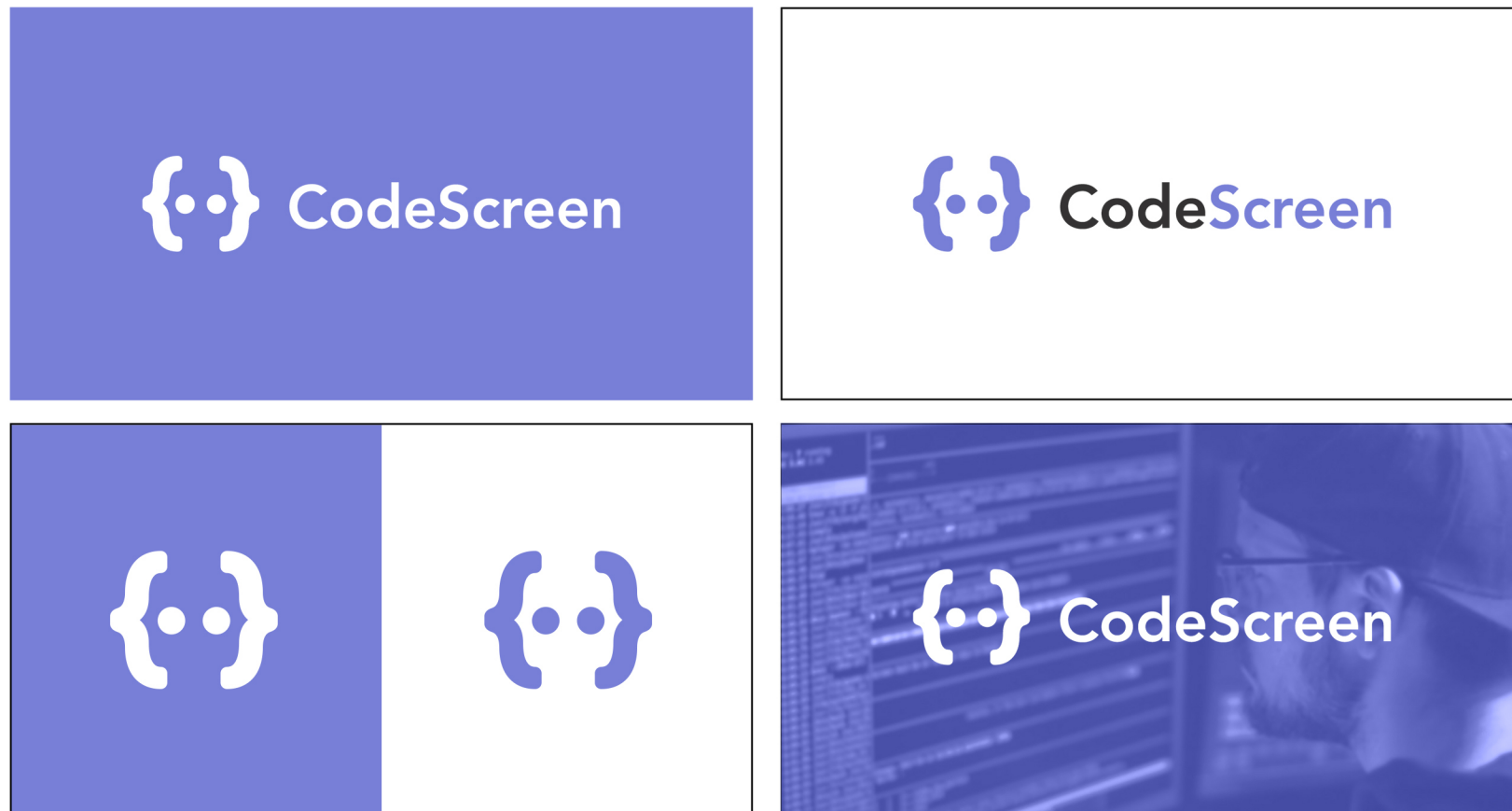




**CodeScreen**

# Design & Brand Guideline

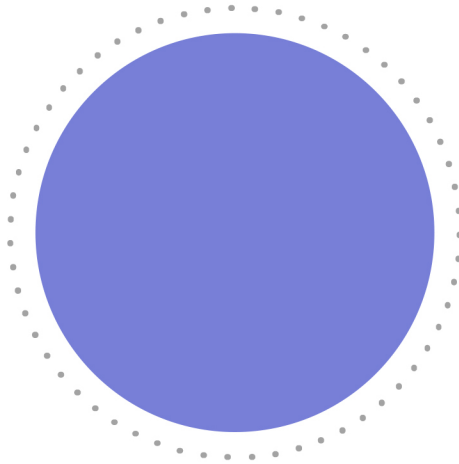
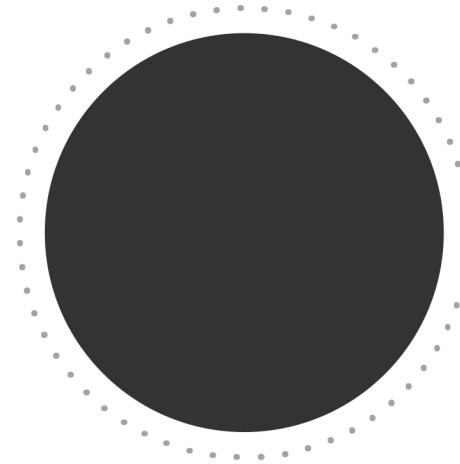




#### LOGO VARIATIONS

PRIMARY LOGO  
LOGO ICON

AUXILIARY LOGO  
LOGO WITH TAGLINE ON IMAGE / TEXTURE

**Chetwode Crayola***Hex Code: #777fd7***Dark Charcoal***Hex Code: #343333*COLOR GUIDELINE

Chetwode Crayola

R: 119

C: 57%

G: 127

M: 51%

B: 215

Y: 0%

K: 0%

Dark Charcoal

R: 52

C: 69%

G: 51

M: 63%

B: 51

Y: 62%

K: 58%

## Janna LT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

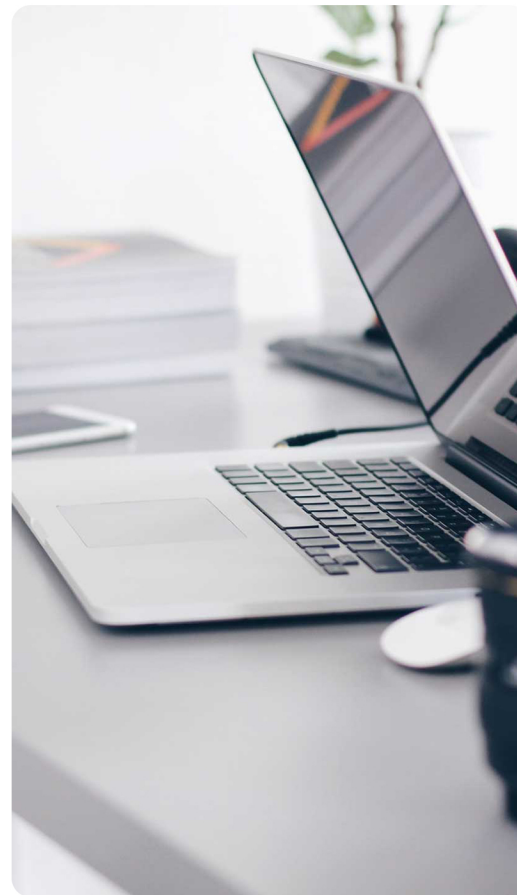
## Barlow family font\*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### TYPOGRAPHY

Logo font is JANNA LT BOLD

*\*For Marketing and other purposes, BARLOW family font can be used*



## BRAND MISSION

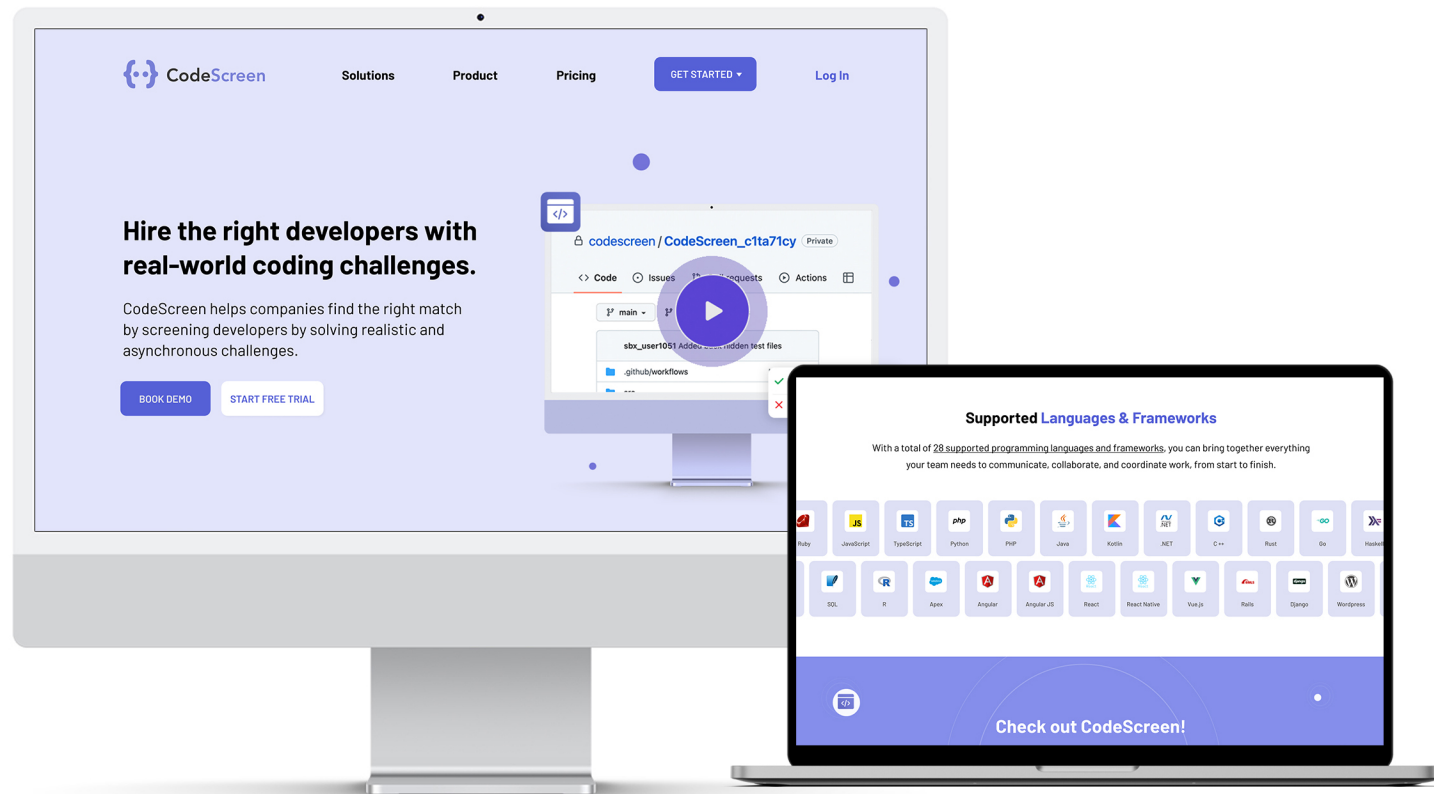
We provide a fair, accurate & scalable technical assessment solution. We serve customers all over the globe that are hiring software developers, ranging from small startups, SMBs, Freelancing platforms & Multinational companies. We also work with bootcamps & universities to serve their education needs.



### BRAND MISSION

We want to give candidates from all backgrounds a fair shot at being hired in any company. For both HR and Engineering teams, we want to save time, reduce stress and energy, and of course increase accuracy in hiring the right person. We want to drive success in organizations by making the hiring process as quick and accurate as possible while enabling a diverse culture by giving candidates a fair shot irrespective of the candidate's background and location.





**End.**

**Thank you!**

