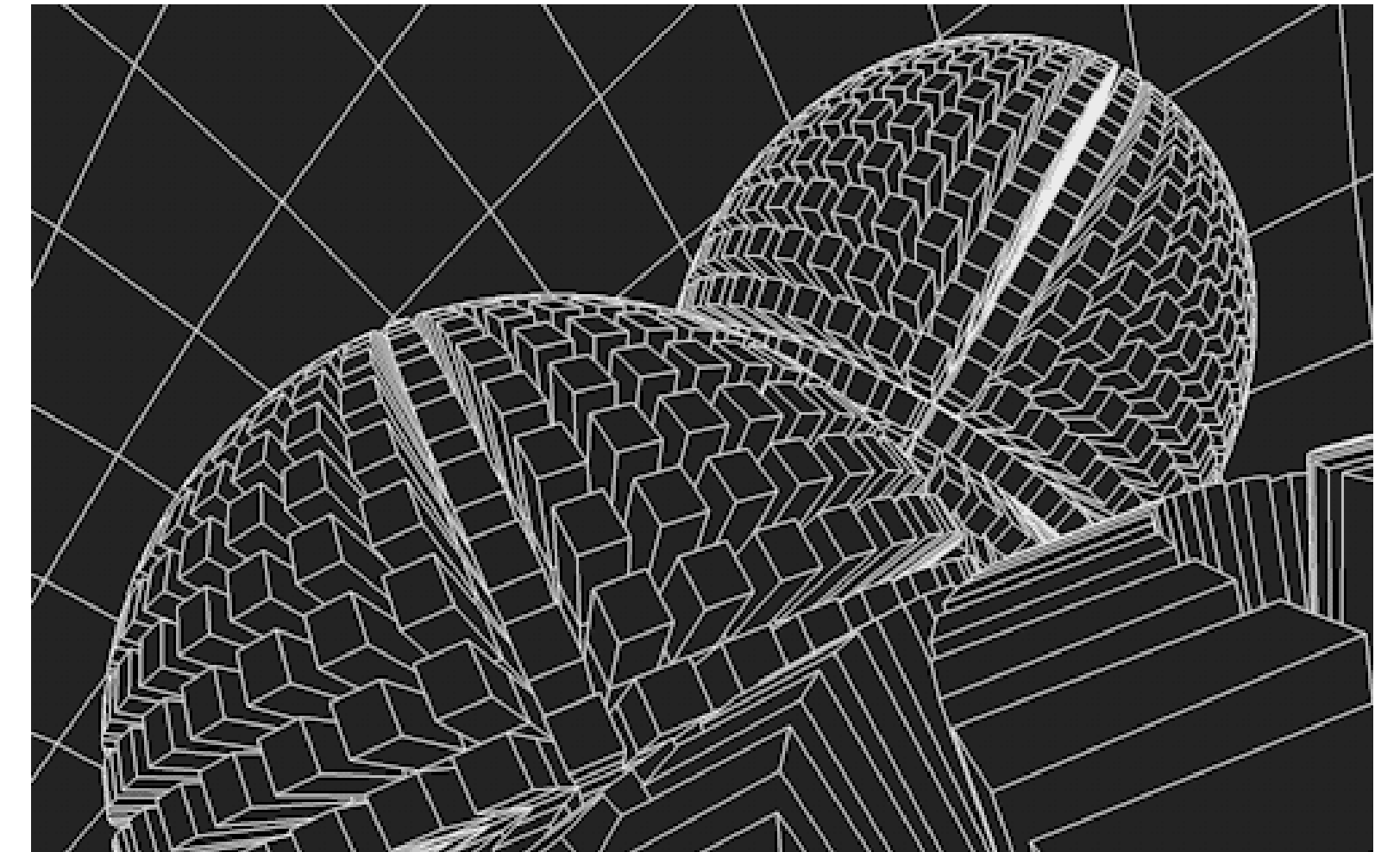
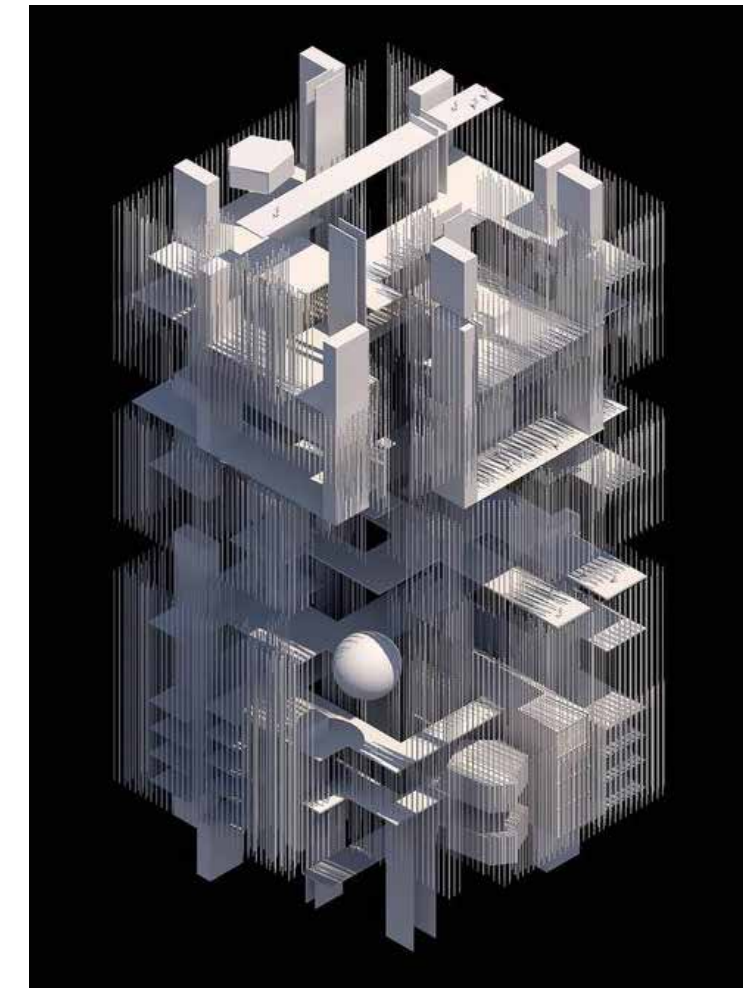
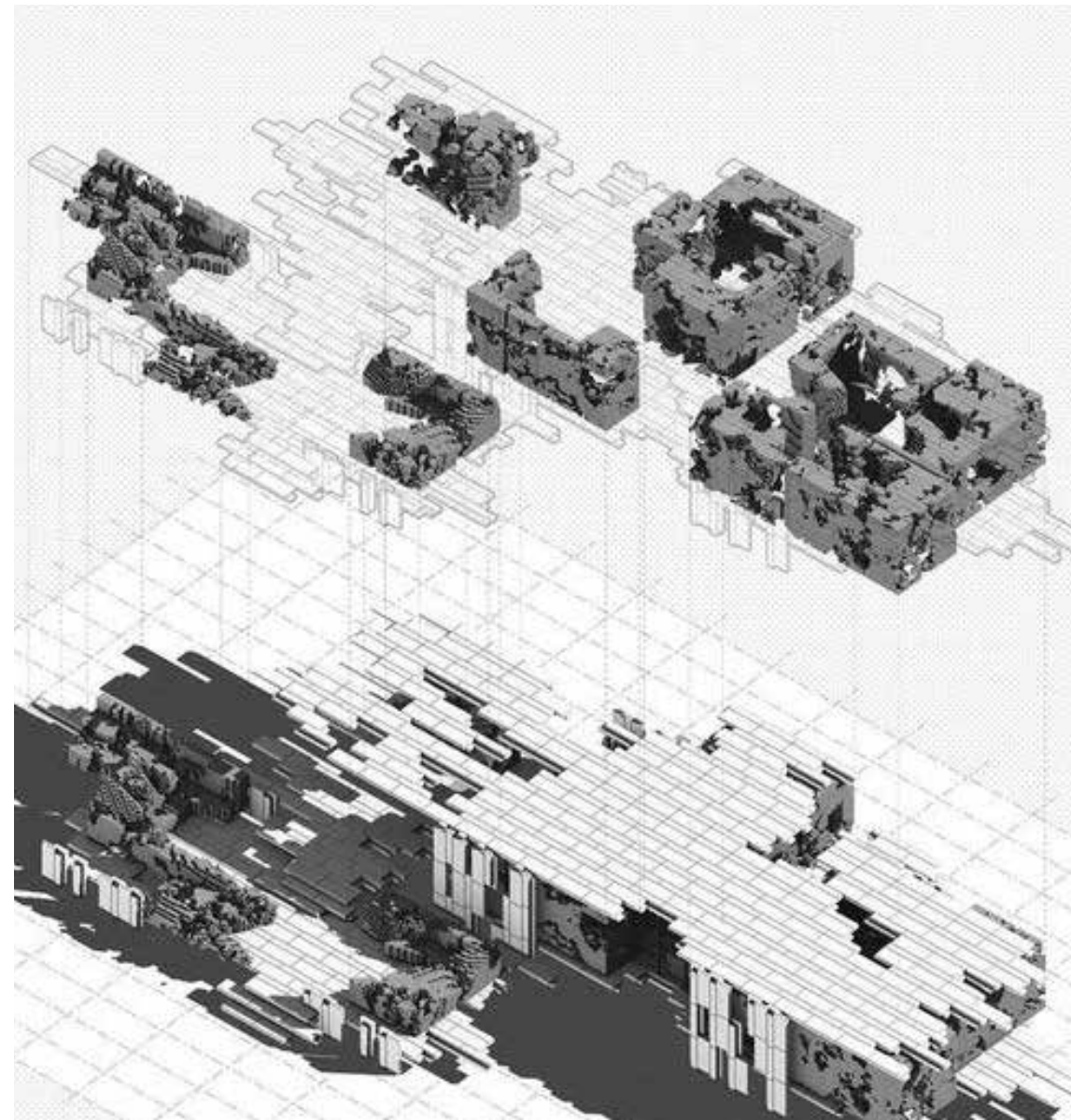
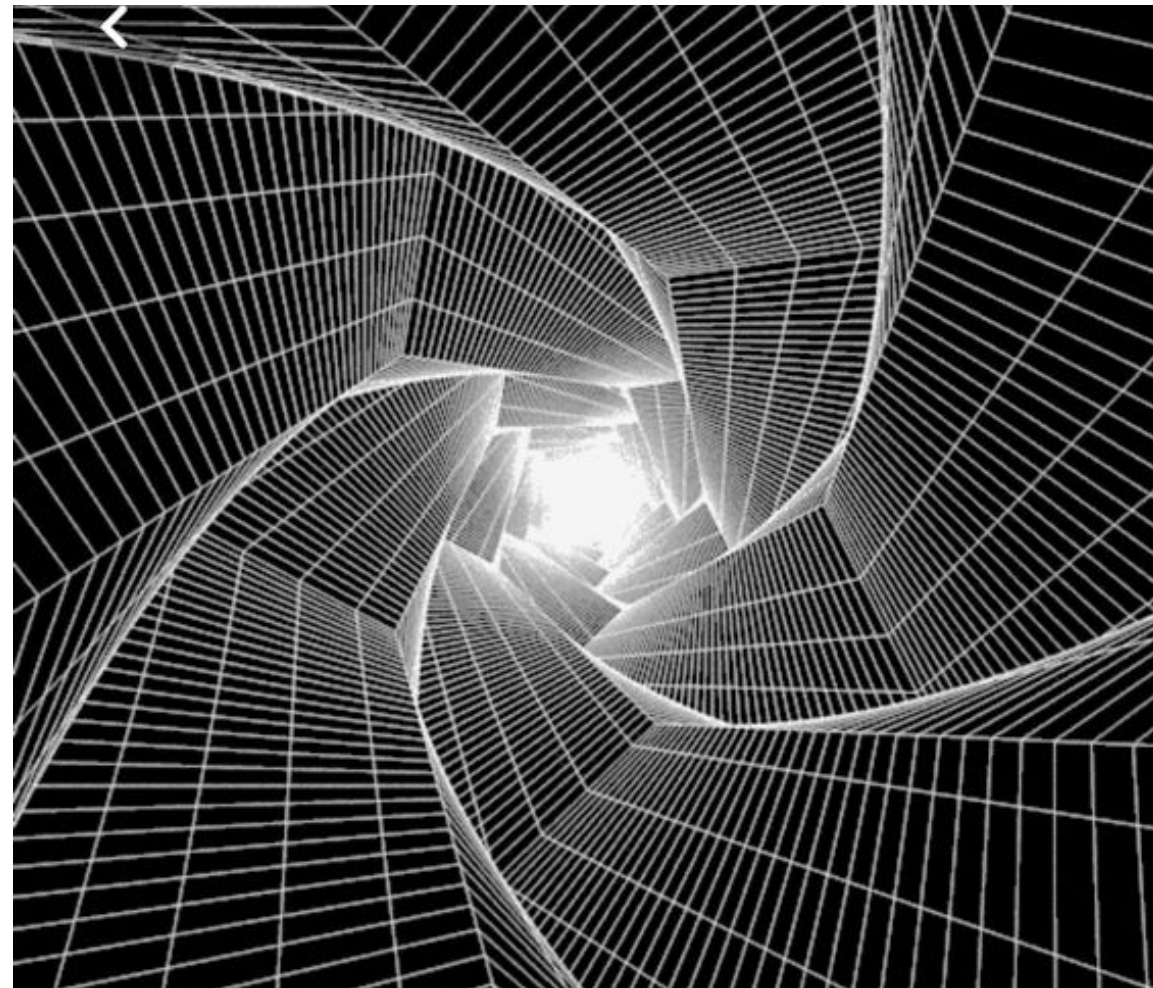


Art direction: Insights Illustrations

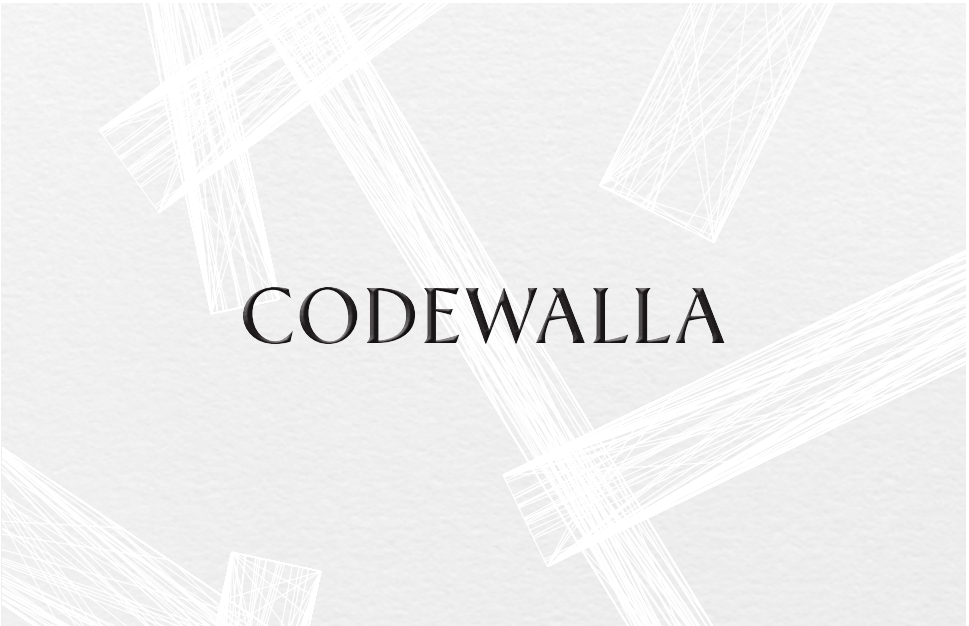
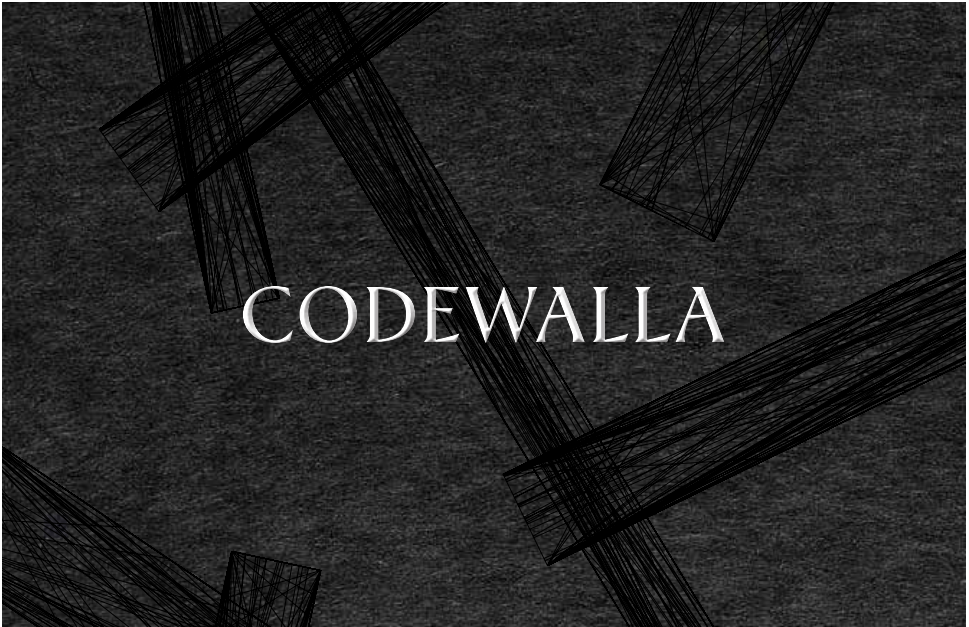
Suggested prompts:

Structural
Isometric
Perspective
3-D grid
Blueprint

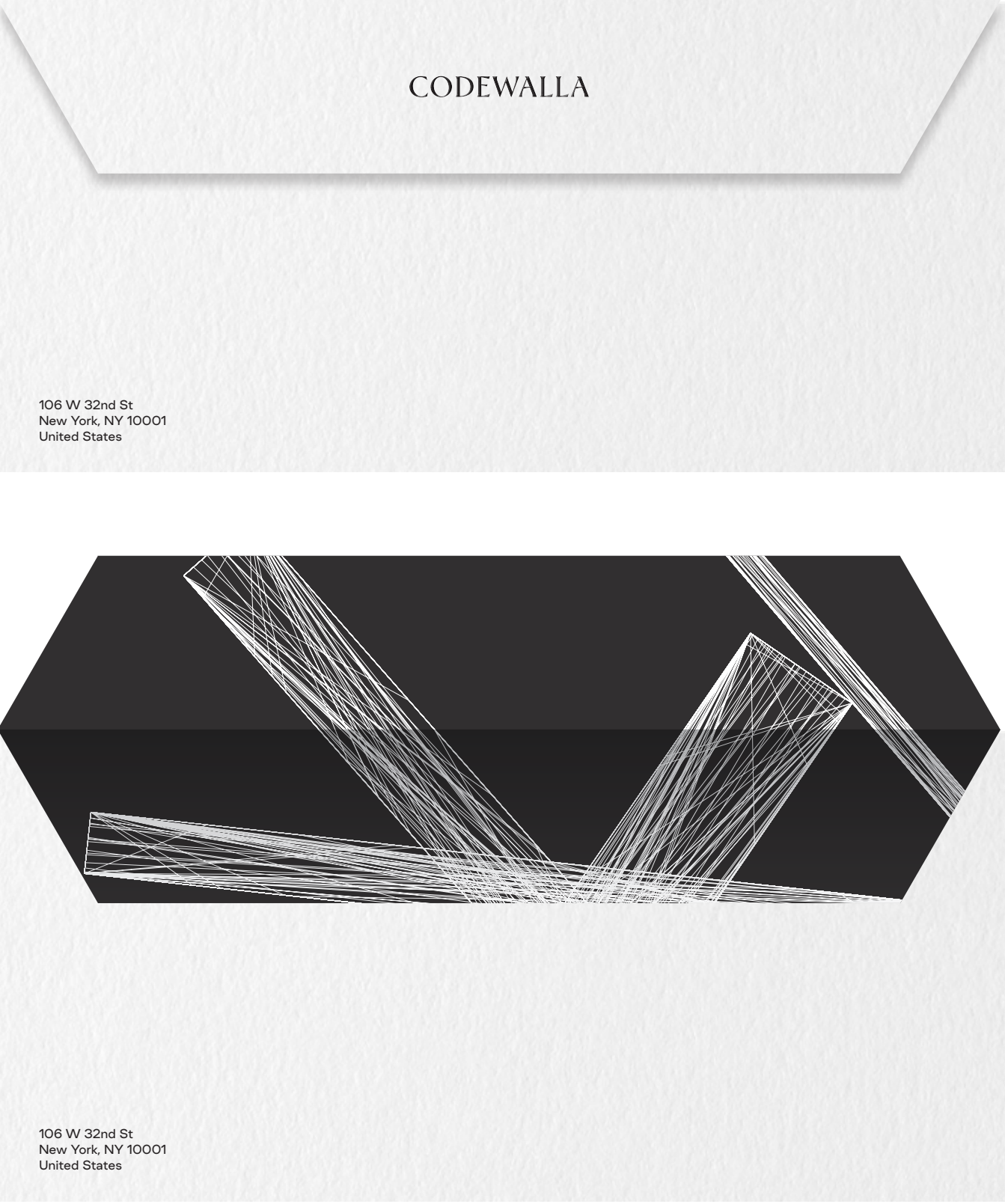
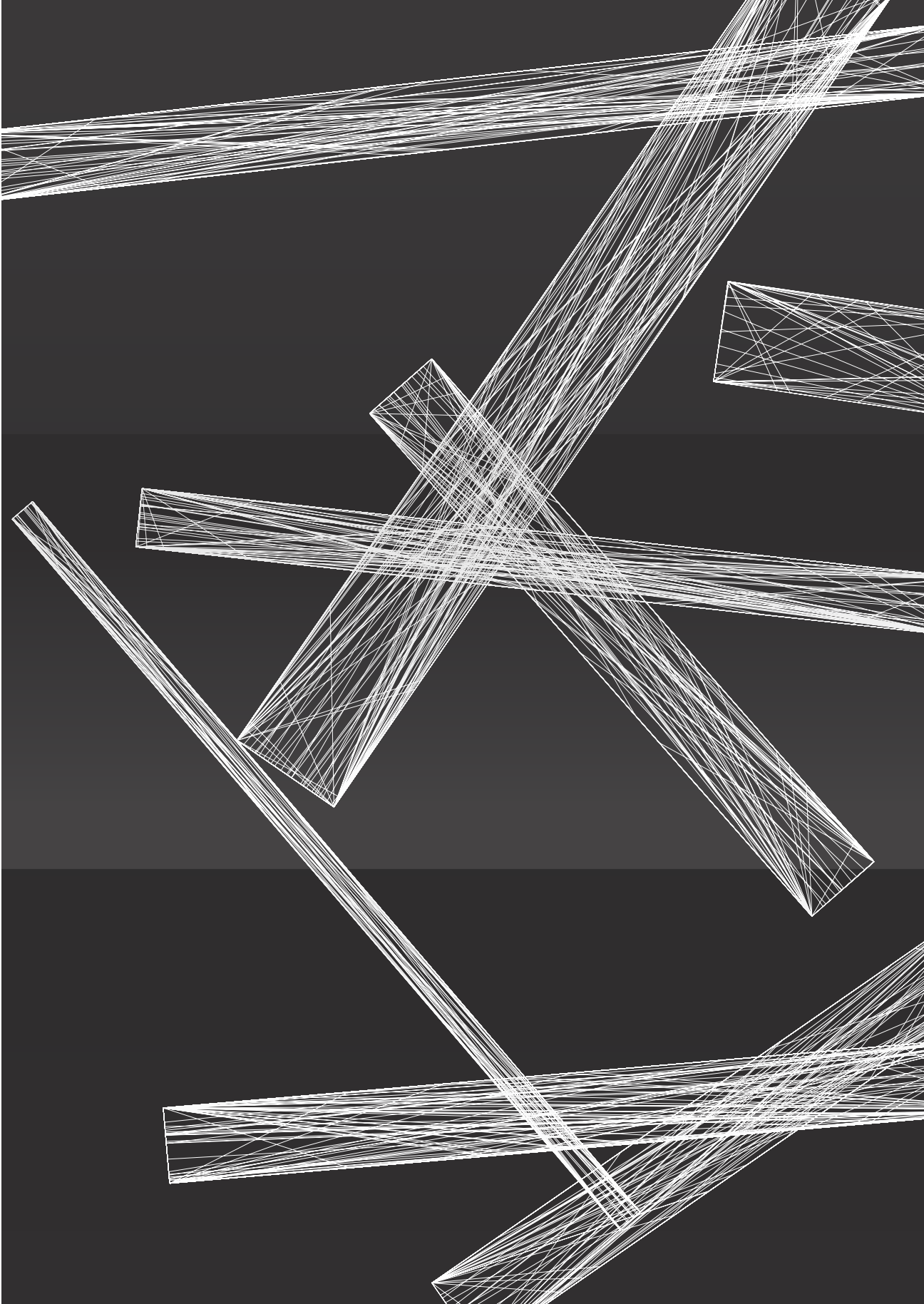
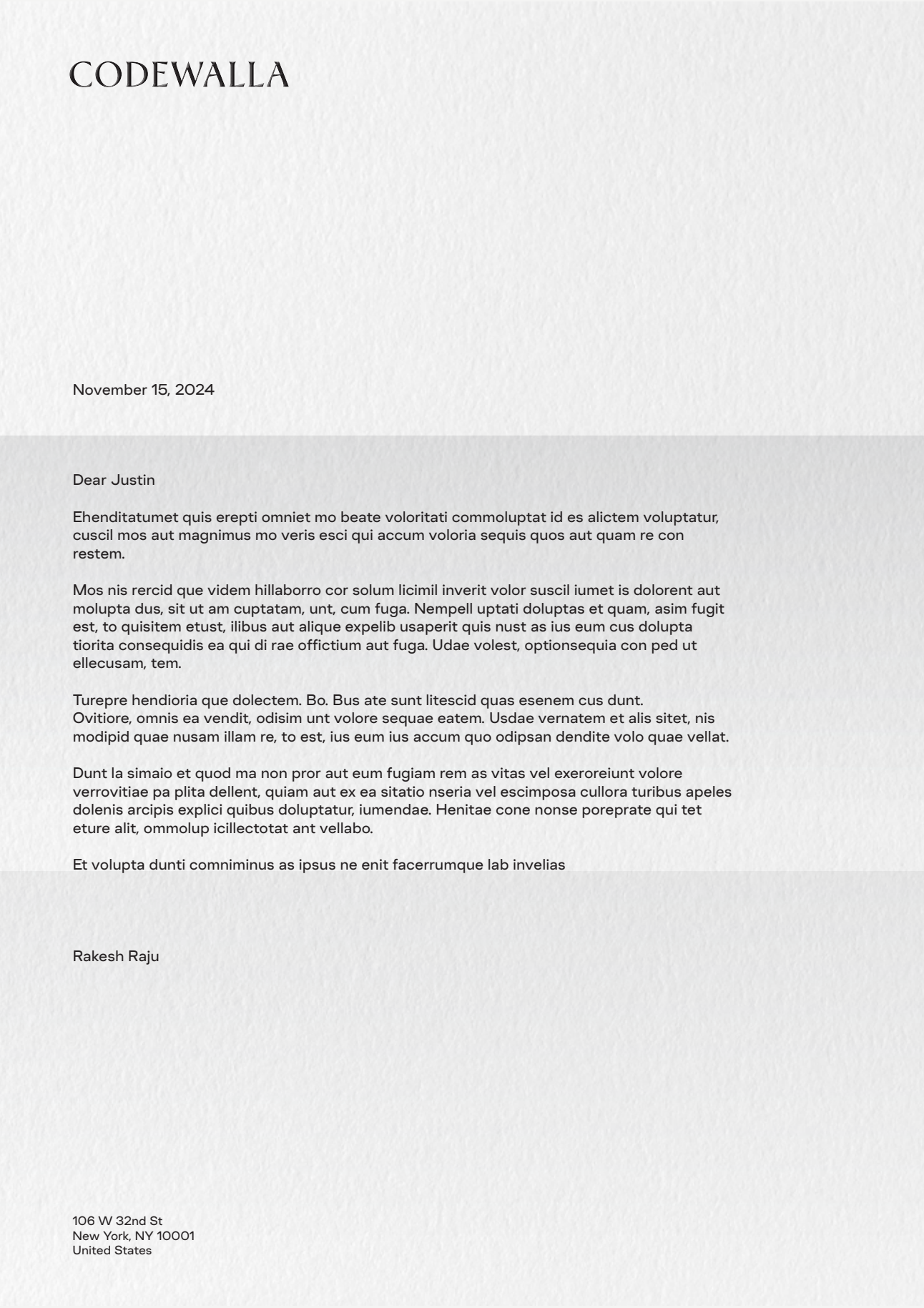
Illustrations for our Insights articles should be an evolution of our 'digital skyscrapers'. These should incorporate intricate linework that forms imaginary architectural structures. They should appear dynamic and confident, and can be viewed from a variety of angles.



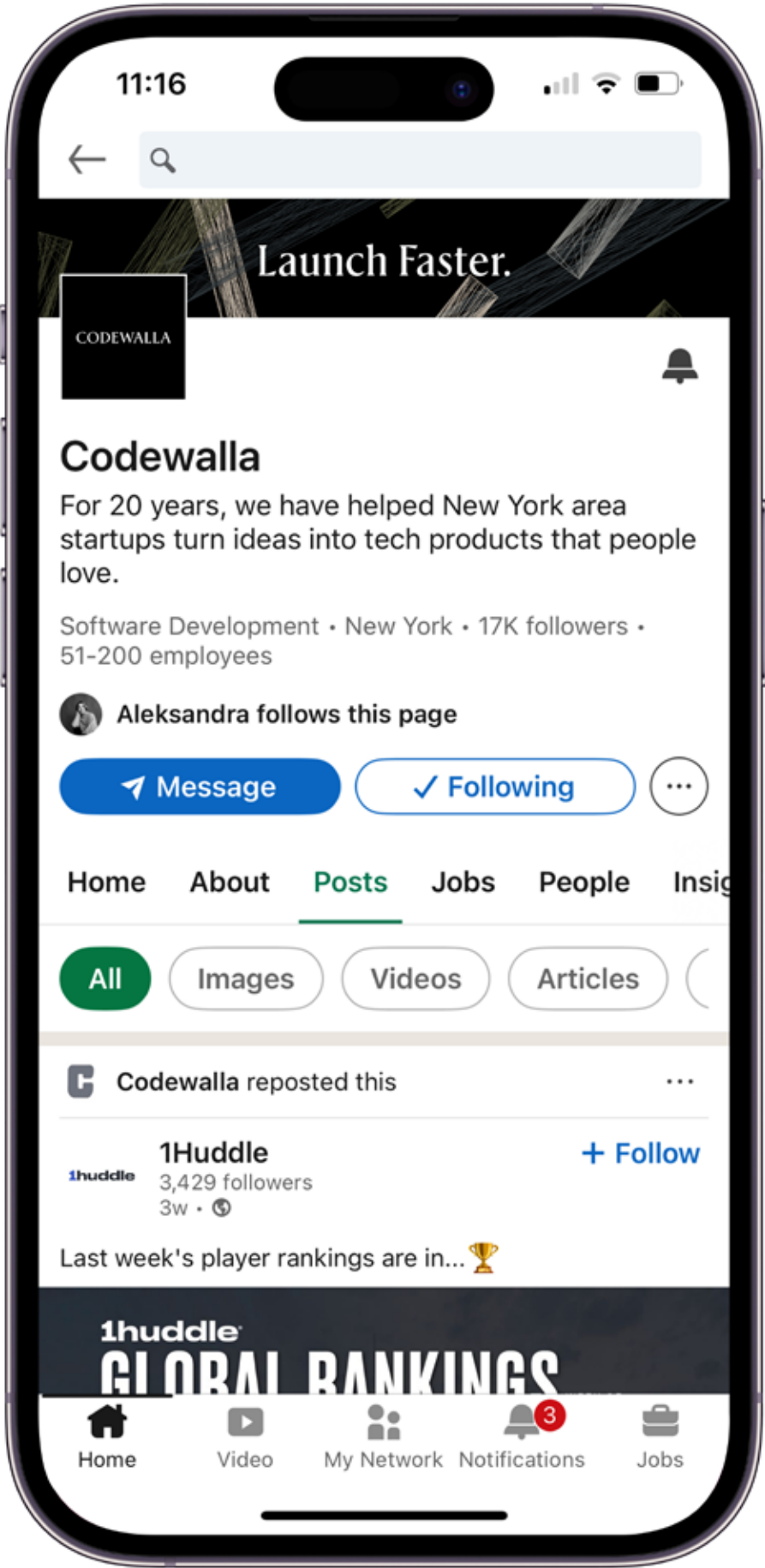
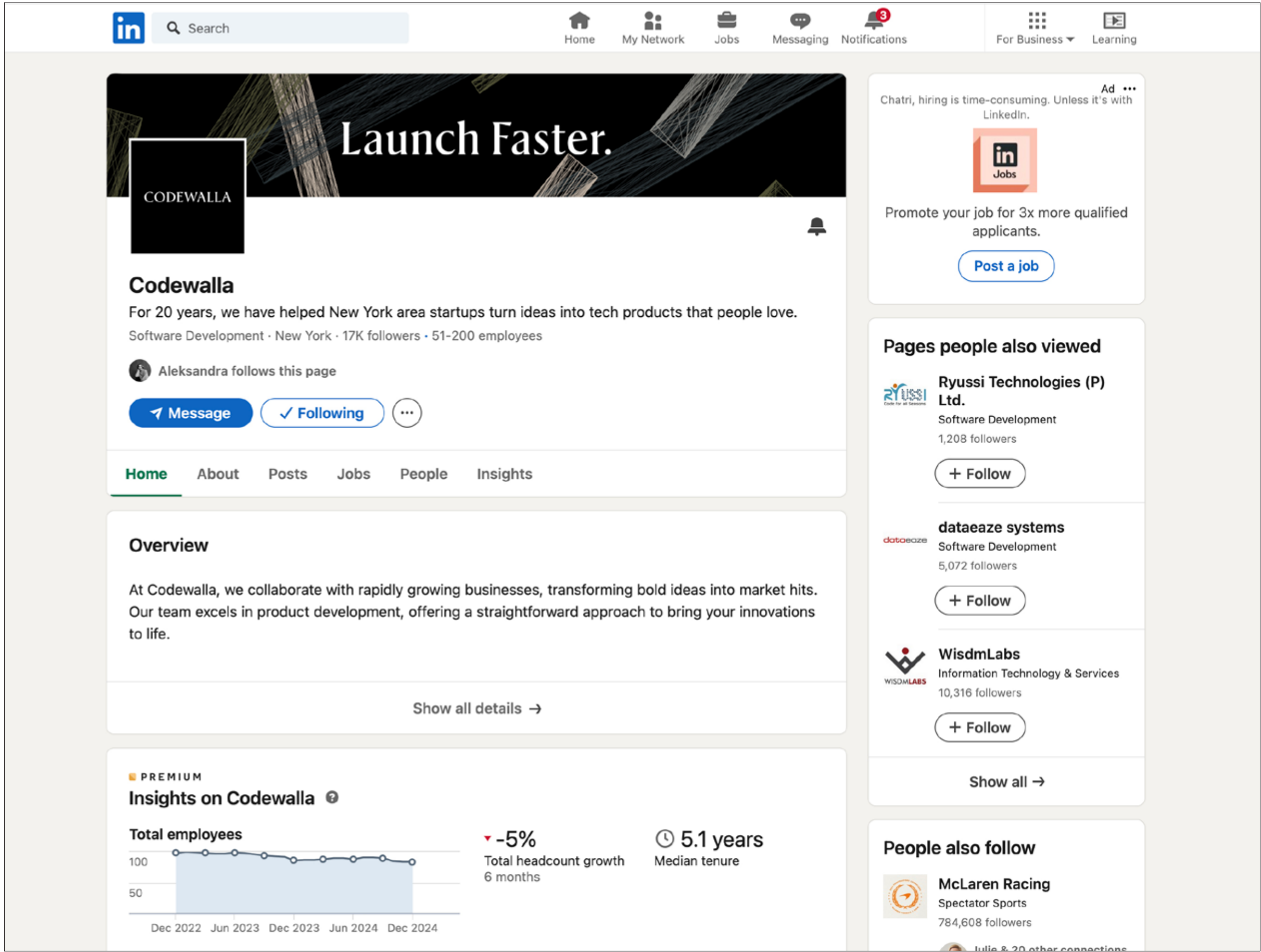
Design Applications



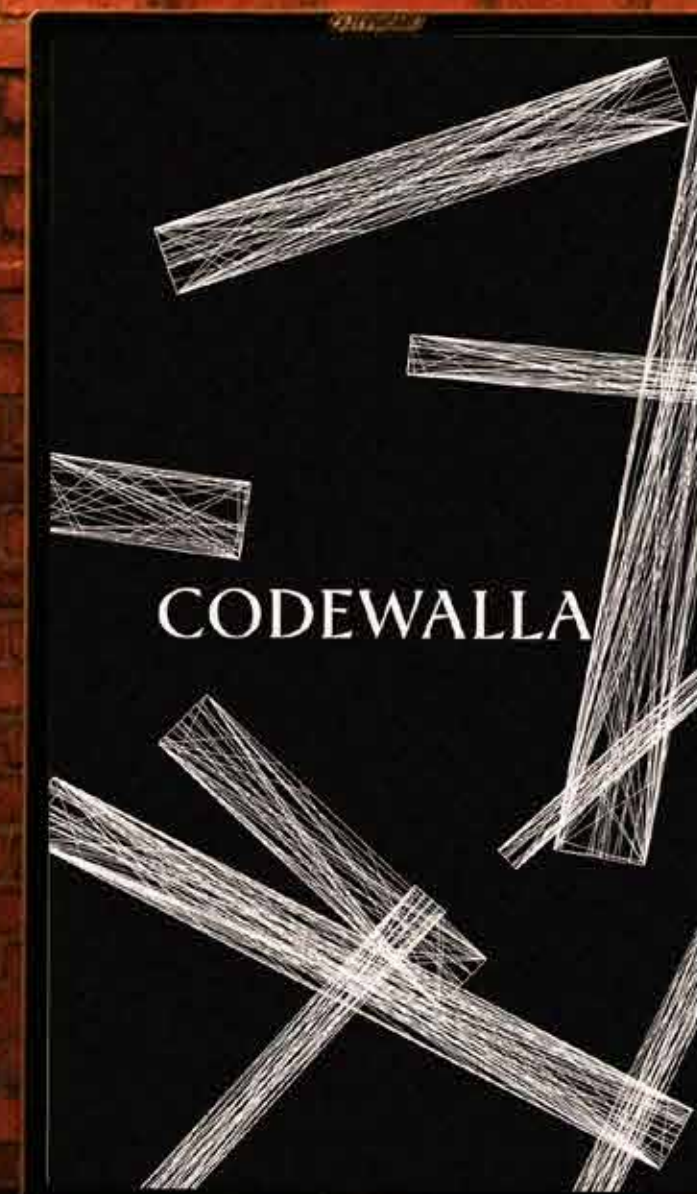
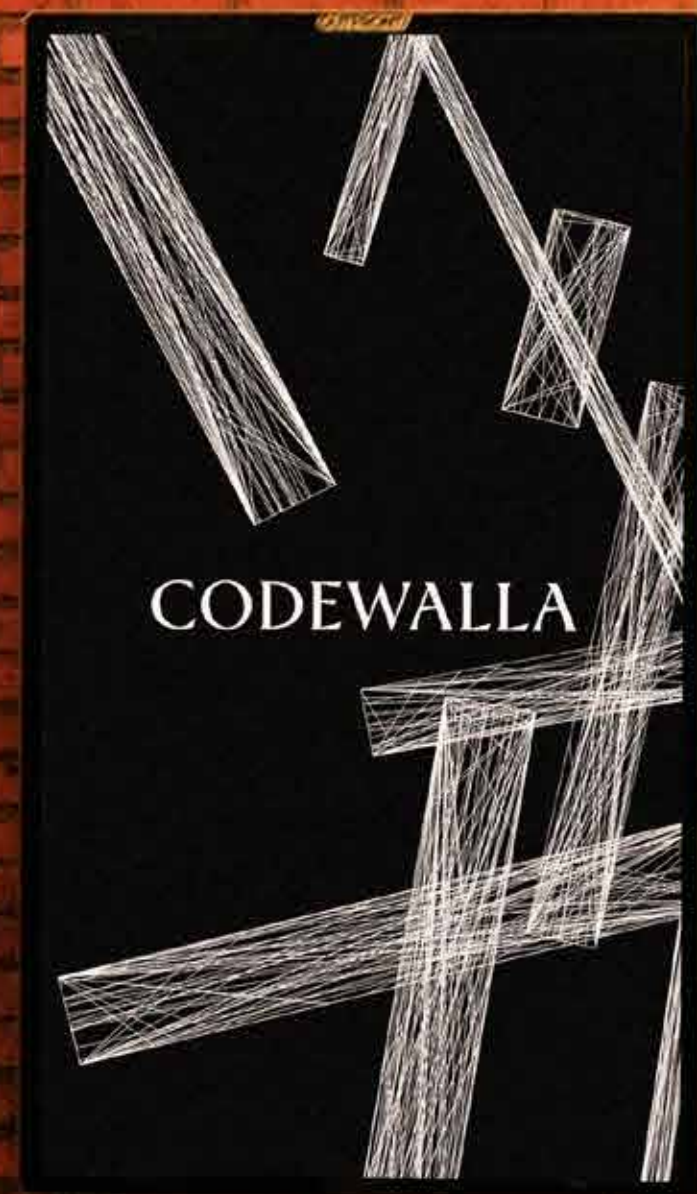
Design Applications



Design Applications



Exit 49 Street &
7 Avenue
SE corner





CODWALLA



codewalla.com