



# Codebots

## Brand Guide

# Where models drive business momentum

**Empower software teams with an  
Internal Development Platform (IDP)  
and build bridges across  
your organisation**

Codebots empowers developers to build software faster without compromising innovation, ownership, or quality. Unlike traditional low-code platforms that restrict flexibility, Codebots combines model-driven engineering and AI to create bots that write code with speed, precision, and scalability—unlocking true innovation. Founded by Eban Escott in 2013, the company began as a dual-purpose venture: delivering software services while advancing the development of code-writing bots. Today, Codebots stands independently, helping teams accelerate development while focusing on creativity and solving complex problems. It's not just automation—it's development, elevated.



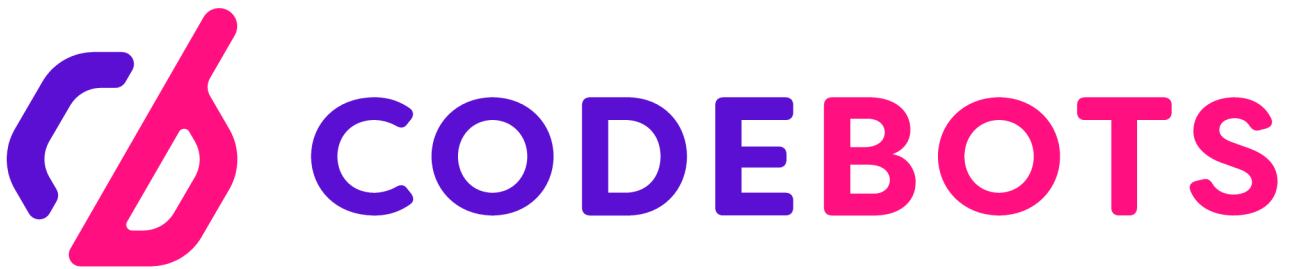
# Our Logo

In this section, you'll find everything you need to use the Codebots logo with confidence. It covers our primary logo, variations, and when to use each. You'll also find clear guidelines on what not to do—helping protect the integrity and consistency of our brand wherever it appears.

# Our Logo

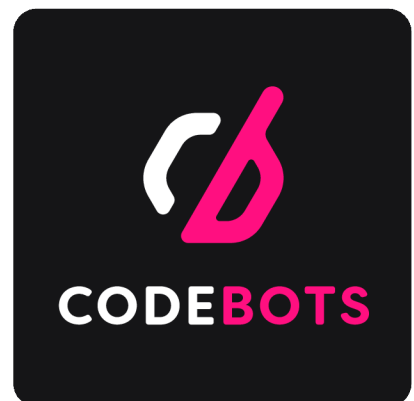
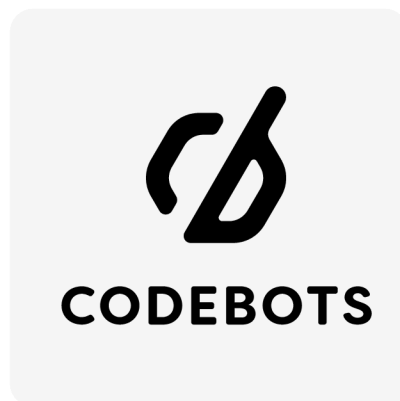
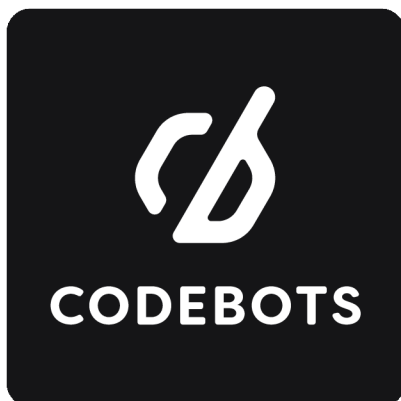
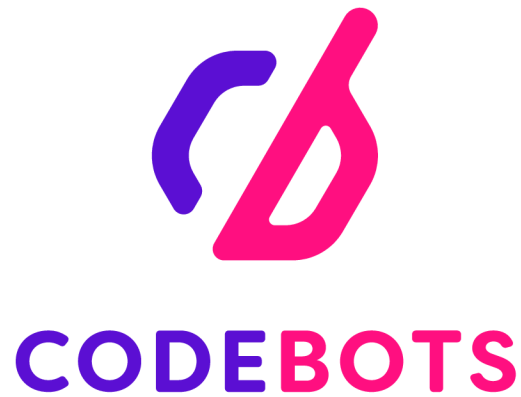
The Codebots logo was born from the shape of our bots and its letter marks. It is a coming together of humans and bots to create something new and vibrant.

Where ever possible, use the Inline logo as a primary indicator of the brand. This aligns with other members of the ECI family. It is designed to work as a duotone on white backgrounds and as a solid mono colour on dark backgrounds.



# Stacked Variation

The stack logo is designed for use in vertical situations where a horizontal logo would be too small.



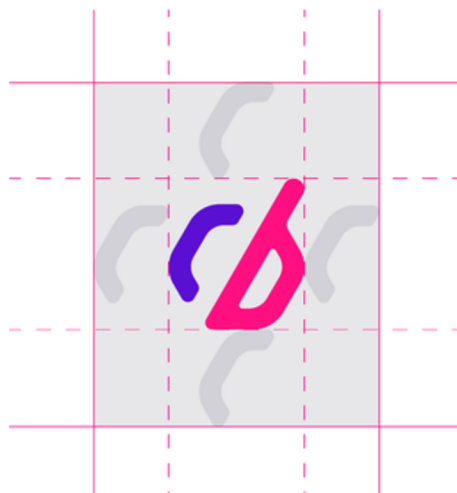
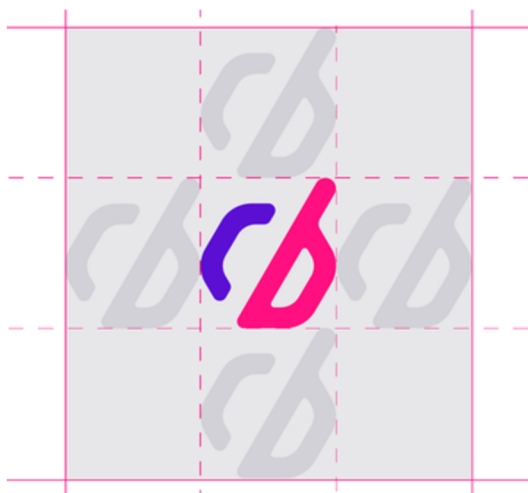
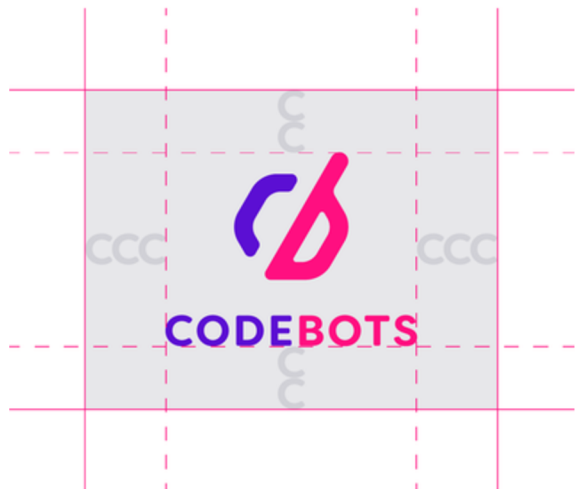
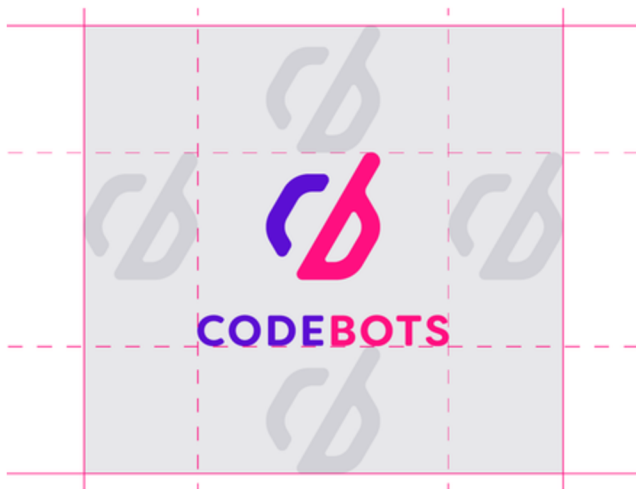
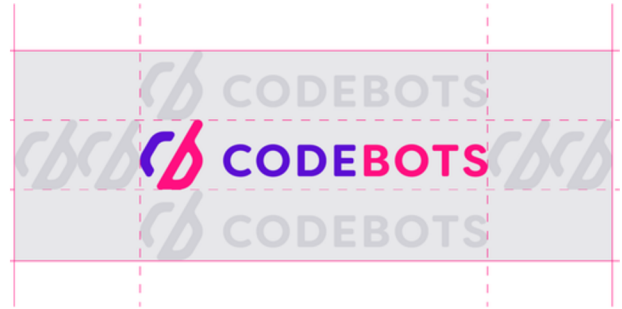
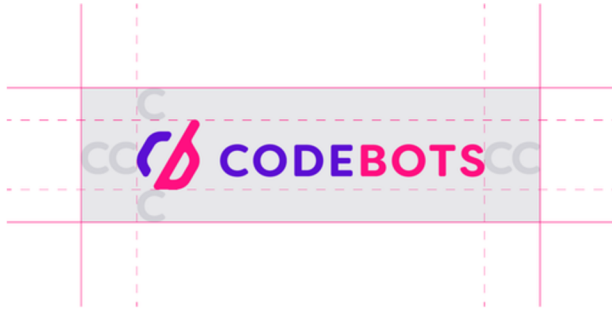
# Logo Mark

The logo mark is designed for use when the word 'Codebots' is used somewhere else to denote it as part of the brand. It should never be used by itself when the context of the brand is ambiguous.



# Logo Spacing

Spacing the logo is an important part of ensuring its readability. Ensure that these rules are always met. The logo should always be used as an SVG, PNG or WEBP.



# Logo Alignment



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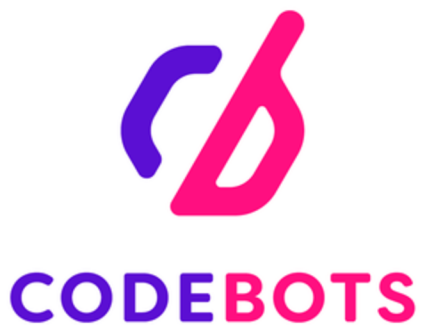


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# Logo Size



120px x 24px



64px x 50px



14px x 16px

# Logo Misuse

The logo should NOT be used in the following ways.



NEVER resize the logo, always use it in its proper dimensions.



NEVER apply any effects such as drop shadows to the logo.



NEVER put the logo over a low contrast background.



NEVER use the logo on a heavily textured background.



NEVER change the colours of the logo to other colours aside from the duo and the mono colours.



NEVER display the logo at an angle.



NEVER give the logo a pattern.



NEVER crop the logo.



NEVER display the logo as an outline. Always use a mono tone instead.





# Our Colours

This section outlines the full Codebots colour palette, including our primary, secondary, support colours, and greys. Each plays a specific role in expressing our brand—bold when needed, subtle when supporting. Used thoughtfully, these colours help maintain a consistent, vibrant identity across all touchpoints.

# Our Colours

Our palette is made up of our primary, brand and support colours. Each of these have been selected for their warm or bright nature and high contrast rating. Since Codebots is primarily a digital brand pushing a digital product, we opted to use colours that may not be CMYK friendly and have provided alternative print colours that evoke the same feeling.

## Primary Colours

Our primary colours are our content first colours. These are the two most used colours across our brand. These should only be ever used as either background or text/icon colours. They should never be used as a supporting colour, such as in a header or infographic.

### Void

Primary colour

#151517

cmyk: 100, 96, 46, 63

rgb: 21, 21, 23

pantone: 5255 C

### Light

Secondary colour

#ffffff

cmyk: 0

rgb: 255, 255, 255

pantone: N/A

## Brand Colours

Solaris colours reflect the bright, energetic essence of Codebots—standing apart from the darker tones of the market. They represent our belief in a bold future where bots and humans collaborate. Use them sparingly in products, but prominently where the brand is front and centre, like the marketing site.

### Sol

#ff0f80

cmyk: 0, 86, 0, 0

rgb: 255, 15, 128

pantone: 213 C

### Luna

#5b0fd3

cmyk: 78, 84, 0, 0

rgb: 91, 15, 211

pantone: 2098 C

# Support Colours

In order to give life and brightness to our brand, we have opted to include a series of secondary support colours. These colours should be used sparingly and are designed to support different content, while not representing the brand by themselves. These colours are generally not used on the marketing site and are usually used within the product.

## Cygnus

#f6464f

cmyk: 100, 96, 46, 63

rgb: 18, 18, 48

pantone: 5255 C

## Lyra

#23d79e

cmyk: 59, 0, 84, 0

rgb: 35, 215, 158

pantone: 3385 C

## Pyxis

#f4dc3e

cmyk: 7, 8, 82, 0

rgb: 244, 220, 62

pantone: 7404 C

## Fornax

#fba441

cmyk: 0, 43, 78, 0

rgb: 251, 164, 65

pantone: 1365 C

## Aquila

#4c62f0

cmyk: 89, 42, 0, 0

rgb: 76, 98, 240

pantone: 2727 C

# Greys

## Grey 1

#f5f5f5

## Grey 2

#e8e8e8

## Grey 3

#d0d0d1

## Grey 4

#a1a1a2

## Grey 5

#5b5b5b

## Grey 6

#313133

## Grey 7

#202022



# Typography

This section covers the Codebots typography system—our chosen typefaces, weights, and usage guidelines. Typography plays a key role in our brand's voice: clear, confident, and easy to read. Consistent use of type helps create a cohesive experience across all brand and communication materials.

# Typography

Typography is very important to Solaris; it plays a key part in telling our story. We use two typefaces to meet our needs, with a third only for publications. We believe that delivering focused content starts with evocative language, and we want our typography to deliver that.

Aa

Filson Soft

Heading Subheading

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

Aa

Lato

Paragraph

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

# Display Heading 1

Filson Soft Pro • Bold • 67pt

## Display Heading 2

Filson Soft Pro • Light • 67pt

### Page Heading

Filson Soft Pro • Bold • 42pt

#### Subheading

Filson Soft Pro • Bold • 26pt

#### Heading

Filson Soft Pro • Bold • 20pt

#### Subtitle

Filson Soft Pro • Bold • 14pt

#### Body - lg

Lato • Regular • 16pt

#### Body - md

Lato • Regular • 14pt

#### Body - sm

Lato • Regular • 12pt

#### Body -xs

Lato • Regular • 8pt

#### Labels

Lato • Regular • 14pt



## Based in Brisbane

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