

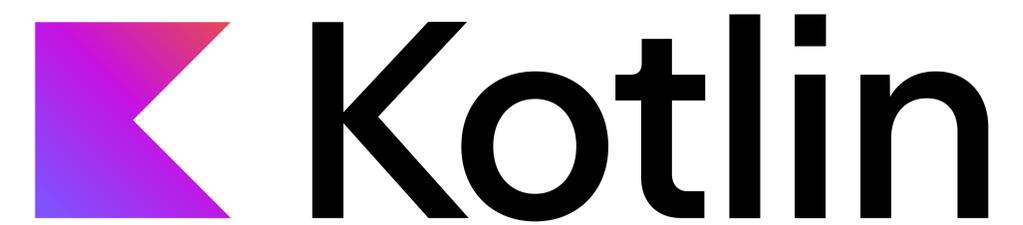


# Kotlin Visual Identity Guidelines

# Logo



Our logo consists of a mark and a typeface.  
The full color version is the main one and  
should be used in the vast majority of cases.





The monochrome version of our logo should be used when it is not possible to use the full color version. Example: when a black and white printer.

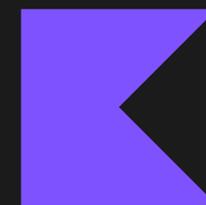


## Kotlin Guidelines

Logo: single color version

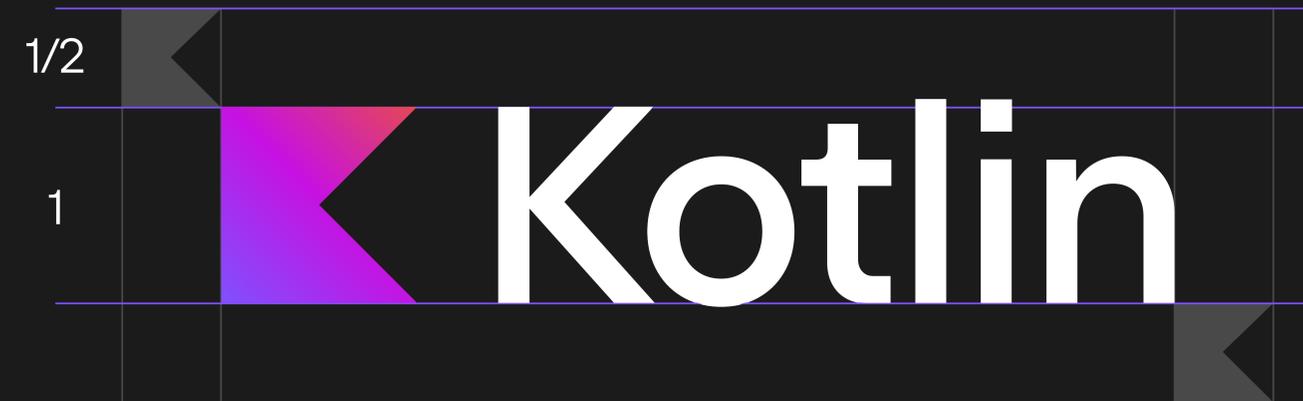


The single color version of our logo is used in cases where the full color version cannot be used. Example: when printing in pan-tones or when using the logo in small sizes on the screen.

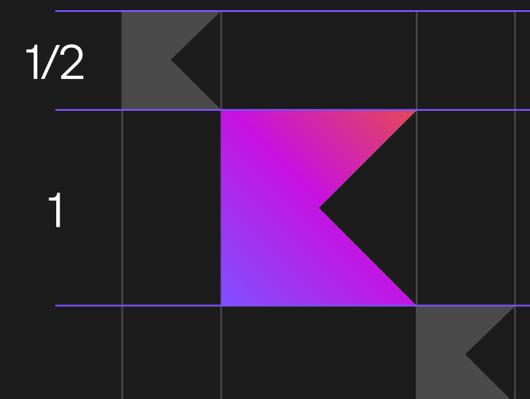


## Kotlin Guidelines

### Logo: protective field



Our logo and sign have a protective field. Please position the logo so that other design elements do not fall into the box. The minimum size of the protective field is half the height of the mark.



32 px  
and more



When scaling our logo, keep in mind that there are special versions for small sizes. The smaller the logo, the simpler it is. So, the smallest version contains no gradient at all.

from  
10 to 30 px



less  
than 10 px



These guidelines applies for cases when it is impossible to place the full version of the logo. For example, in the site favicon. Or in situations when the meaning of the logo may be redundant, like in social media posts.



32 px  
and more



from  
10 to 30 px



less  
than 10 px

# Kotlin Guidelines

## Logo: things to avoid



Do not separate the mark from the text.

Do not swap elements.

Do not use transparency.

Do not apply stroke.

Do not repaint the logo in third-party colors.

Do not change the text.

Do not set the logo against a complex background.

Do not place the logo in front of a bright background.



# Color system

## Kotlin Guidelines

### Color system: primary

#### Blue

HEX	#7F52FF
RGB	127:82:255
CMYK	65:70:0:0
PANTONE	266C

Our style has three main colors.

We use blue as a display color. We apply it to important buttons on websites or to our logo in cases where the full color version cannot be used. We use black for the dark theme. It is a priority theme. We apply this color to backgrounds and texts. We use white for the light theme. It is secondary theme. We apply this color to backgrounds and texts.

#### Dark

HEX	#1B1B1B
RGB	27:27:27
CMYK	72.65:65:77
PANTONE	Neutral Black C

#### Light

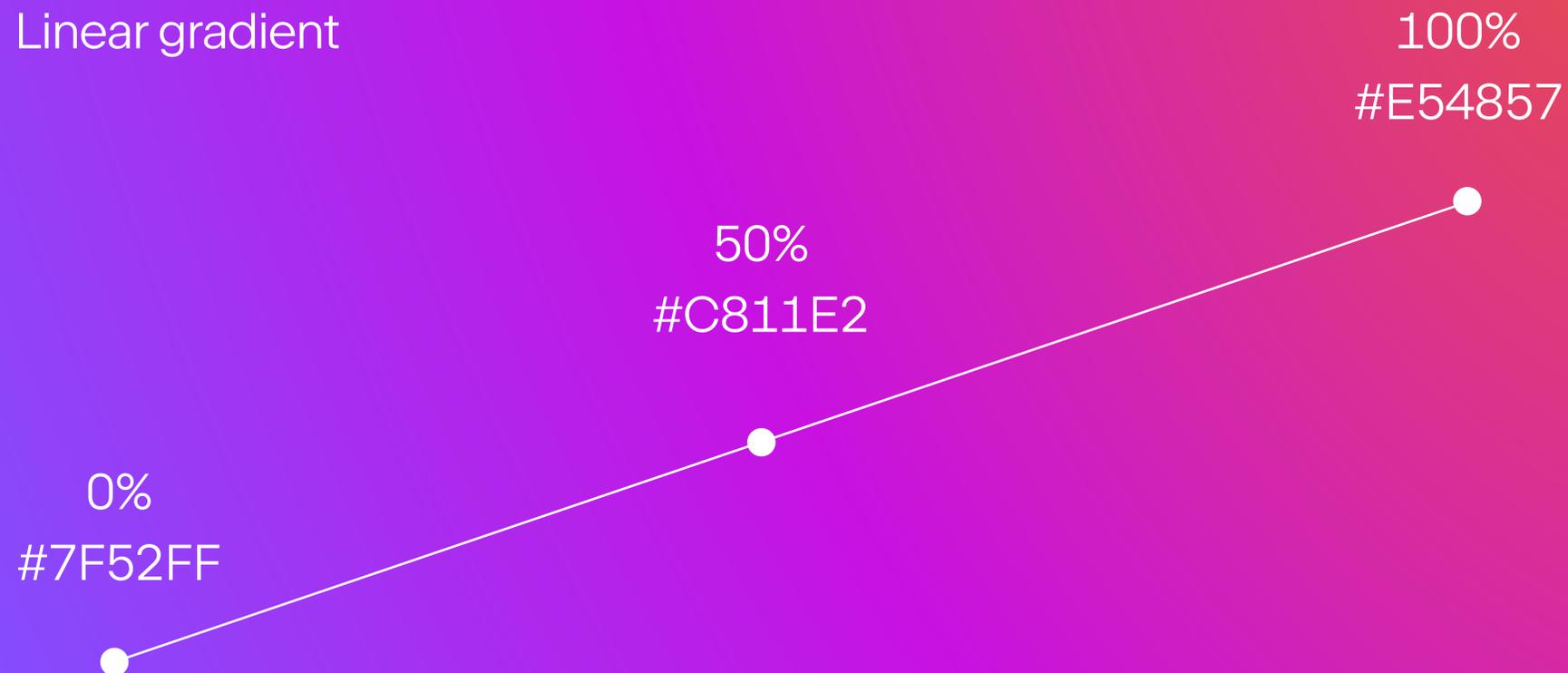
HEX	#FFFFFF
RGB	255:255:255
CMYK	0:0:0:0
PANTONE	White

Our style uses two types of gradient.

We apply a linear gradient to the logo and other style constants. It consists of three colors that are equidistant from each other on the gradient scale. Please do not change the sequence of colors on the scale.

We apply a gradient mesh to banner backgrounds. It consists of four colors equidistant from each other. Please do not make abrupt transitions between colors.

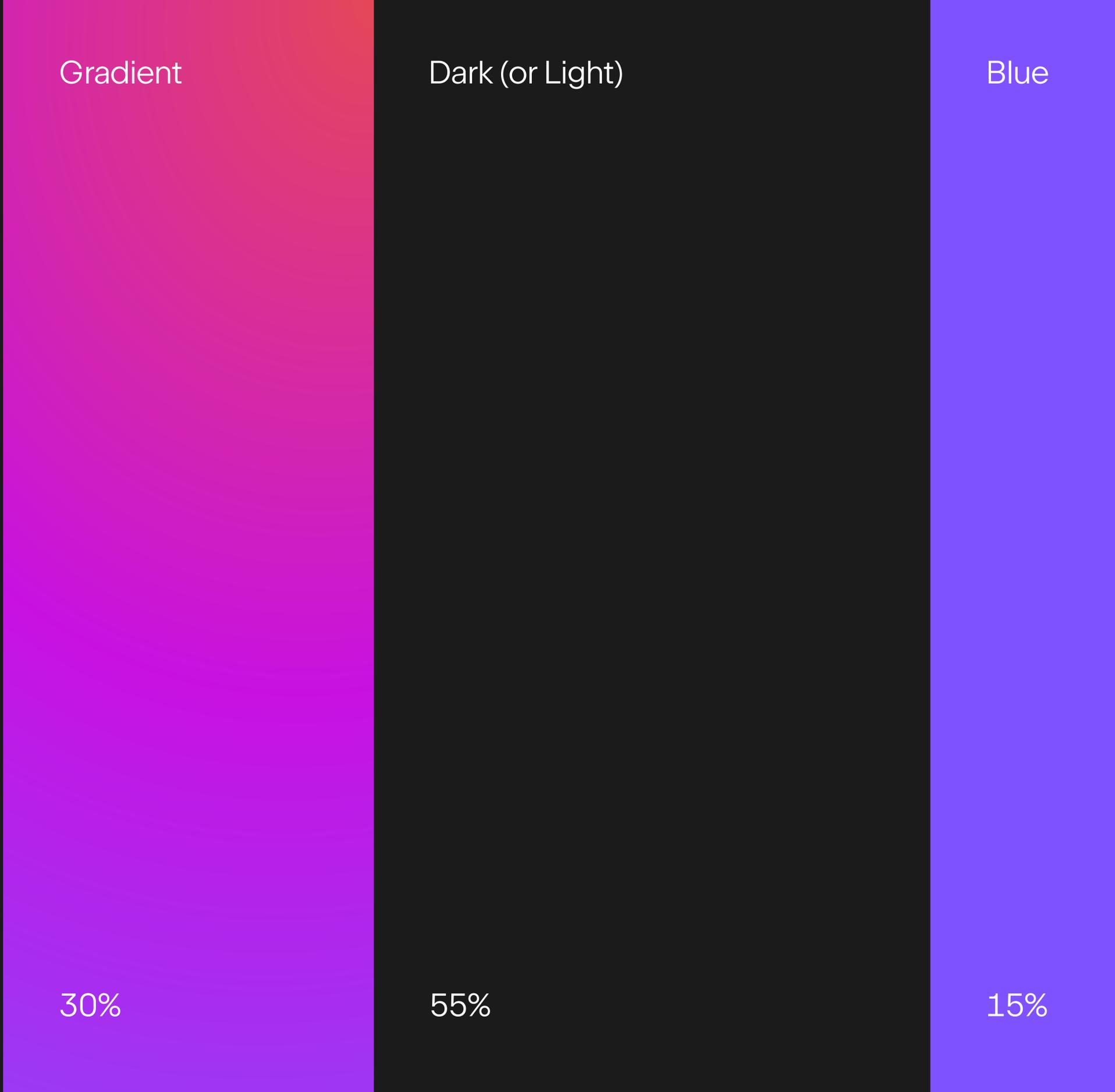
Linear gradient



Mesh gradient



It is very important to maintain a color balance in style. The table shows the approximate proportions of color in the style. In some cases, the gradient can be replaced with branded graphics.



# Typography

# JetBrains Sans

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

We use JetBrains Sans in size 400 as our main corporate font.

The font was developed specifically for JetBrains by the designer Philipp Nurullin.

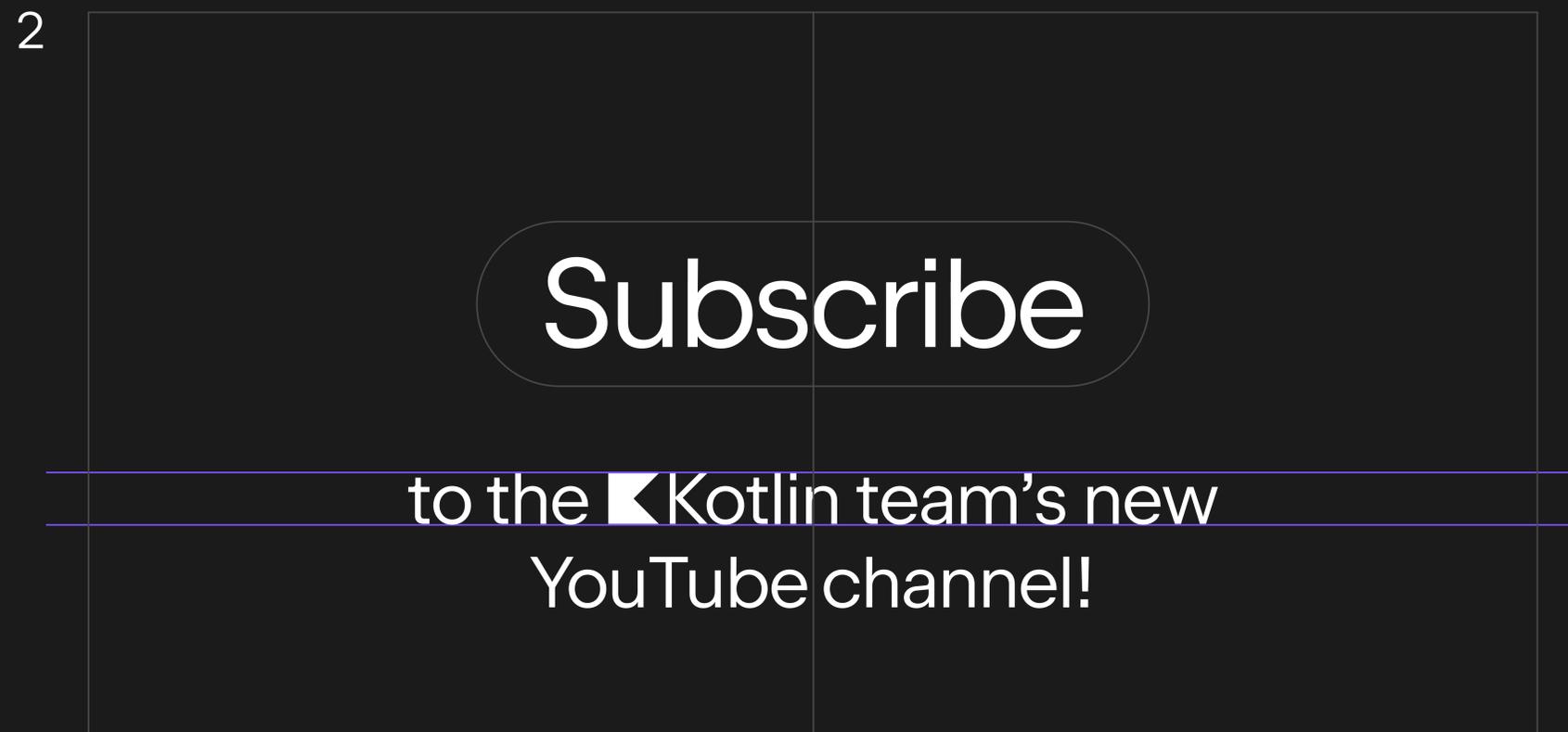
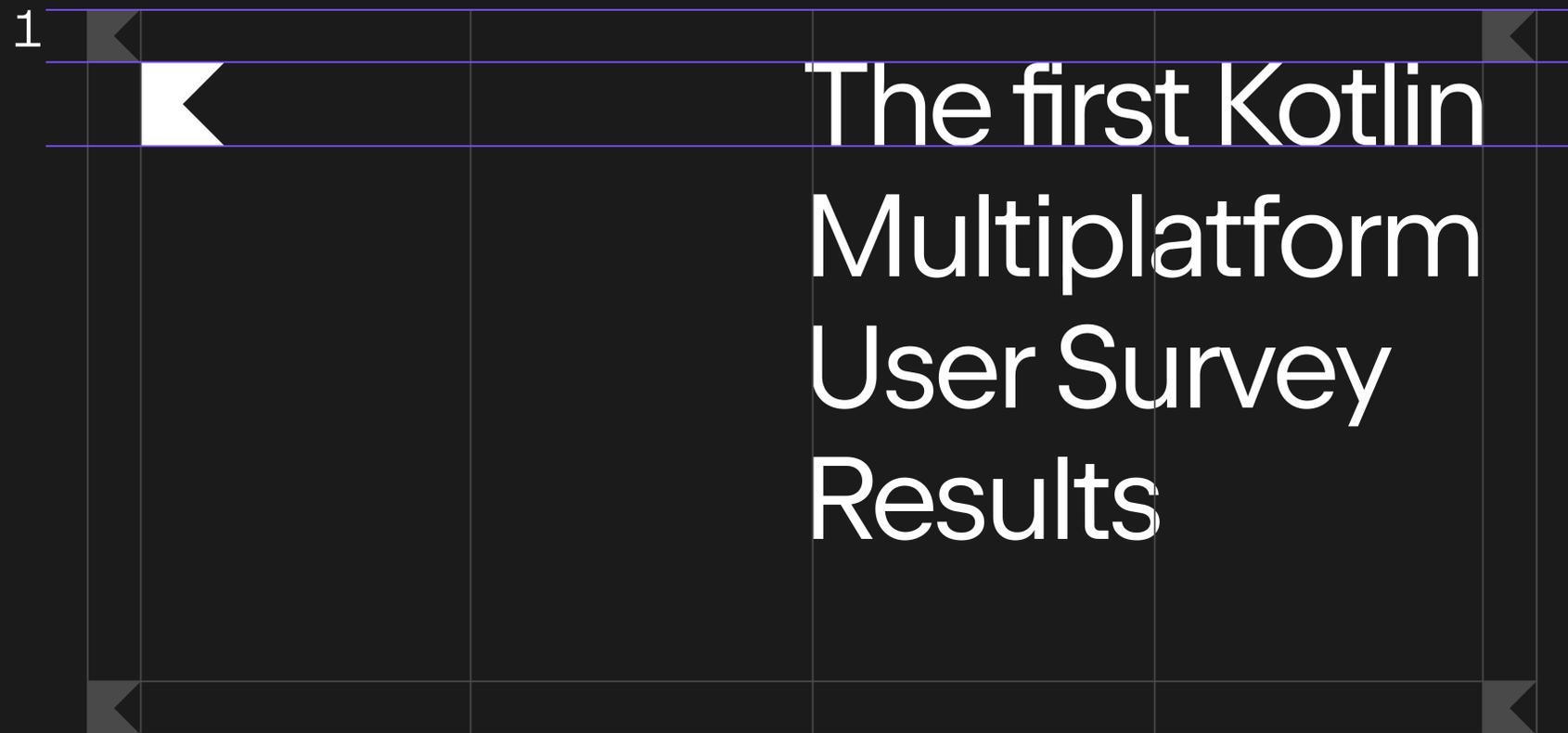
This font is the property of the company and requires a license to use.

When we cannot use our font we use Inter Regular. For example: in Google Slide presentations.

# Layout

We use two types of layout for simple banners. Please note that the logo should always be the same height as text headings.

- 1 Aligns to the left relative to the centerline of the format for banner. Use this layout when you have a lot of text.
- 2 Center alignment to the center line of the format for text. Use this option when you have a call to action.

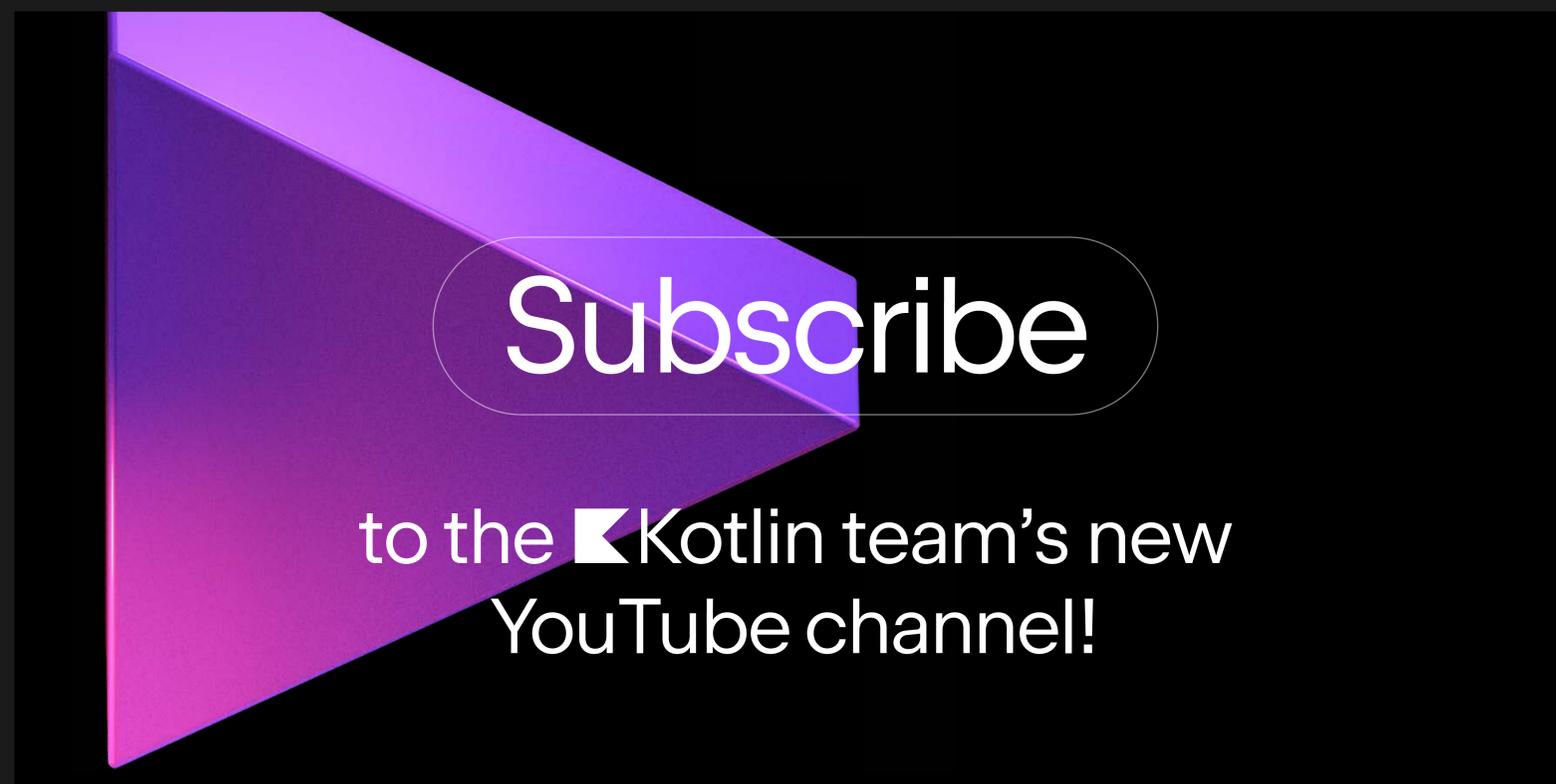


- 1 To create branded message with a focus on Kotlin products, we advise you to take graphics from an already created set.
- 2 To create branded media with a unique message, we recommend making custom graphics.

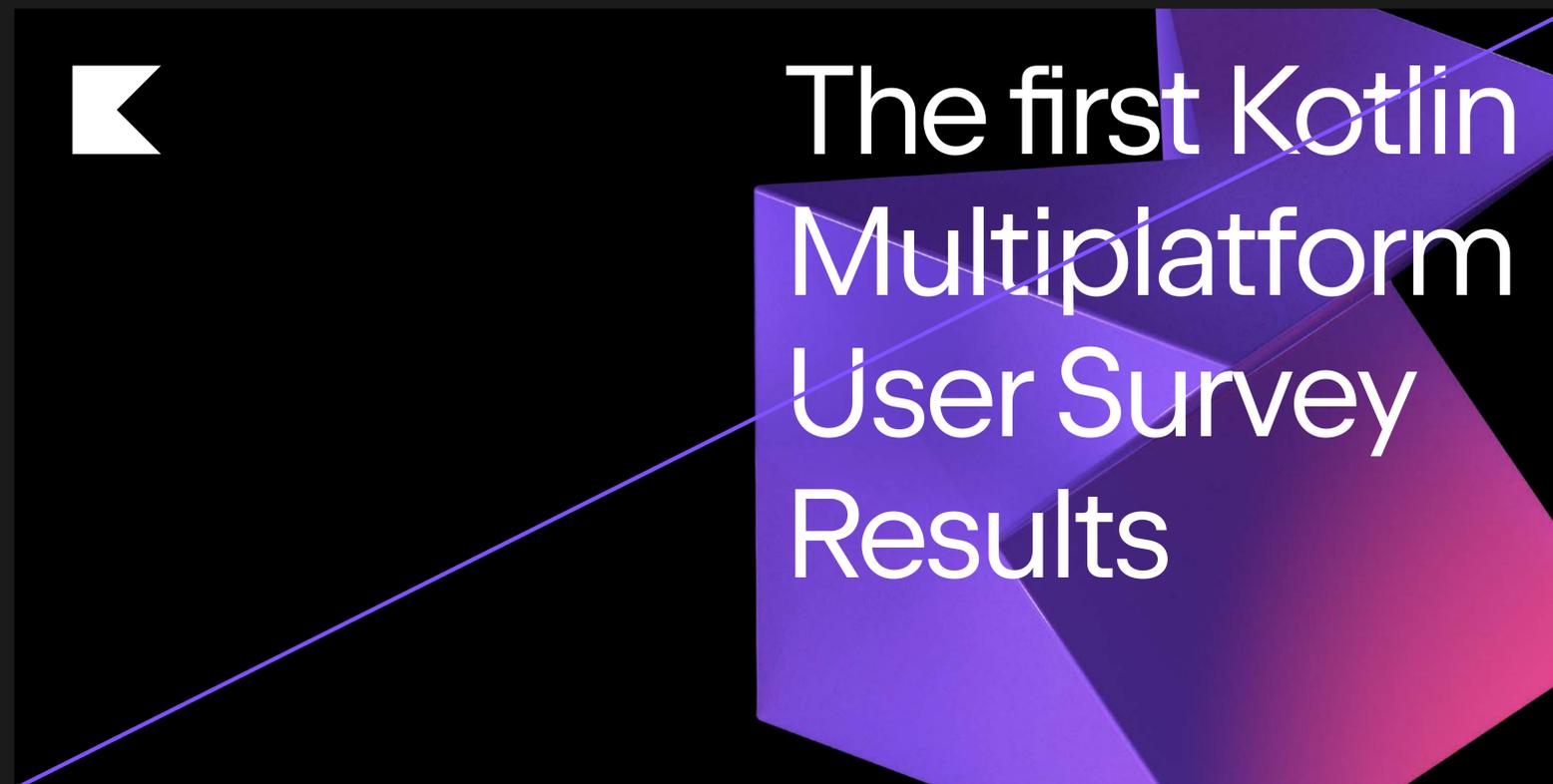
1



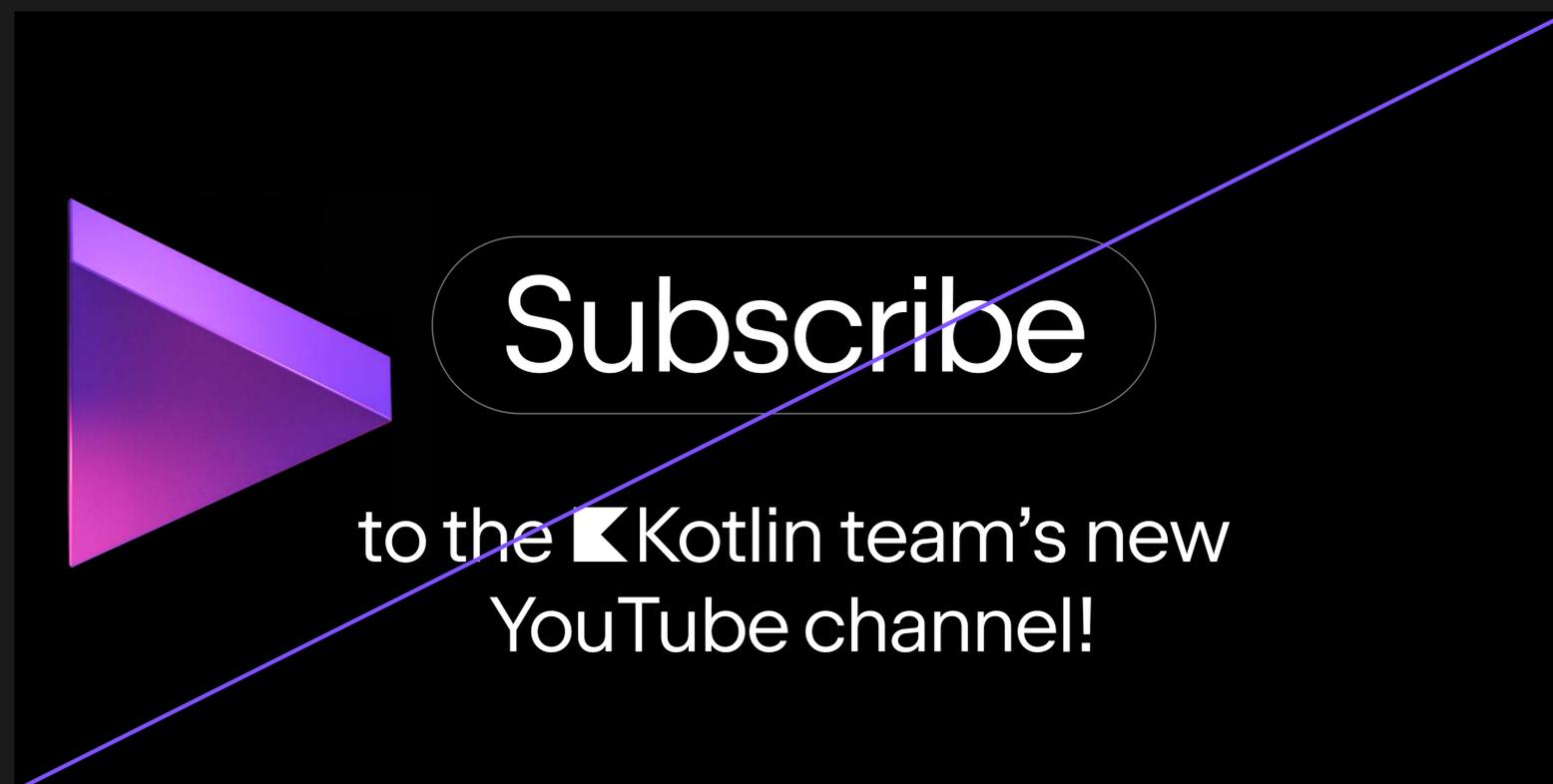
2



1



2



1 Don't mix text with graphics, and make sure that your text is always readable.

2 Don't make your graphics too small. Use the previous slide in your presentation to understand the proportion.

1



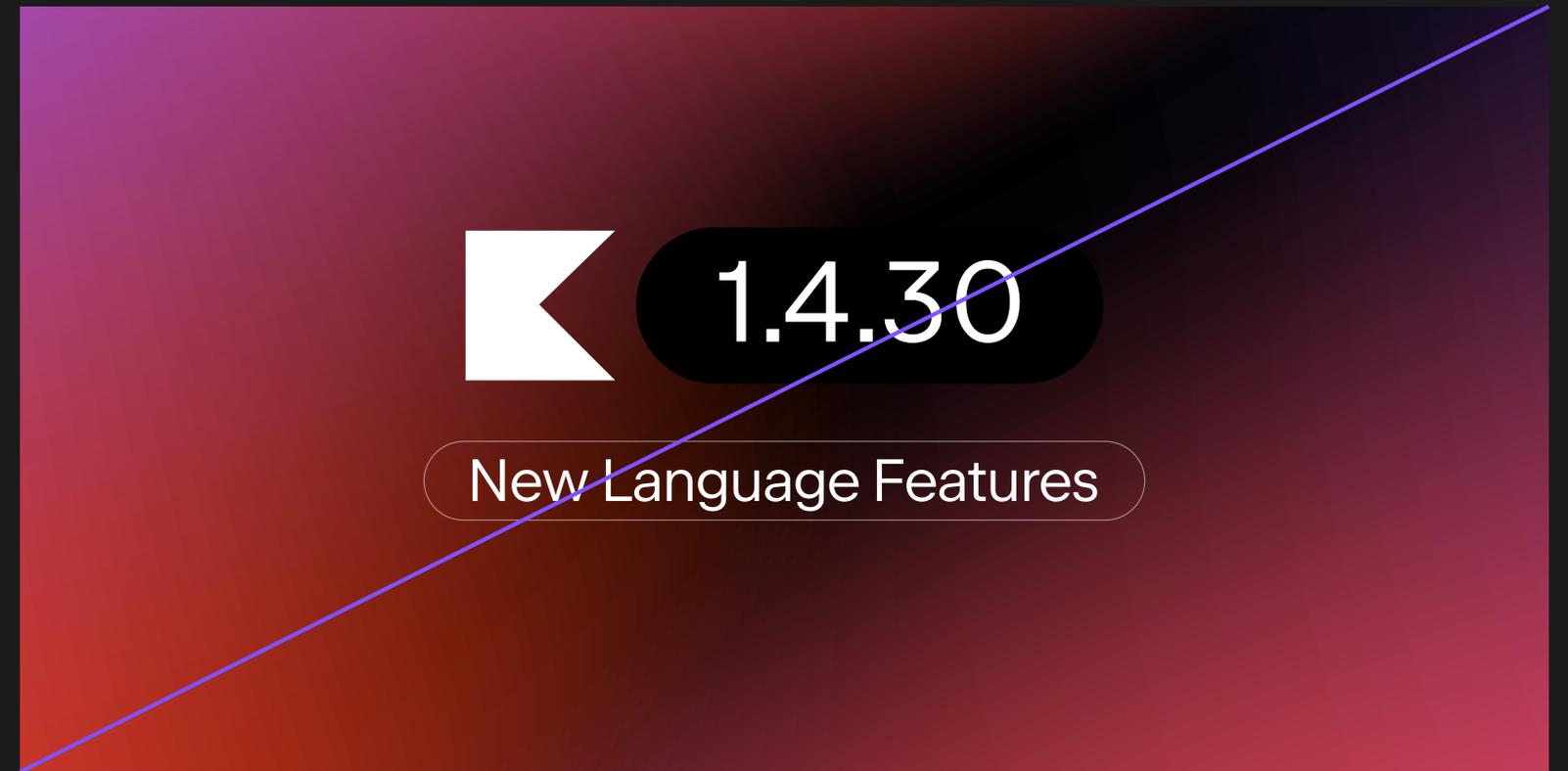
We use special banners for our releases.

2

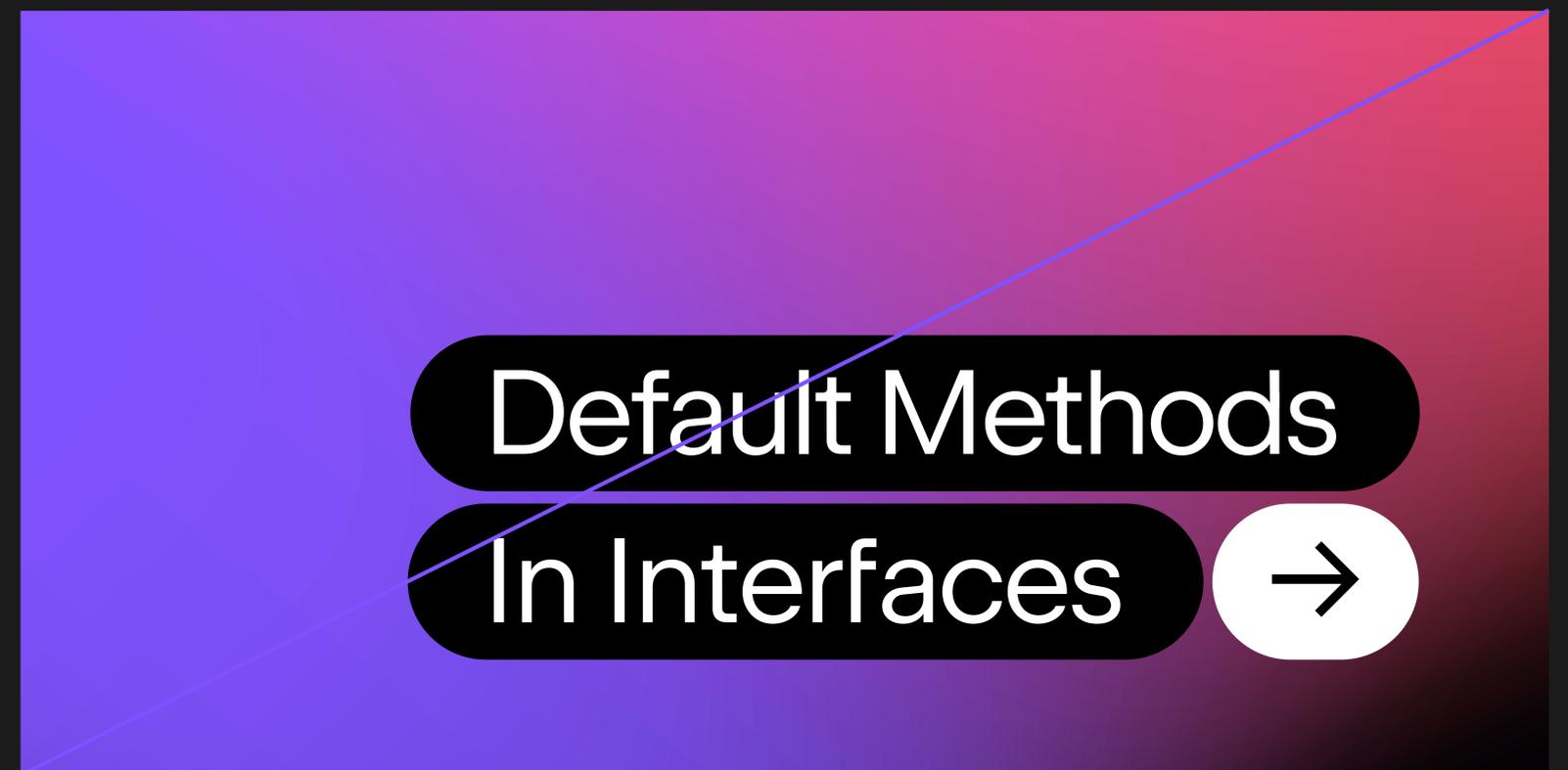


- 1 We write the release version in a special bubble. We also provide a list of features in a separate bubble.
- 2 We place all release images and everything related to them on a mesh gradient background.

1



2



- 1 Do not use a background that makes the text unreadable.
- 2 Do not change the layout of the text. The text should be located along the central axis of the banner and it should be center justified.

