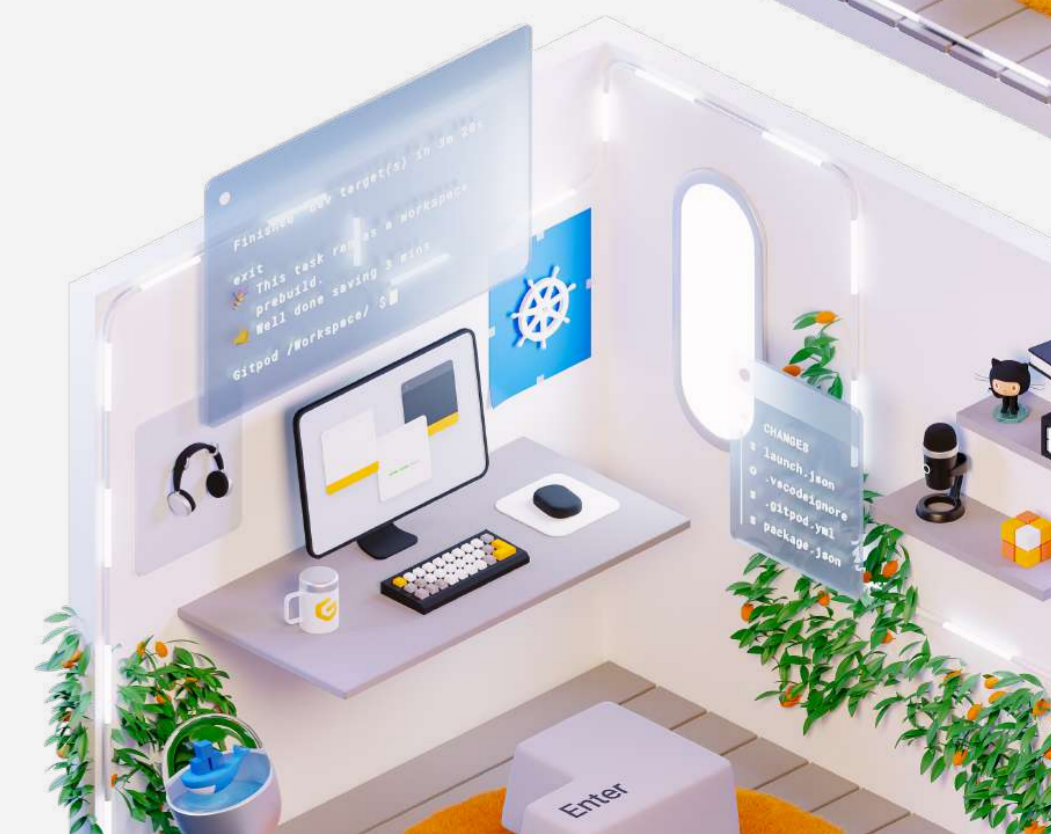
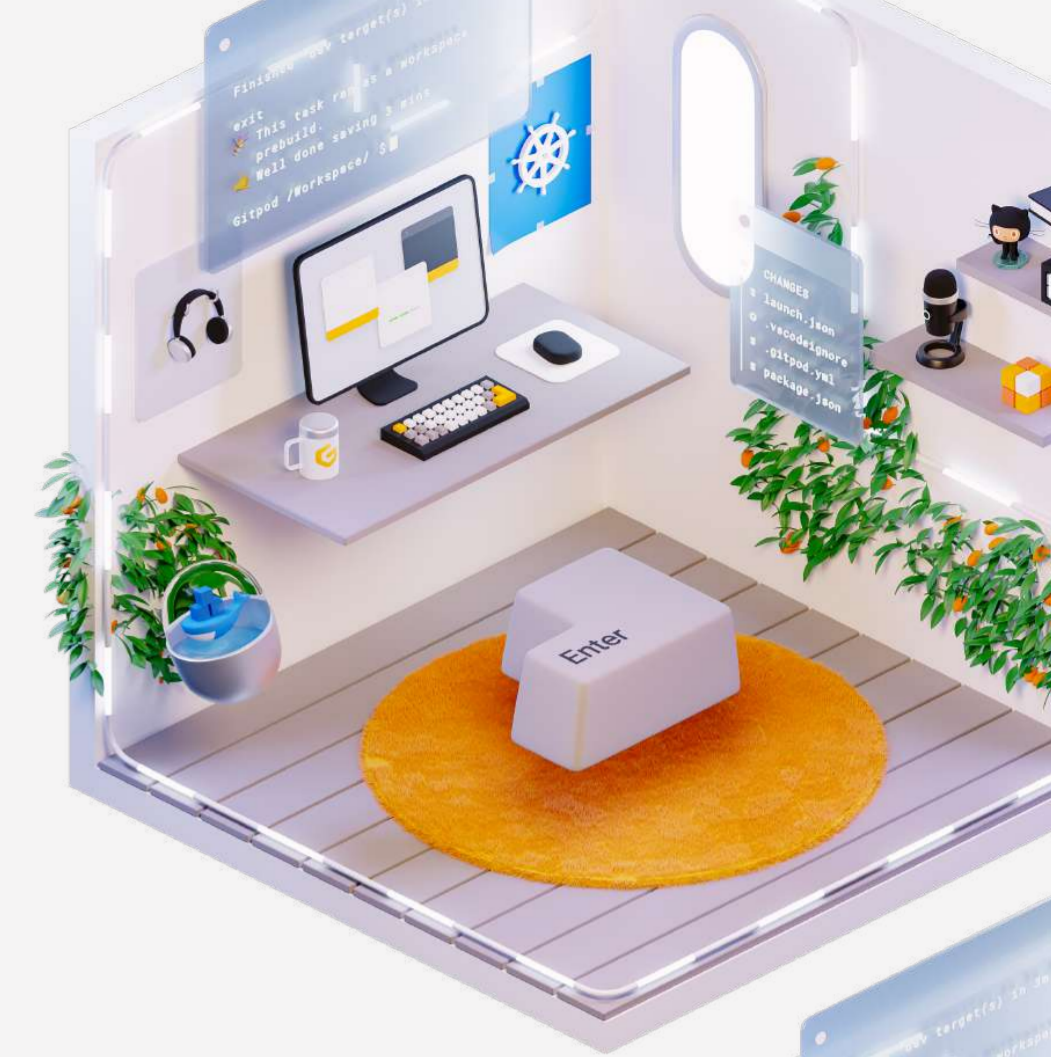


 Gitpod

Styleguide



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01 Logo

02 Brand Colors

03 Typography

04 3D Illustrations

01 Logo

Logo

If the logo is going to be used next to other graphic elements, make sure there is enough space around it to let it breathe.

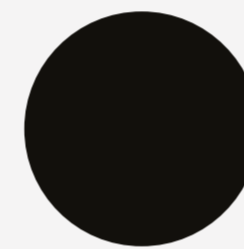
The Gitpod icon can appear comfortably on its own in a variety of ways. The logotype can not appear without the icon.



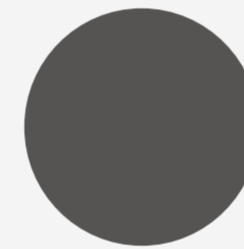
02 Brand Colors

Brand Colors

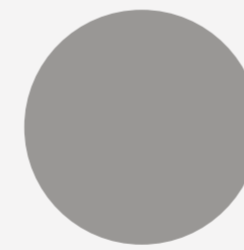
Gitpod's colour palette is derived from its brand colour-kumquat. This palette serves Gitpod well on its website, in marketing materials, and even illustrations. While the colours are varied and bright, the primary look and feel of Gitpod will be light greys, black, and kumquat.



Headlines
#12100C



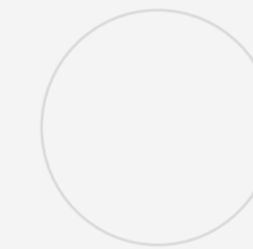
Paragraphs
#565451



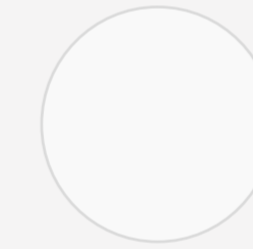
Accents
#999795



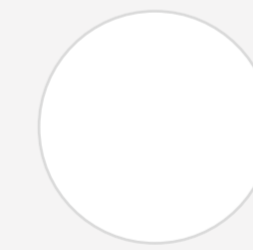
Highlights
#FFAE33



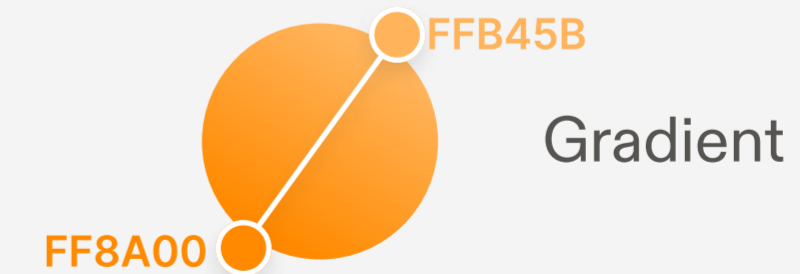
Background Color
#F5F4F4



Off-White
#F9F9F9



Call-out boxes
#FFFFFF

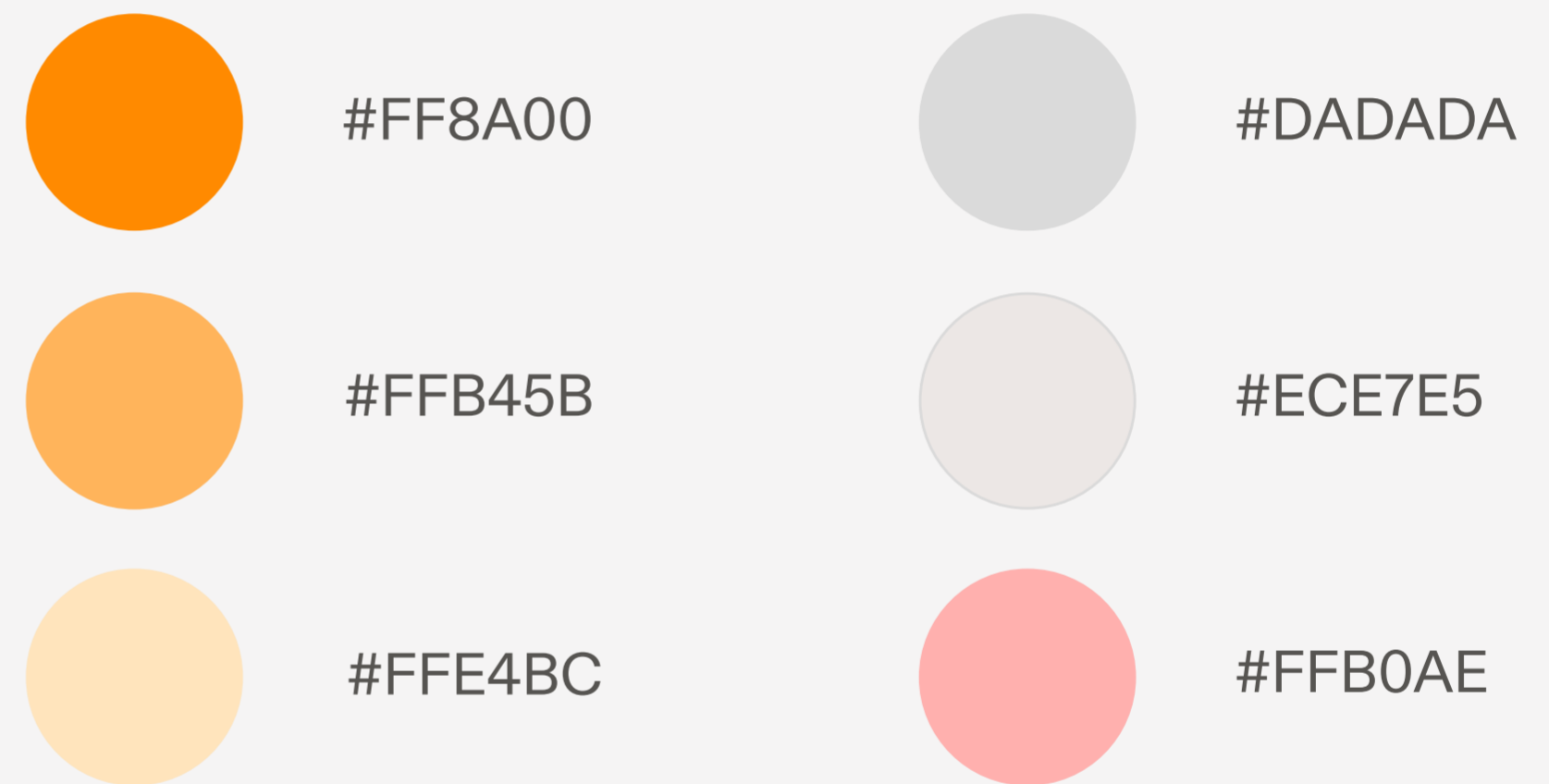


Gradient

Additional colors

Next to the primary kumquat color palette, there are several color gradations to complement the palette.

For special use cases there is a selection of other color themes that harmonize with the kumquat palette. Their use should be thoroughly evaluated first.



Further styles

Stroke style: A linear stroke is used for modules and hover states of flatter elements.

Border style: borders always have a 16px radius

Link style: All links are underlined and turn bold on hover.



Border Radius 16px

Non-Hover
Get in contact.

Hover
Get in **contact**.

03 Typography

Typography

Diatype is the brand typeface. It is serious, clean, and doesn't scream for attention. It includes a full character set across a variety of languages, and multiple weights to ensure it's always up to the task.

ABC Diatype Bold

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

0123456789

ABC Diatype Regular

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0123456789

Font sizes

This is the structure set that is used for the desktop website. It serves as an orientation for other use cases.

**H1: ABC Diatype
Bold 80/88**

H2: ABC Diatype Bold 54/64

H3: ABC Diatype Bold 48/64

H4: ABC Diatype Bold 32/40

H5: ABC Diatype Bold 28/40

H6: ABC Diatype Bold 20/24

Paragraph large: ABC Diatype Regular 24/32

Paragraph medium: ABC Diatype Regular 18/32

Paragraph small: ABC Diatype Regular 16/24

Fineprint: ABC Diatype Regular 12/16

04 3D Illustrations

3D Illustrations

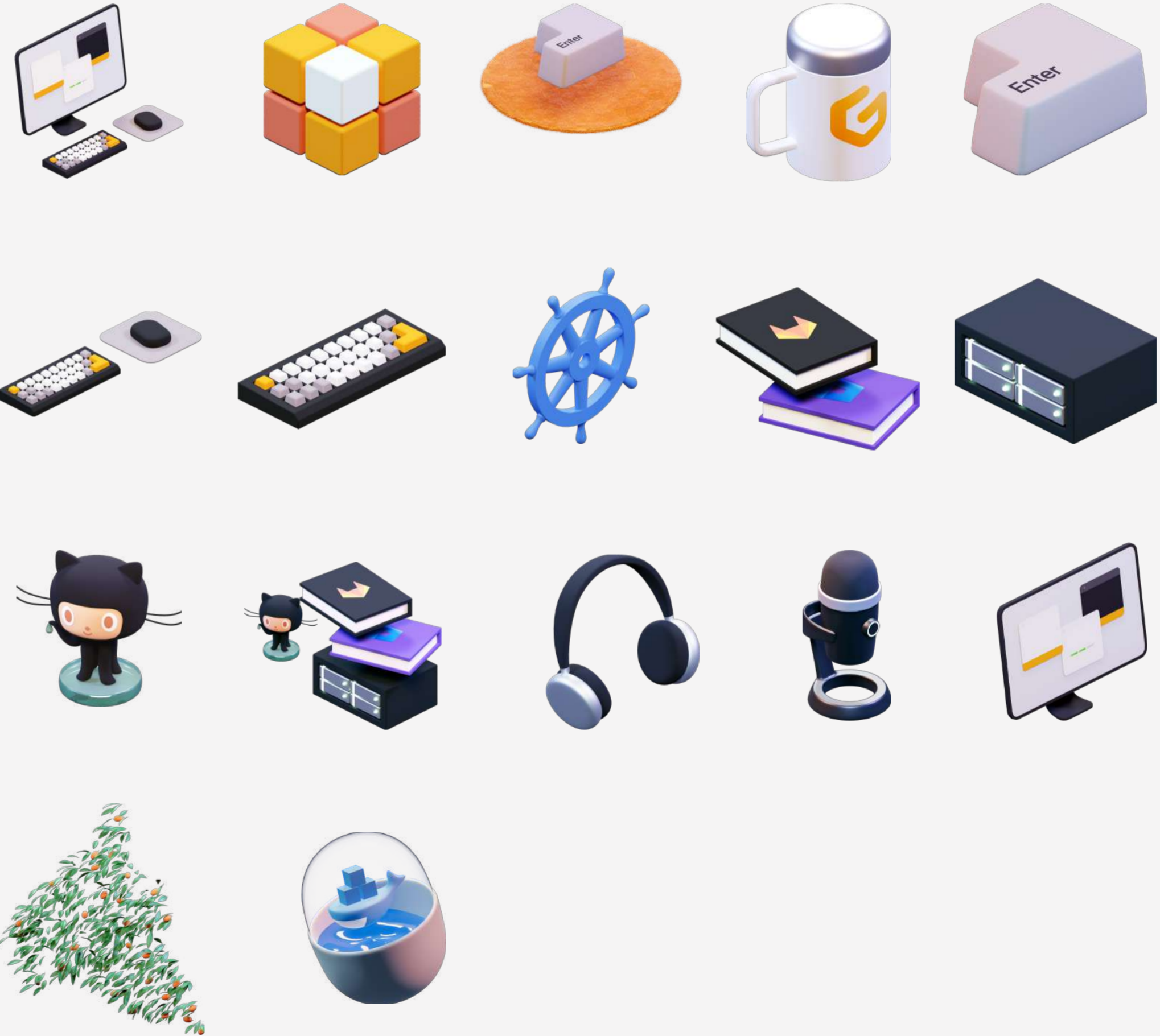
Gitpod's illustrations form an integral part of its identity. While the type and colour choices are clean and utilitarian to some degree, the illustrations inject the brand with the emotional value needed to convince developers that Gitpod will give them what they need.

These illustrations are 3D and colourful, and set in an isometric cube to mirror the logo and to embody the concept of ephemeral workspaces. They include elements from the industry, meaning further illustrations can be created by simply considering one's workspace and environment.



3D Illustrations

The isometric cube includes various elements from the industry. Each of them can be used separately. Further illustrations can be created by simply considering one's workspace and environment.



Contact

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github.com/gitpod-io

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