BRAND IDENTITY SYSTEM

Brand
Guidelines

Color palette, typography, and usage rules for representing Code Heaven Studio accurately.

Code Heaven Studio

Web Design & Development

CONTENTS

01 — BRAND OVERVIEW

Who We Are & How We Sound

Our Mission

We help restaurants, local businesses, and startups establish a professional online presence — with no monthly retainers, no hidden fees, and a free demo before commitment.

Brand Pillars

Clarity	Trust	Craft	Approachable
We communicate simply. No jargon, no fluff.	We deliver real results and stand behind our work.	Every site is hand-built with modern tech.	Small business owners are our people.

Voice & Tone

- **Confident, not arrogant**
  We know our craft. We speak with authority but never talk down.

- **Friendly, not casual**
  We're warm and approachable — but always professional.

- **Clear, not simple**
  We explain complex things plainly, without dumbing them down.

- **Direct, not blunt**
  We get to the point. Every word earns its place.

PRIMARY AUDIENCE

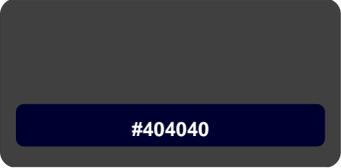`Restaurant Owners`   `Local Shops`   `Service Businesses`   `Early-Stage Startups`   `Non-tech Founders`
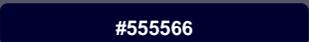
Brand Colors

When referencing Code Heaven Studio visually, always use these official colors.

Primary Palette

#3B5CF4	**#8B5CF6**	**#404040**	**#111111**
Primary Blue	**Deep Purple**	**Background**	**Surface**
RGB 59, 92, 244	RGB 139, 92, 246	RGB 64, 64, 64	RGB 17, 17, 17
CTAs, links, actions	Accents, highlights	Dark bg surfaces	Nav bar, darkest bg

Secondary & UI Palette

#FFFFFF	**#F7F7F9**	**#E2E2E8**	**#555566**
White	**Light BG**	**Mid Gray**	**Body Text**
RGB 255, 255, 255	RGB 247, 247, 249	RGB 226, 226, 232	RGB 85, 85, 102
Page backgrounds	Section fills	Borders, dividers	Secondary text

Accent Palette

#06B6D4	**#10B981**	**#F59E0B**	**#F43F5E**
Teal	**Emerald**	**Amber**	**Rose**
RGB 6, 182, 212	RGB 16, 185, 129	RGB 245, 158, 11	RGB 244, 63, 94
Info, links	Success, positive	Warning, caution	Error, alerts

Color Usage Rules

Primary Blue (#3B5CF4)
Use for CTAs, active states, and all primary interactive elements.

Deep Purple (#8B5CF6)
Use sparingly for decorative accents and gradient endpoints only.

Surface (#111111)
Exclusively for nav bars, footers, and full-dark page sections.

White / Light BG
Default page background. Do not use white for large dark-mode surfaces.

03 — TYPOGRAPHY

Typography System

Code Heaven Studio uses a clean, modern type system built on system-safe fonts for reliability.

PRIMARY TYPEFACE

Inter / Helvetica Neue

Sans-serif · Used in all UI, headings, body copy, and navigation

CODE / MONOSPACE

`Fira Code  /  Courier New`

Used in code blocks, technical labels, and terminal-style UI only

Type Scale

DISPLAY — 38PX / BOLD

The Future of Your Online Presence

H1 — 28PX / BOLD

Build Fast. Look Great.

H2 — 22PX / BOLD

Our Services & Pricing

H3 — 16PX / SEMIBOLD

What We Deliver For You

BODY — 14PX / REGULAR

We build fast, mobile-friendly websites for restaurants and small businesses.

CAPTION — 11PX / REGULAR

No retainers. No hidden fees. Free demo before commitment.
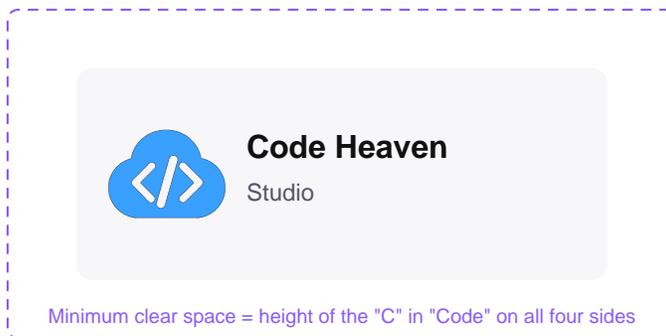
LINE HEIGHT & SPACING GUIDELINES

Body: 1.6× · Headings: 1.2× · Paragraph spacing: 1em · Letter-spacing: 0 (default)

Logo Usage Rules

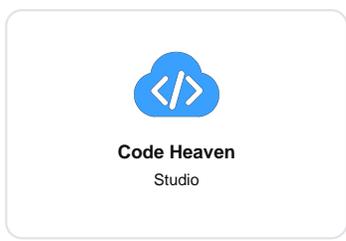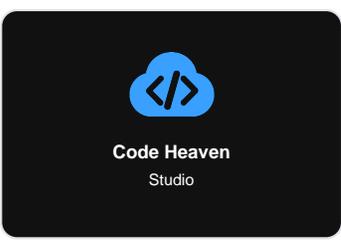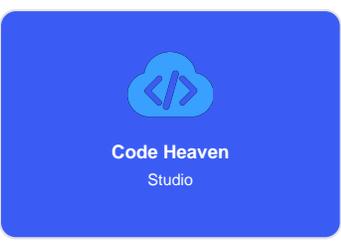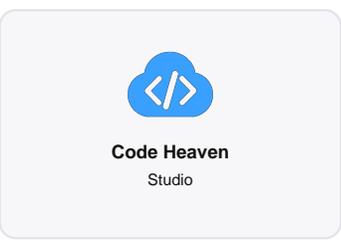The Code Heaven Studio logo is the cornerstone of our identity. Handle it consistently.

Clear Space

Code Heaven
Studio

Minimum clear space = height of the "C" in "Code" on all four sides

Minimum Sizes

DIGITAL / SCREEN	**PRINT / OFFSET**	**FAVICON / ICON**
120px wide	**30mm wide**	**32x32 px**
Below this the logo loses legibility	Use vector SVG for all print applications	Use icon-only variant at small sizes

Approved Color Combinations

Code Heaven Studio	**Code Heaven** Studio	**Code Heaven** Studio	**Code Heaven** Studio
Logo on White	Logo on Dark	Logo on Blue	Logo on Light Gray

FILE NAMING CONVENTION

```
chs-logo-horizontal-light.png
chs-logo-stacked-dark.svg   ·   chs-icon-32.ico
```

Logo & Brand Do's and Don'ts

Do	Don't
✓ Use the official logo files provided in this kit.	✗ Do not stretch, skew, or distort the logo in any way.
✓ Maintain required clear space on all four sides.	✗ Do not recolor the logo outside of approved combinations.
✓ Use the light variant on light or white backgrounds.	✗ Do not add drop shadows, glows, or visual effects.
✓ Use the dark variant on dark or colored backgrounds.	✗ Do not place the logo on busy or low-contrast images.
✓ Scale the logo proportionally using the corner handle.	✗ Do not use the icon mark as a standalone wordmark.
✓ Credit as "Code Heaven Studio" in full when referencing.	✗ Do not reproduce the logo below minimum size guidelines.

Questions about brand usage?

Reach out before publication or partnership announcements.

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