Brand Guidelines

Contents

Introduction

This document sets up the foundations of the Kodesage brand. Understanding and adhering to these standards will be essential in maintaining a consistent brand presence and supporting the brands future ambitions.

This is not an exhaustive representation of all brand elements, however it is intended to serve as a starting point for documenting fundamental aspects of the brand like the logo and color.

These guidelines are intended to help guide and inspire you as you bring the brand to life. Before you create new assets, consult these guidelines to ensure you're on the right track. As the brand evolves this document should be updated accordingly.

About Kodesage

Kodesage is an AI-powered code understanding tool designed specifically for enterprise legacy software ecosystems. It integrates with multiple data sources beyond code, including code repositories, issue trackers, wikis, and documentation (e.g., Jira, Confluence, PDF documents), creating a comprehensive, context-aware knowledge base that continuously updates. It supports developer workflows beyond coding, such as documentation, ticket creation, ticket analysis, task decomposition, estimation, and onboarding.

In the center of our brand stands the sage

In Buddhism, a sage is an individual who has realized the ultimate truth. Sages are compassionate beings who guide others towards liberation and offer teachings to help individuals free themselves from suffering.

Brand values

Our brand values is a declaration of what we stand for and what we deliver to our customers and users.

Knowledge, wisdom

Reflect the cummulated knowledge of our team and ultimately of our product

Continuity

Reflect the cycle of birth, rebirth

Precision

Reflect the expertise and excellence behind our work
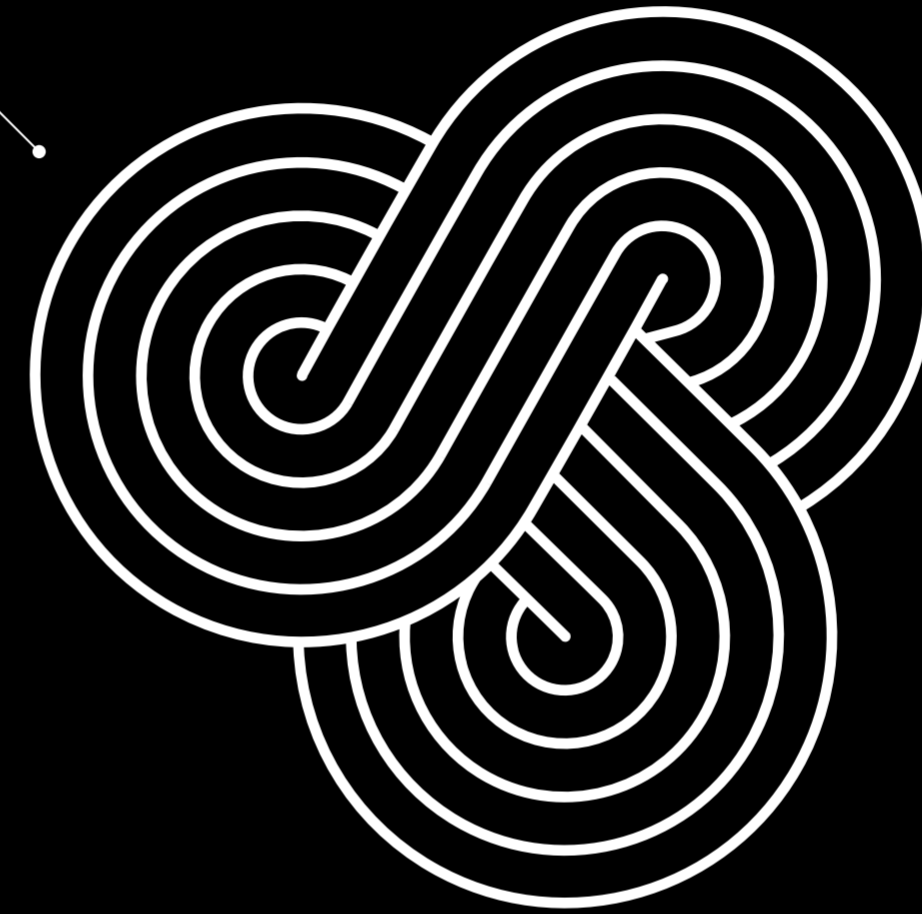
Simplicity, purity

Reflect the …

Compassion

Reflect our dedication to offer our knowledge and help fellow developers

Endless knot

The endless knot symbolizes
eternity, wisdom, and the
interconnectedness of all things.

Wisdom, continuity and precision

Zen swirl

The swirl, a usual motif of zen
gardens, represents harmony, flow,
and the balance of energies.

Construction

The design is minimalist and it creates a visually striking and dynamic appearance. The geometric precision and symmetry of the logo suggest a brand that values innovation, balance, and connectivity. The circles interlock and overlap, forming a continuous, flowing design and evoke the imagery of an endless knot, symbolizing continuity and interconnectedness. The lines are of uniform thickness, ensuring a cohesive and balanced appearance. The smooth, continuous lines convey a sense of harmony and interconnectedness.

Modernity: The clean, geometric design reflects a contemporary aesthetic.
Innovation: The abstract form and dynamic interlocking circles suggest creativity and forward-thinking.
Balance and Harmony: The symmetry and smooth flow of the design symbolize balance and unity.
Connectivity: The interlocking nature of the circles represents interconnectedness and collaboration.
Timelessness: The endless knot element signifies eternity and the timeless nature of wisdom.
Tranquility: The zen swirl aspect embodies calm, peace, and a harmonious balance.
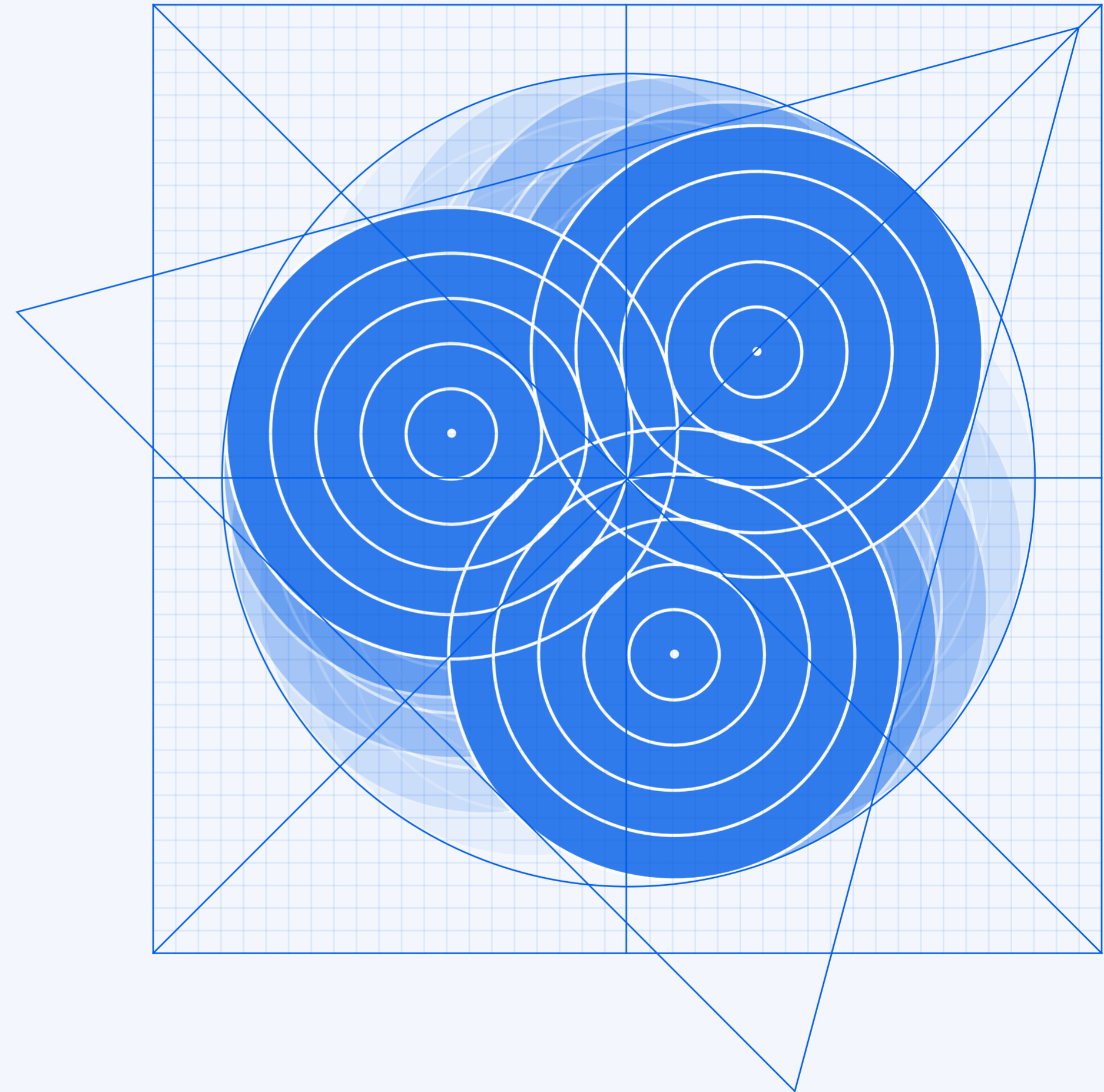
Versions

There are three different versions of the logo for
different usage situations.

The preferred version is the `01-Outline`, always
use that by default.

Use the `02-Fill` version on dark backgrounds
and when used together with other logos and
prominent visual elements.

The `03-Shade` version has the most contrast and
dynamism and could be used in various situations,
mostly when a bold visual presence is the goal.
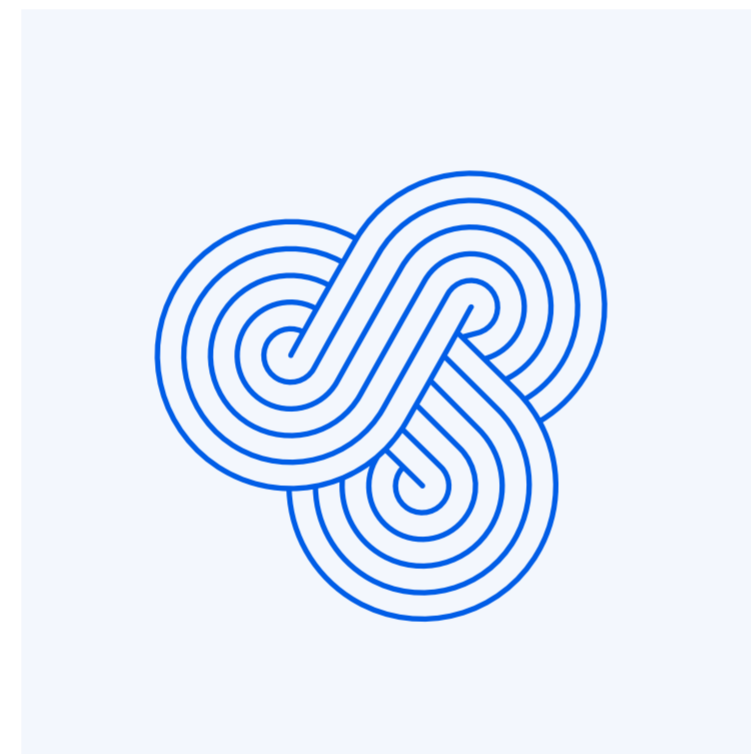
01-Outline   02-Fill   03-Shade

Sizes

Our wordmark is based on our proprietary
typeface, Söhne, but with specific customization
made to the letterforms.
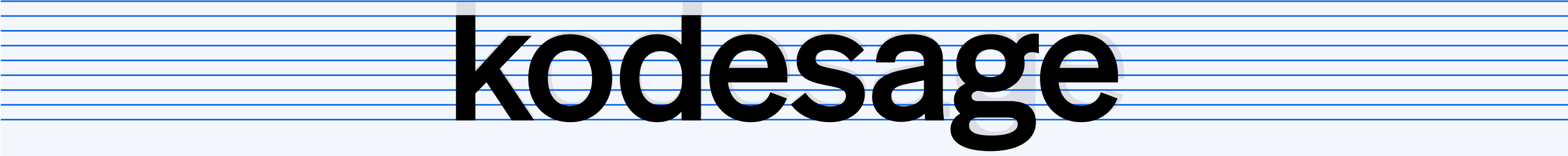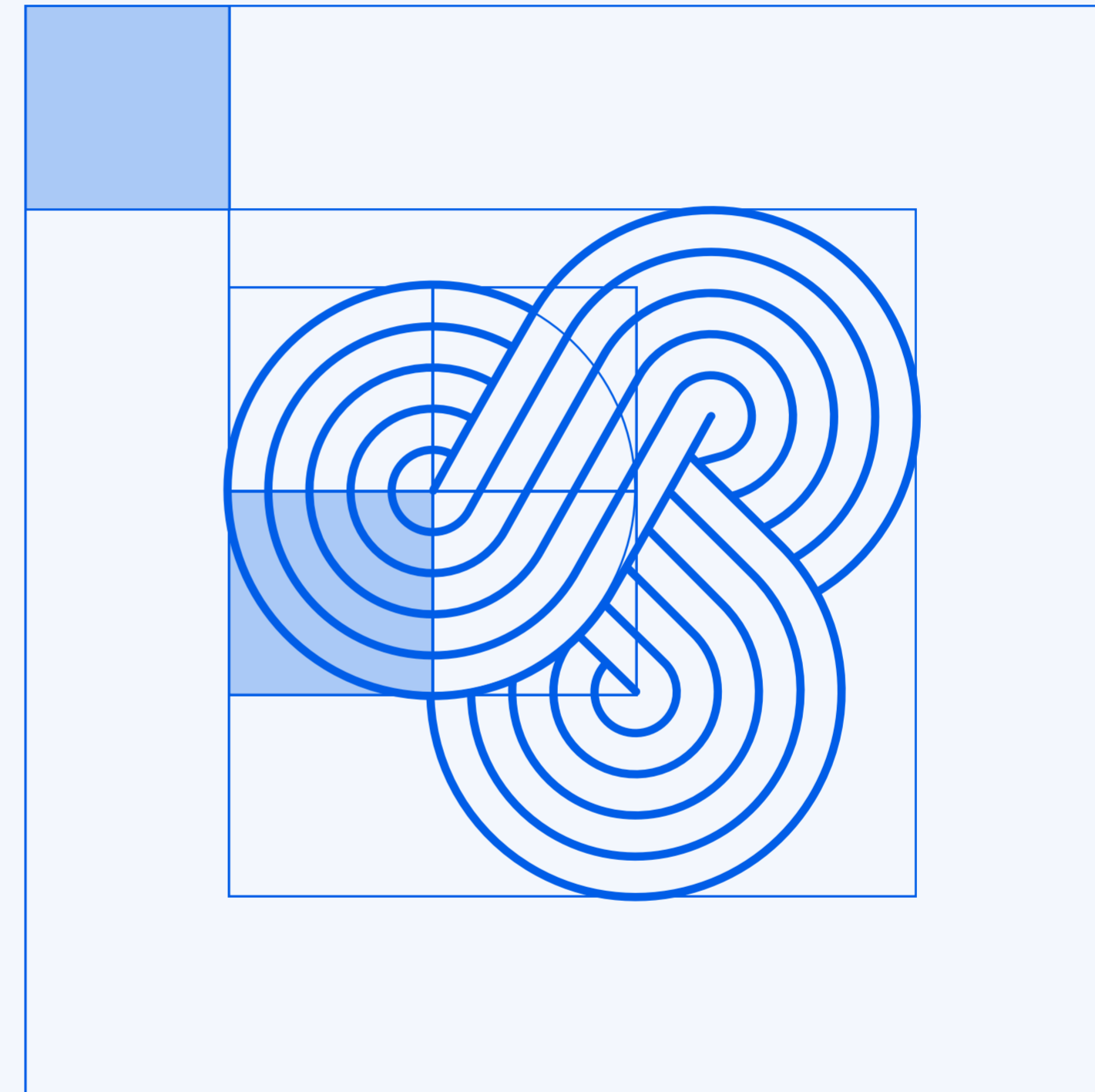
XS
42px

S
84px

M
168px

L
336px

XL
672px

Clearspace

Our wordmark is based on our proprietary
typeface, Söhne, but with specific customization
made to the letterforms.

```
x = 30% of symbol width
```

Wordmark

The wordmark is based on our proprietary typeface, Söhne, but with specific customization made to the letterforms.
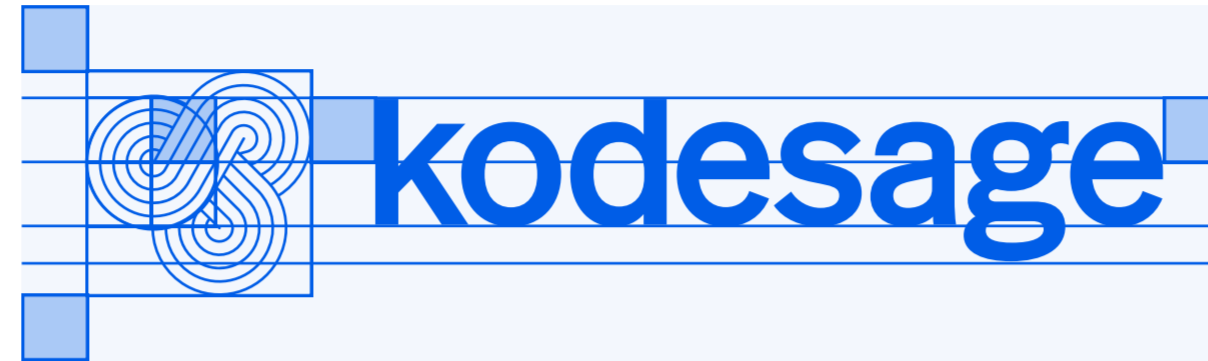
kodesage

Lockups

The wordmark is based on our proprietary typeface, Söhne, but with specific customization made to the letterforms.

Our color palette originates from the **buddhist** fl**ag**

The Buddhist flag was designed in the late 19th century as a universal symbol of Buddhism. The flag's bands represent the six colors of the aura which Buddhists believe emanated from the body of the Buddha when he attained enlightenment.

Primary colors

The main color of the brand is the blue, called "compassion". This fresh and modern color complements the other, archaic elements of the brand. The primary color palette is very simple, with strong contrasting colors of blue, black and white, white being the canvas.

"compassion"

R: 0
G: 93
B: 231

#: 005DE7

Blue (nīla) is The Spirit of Universal Compassion on the buddhist flag. It originitates from the blue light-rays that radiated from the Buddha's hair which pervaded the whole cosmos with love, compassion, peace, and happiness.

"purity"

R: 255
G: 255
B: 255

#: FFF

White (odāta) is The Purity of Dhamma — leading to liberation, timeless. Represents the white light-rays that radiated from the Buddha's bones and teeth. This displayed genuine accomplishment without flaws or stains, along with the truth that the Buddha's teachings on the nature of liberation are ever-present.

"ink"

R: 0
G: 0
B: 0

#: 000

100%

90%

80%

70%

60%

50%

40%

30%

10%

5%

Secondary colors

Secondary colors …

"middle-way"

R: 249
G: 239
B: 44

#: F9EF2C

Yellow (pīta): The Middle Way. Represents the golden light-rays that radiated from the Buddha's skin. This displayed the Middle Way, free from the extremes of permanence and nihilism.

"teaching"

R: 252
G: 116
B: 40

#: FC7428

Orange (mañjeṭṭha): The Wisdom of the Buddha's teachings. Represents the orange light-rays that radiated from the Buddha's palms, heels, and lips. This displayed the power of wisdom and the majestic brilliance of the dharma's rich essential meaning.

"practise"

R: 223
G: 46
B: 46

#: DF2E2E

Red (lohitaka): The Blessings of Practice – achievement, wisdom, virtue, fortune and dignity. Represents the red light-rays that radiated from the Buddha's flesh. This displayed excellent realization from practice and virtuous merit.

Dark gradients

"rise"
compassion → teaching

"noon"
compassion → middle-way

"set"
compassion → practice

Light gradients

"lotus"

compassion → teaching

"stupa"

compassion → middle-way

"dharma"

compassion → practice

Söhne

Söhne by Klim Type Foundry is our primary brand font which is a collection of 4 families and 64 styles. We are using a limited set of one family and 3 styles.

Halbfett

Kräftig

Buch

Söhne is the memory of Akzidenz-Grotesk framed through the reality of Helvetica. It captures the analogue materiality of "Standard Medium" used in Unimark's legendary wayfinding system for the NYC Subway.

ABC Repro Mono

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Bold

Repro is a friendly, flexible sans serif inspired by signage

Regular

and digital operating systems; its a typeface that merges

Light

clean design with complex font engineering.