# Brand Identity Guidelines

# Contents

# 1
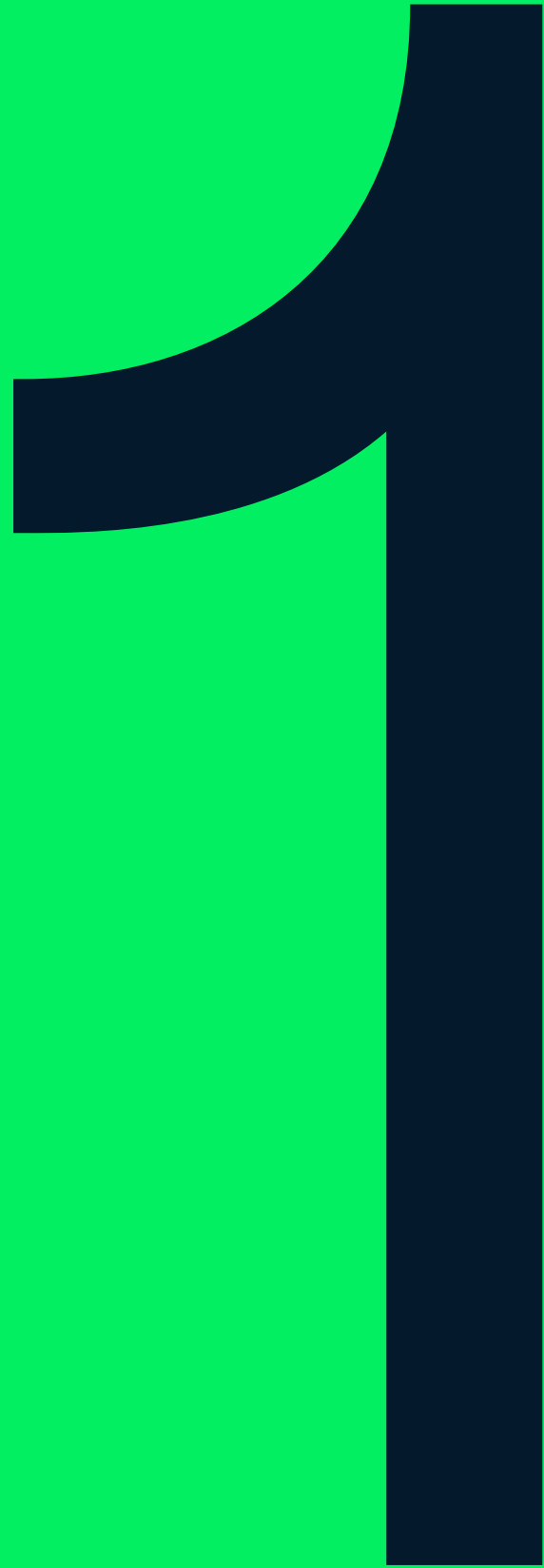
Introduction

# 1.0

# Brand Guidelines

Brand guidelines are there to teach, lead, and illuminate Datacamp as a brand. They provide its substance and structure: what the brand means and how it should be expressed, both visually and verbally.

Without guidelines a brand has the potential to collapse under the weight of contradictory typographies, color palettes, styles and tones of voice.
Use these guidelines whenever you need them; they're at your disposal!

# 1.1

# Brand platform

A brand platform is the overarching idea that forms both visual and verbal associations of the brand. We build our brand around its framework, the foundation for our internal communications.

## Our brand platform is:
## Veracity

**Veracity** is inspired by **truth in science** and the **certainty that comes with knowledge**. This platform captures our bias towards action. Go faster, farther, with clarity. We allow people to search for real answers, **reveal insights that matter**, and take action based on substance.

## How to apply veracity

✓ **Do:**
- Do know this is an internal idea
- Do think of it like a guiding light
- Do find ways to be creative

✗ **Don't:**
- Don't force "veracity" into copywriting
- Don't be limited by strict boundaries
- Don't be stringent or limiting

## 1.2 Brand Line

Our brand line is our rallying cry. It speaks to how we act, what we believe, and our vision for the future. It's a short, catchy slogan that's internal and external.
It's meant to be repeated often; used in headlines, written copy, graphics, and more.

## Our brand line is:
## Clear as data

Why we like it:
- Short and catchy (we can remember it)
- Simple words (translation is easy)
- Internal and external (applies to anyone)
- Connects to veracity (relates to platform)

# 1.3

# Brand Voice

Brand voice refers to how a brand speaks, the words it uses, the tone of voice. It reveals its personality. The brand voice should always be consistent. Consistency breeds trust, and that's always a good thing.

# Our voice is best described as: Truth and Action

Our brand's voice is a combination of **truth and action**. We speak plainly and directly, making sure we're understood (even when English is a second language). We add action to this truth, in order to **animate with energy and momentum.**

## How to apply truth and action

**Truth:**
- Honest and clear
- Sense of certainty
- Speaking with candor
- Simple and honest

**Action:**
- Dynamic and active
- Moving towards future
- Ambitious and achieving
- Energetic and animated

## Do's and dont's for voice

✓ **Do:**
- Be short
- Be clever
- Be animated

✗ **Don't:**
- Don't say too much or run on
- Don't go overboard on fancy artfulness
- Don't be boring or motionless

# 1.4

# Brand Filters

We use conceptual filters to help guide
decision-making. This can apply these
to future marketing campaigns, design
decisions, how we write, and beyond.
These are true statements that we have
agreed upon as a company.

# 1. We're Active
Aligning with our interactive, hands-on approach.

Calm & Static                    Active & Animated

# 2. We're Colorful
Aligning with the joyful aspect of learning and skill development.

Calm & Static                    Active & Animated

# 3. We're Smart
Aligning with having a bit of play, we're smart in a clever way.learning and skill development.

Calm & Static                    Active & Animated

# 4. We're Adult
The brand has maturity that appeals to decision-makers.

Calm & Static                    Active & Animated

# 5. We're (All) Thinkers
We assume intelligence from our highly educated audience.

Calm & Static                    Active & Animated

# 1.5 Brand Formula

Activating our brand's "veracious" voice is simple when broken down into its two essential parts: truth and action. Whenever we speak and write, we want both. This is applied in many ways, with words, tone, and length. It's a style.

| Truth | Action | = |
|---|---|---|
| **Basics** | **Activated** | **Put it together** |
| Essentials | Ahead | The essentials of getting ahead |
| Clear | Future | The future is looking very clear |
| Clear | Progress | See clear paths to progress |
| Align | Move | Move ahead and get aligned |
| Every day | Faster | Go farther, faster, every day |
| Clarity | Energy | Learning with energetic clarity |
| Do | Aspire | Aspire, and then get to doing |
| Insight | Reveal | Reveal insights that matter |
| Answer | Search | Search for (and find) the answers |
| Practice | Bringing | We bring practice into focus |
| Certain | Outlook | A certain outlook is looking bright |
| Place | Fast Track | Fast track to new places |

# 2

## Logomark & Logotype

# 2.0

# Logomark & Logotype

Our logos helps communicate
who we are, everywhere that we
appear. In using them correctly,
we create a system that effectively
communicates the Datacamp brand.

The logomark visualizes a pathway
through its sense of dimension
but importantly it doesn't add any
visual complexity.

The logotype to complements the
logomark it is approachable
and distinct.

## 2.1
## LOGOMARK

**2.1**
**LOGOMARK**
CLEARSPACE

This example demonstrates the logomark scaled 50% to define the minimum safety area. This area must not be imposed upon by other graphics.

**2.1**
**LOGOMARK**
CLEARSPACE
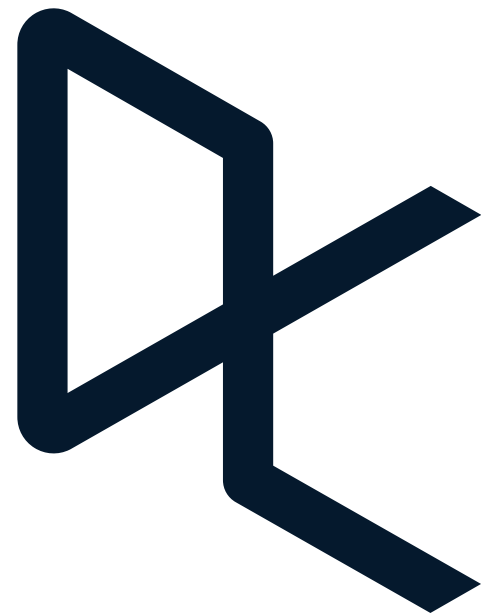


Logomark at 100%

Logomark scaled 50% to define safety margin
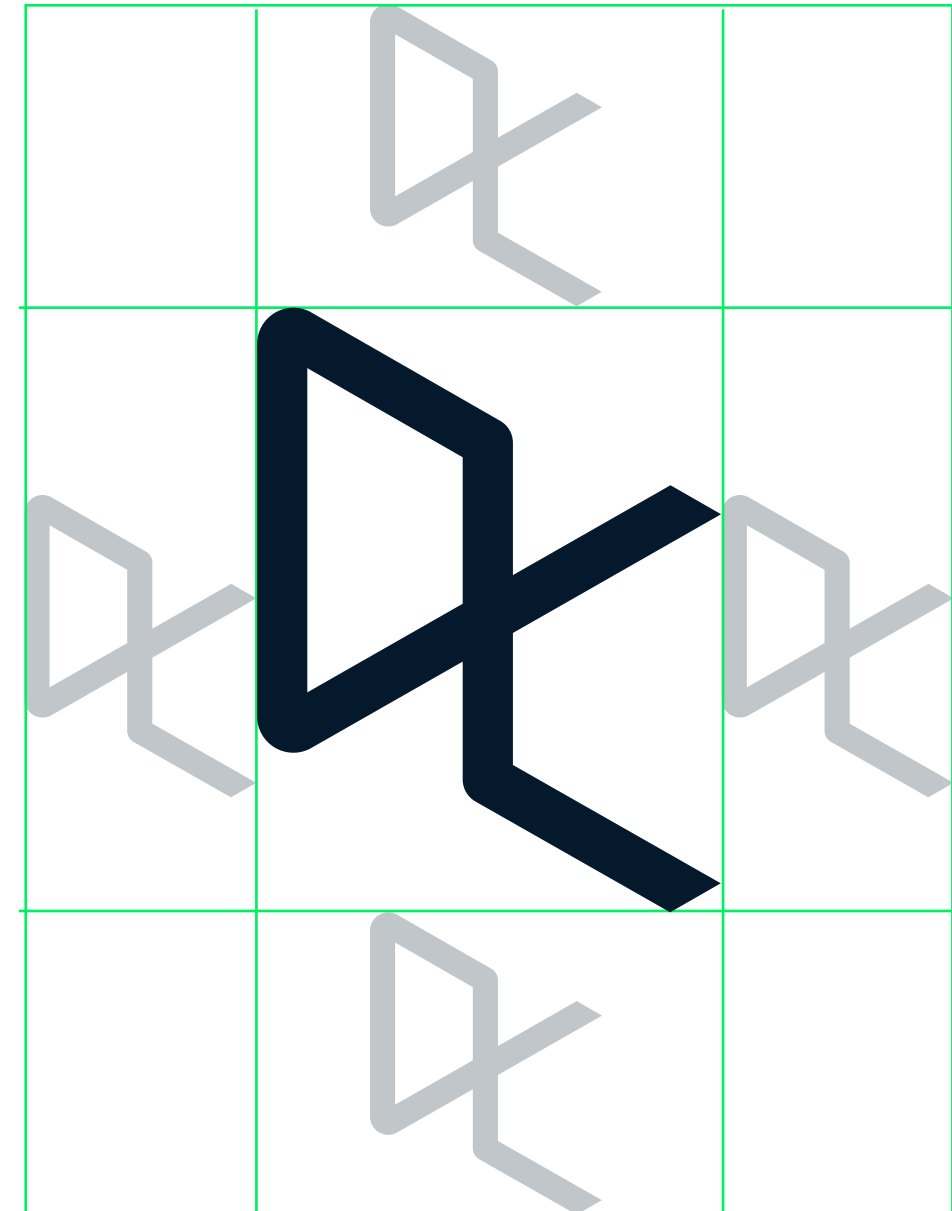
**2.1
LOGOMARK
CLEARSPACE**

In very small areas ensure that the clearspace
around the logomark is at least 25% the width
of the logomark.

**2.1
LOGOMARK
CLEARSPACE**
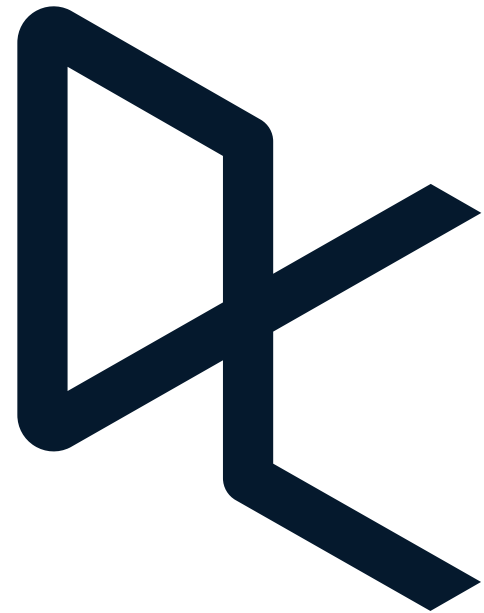


Logomark at 100%

Logomark at 25%
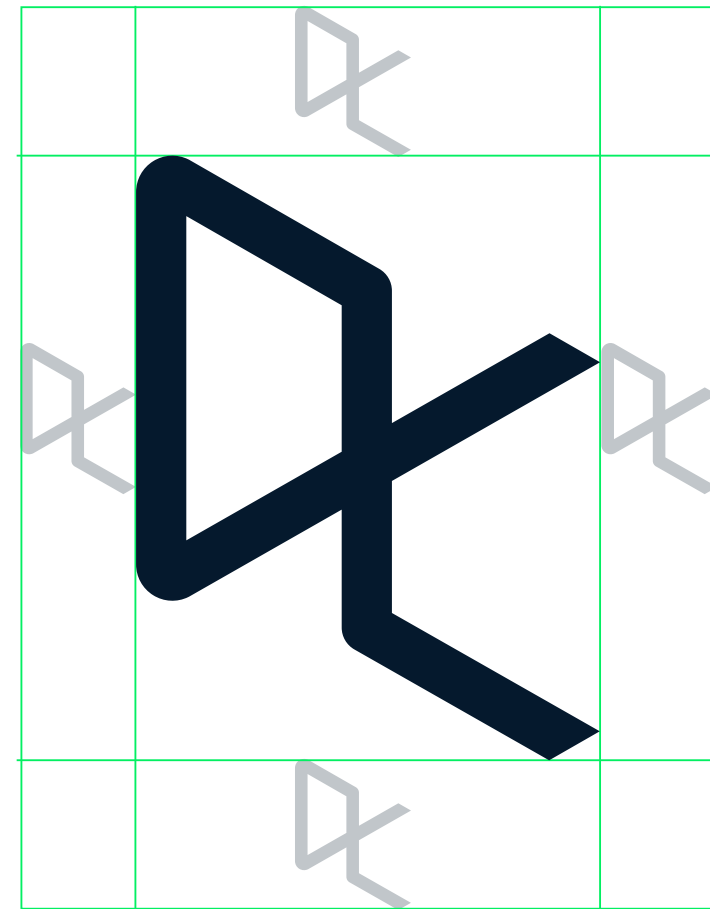
**2.2
LOGOMARK
SCALE**

The primary logomark should always be scaled
while maintaining its original proportions.
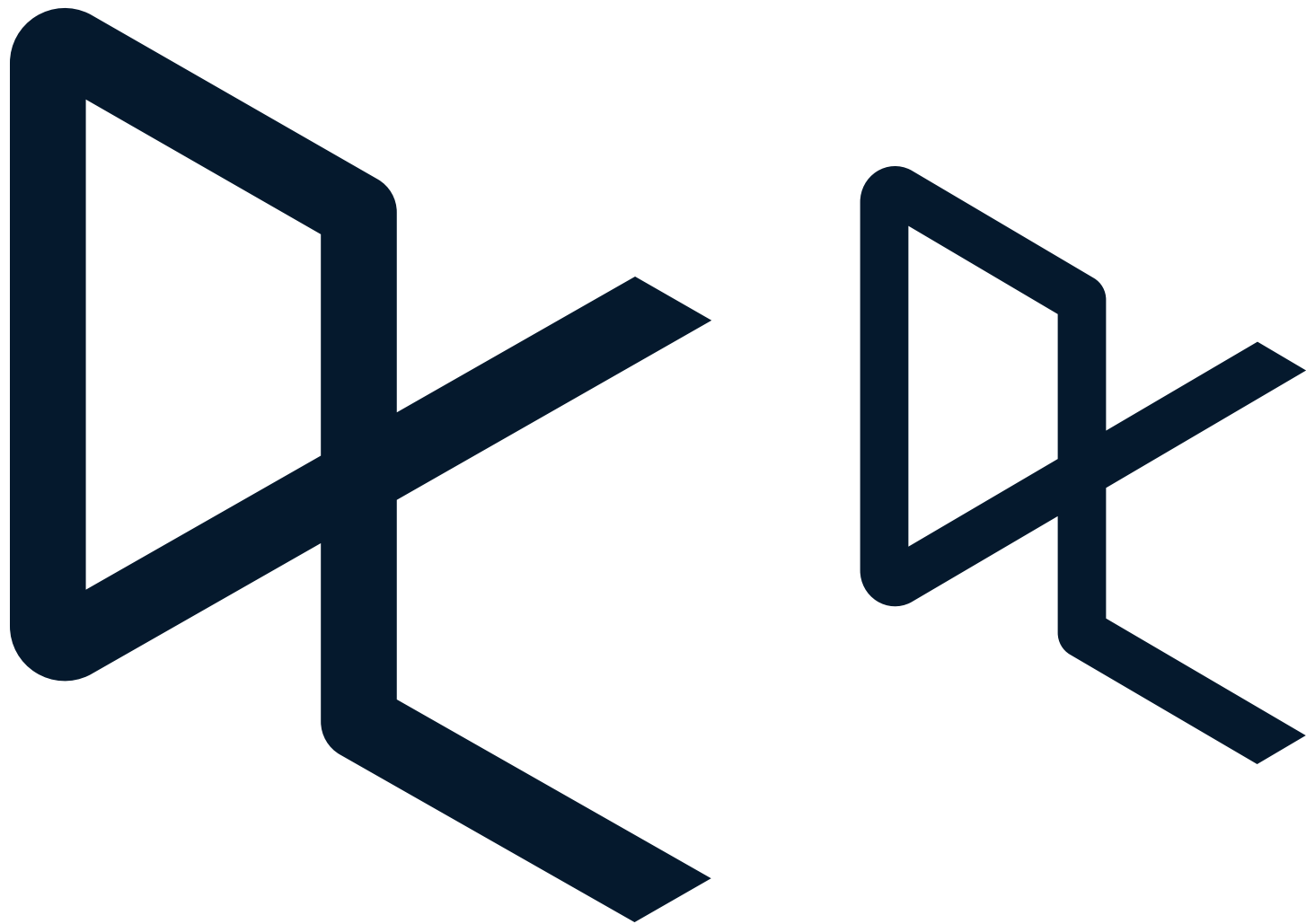
**2.2
LOGOMARK
SCALE**

Please be advised that in all media the
logomark should not be scaled below 0.3" in
height for print, and below 64 px  in height for
on-screen. This is to avoid any degradation of
the mark.

Minimum Scale
Digital – 64 px height

Minimum Scale
Print – 0.3 in height

**2.2**
**LOGOMARK**
DONTS

Don't outline the logomark
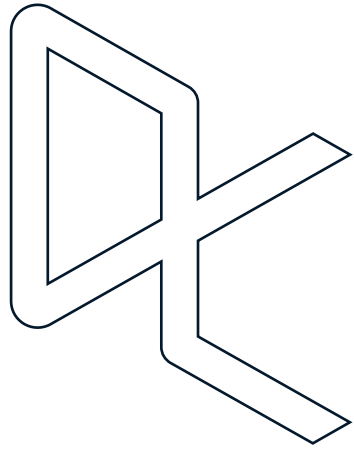


Don't rotate the logomark
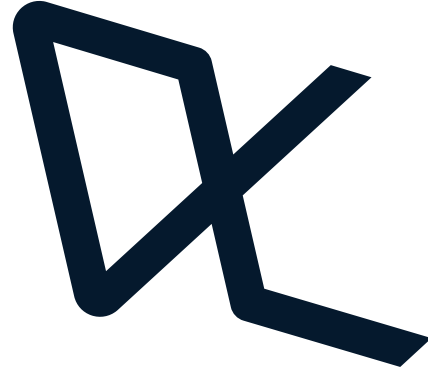


Don't flip the logomark
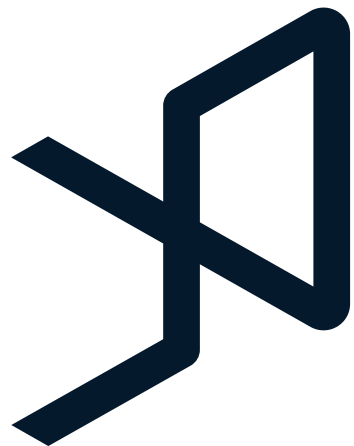


Don't crop the logomark

**2.2**
**LOGOMARK**
DONTS

Don't stretch or squeeze the logomark
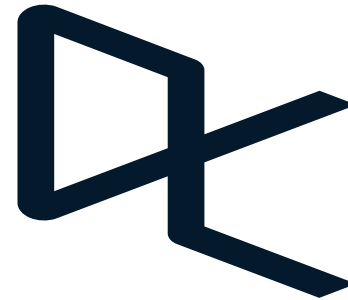


Don't place the logomark in a box on top of a solid background or photograph. The logomark should sit directly on the background
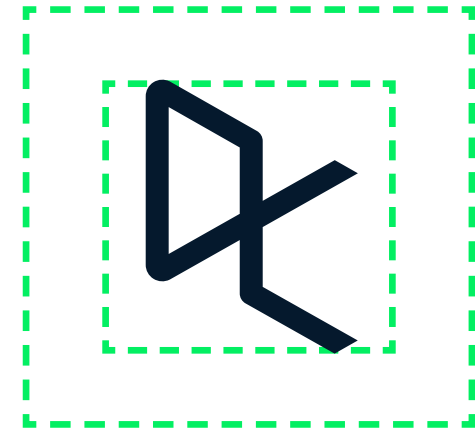


Don't use a container around the logomark
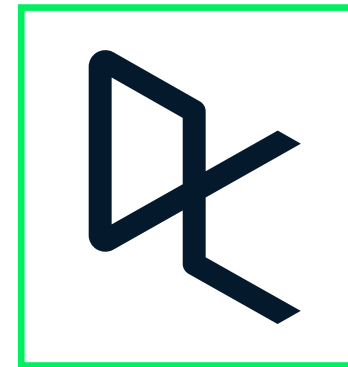
## 2.3
## WORDMARK

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datacamp

**2.3
WORDMARK
CLEARSPACE**

This example demonstrates how the 'm' from the logotype defines the minimum safety area. This area must not be imposed upon by other graphics.

**2.3
WORDMARK
CLEARSPACE**

'm' removed from wordmark at 100% scale defines safety margin

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Logomark at 100%

datacamp

## 2.3
## WORDMARK
## SCALE

The primary logotype should always be scaled while maintaining its original proportions. Please be advised that in all media the logotype should not be scaled below 0.13" in height for print, and below 22 px in height for on-screen. This is to avoid any degradation of the mark.

Minimum Scale
Print – 0.13 in height
Digital – 22 px height

*When using the logotype below 22 px on screen, an optimized logotype with adjusted spacing for this scale must be used.

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datacamp

**2.3**
**LOGOMARK**
DONTS

**2.3**
**LOGOMARK**
DONTS

✕ **Don't**

Don't outline the logotype

Don't rotate the logotype

Don't stretch or squeeze the logotype

Don't crop the logotype

Don't flip the logotype

Don't decrease spacing in the logotype

Don't increase spacing in the logotype

Don't put the logotype in unofficial colors

**2.4**
**LOCK-UP**

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**2.4
LOCK-UP
SPACING ELEMENTS**

**2.4
LOCK-UP**

Logomark at 100%

Logomark at 25%

**2.4
LOCK-UP**
CLEARSPACE

**2.4
LOCK-UP**
CLEARSPACE



Logomark at 100%

Logomark scaled 50% to
define safety margin

## 2.4
## LOCK-UP
## SCALE

The primary lock-up should always be scaled while maintaining its original proportions. Please be advised that in all media the lock-up should not be scaled below 0.3" in height for print, and 64 px in height for on-screen. This is to avoid any degradation of the mark.

Minimum Scale
Print – 0.3" height
Digital – 64 px height

**2.4**
**LOCK-UP**

datacamp clear as data

datacamp clear as data

**2.4**
**LOCK-UP**
CLEARSPACE
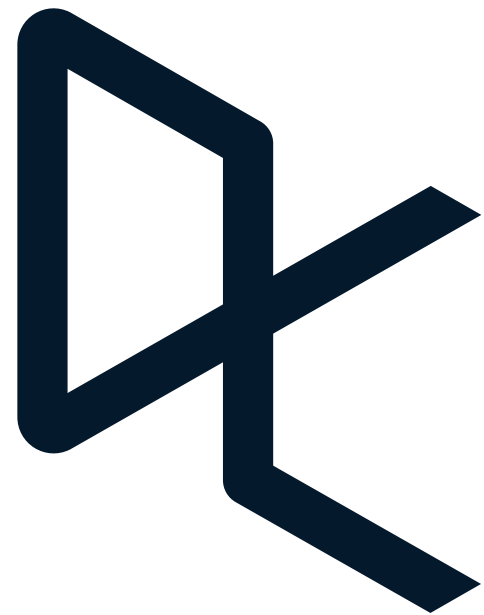
**2.4**
**LOCK-UP**
CLEARSPACE



Logomark at 100%

Logomark scaled 50% to
define safety margin

**2.4**
**LOCK-UP**
SCALE

Minimum Scale
Print – 1.0" height
Digital – 400 px height

2.4
LOCK-UP

**2.4
LOCK-UP
CLEARSPACE**

**2.4
LOCK-UP
CLEARSPACE**
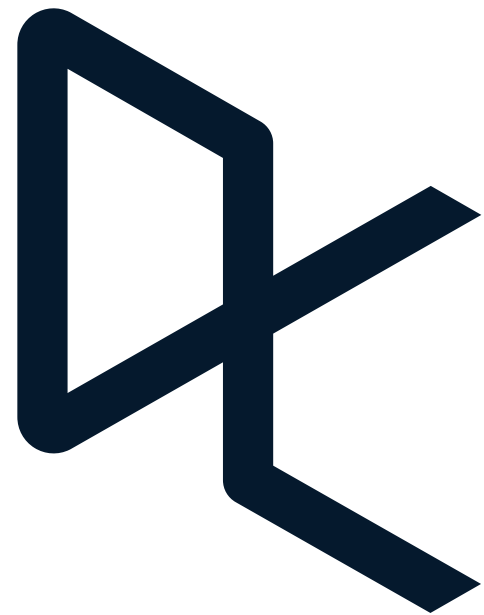
Logomark at 100%

Logomark scaled 33% to
define safety margin

**2.4**
**LOCK-UP**
SCALE



Minimum Scale
Print – 1.0" height
Digital – 400 px height

**2.4
LOCK-UP
DONTS**

**2.4
LOCK-UP
DONTS**

✕ **Don't**

Don't outline the lock-up

Don't rotate the lock-up

Don't flip the lock-up

Don't crop the lock-up

Don't stretch or squeeze the lock-up

Don't adjust spacing in the lock-up

Don't increase spacing in the lock-up

Don't put the lock-up in unofficial colors

2.5

# Logo Usage

**2.5**
**LOGOTYPE & LOGOMARK**
USAGE

Datacamp uses 3 types of logos—the logomark, wordmark and lock-up. See below for guidelines on when best to use each version.

Logomark



Wordmark



The logomark should be used most. Our logomark is simple, strong, and recognizable. It can be used anywhere that a user is already familiar with Datacamp.

The wordmark should be used whenever the brand name needs to be present but can also live separate from the logomark.

**2.5**
**LOGOTYPE & LOGOMARK**
USAGE

Lock-up



The Datacamp lock-up should be used whenever the brand needs to be fully represented alone. A use case would be on new collateral where someone might be seeing Datacamp for the very first time, or if Datacamp is a sponsor.

**2.5**
**LOGOTYPE & LOGOMARK**
USAGE

Example of lock-up usage. The lock-up should appear more frequently in the early stages of the new brand reveal so that people associate the name with the mark.



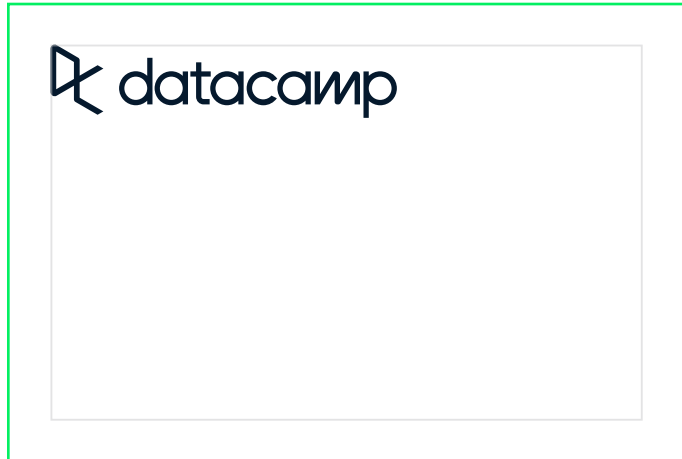When using the lock-up, the mark and wordmark should not be repeated elsewhere.
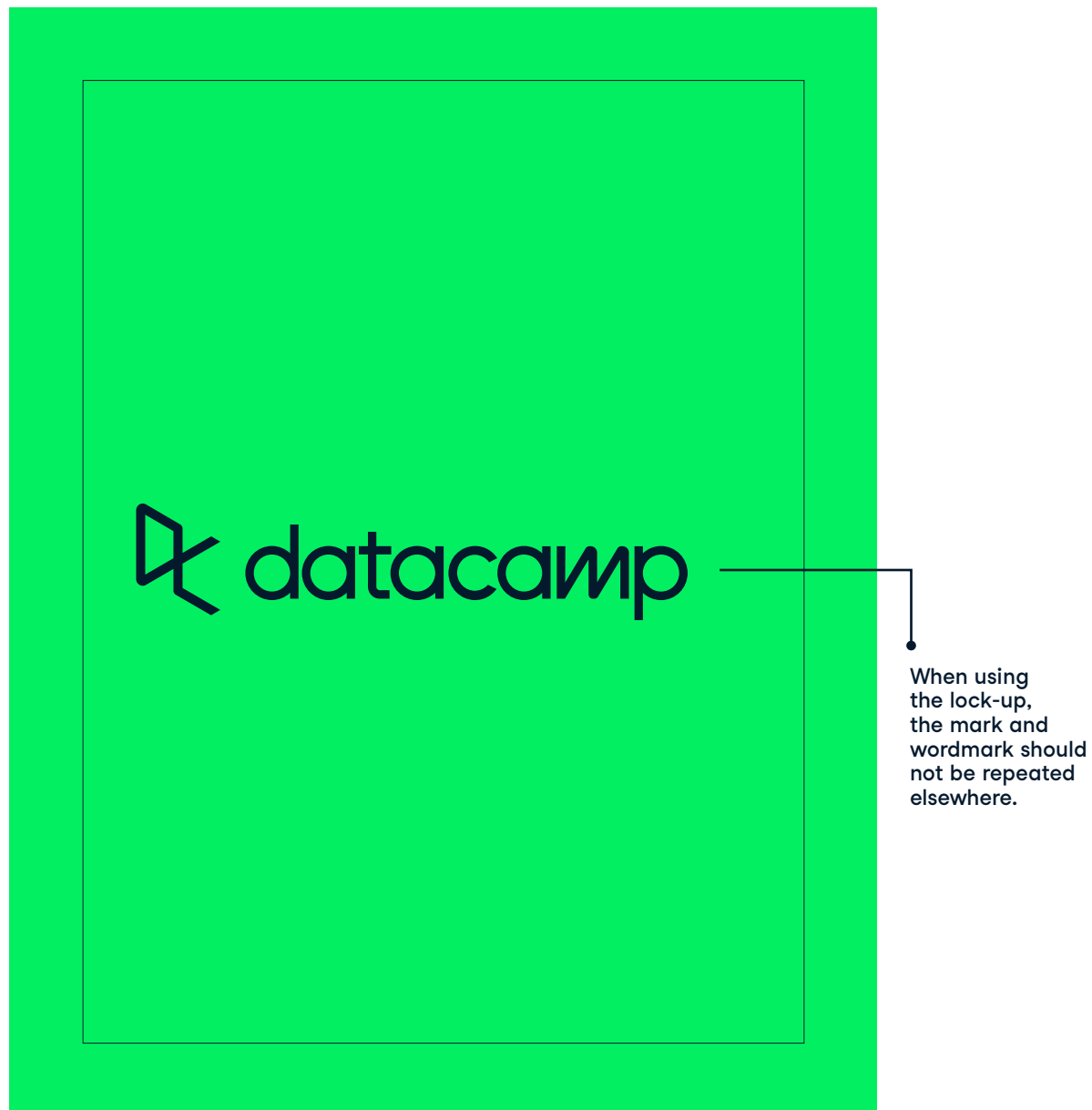
**2.5**
**LOGOTYPE & LOGOMARK**
USAGE

Example of logomark usage with wordmark. If the logomark can appear alone, it should. However the wordmark can support the logomark if in context it helps clarify the brand presence. It can also act as a grounding element if there is too much negative space in a layout.



When using the logomark, the wordmark can also appear on the page. Make sure it's not too close to the mark so that it doesn't appear to be a different lock-up.

The wordmark should not appear if the word "Datacamp" appears at a large scale in the layout. This will feel repetitive.

**2.5**
**LOGOTYPE & LOGOMARK**
USAGE
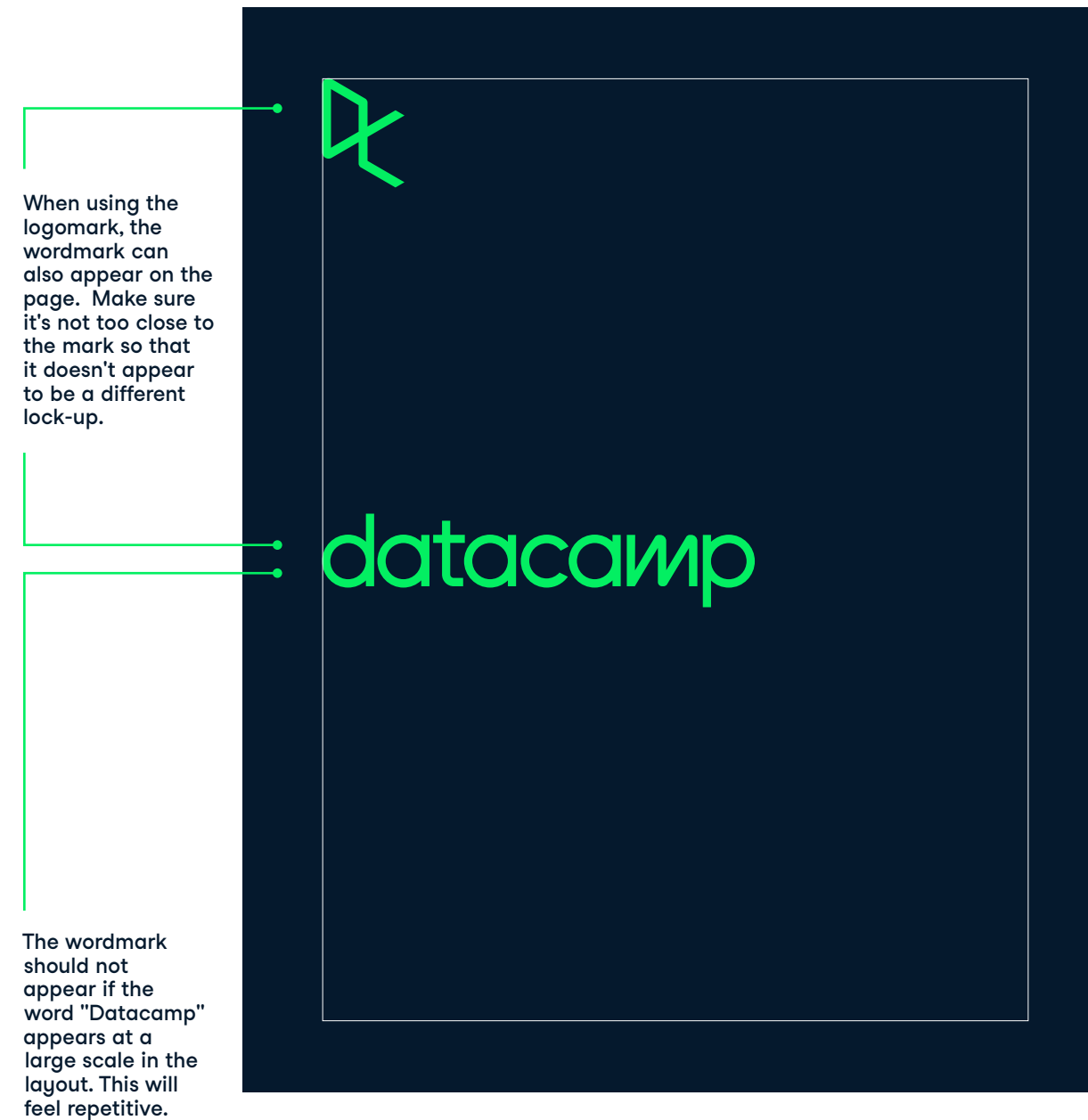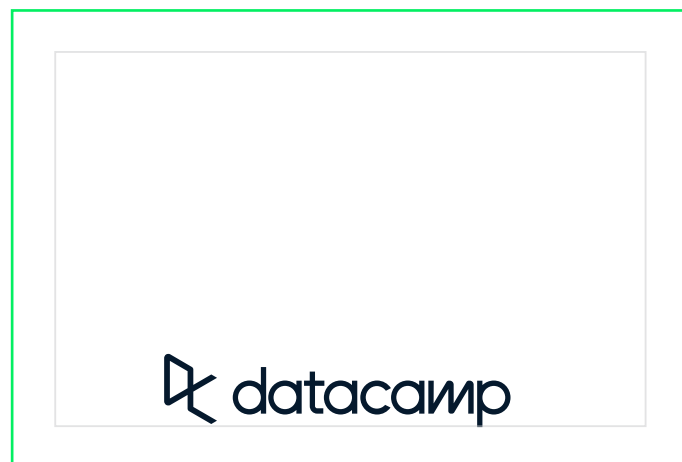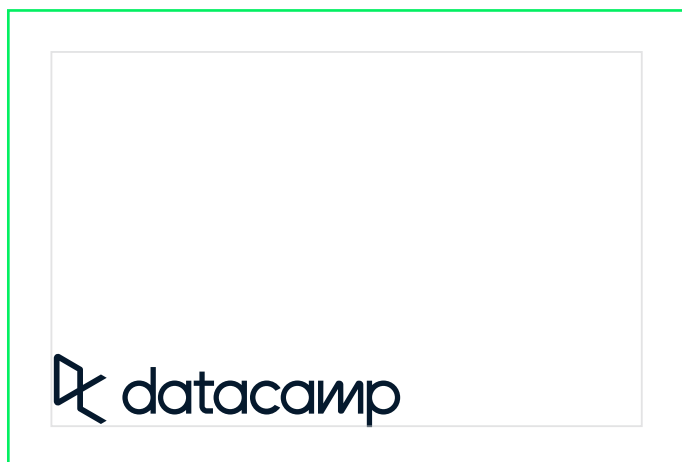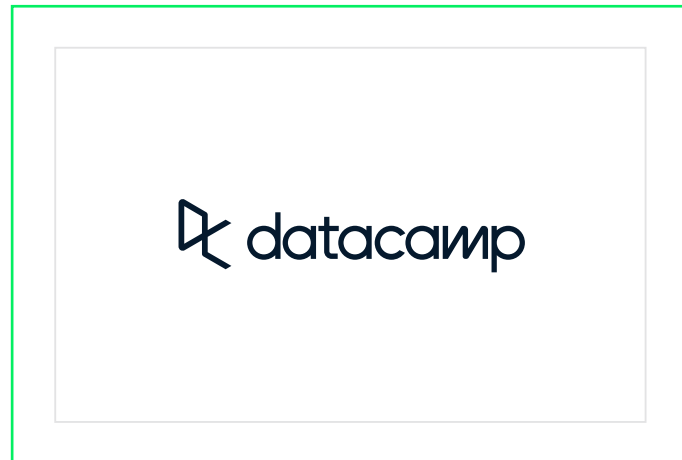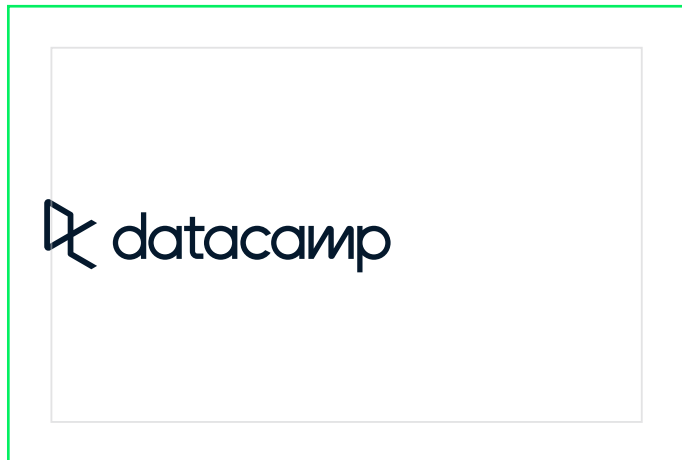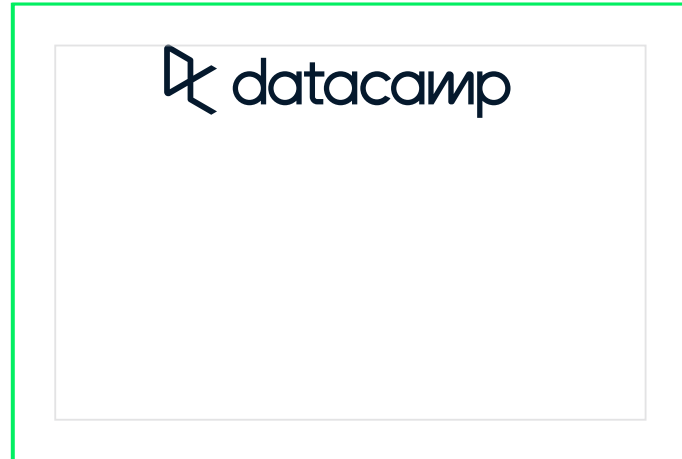
**2.5**
**LOGOTYPE & LOGOMARK**
USAGE

✔ **Do**

✘ **Don't**

# 3
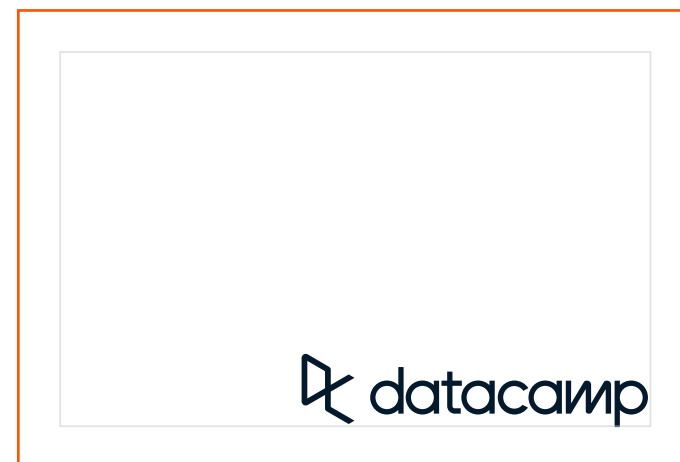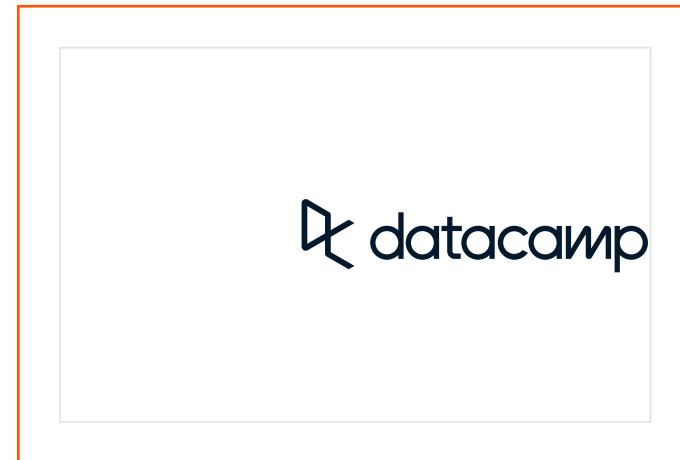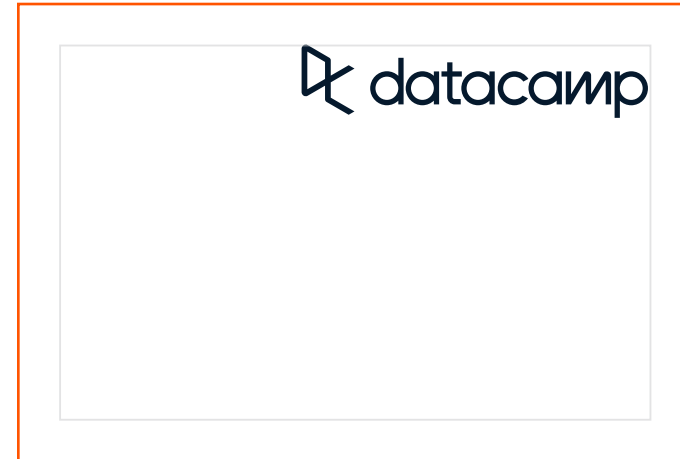
Color Palette

# 3.0

# Color Palette

Datacamp's color palette is vibrant and energetic. The use of balance and structure with color is crucial to the brand as a whole.

**3.0
COLOR**
COLOR PALETTE OVERVIEW

Green

C 63    R 3     PMS
M 0     G 239   7488 C
Y 90    B 98    7488 U
K 0

#03EF62

Navy

C 95    R 5     PMS
M 79    G 25    533 C
Y 53    B 45    289 U
K 66

#05192D

Red-orange

C 0     R 255   PMS
M 81    G 84    WARM RED C
Y 100   B 0     WARM RED U
K 0

#FF5400

Orange

C 0     R 255   PMS
M 51    G 147   130 C
Y 96    B 30    129 U
K 0

#FF931E

Yellow

C 2     R 252   PMS
M 17    G 206   115 C
Y 99    B 13    115 U
K 0

#FCCE0D

Blue

C 64    R 6     PMS
M 7     G 189   306 C
Y 0     B 252   306 U
K 0

#06BDFC

Dark purple

C 79    R 86    PMS
M 84    G 70    2738 C
Y 0     B 165   2738 U
K 0

#5646A5

Purple

C 69    R 121   PMS
M 76    G 51    2725 C
Y 0     B 255   2124 U
K 0

#7933FF

Pink

C 0     R 255   PMS
M 72    G 110   231 C
Y 2     B 169   231 U
K 0

#FF6EA9

Neutrals

C 2     R 247   PMS
M 2     G 247   COOL GRAY 1 C
Y 0     B 252   COOL GRAY 1 U
K 0

#F7F7FC

C 5     R 239   PMS
M 3     G 239   434 C
Y 3     B 239   434 U
K 0

#EFEFEF

C 8     R 232   PMS
M 6     G 232   COOL GRAY 3 C
Y 5     B 234   COOL GRAY 3 U
K 0

#E8E8EA

C 13    R 217   PMS
M 11    G 217   COOL GRAY 4 C
Y 5     B 226   COOL GRAY 4 U
K 0

#D9D9E2

C 0     R 255   PMS
M 1     G 251   WARM GRAY 1 C
Y 4     B 243   WARM GRAY 1 U
K 0

#FFFBF3

C 2     R 247   PMS
M 3     G 243   WARM GRAY 2 C
Y 6     B 235   WARM GRAY 2 U
K 0

#F7F3EB

C 5     R 239   PMS
M 5     G 235   WARM GRAY 3 C
Y 9     B 228   WARM GRAY 3 U
K 0

#EFEBE4

C 9     R 229   PMS
M 8     G 225   WARM GRAY 4 C
Y 12    B 218   WARM GRAY 4 U
K 0

#E5E1DA

# 3.1

# Color Usage

Finding the right balance of color is important to maintaining brand clarity and consistency. Use these guidelines to help find the perfect ratio.

**3.2**
**COLOR USAGE**
HIERARCHY

**3.2**
**COLOR USAGE**
HIERARCHY

Core

Secondary

Neutrals
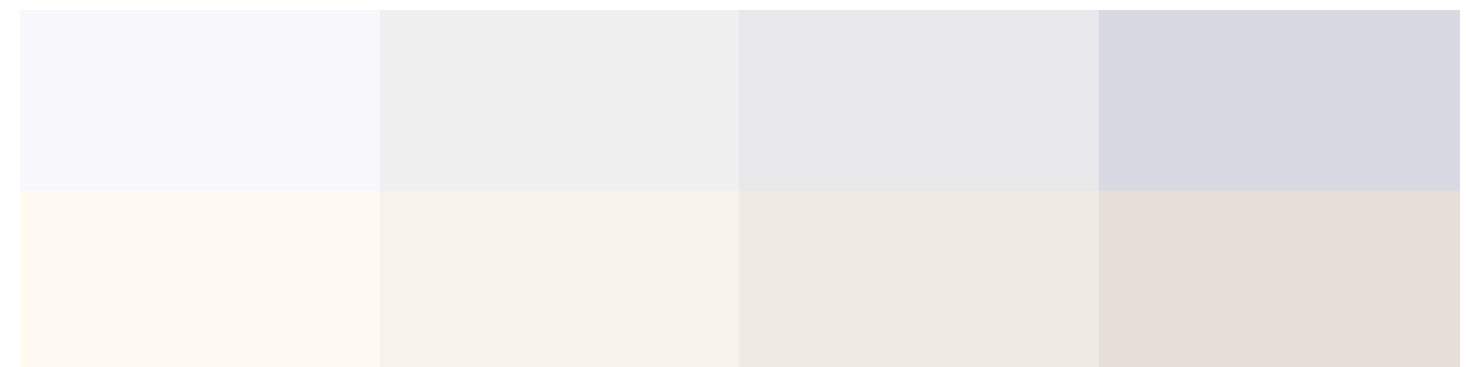
**3.2**
**COLOR USAGE**
HIERARCHY

Red-orange should be used promintently in B2B communication. In B2B communication the red-orange color becomes the core color in call to action items and headers.
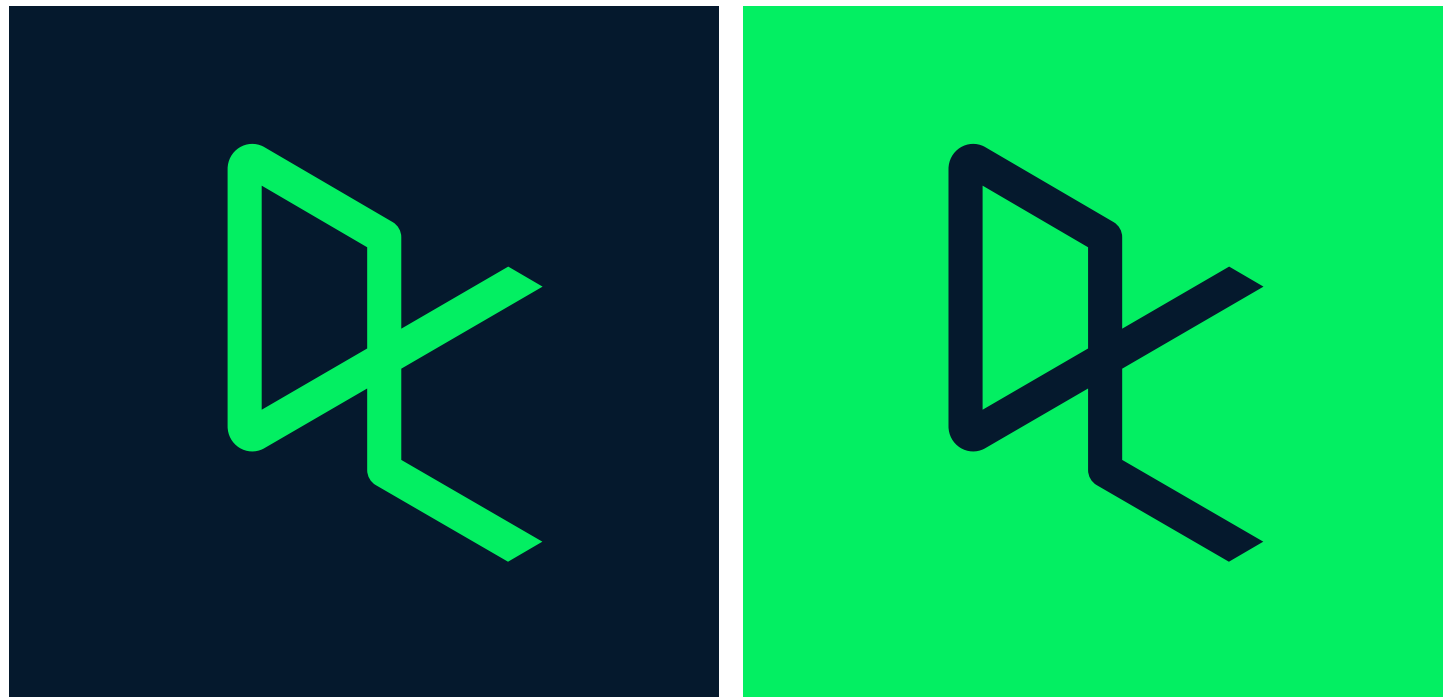
Red-orange = B2B

**3.2**
**COLOR USAGE**
HIERARCHY

An example of using red-orange in B2B communication can be seen below.



datacamp

**The Datacamp**
**Learning Experience**

Our comprehensive approach gives your employees the tools they need to start applying their new data skills right away.

**Learn**
Equip your employees with the most engaging curriculum and learning platform for data science and analytics.

**Practice**
Make it easy for managers to create assignments and track team progress from a dedicated dashboard, plus seamless SSO and LMS integrations.

**Apply**
Tailor the power of learning-by-doing to the scale of your company's needs.

**Professional**

$300 per user, per year

✓ 330+ courses

**Enterprise**

Contact us for pricing

✓ Pay per license or pay per hour of

**3.3**
**COLOR USAGE**
PAIRINGS

The color pairings examples seen below,
count for all of Datacamp's logo versions.

**3.3**
**COLOR USAGE**
PAIRINGS

AAA Color
WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. WCAG 2.1 requires a contrast ratio of at least 3:1 for graphics and user interface components (such as form input borders). WCAG Level AAA requires a contrast ratio of at least 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger. When used in combination the primary colors create a Contrast Ratio: 11.43:1.

### Core





The dark blue logomark can be applied on all neutral colors in the color palette.

### 3.3
### COLOR USAGE
PAIRINGS

These color pairings are to be used for special occassions like marketing and campaign related communication.

**Secondary**
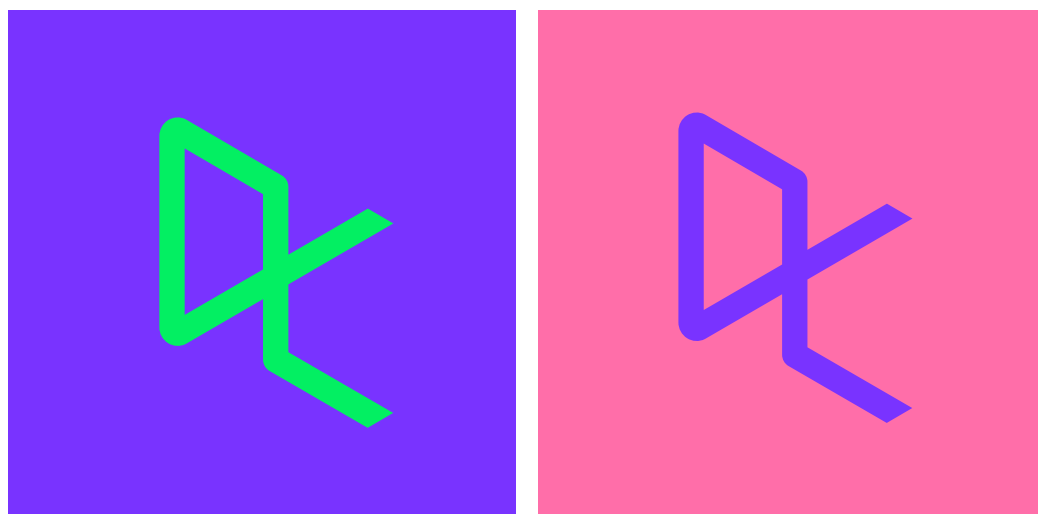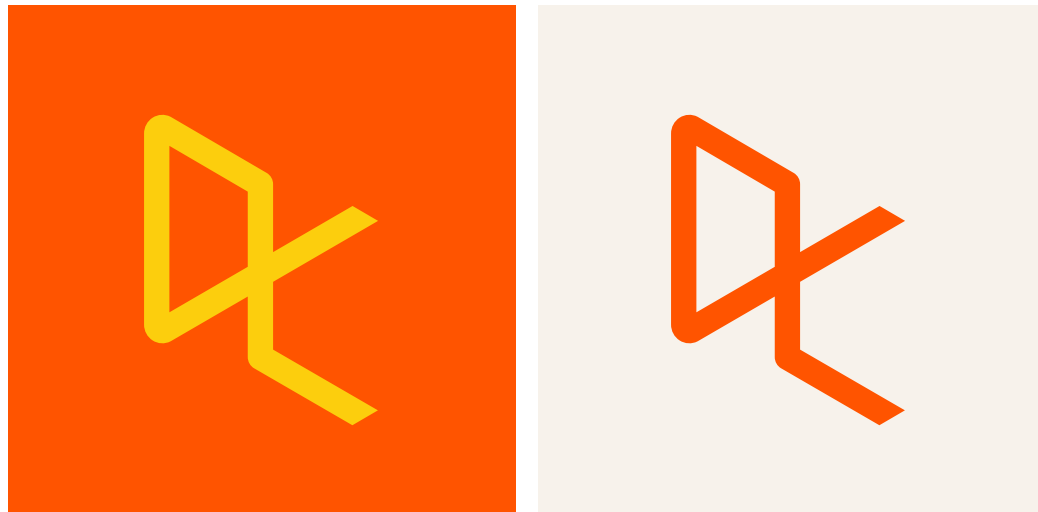
### 3.3
### COLOR USAGE
PAIRINGS

The color pairings examples seen below, count for all of Datacamp's logo versions.
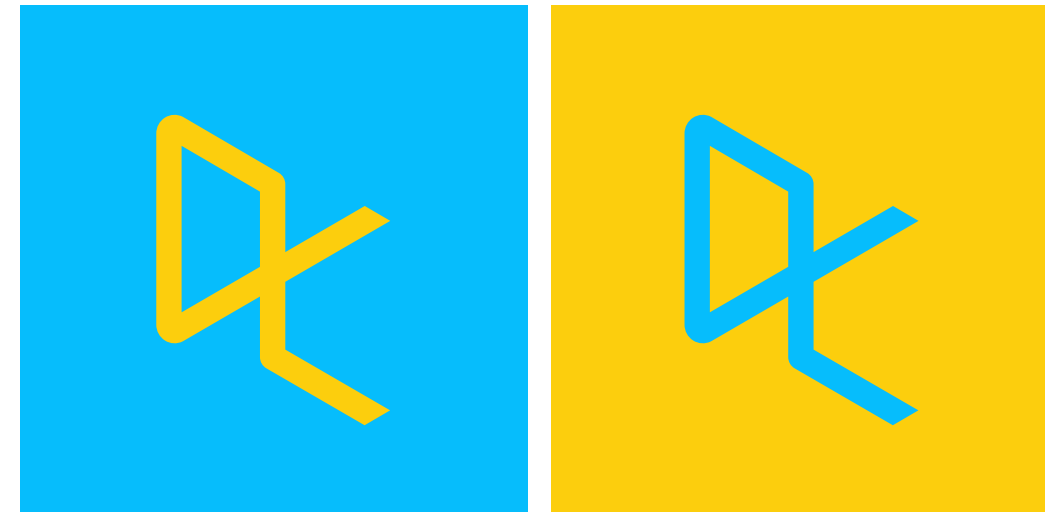


**Black + White**
Use black and white only when color is not a possibility.

**3.3**
**COLOR USAGE**
PAIRINGS

The color pairings examples seen below,
count for all of Datacamp's logo versions.

**3.3**
**COLOR USAGE**
PAIRINGS

✕ **Don't**

Don't use navy on any
secondary color

Don't use white on any
secondary color

Don't use any secondary color
on navy
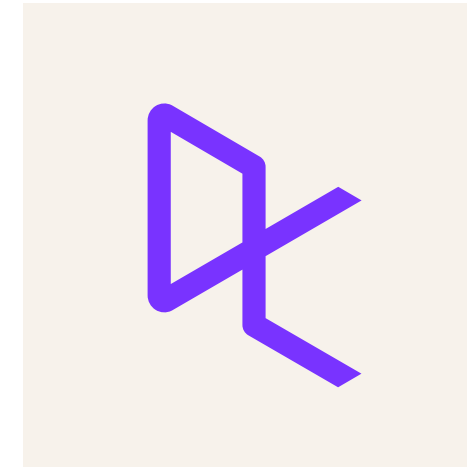
Don't use any color other than
navy and red on neutrals.
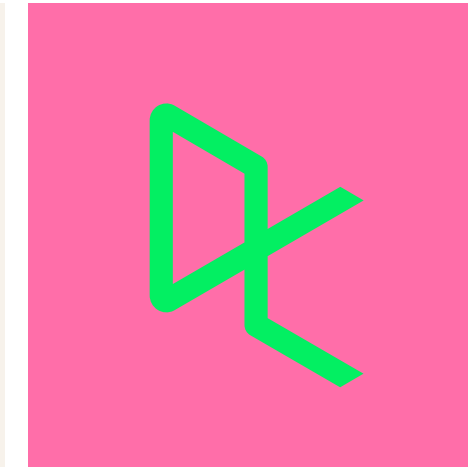
Don't use any other color
combination than shown in
the previous two pages.

**3.3**
**COLOR USAGE**
PAIRINGS

Below are special color combinations
for logo lockups with the brand line.

Logo color specials

**3.3**
**COLOR USAGE**
PAIRINGS
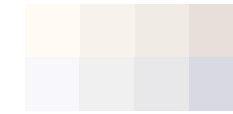
These color pairings may be used on
any neutral background color.

**3.3**
**COLOR USAGE**
PAIRINGS

The beige background may be replaced
with any of the other neutral colors
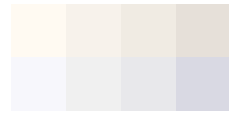
**3.3**
**COLOR USAGE**
PAIRINGS

Icon colors on neutral backgrounds



Icon colors on a navy background

**3.3**
**COLOR USAGE**
PAIRINGS

**3.3**
**COLOR USAGE**
PAIRINGS

The beige background may be replaced
with any of the other neutral colors

Background color for white icons



Background color for navy icons

**3.3**
**COLOR USAGE**
PAIRINGS
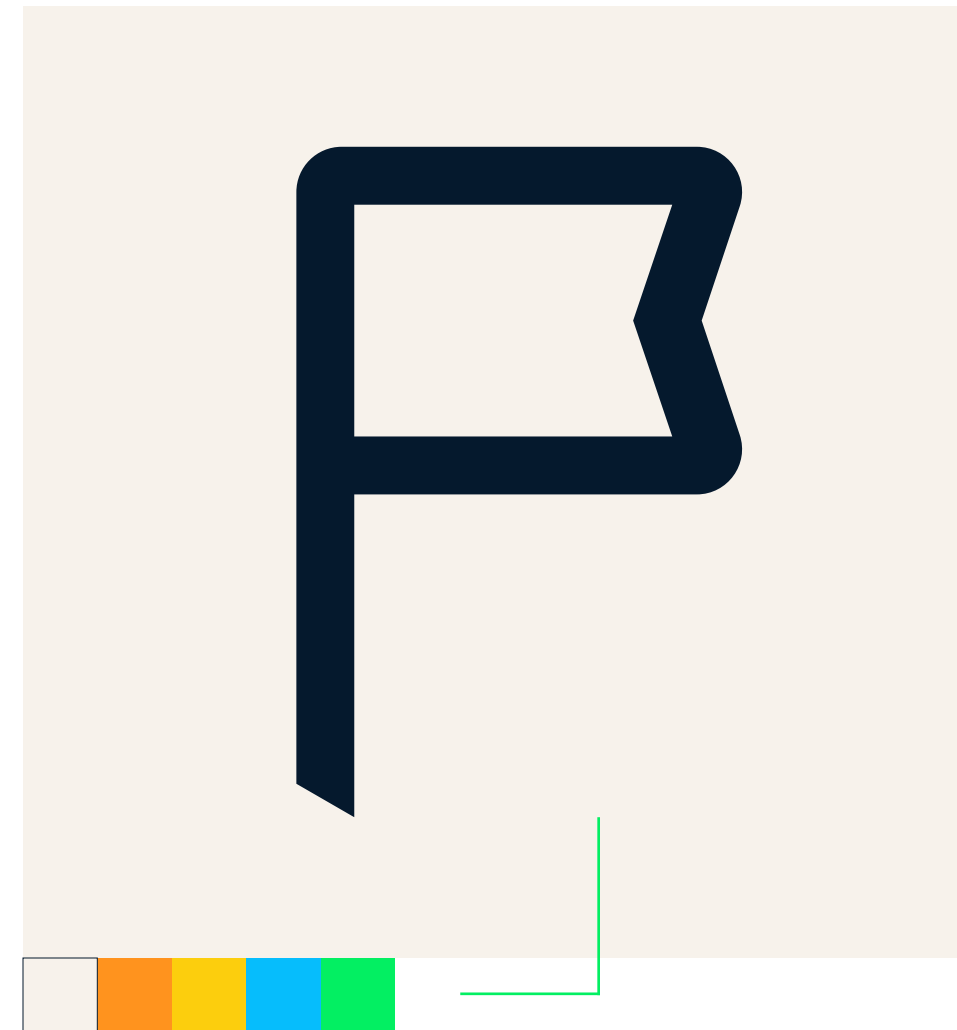
**3.3**
**COLOR USAGE**
PAIRINGS

✕ **Don't**



Don't use yellow icons on neutral colors.



Non-core colors should not be layered with typography. Don't use any other combination than stated here.



Don't use white icons on light colors.



Don't use dark blue icons on dark colors.

**3.3**
**COLOR USAGE**
PAIRINGS
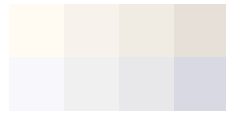
The beige background may be replaced with any of the other neutral colors

Headers

| Header | Header | Header |
|--------|--------|--------|
| Header | Header | Header |
| Header | Header | Header |
| Header | Header | Header |
| Header | Header | Header |
| Header | Header | |

**3.3**
**COLOR USAGE**
PAIRINGS

| Learn Data Science Online | Learn Data Science Online | Learn Data Science Online |
|---------------------------|---------------------------|---------------------------|
| Learn Data Science Online | Learn Data Science Online | Learn Data Science Online |
| Learn Data Science Online | Learn Data Science Online | Learn Data Science Online |

**3.3**
**COLOR USAGE**
PAIRINGS

**3.3**
**COLOR USAGE**
PAIRINGS

✕ **Don't**

| Header | Header | Header |
|--------|--------|--------|
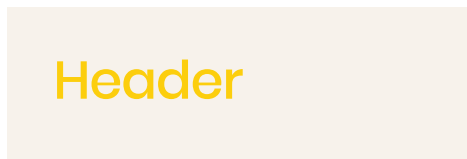
Don't use yellow typography on neutral colors.
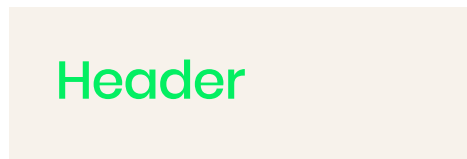
Don't use green typography on neutral colors.

Non-core colors should not be layered with typography. Don't use any other combination than stated here.

| Header | Header |
|--------|--------|
| Header | Header |
| Header | Header |
| Header | |

Don't use white typography on light colors.
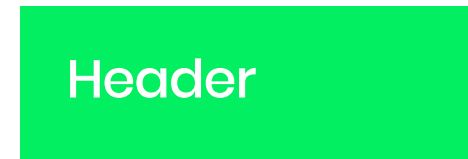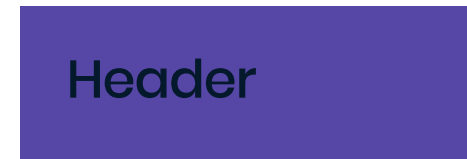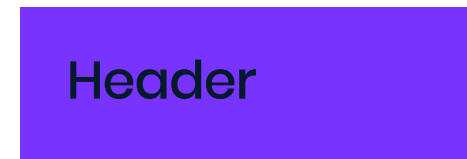
Don't use black typography on dark colors.

**3.3
COLOR USAGE
PAIRINGS**

**3.3
COLOR USAGE
PAIRINGS**

The beige background may be replaced
with any of the other neutral colors

Body text - white

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Body text - dark blue

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

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Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

**3.3**
**COLOR USAGE**
PAIRINGS

**3.3**
**COLOR USAGE**
PAIRINGS

✕ **Don't**

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Don't use white text on neutral colors.

Don't use white text on light colors.

Don't use green or yellow text on a neutral background.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Datacamp's lessons are bite-sized so you can learn in a way that fits your schedule, on any device.

Don't use blue text on dark colors.

Don't use any other body text color than dark blue or white.

## 3.4
## COLOR USAGE
USAGE BREAKDOWN

Usage Breakdown—Dark

Usage Breakdown—Light

Background color

Core colors & neutrals

Secondary color
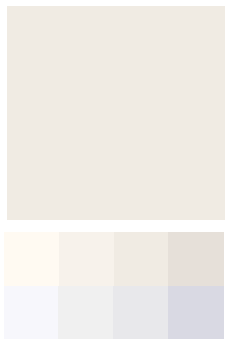
Highlights
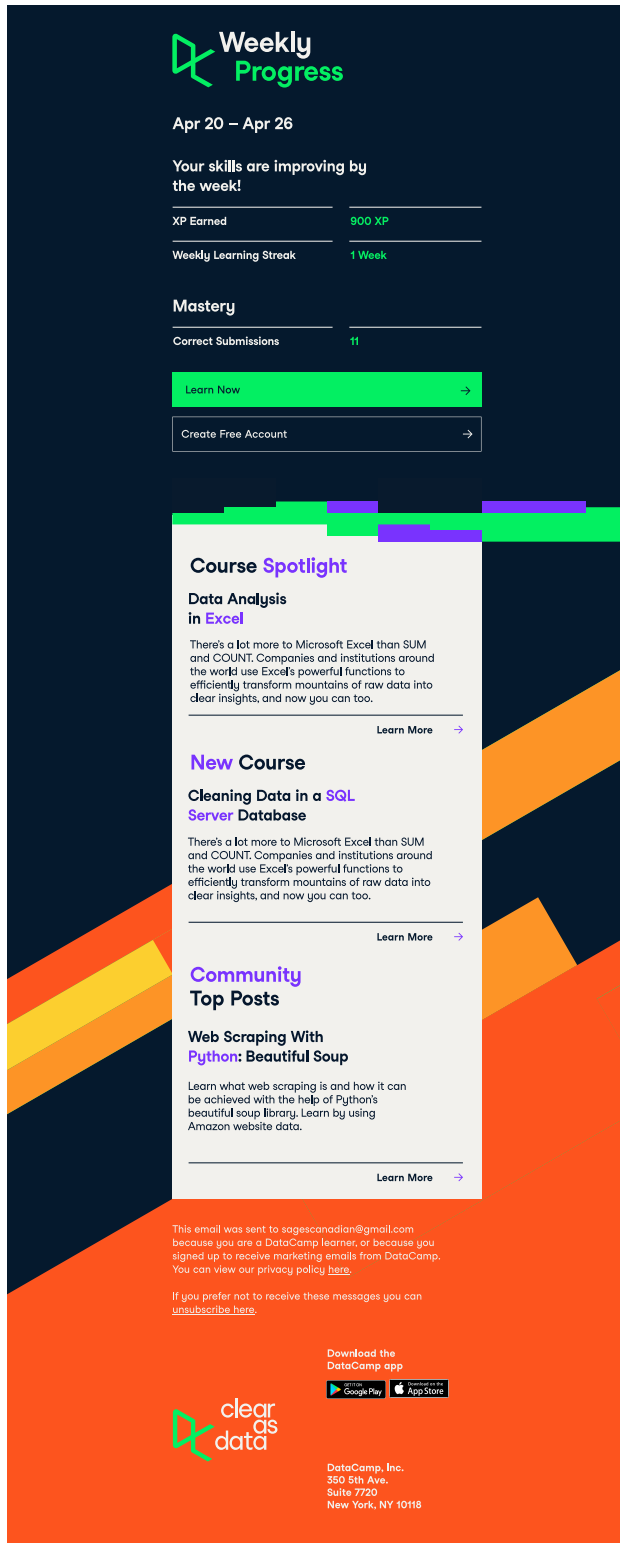
The beige tint should be used as a core background. To create contrast between sections, the use of other neutral tints will come into play.

## 3.4
# COLOR USAGE
## USAGE BREAKDOWN



### Color proportion

## 3.4
# COLOR USAGE
## USAGE BREAKDOWN



### Color proportion

## 3.4
## COLOR USAGE
USAGE BREAKDOWN



### Color proportion



## 3.4
## COLOR USAGE
USAGE BREAKDOWN
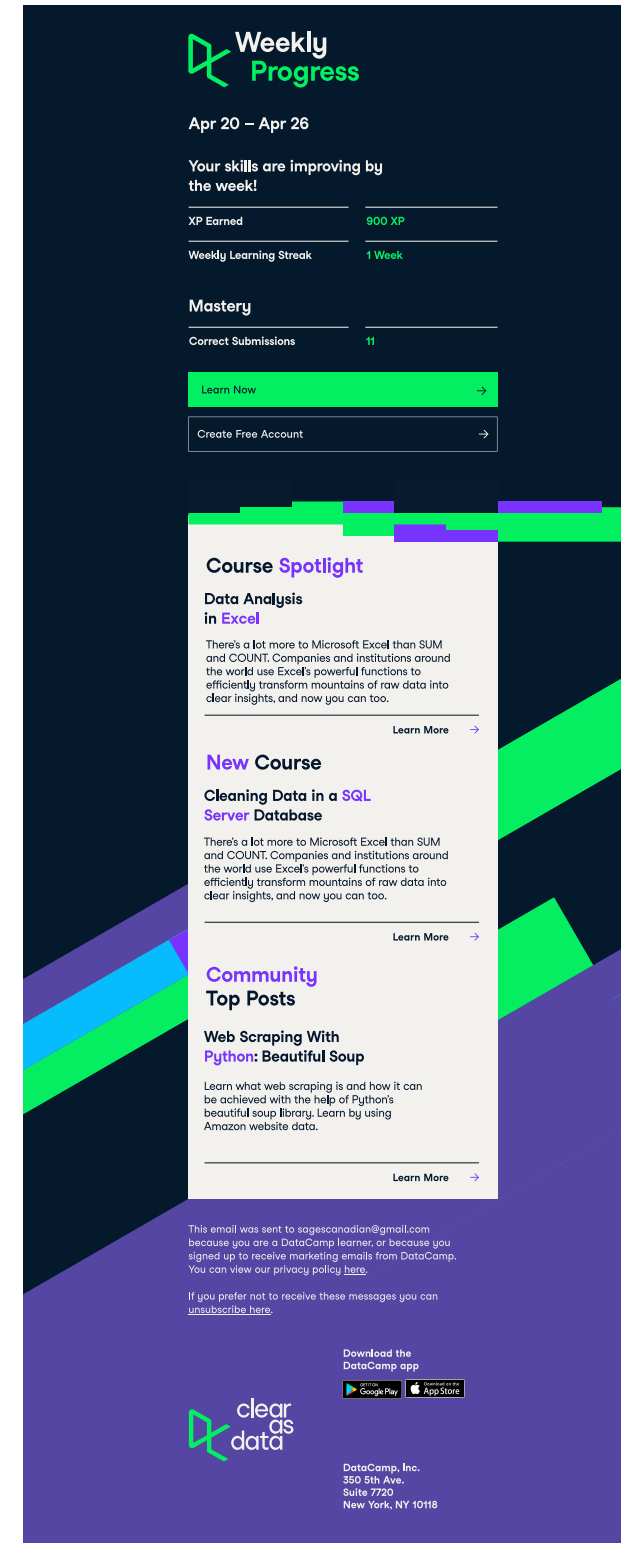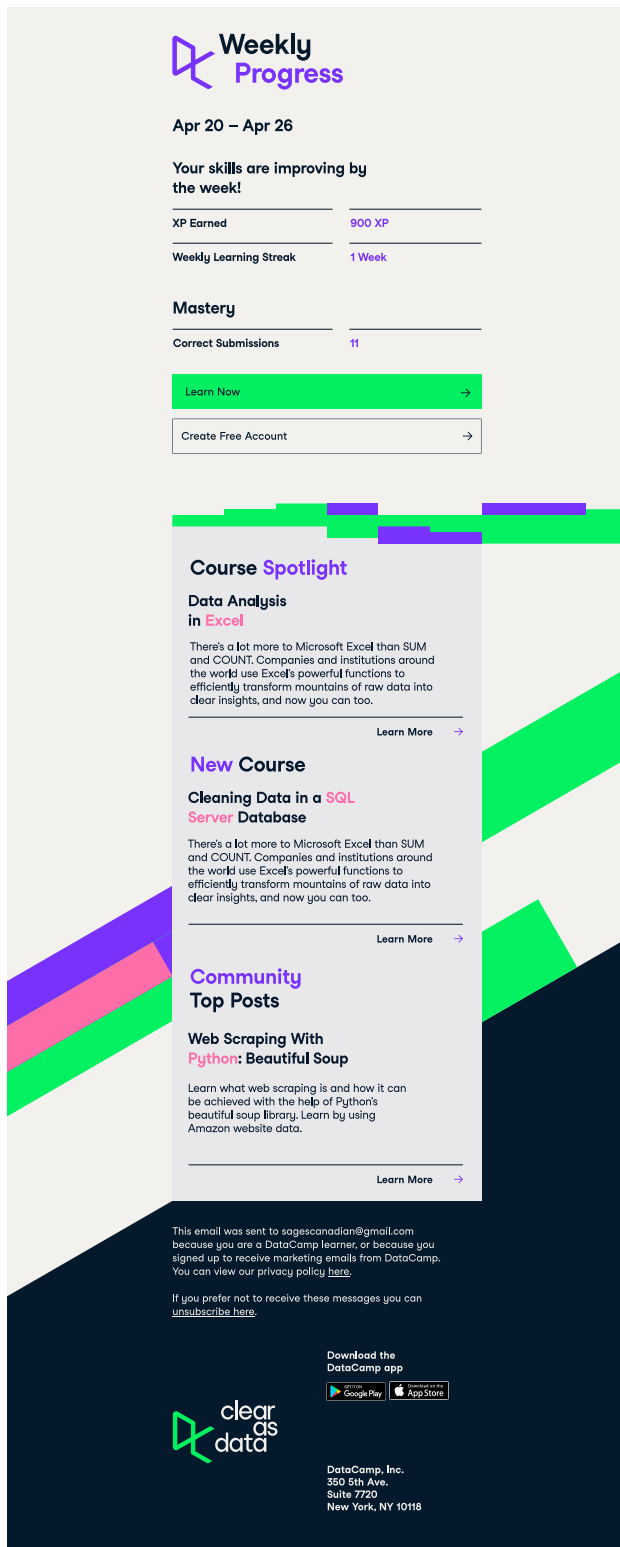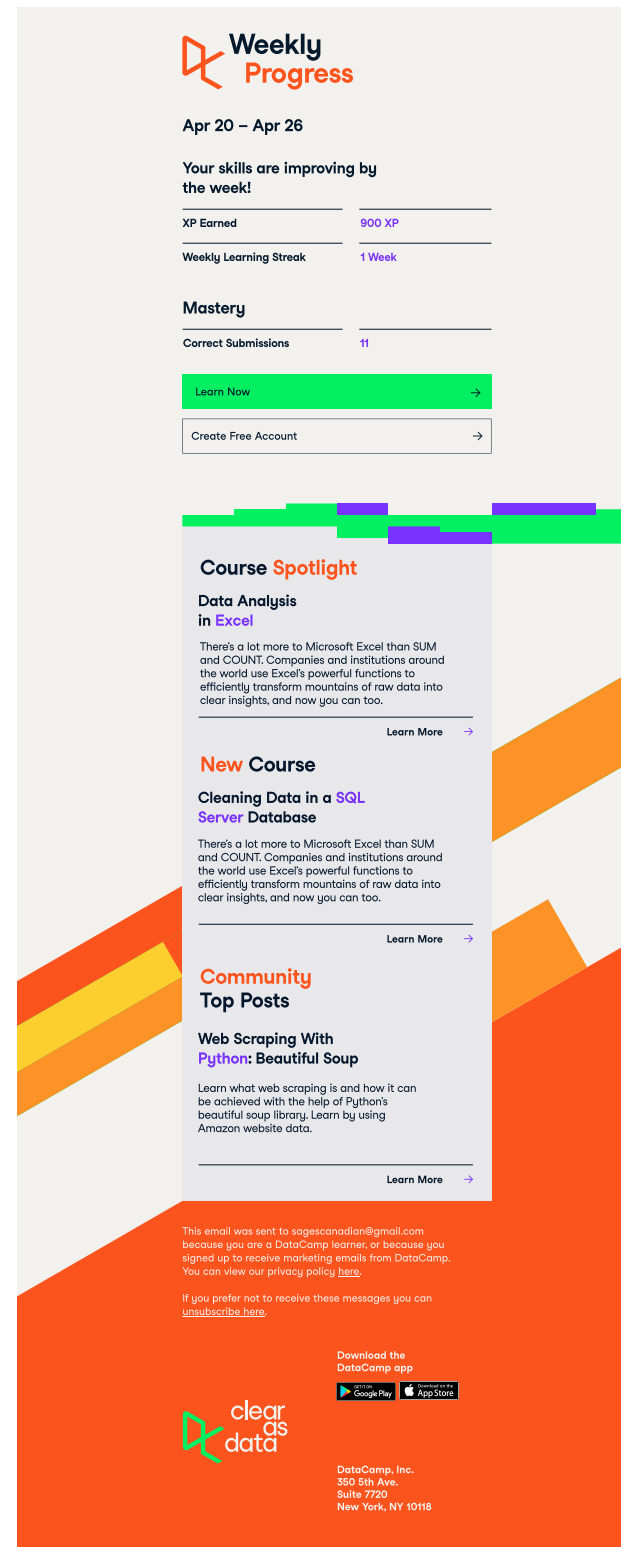


### Color proportion
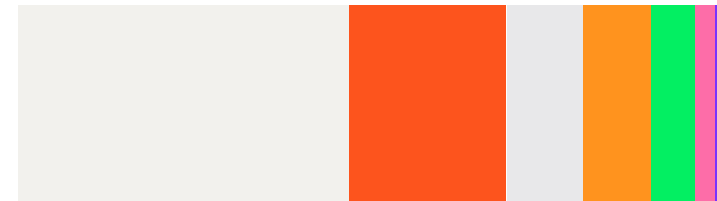
# 4

Typography

4.0

# Typography

Using typography with thought and intention is key to all aspects of the Datacamp brand. Consistency makes both ourselves and our words confident and unified.

Our primary typeface, Studio Feixen Sans, was chosen for it's unique friendliness and warmth. It holds as much value as any other component in our guidelines as it is seen across all textual language.

**4.0**
**STUDIO FEIXEN SANS**

# Studio Feixen Sans

Aa

## 4.0
## STUDIO FEIXEN SANS
WEIGHTS

Book

Regular

Medium

Bold

Writer

Regular

**4.1
STUDIO FEIXEN SANS
CHARACTER SETS**

Below are the character sets for Studio Feixen Sans

**4.1
STUDIO FEIXEN SANS
CHARACTER SETS**

Below are the character sets for Studio Feixen Sans

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Writer Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Writer offers great legibility in code.

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**4.2**
**Studio Feixen Sans**
UPPERCASE Leading

Below are the typesetting rules for line-height for upper case Studio Feixen Sans.

# IF THE FONT SIZE IS ABOVE 60PX, THE LINE-HEIGHT SHOULD BE THE SAME AS FONT SIZE.*

Studio Feixen Sans
60px / 60px
46pt / 46pt
-20 letter-spacing
ALL CAPS

*For type sizes over 50pt, line-height should be considered based on column width, length, weight, and most importantly, context.

If the font size is between 40px and 70px, multiply it by 1.05 To get the line-height.

Studio Feixen Sans
40px / 42px
30pt / 31.5pt
-10 letter-spacing
ALL CAPS

When the font size is between 26px and 40px, multiply it by 1.2 To get the line-height.

Studio Feixen Sans
26px / 32px
20pt / 24pt
-5 letter-spacing
ALL CAPS

When the font size is below 26px, the line-height should be considered based on column width, length, weight, and most importantly, context.

Studio Feixen Sans
16px / 21px
12pt / 16pt
0 letter-spacing
ALL CAPS

**4.2**
**STUDIO FEIXEN SANS**
UPPERCASE TRACKING

Below are the typesetting rules for letter-spacing for upper case Studio Feixen Sans.

# IF THE FONT SIZE IS ABOVE 66PX, THE LETTER-SPACING SHOULD BE -20.*

Studio Feixen Sans
68px / 65px
51pt / 49pt

-20 letter-spacing

ALL CAPS

*For type sizes over 68px, line-height should be considered based on column width, length, weight, and most importantly, context.

If the font size is between 40px and 66px, THE letter-spacing SHOULD BE -10.

Studio Feixen Sans
40px / 42px
30pt / 31.5pt
-10 letter-spacing
ALL CAPS

When the font size is between 26px and 38px, THE TRACKING SHOULD BE -5.

Studio Feixen Sans
26px / 32px
20pt / 24pt
-5 letter-spacing
ALL CAPS

When the font size is below 26px, the TRACKING should be considered based on column width, length, weight, and most importantly, context.

Studio Feixen Sans
16px / 21px
12pt / 16pt
0 letter-spacing
ALL CAPS

**4.3**
**STUDIO FEIXEN SANS**
SENTENCE CASE LEADING

Below are the typesetting rules for line-height for mixed case Studio Feixen Sans.

# If the font size is above 66px, the line-height should be the same as font size.*

Studio Feixen Sans
66px / 66px
50pt / 50pt
-20 letter-spacing

*For type sizes over 66px, line-height should be considered based on column width, length, weight, and most importantly, context.

## If the font size is between 40px and 66px, multiply it by 1.05 To get the line-height.

Studio Feixen Sans
40px / 42px
30pt / 31.5pt
-10 letter-spacing

When the font size is between 26px and 39px, multiply it by 1.2 To get the line-height.

Studio Feixen Sans
26px / 32px
20pt / 24pt
-5 letter-spacing

When the font size is below 26px, the line-height should be considered based on column width, length, weight, and most importantly, context.

Studio Feixen Sans
16px / 21px
12pt / 16pt
0 letter-spacing

---

**4.3**
**STUDIO FEIXEN SANS**
SENTENCE CASE TRACKING

Below are the typesetting rules for letter-spacing for mixed case Studio Feixen Sans.

# If the font size is above 66px, the letter-spacing should be -20.*

Studio Feixen Sans
66px / 66px
50pt / 50pt
-20 letter-spacing
ALL CAPS

*For type sizes over 66px, line-height should be considered based on column width, length, weight, and most importantly, context.

## If the font size is between 40px and 66px, the letter-spacing should be -10.

Studio Feixen Sans
40px / 42px
30pt / 31.5t
-10 letter-spacing

When the font size is between 26px and 39px, the letter-spacing should be -5.

Studio Feixen Sans
26px / 32px
20pt / 24pt
-5 letter-spacing

When the font size is below 26px, the letter-spacing should be considered based on column width, length, weight, and most importantly, context.

Studio Feixen Sans
16px / 21px
12pt / 16pt
0 letter-spacing

**4.4
STUDIO FEIXEN SANS
TYPESETTING**

# Use lower case bold in marketing headlines.

Studio Feixen Sans
Bold
40px / 42px
30pt / 31.5pt
-10 letter-spacing

Use Studio Feixen Sans Regular, Medium and Bold as digital header and sub-head faces. These three weights should be selected based on the desired impact.

Studio Feixen Sans
Regular
33px / 40px
25pt / 30pt
-10 letter-spacing

**Studio Feixen Sans Bold has more impact and is ideal for digital headers and smaller sub-heads.**

Studio Feixen Sans
Bold
33px / 40px
25pt / 30pt
-10 letter-spacing

Studio Feixen Sans Regular and Medium are ideal for sub-heads that appear at a large scale as they add a nice contrast to the uppercase bold headlines.

Studio Feixen Sans
Medium
33px / 40px
25pt / 30pt
-10 letter-spacing

**4.4
STUDIO FEIXEN SANS
TYPESETTING**

# Studio Feixen Sans book is rarely used—only when absolutely necessary.

Studio Feixen Sans
Book
33px / 40px
25pt / 30pt
-10 letter-spacing

Studio Feixen Sans Regular is the go-to weight for body copy in print. It is readable, sturdy. Make sure your line-length does not exceed an average of 10 words per line. This will keep the text from feeling too lengthy and will help with overall legibility.

The type styles used in these pages are a good starting point, but factors like column width, length and type of copy, text color, and more can affect what works best in any given scenario.

Studio Feixen Sans
Regular
16px / 21
12pt / 16px
0 letter-spacing

Studio Feixen Sans Medium is suitable when a text block is being highlighted, or when size goes below 9pt, as in captions.

Studio Feixen Sans
Medium
12px / 16px
9pt / 12pt
0 letter-spacing

Studio Feixen Sans Regular is slightly lighter in appearance, a difference that is still apparent at text size.

Studio Feixen Sans
Regular
12px / 16px
9pt / 12pt
0 letter-spacing

Other very small text should use looser line-height than large text, or easy readability at small sizes. Type size to line-height ratios used for captions should never be applied to larger text, as it will look too spaced out.

Studio Feixen Sans
Regular
9px / 15px
7pt / 11pt
0 letter-spacing

**4.4**
**STUDIO FEIXEN SANS**
**TYPESETTING**

# Avoid hyphens in display type, and try to keep lines of text relatively even.

Studio Feixen Sans
Bold
40pt / 42pt
-10 letter-spacing
Lower Case

When using multiple type sizes, they must be noticeably different from each other. Controlled variation in type size, weight, and so on creates a sense of hierarchy and balance, which is essential to successful layout.

Communication with copy writers is key when the copy provided does not allow the designer to follow these guidelines. Titles of collateral may need to be tweaked if descenders and ascenders are colliding.

When line-spacing and type size differ in side-by-side columns, try to use line-height values that share a common denominator.

(Right Column)
Studio Feixen Sans
Regular
20pt / 24pt
0 letter-spacing

(Left Column)
Studio Feixen Sans
Medium
12pt /16pt
-10 letter-spacing

✕ **Don't**

# Don't align text to center

≡

# Don't align text to the right

≡

This is a dumb quote. don't use it.

Always set quotations in smart or curly quotes, not dumb or straight quotes.

# 5

Iconography

# 5.0

# Iconography

Icons are one of the most important parts of Datacamp. Our icons are used at a small scale in our interface and at large scales in our communication materials. They are designed with a specificity and visual language that give them a character that is uniquely Datacamp.

**5.0
ICONOGRAPHY
STEPS**

**5.0
ICONOGRAPHY
STEPS**

The foundation of the iconography is stemmed
from the visual make up of the logomark.

# Datacamp iconography can be constructed in 5 steps.

Start with the initial icon sketch.
Finish with an icon that incorporates
the logomark's visual characteristics.

The result? A system of icons.
Consistent and truly Datacamp.

Angled Cuts
The logomark uses a
specific angle in the
segmented cuts.

Rounded Corners
The logomark uses
rounded corners.
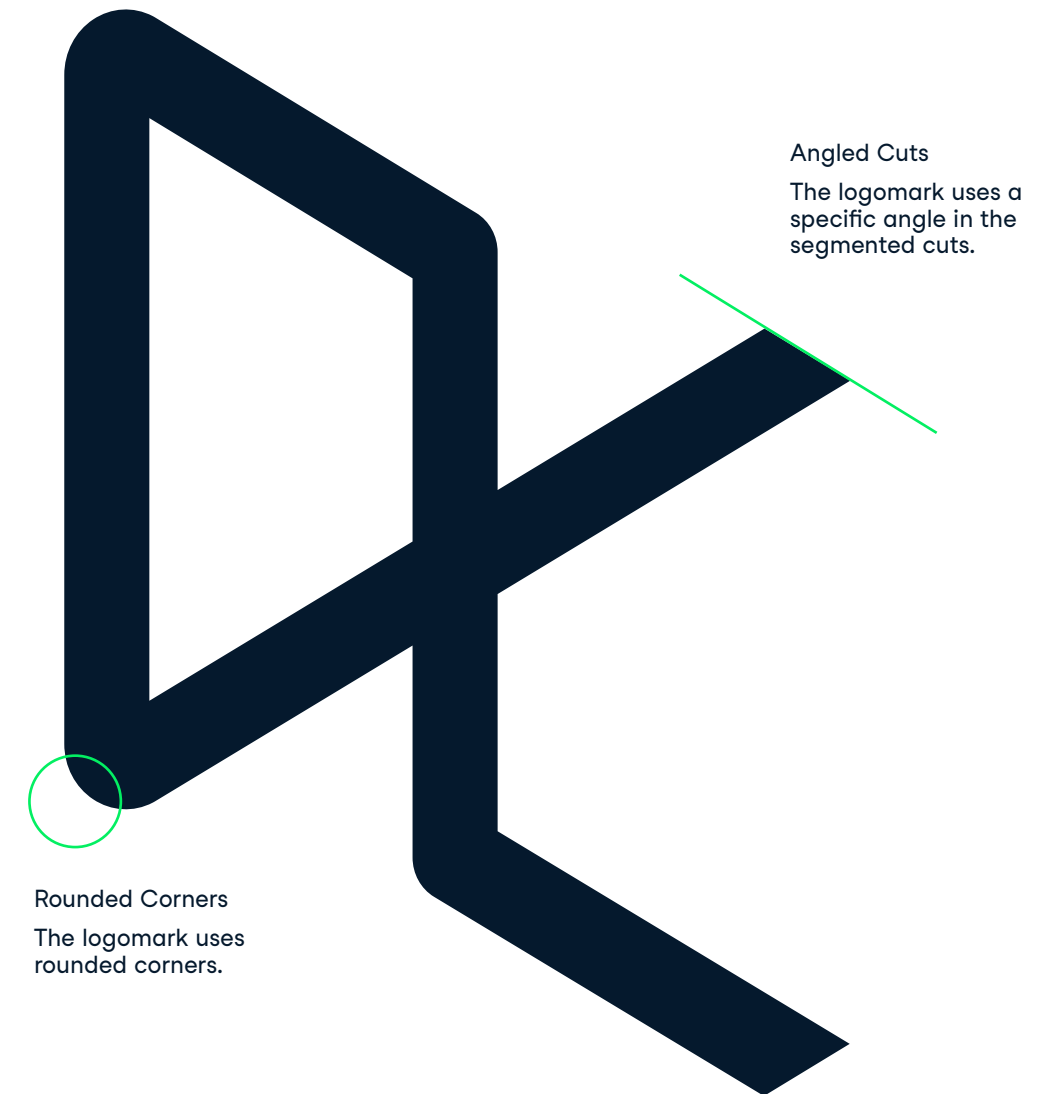
**5.0
ICONOGRAPHY
STEPS**

## Step 1
## General form

The designer does a loose initial sketch of the icon form. At this point the shape and form is the concern, not detail.
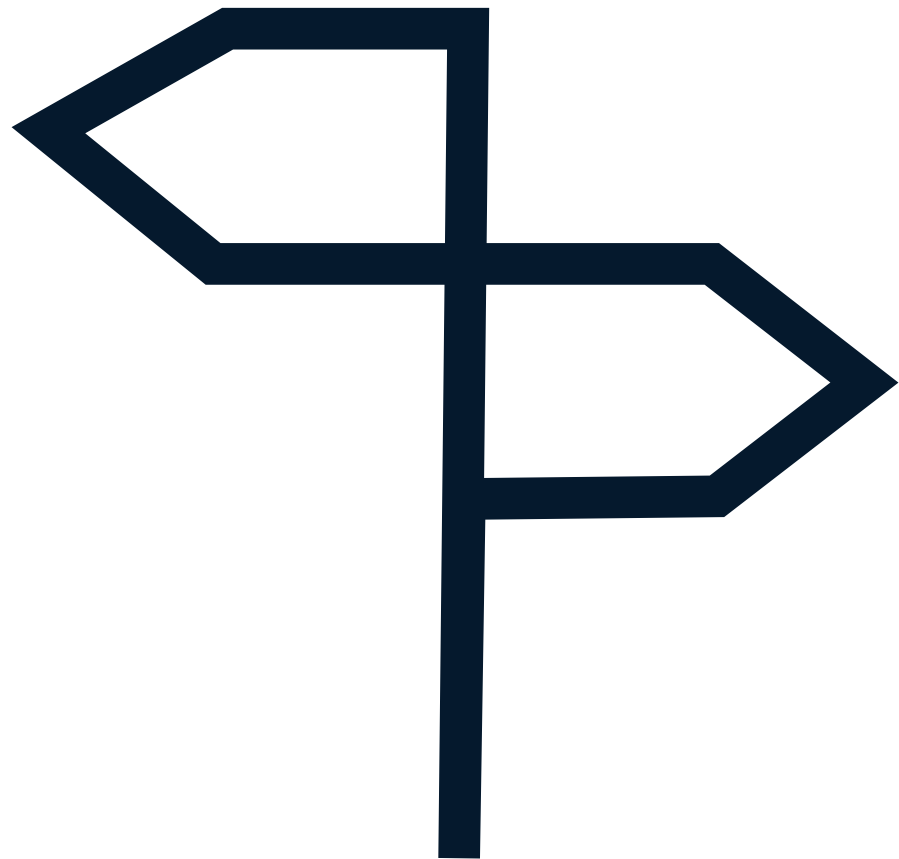
**5.0
ICONOGRAPHY
STEPS**

## Step 2
## Align to Grid

Once happy with the general shape, the designer aligns the icon construction to the Datacamp icon grid – a square 10 x 10 grid. This allows for consistent shapes and gaps to be used across different icons.
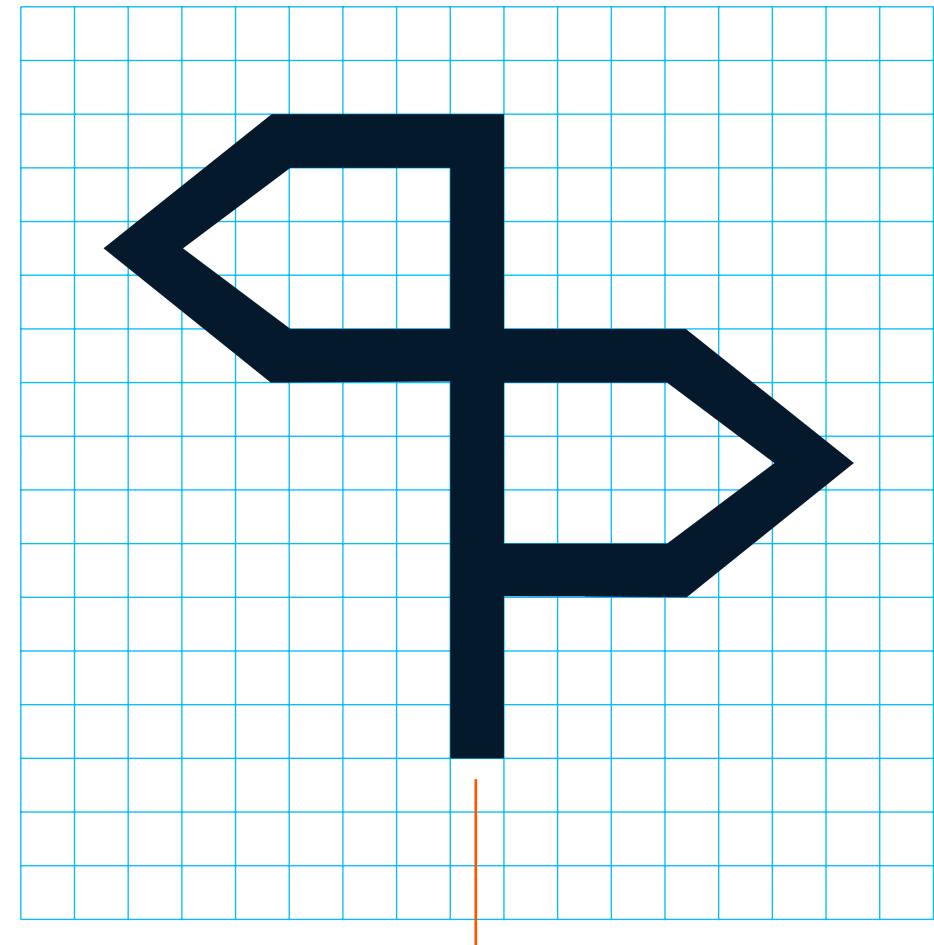


When the icon grid is 170 x 170 px, the stroke size of the icon will be 10 px.

**5.0**
**ICONOGRAPHY**
**STEPS**

**5.0**
**ICONOGRAPHY**
**STEPS**

# Step 3
# Add cuts

The designer applies a 30°
angled cut to the end of any
stroke terminals (a subtle nod
to the cuts in the brand mark)
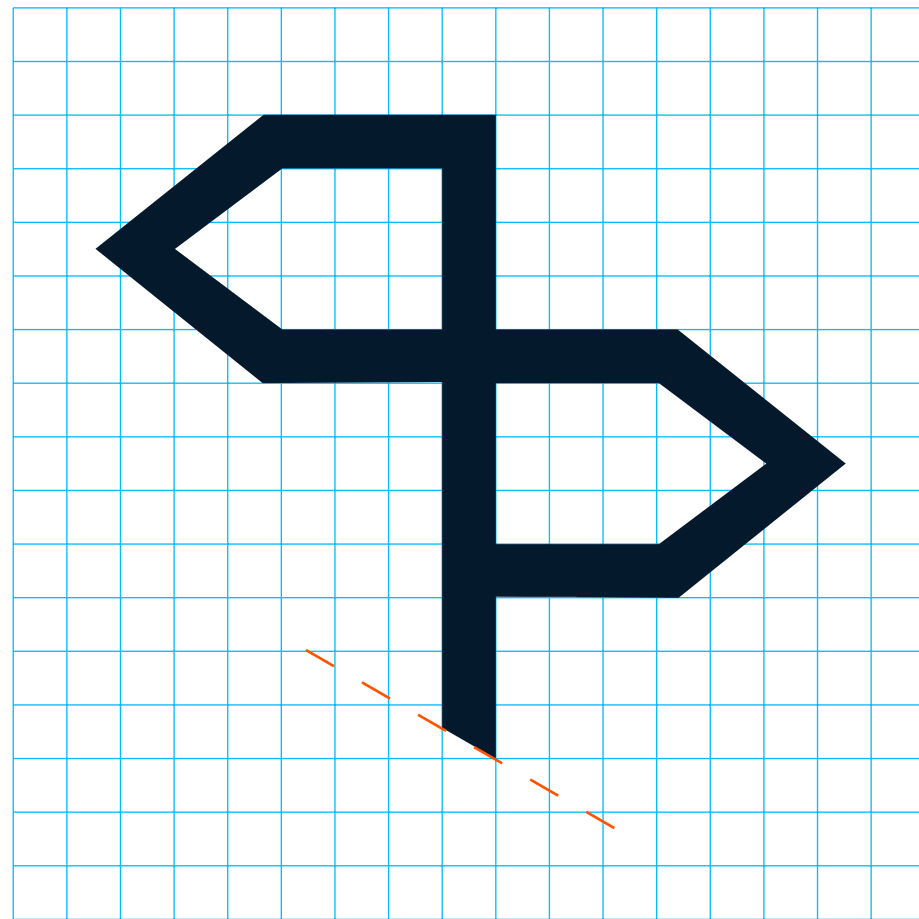
# Step 4
# Add rounding

Each icon should mix rounded
and straight cornered elements.
The designer should introduce
rounding in areas where it makes
balances visually within the form
and context of the icon.
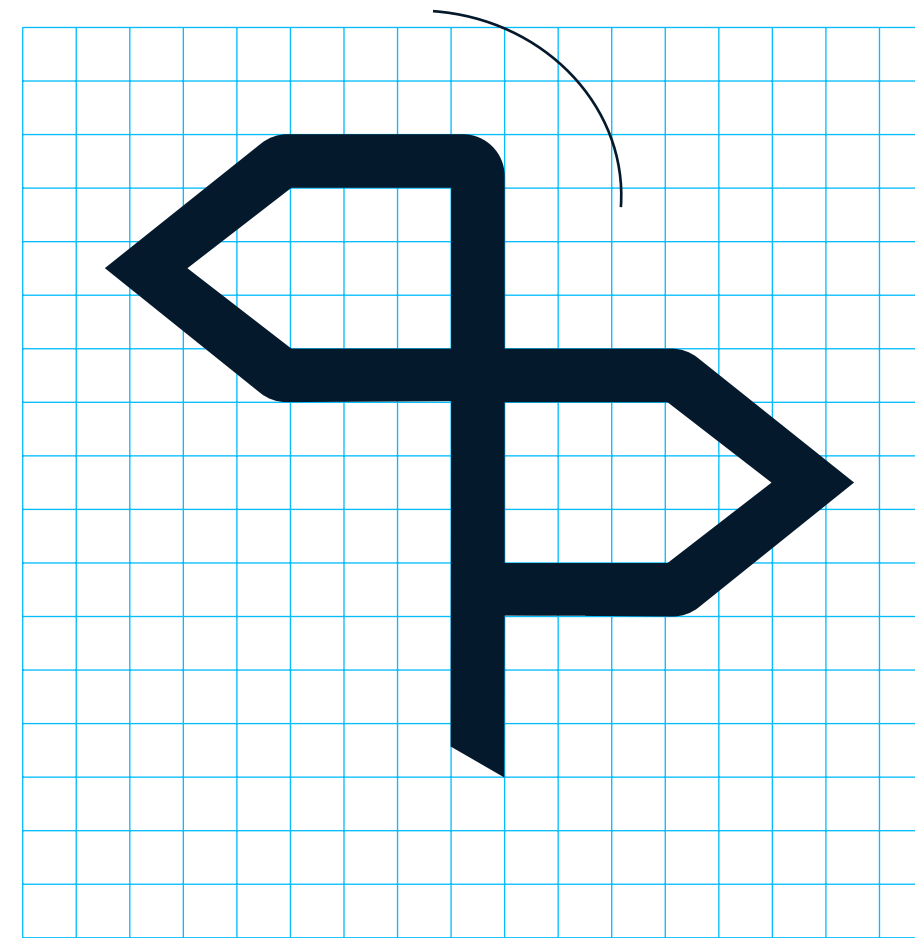
**5.0
ICONOGRAPHY
STEPS**

# Final Icon
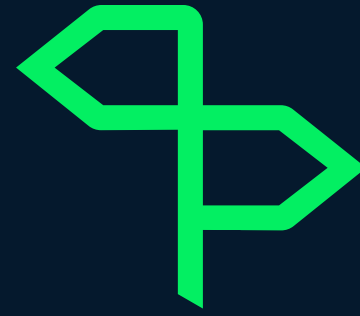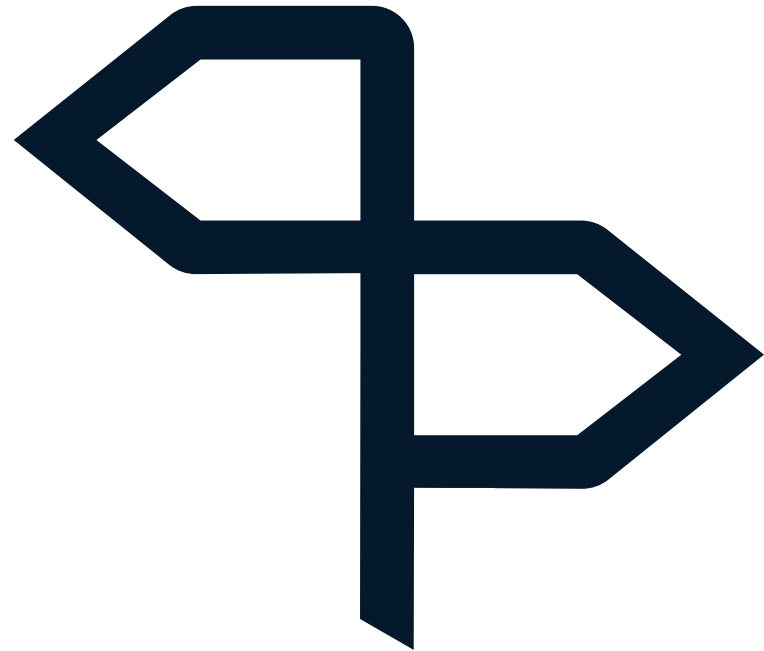
**5.1
ICONOGRAPHY
SCALING**

For digital communication, designers should not use regular icons in a lower size in height than 20 px.
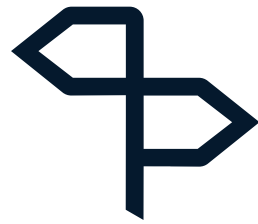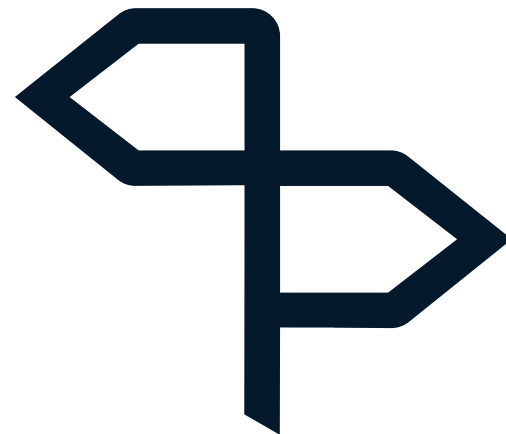
**5.1
ICONOGRAPHY
SCALING**

For print communication, designers should not use regular icons in a lower size in height than 7 mm.

✕ 10 px ↕

✓ 20 px* ↕
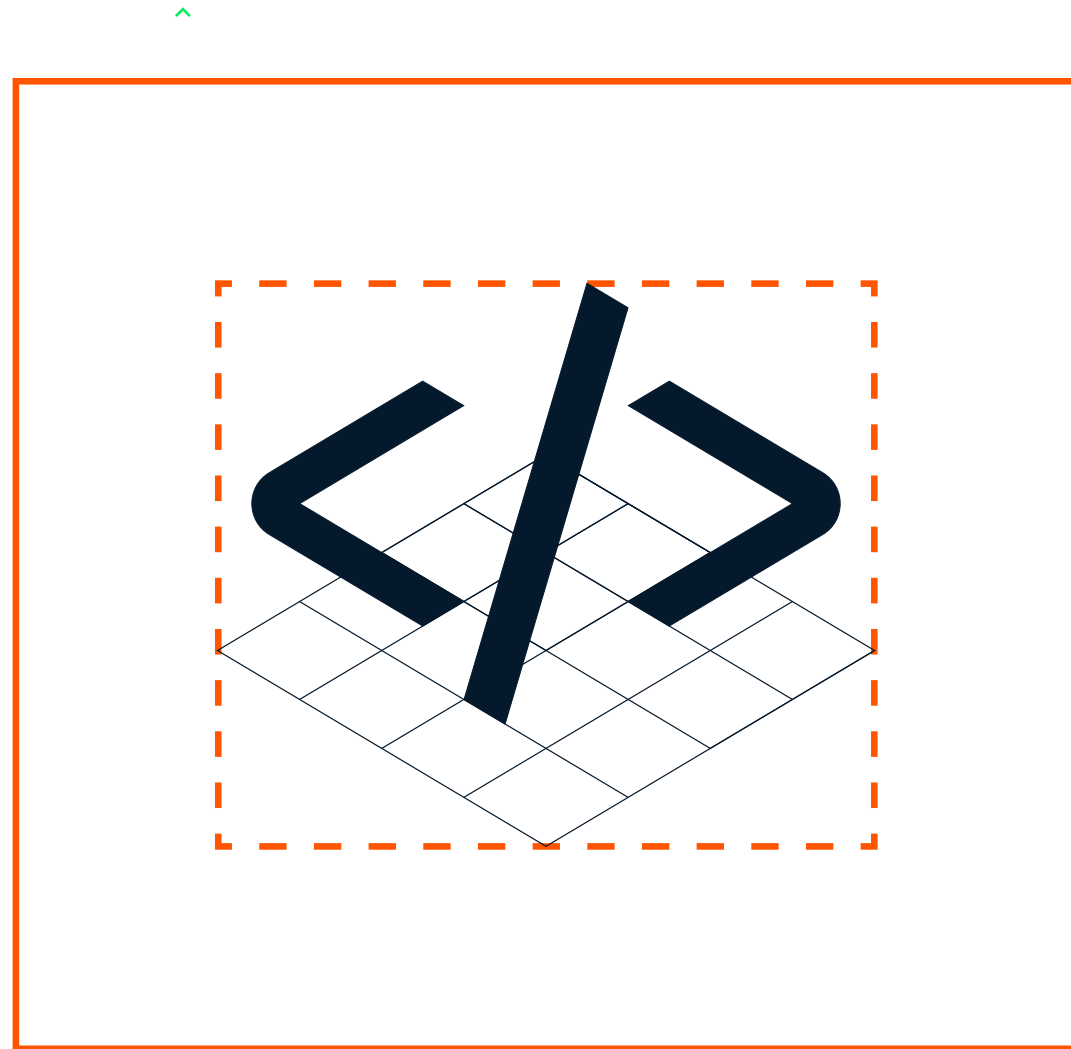
✓ 40 px

✓ 80 px

✓ 160 px

✕ 3.5 mm ↕

✓ 7 mm* ↕

✓ 14 mm

✓ 28 mm
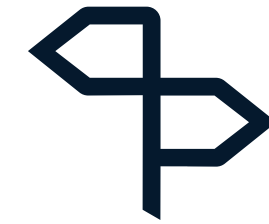
✓ 56 mm
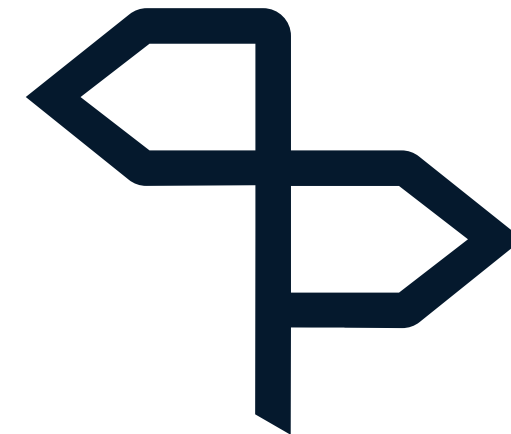
## 5.2
## ICONOGRAPHY
MARGIN

Icons have a minimum margin of 40% of the width of the icon to avoid conflict between other items.
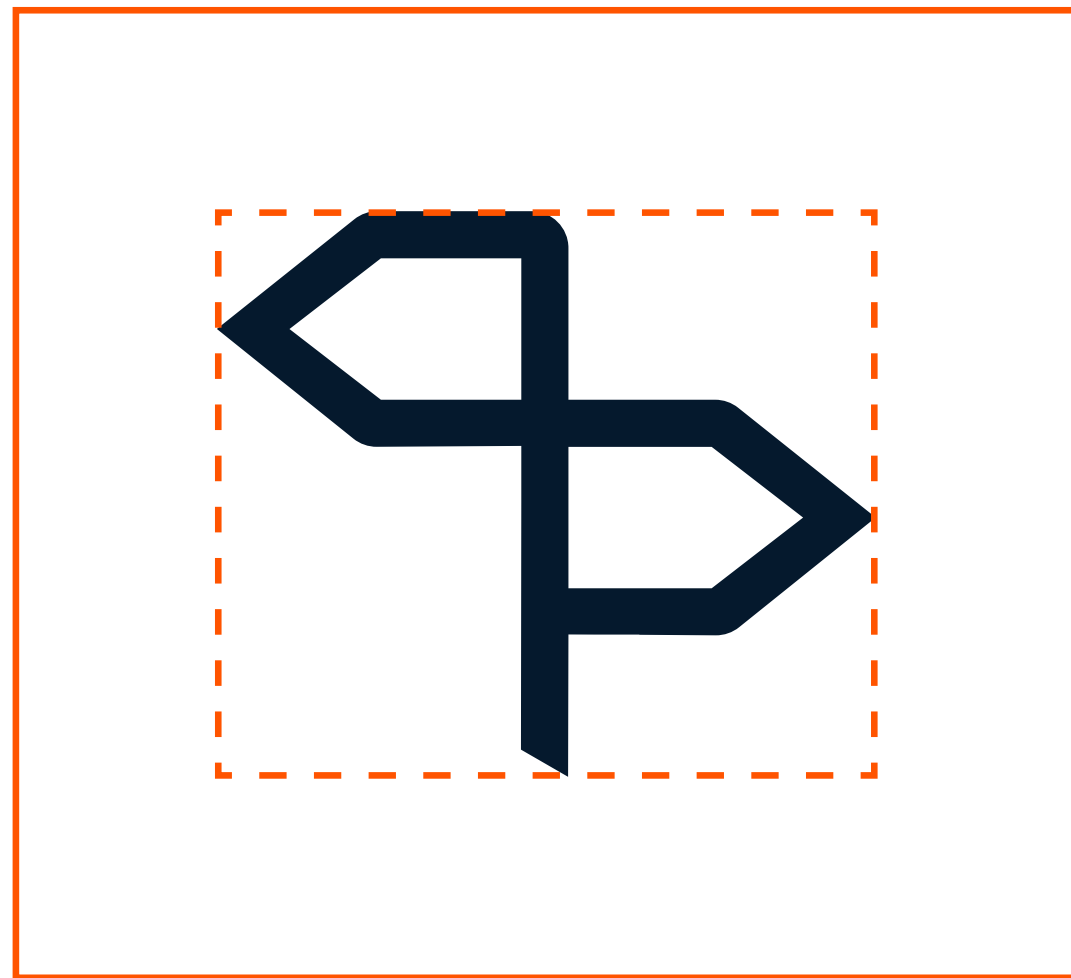


When the icon has a width of 100 px, the margin needs to be 40 px around the icon to avoid conflict between other items.

## 5.2
## ICONOGRAPHY
MARGIN



**ᛘ datacamp**    Learn ⌄    Assessment    Pricing    **For Busin**

# Plans & Pricing

**For Individuals**

| Free | Standard | Premium |
|---|---|---|
| $0 | $25 per month | $33.25 per month |
| | Billed yearly | Billed yearly |
| Start for Free  › | Subscribe  › | Subscribe  › |
| **First chapter of all courses** | **All Free content, plus:** | **All Standard content, plus:** |
| 7 projects* | 343 courses | 82 projects |
| All coding challenges | 14 career tracks | Tableau, Power BI, and |
| 1 skill assessment | 49 skill tracks | Oracle content |

**5.3**
**ICONOGRAPHY**
AXONOMETRIC STEPS

# Axonometric
# Iconography

**5.3**
**ICONOGRAPHY**
AXONOMETRIC STEPS

Perspective

**5.3**
**ICONOGRAPHY**
AXONOMETRIC STEPS

**5.3**
**ICONOGRAPHY**
AXONOMETRIC STEPS

# Step 1
## General form

The designer does a loose initial sketch of the icon form using a simple 1px line. At this point the shape and form is the concern, not detail.

# Step 2
## Align to Grid

Once happy with the general shape, the designer aligns the icon construction to the Datacamp icon grid – a square 10 x 10 grid. This allows for consistent shapes and gaps to be used across different icons.

When the icon grid has a width of 270 px, the stroke size of the icon will be 10 px.

**5.3**
**ICONOGRAPHY**
AXONOMETRIC STEP

# Step 3
## Add rounding

Each icon should mix rounded
and straight cornered elements.
The designer should introduce
rounding in areas where it makes
balances visually within the form
and context of the icon.
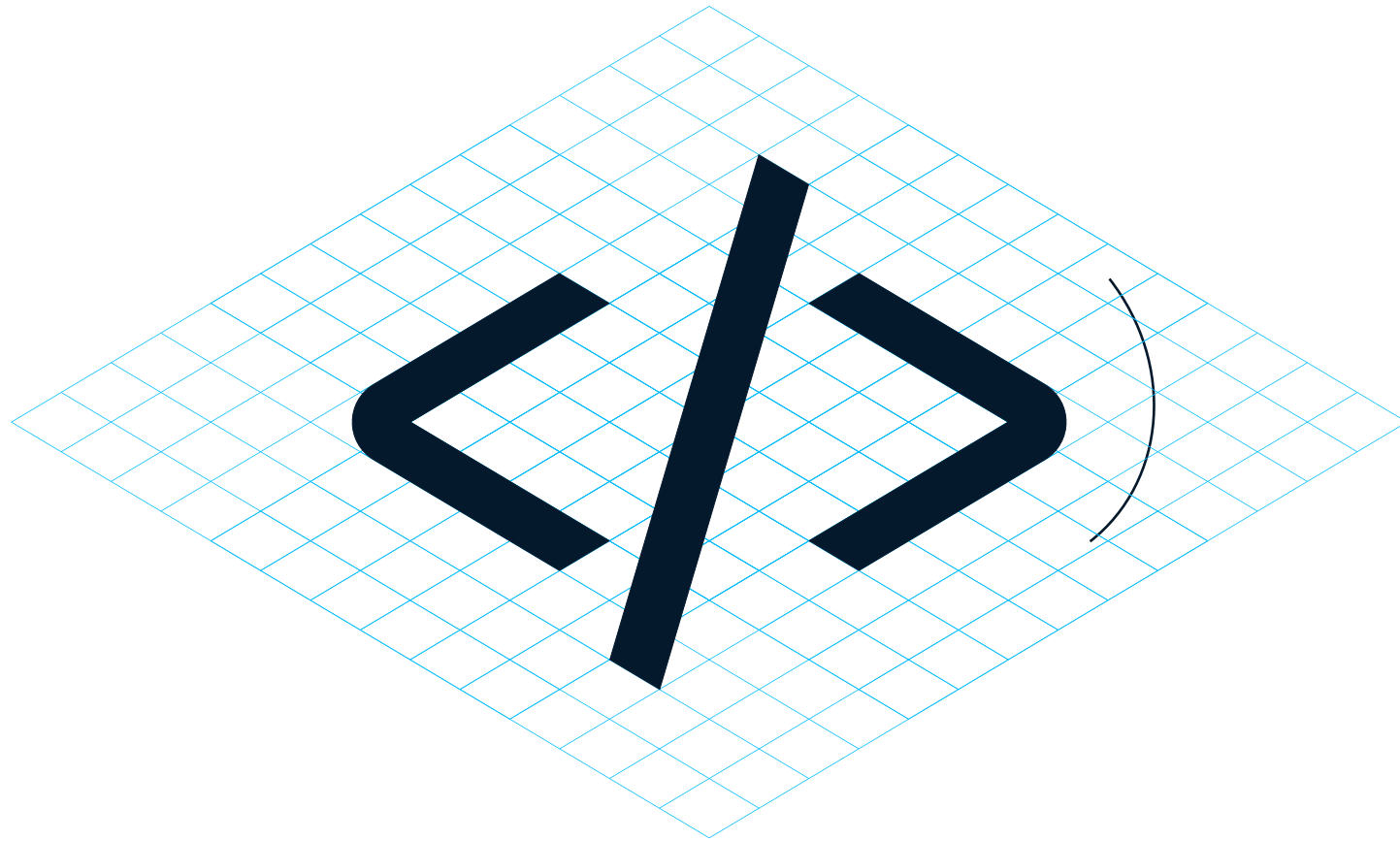
**5.3**
**ICONOGRAPHY**
AXONOMETRIC STEPS

# Step 4
## Add grid

Dimensional icons sit on a
4x4 grid. This should be applied
to the completed icon.

**5.3
ICONOGRAPHY
AXONOMETRIC STEPS**
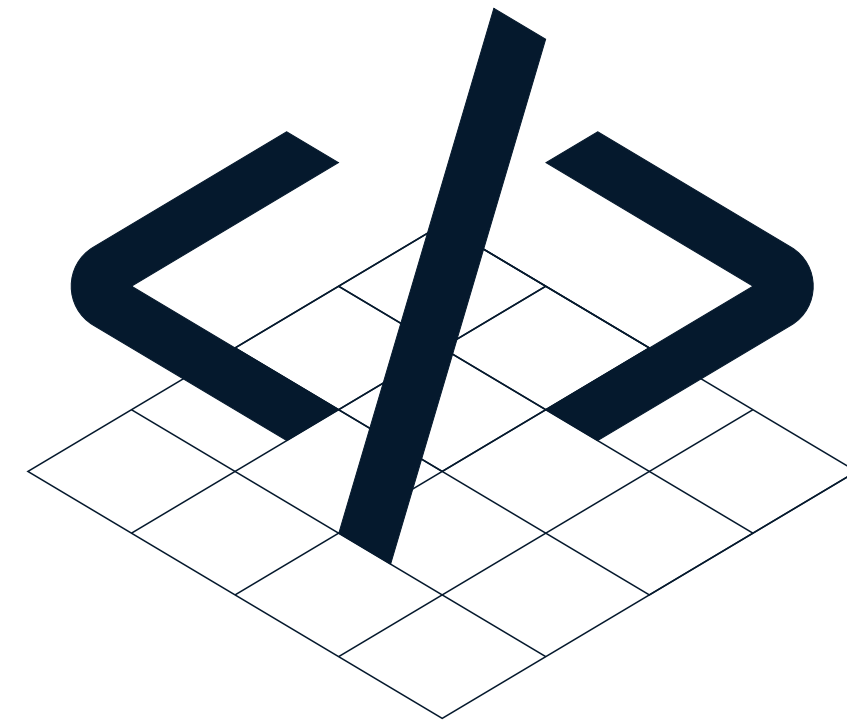
**5.3
ICONOGRAPHY
AXONOMETRIC STEPS**

# Optional: Step 5
# Adjust weight

Some icons may look heavier in weight.
This often happens when shapes interconnect.
Designer should carefully adjust the weight to
optically match the weight of other icons.
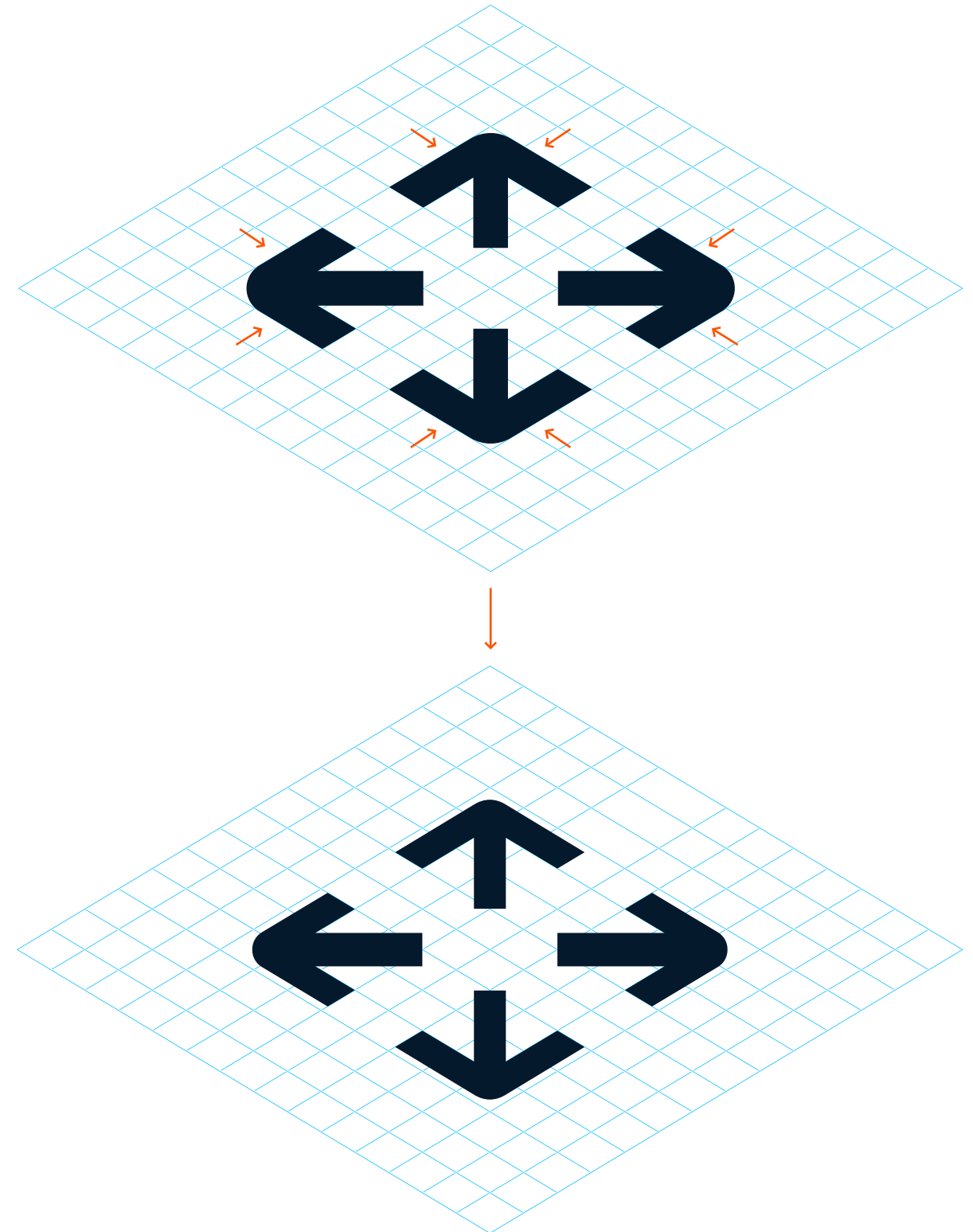
**5.3**
**ICONOGRAPHY**
AXONOMETRIC STEPS

## Final Icons
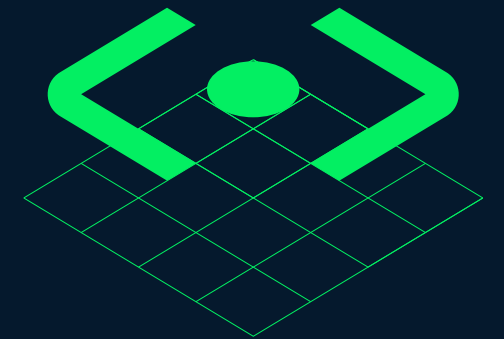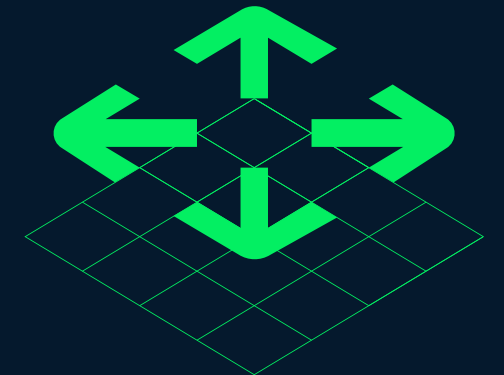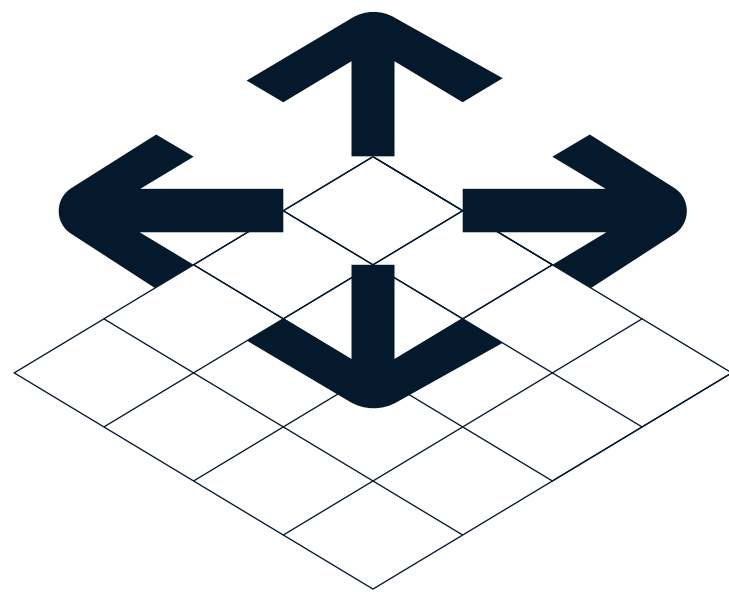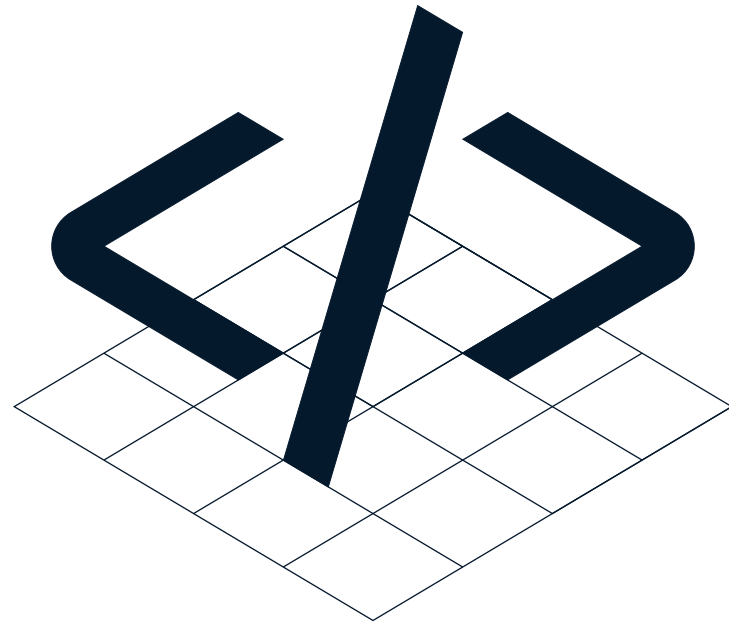
## 5.4
## ICONOGRAPHY
## AXONOMETRIC SCALING

For digital communication, designers should not use Axonometric icons in a lower size in height than 30 px.

✕ 20 px  </>

✓ 30 px*  </>

✓ 40 px  </>

✓ 80 px  </>
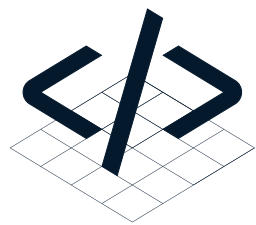
✓ 160 px  </>
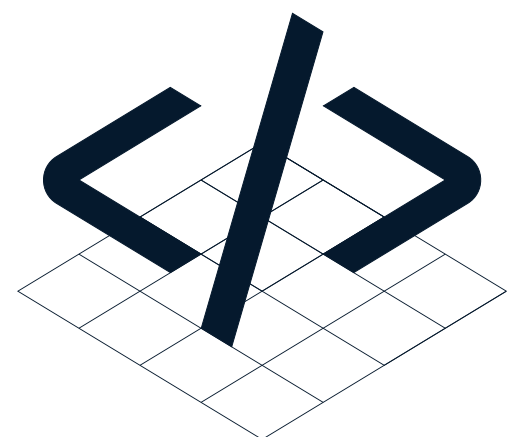
## 5.4
## ICONOGRAPHY
## AXONOMETRIC STEPS

For print communication, designers should not use the Axonometric icons in a lower size in height than 10 mm.

✕ 7 mm  </>

✓ 10 mm*  </>
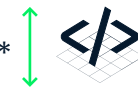
✓ 18 mm  </>
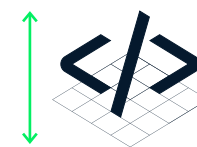
✓ 30 mm  </>
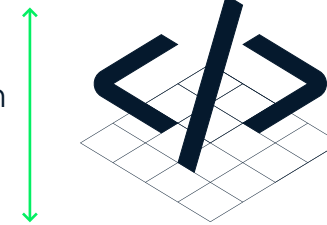
✓ 60 mm  </>
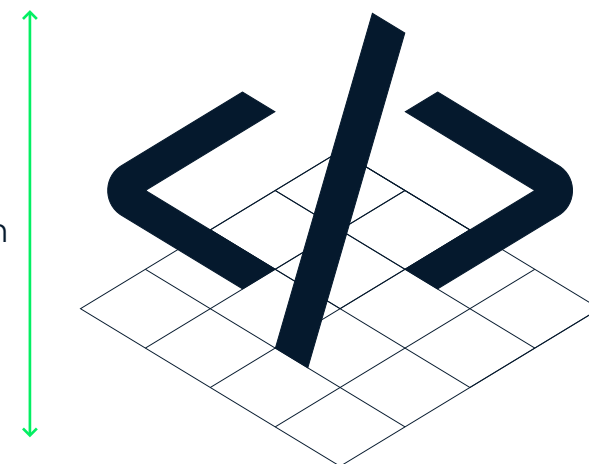
## 5.5
## ICONOGRAPHY
AXONOMETRIC MARGINS

Icons have a minimum margin of 40% of the width of the icon to avoid conflict between other items.



When the icon has a width of 100 px,
the margin needs to be 40 px around the icon to
avoid conflict between other items.

## 5.5
## ICONOGRAPHY
AXONOMETRIC MARGINS



### Create tailored learning content

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

### Me im onl

Lorem consed eiusmo

### Receive expert guidance

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

### Pro ha ski

Lorem consed eiusmo

# 6

Visual System

# 6.0

# Visual System

Our Visual System celebrates visualizing data. It creates a visual language unique to Datacamp that questions traditional charts. It activates moments of play and excitement through its form and color system.
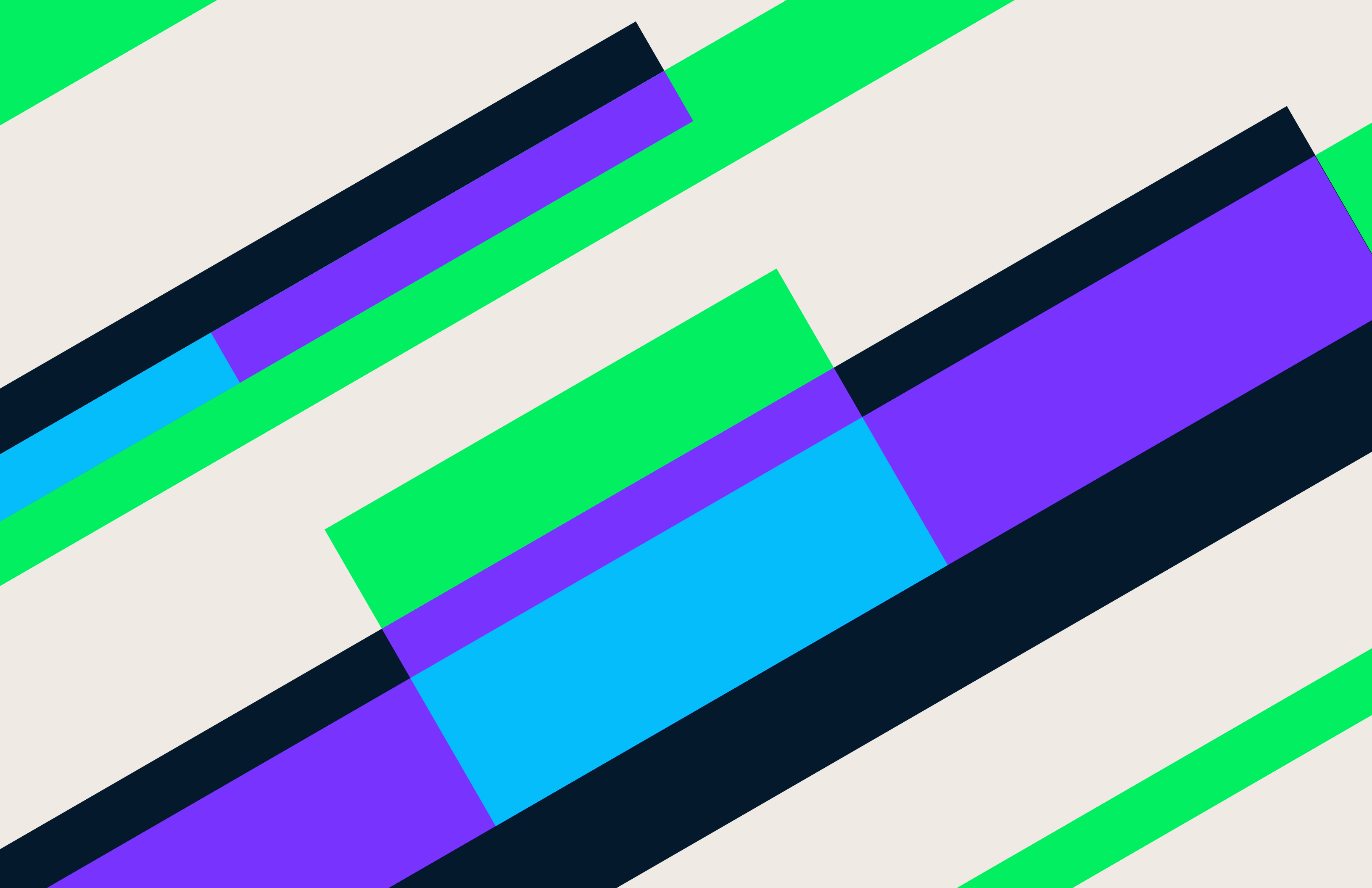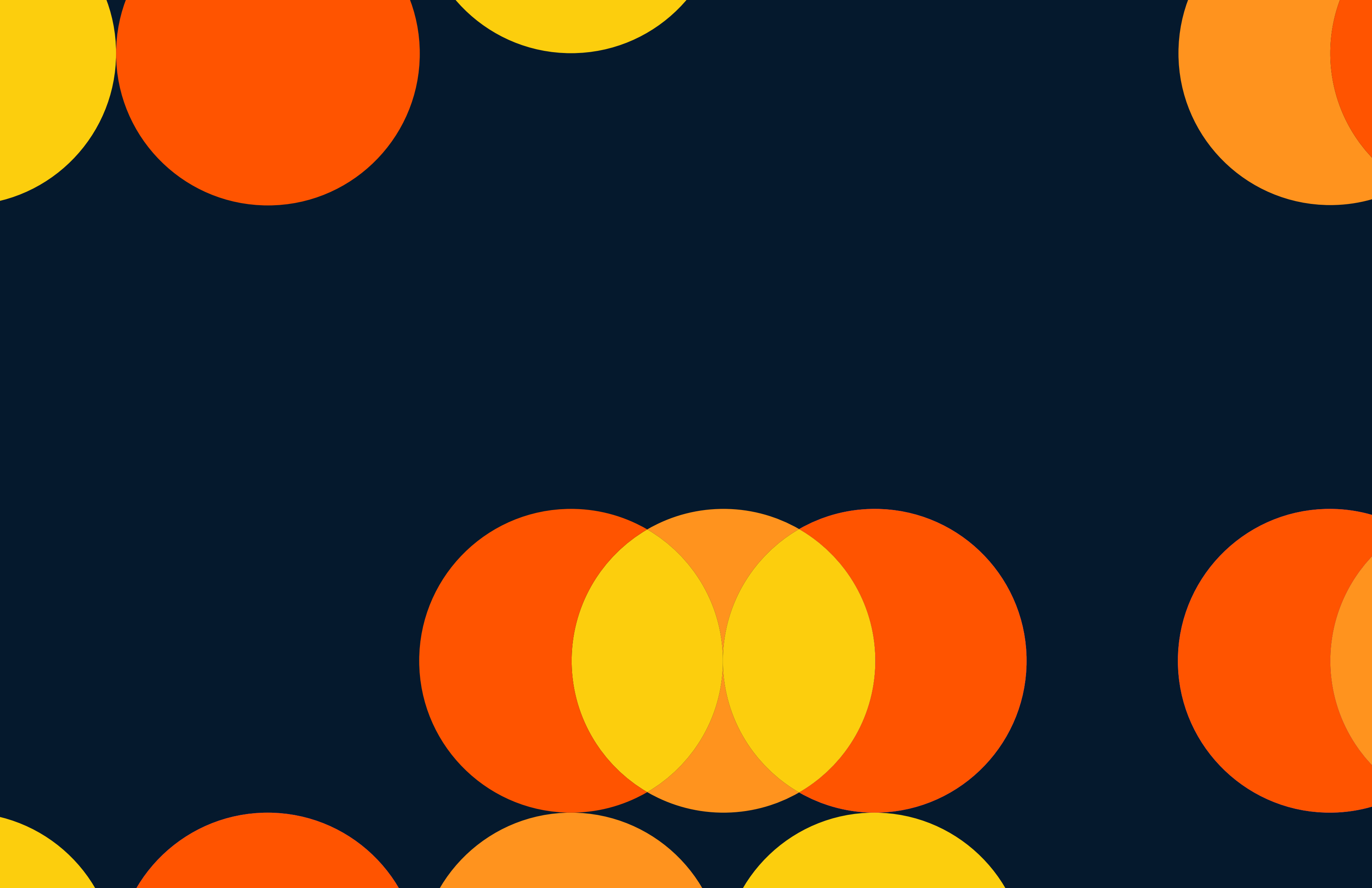
**6.0
VISUAL SYSTEM
STEPS**

Datacamp's visual system
can be constructed
in 7 steps.

**6.0
VISUAL SYSTEM
STEPS**

The colors used in the visual systems are
divided in two color schemes:

Color scheme 1
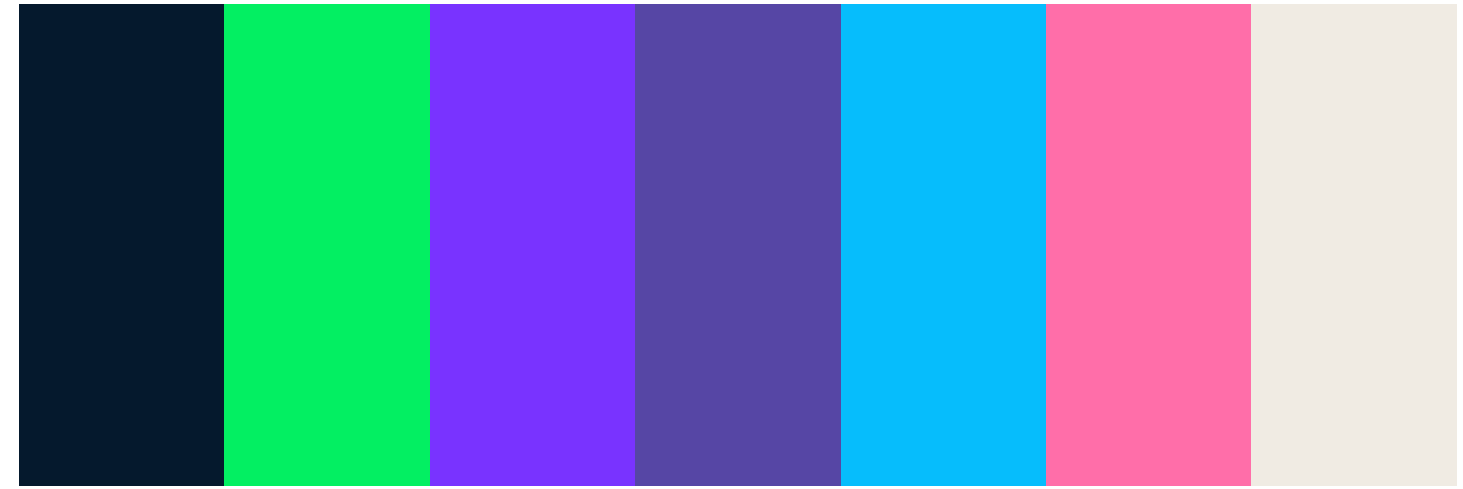


Color scheme 2

**6.0**
**VISUAL SYSTEM**
STEPS

**6.0**
**VISUAL SYSTEM**
STEPS

Neutrals should only be used as background colors.

# Color scheme 1

Core

Core colors can be used as
background colors

Secondary

Light blue can be used as a
background color.
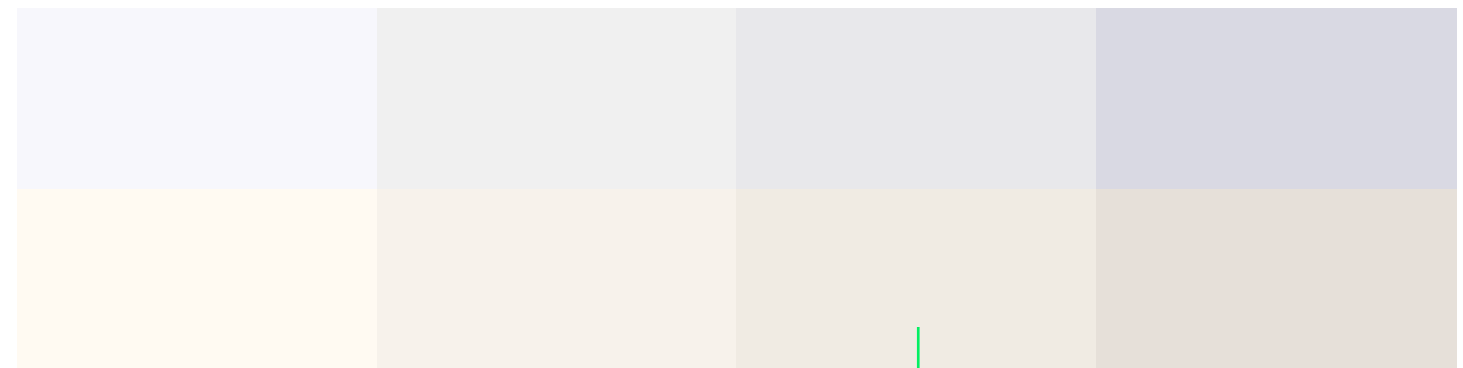
Neutrals

The beige tint is currently used as a core
background color. For variety or for better
readability, other tints may be used.

**6.0
VISUAL SYSTEM**
STEPS

**6.0
VISUAL SYSTEM**
STEPS

# Color scheme 2

Core

Core colors can be used as
background colors

Secondary

Yellow can be used as a
background color.
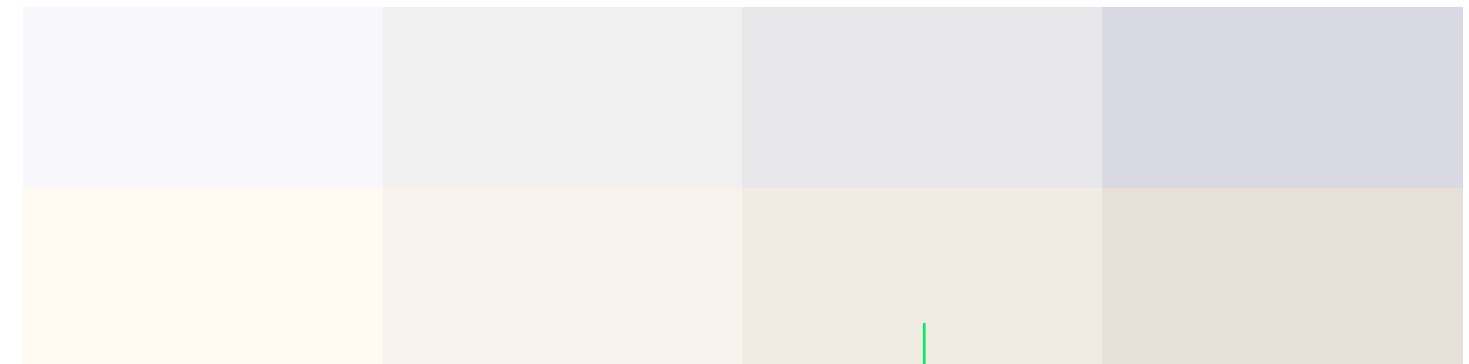
Neutrals

The beige tint is currently used as a core
background color. For variety or for better
readability, other tints may be used.

**6.0**
**VISUAL SYSTEM**
STEPS

**6.0**
**VISUAL SYSTEM**
STEPS

## Step 1
## Pick color palette
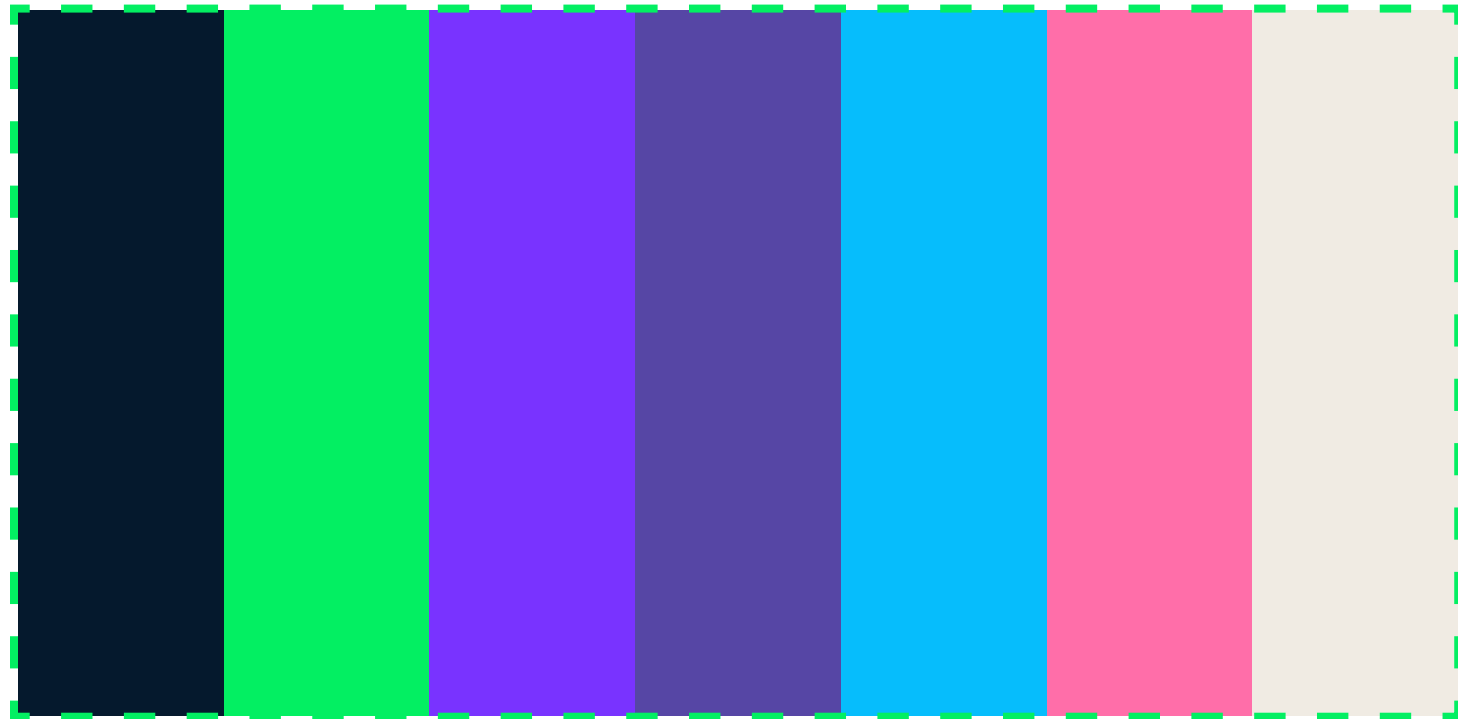
## Step 2
## Pick background color

**6.0
VISUAL SYSTEM
STEPS**                    Rectangle grid

**6.0
VISUAL SYSTEM
STEPS**

## Step 3
## Chose grid
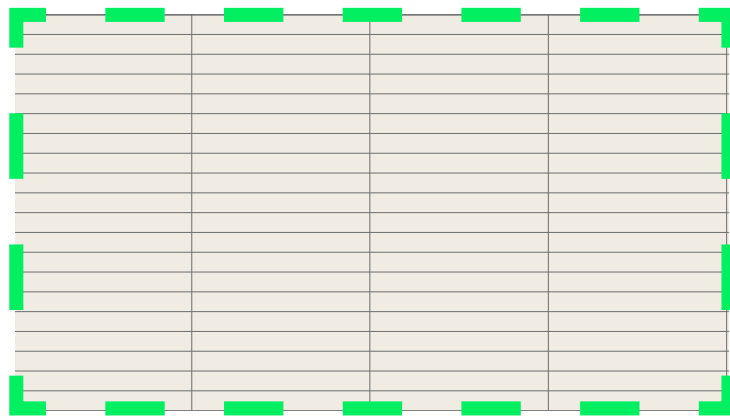


—— Rectangular grid
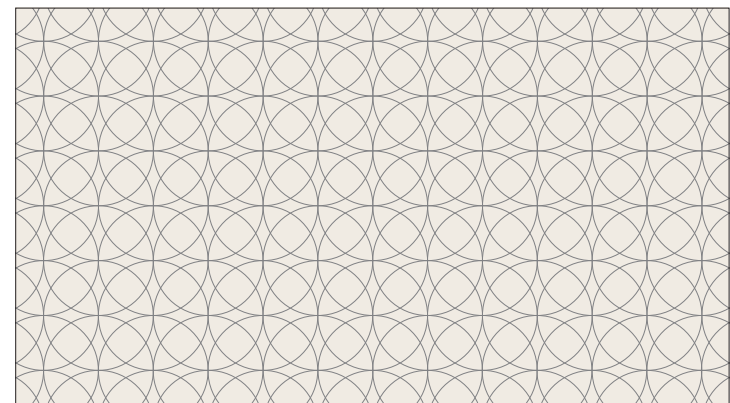
—— Circular grid
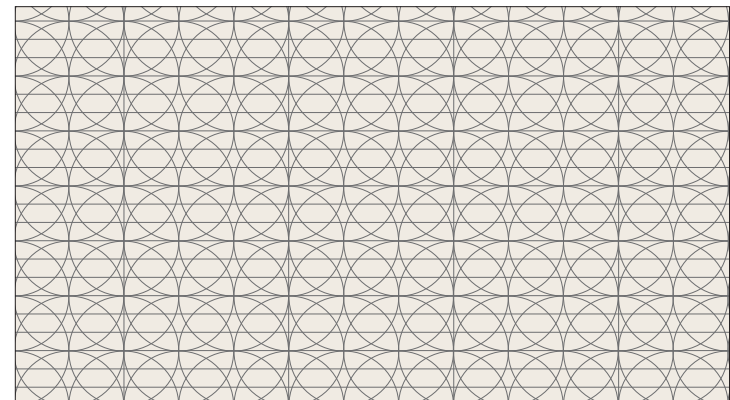
—— Rectangular +
Circular grid

## Step 4
## Design first layer

Pick any color (other than the neutrals)
from the chosen color palette. Use this color,
together with rectangular shapes to fill in the
grid. The designer should focus on balancing
the composition in weight.
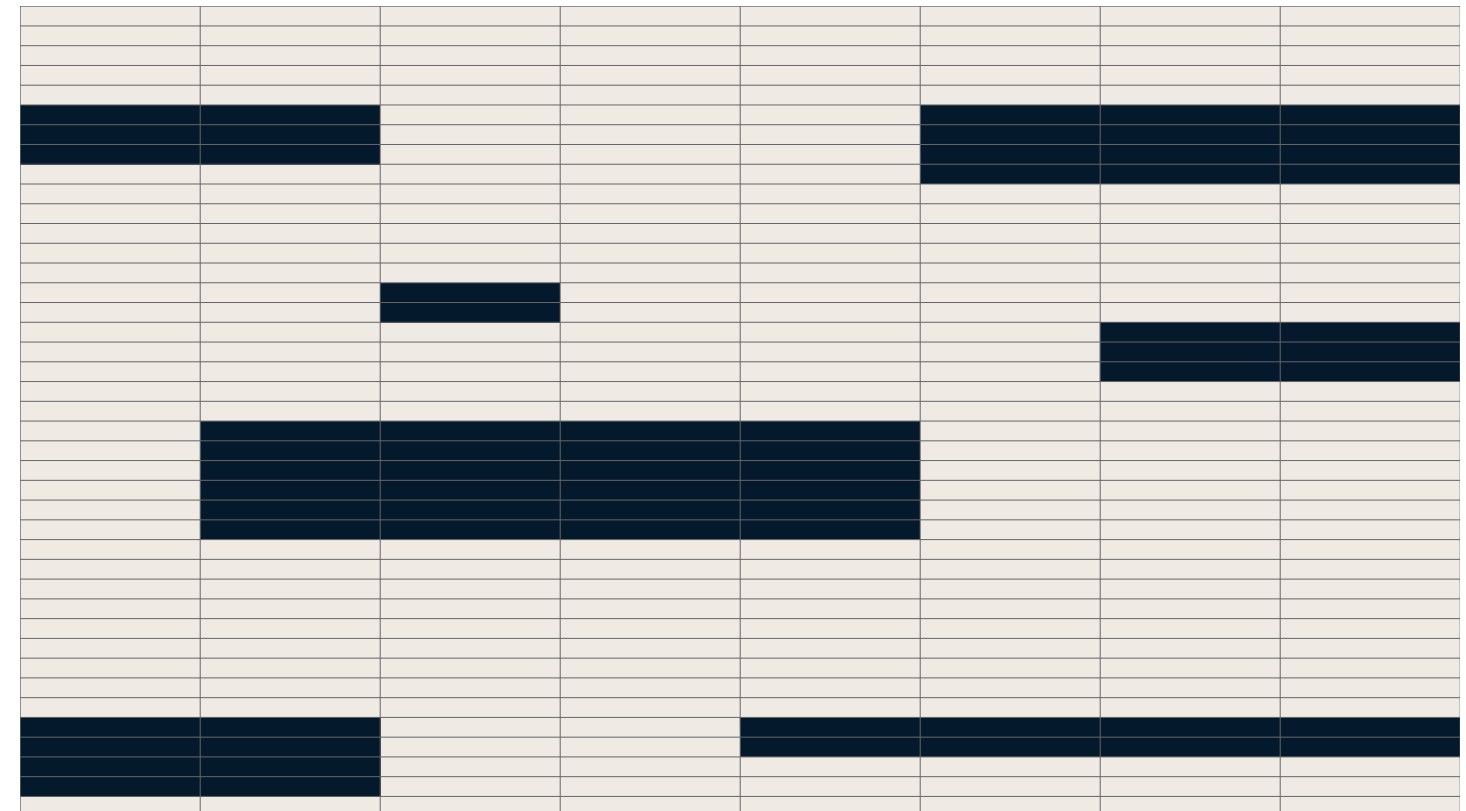
**6.0**
**VISUAL SYSTEM**
STEPS

# Step 5
# Add second layer

Pick a second color from the chosen color palette. Implement the second layer of shapes while making sure to overlap at least half of second layer shapes with first layer shapes.
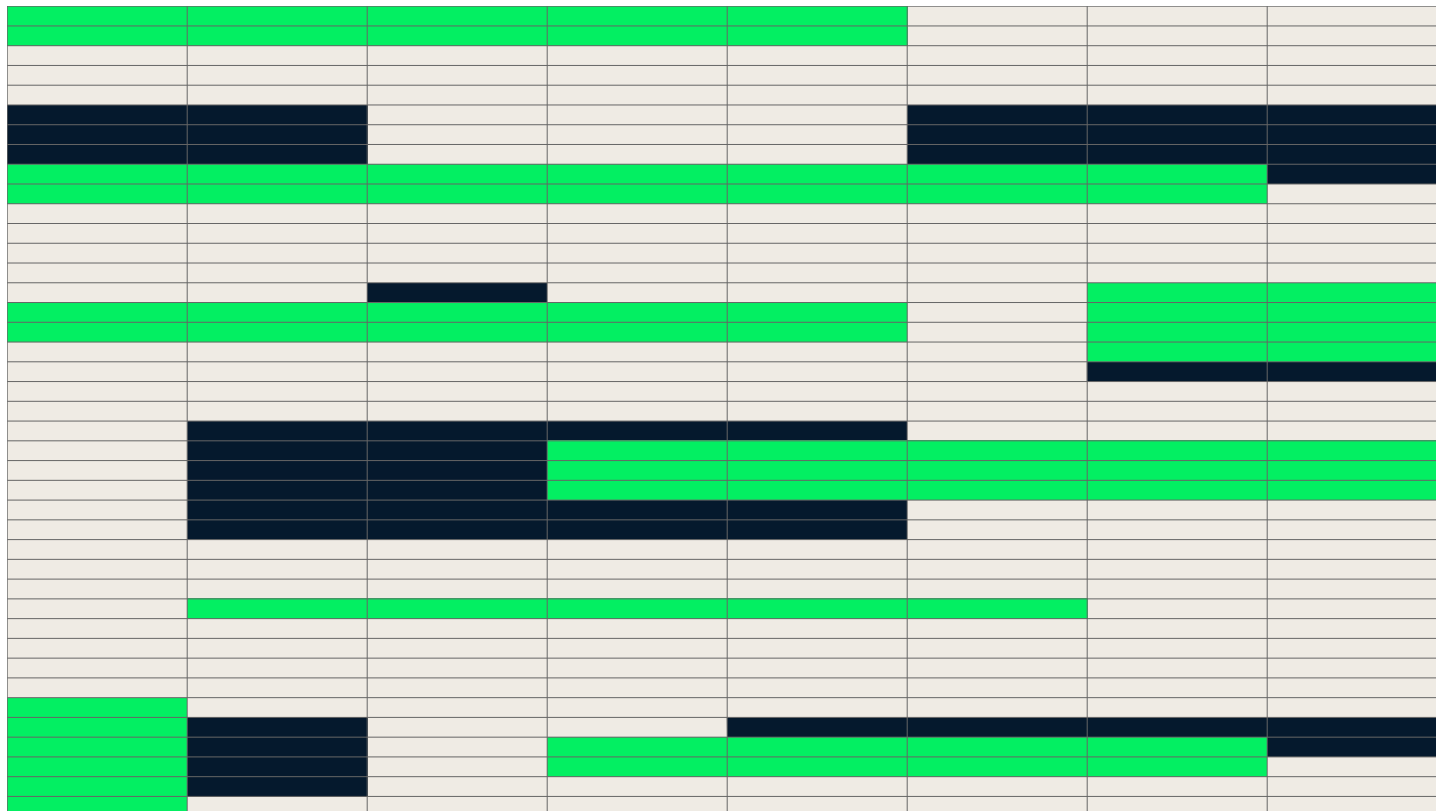
**6.0**
**VISUAL SYSTEM**
STEPS

# Step 6
# Color overlap

Use illustrator's pathfinder to divide overlapping shapes. Select the overlapping shapes and give them a third color from the color palette.

**6.0
VISUAL SYSTEM**
STEPS
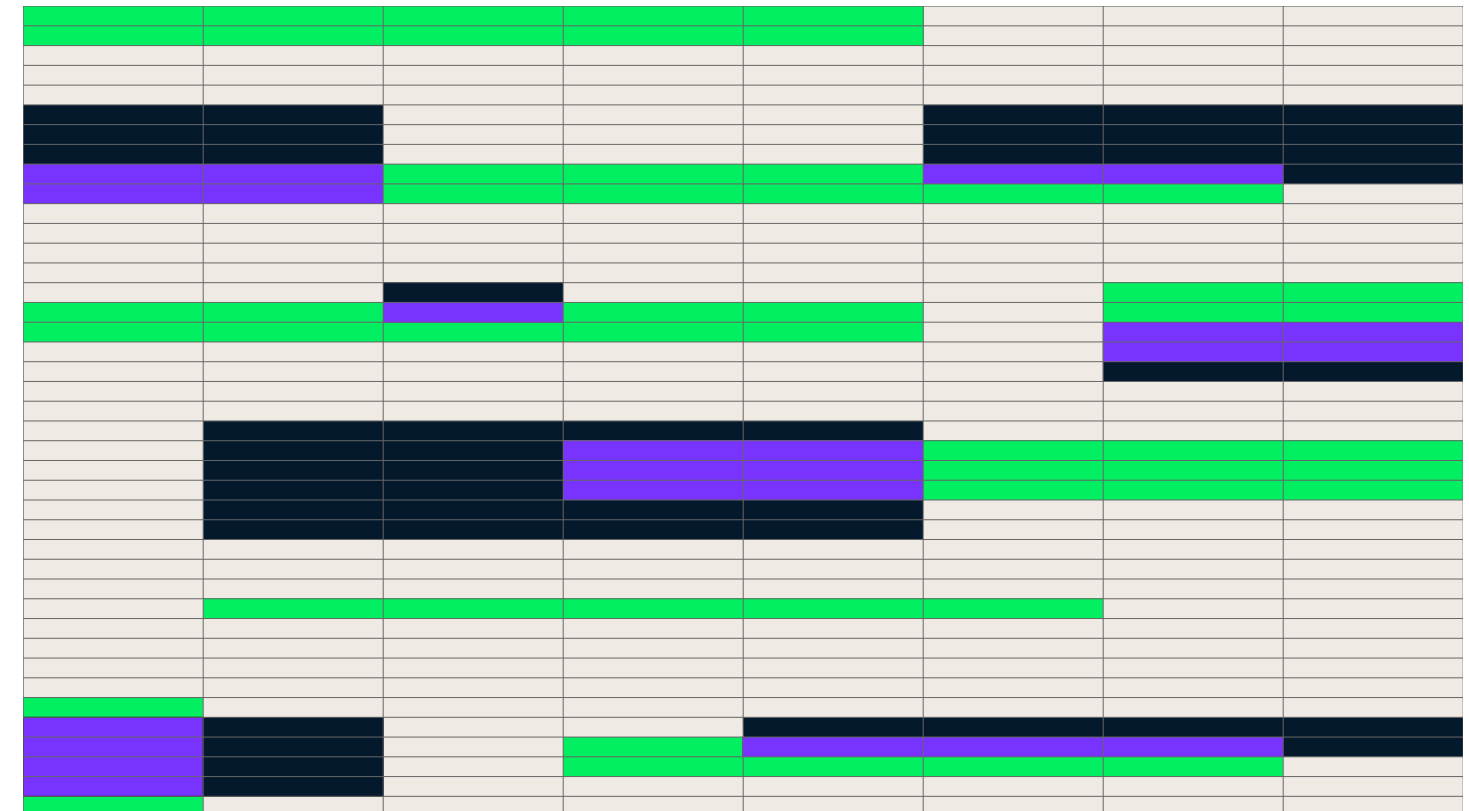
**6.0
VISUAL SYSTEM**
STEPS

## Optional: Step 7
Add third layer and overlap

Implement the third layers of shapes while making sure to overlap the already overlapped areas. Devide the double overlapped shapes and give them a fourth color from the color palette.
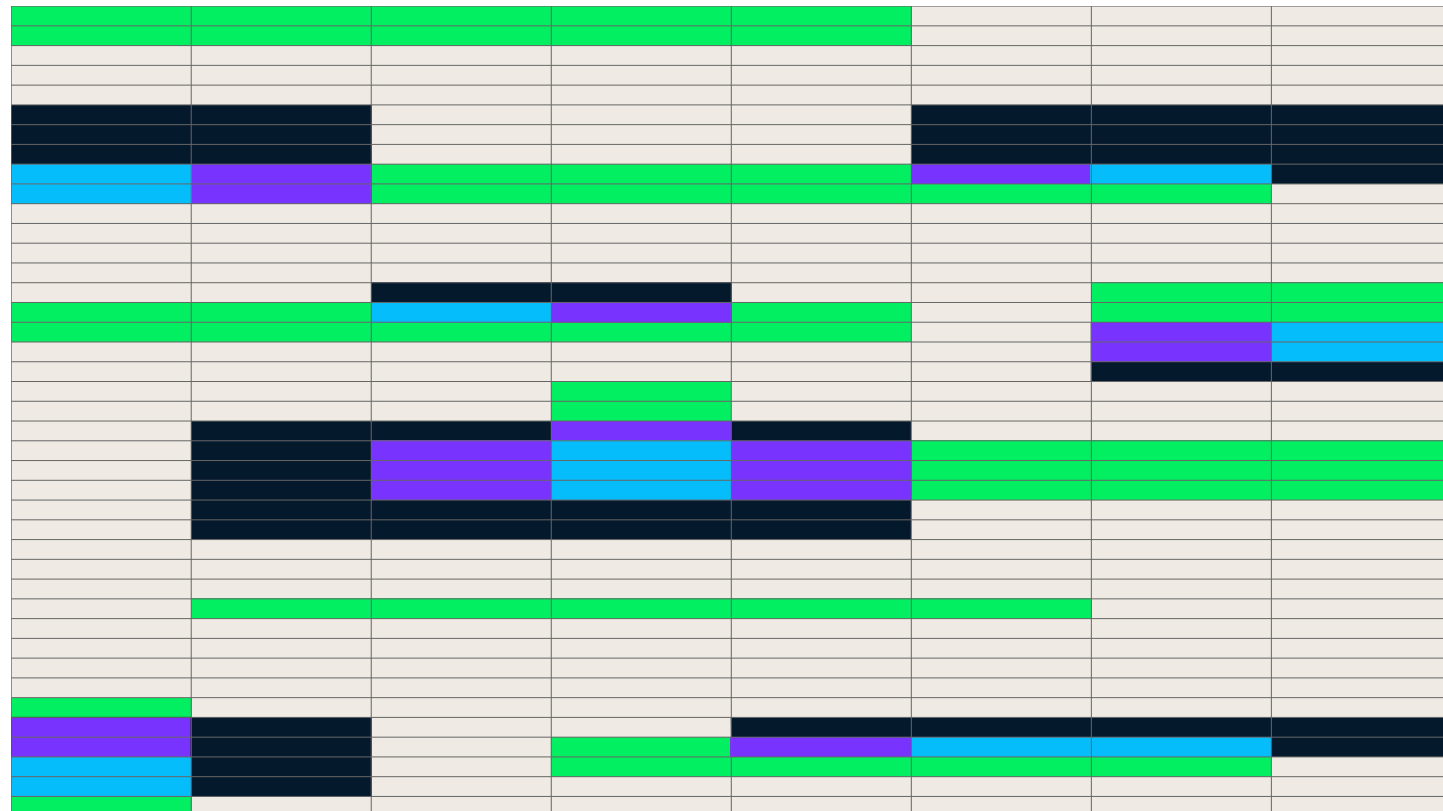
## Final pattern

In the next few pages will be shown how the pattern can be scaled, cropped and rotated.

**6.1**
**VISUAL SYSTEM**
RECTANGULAR
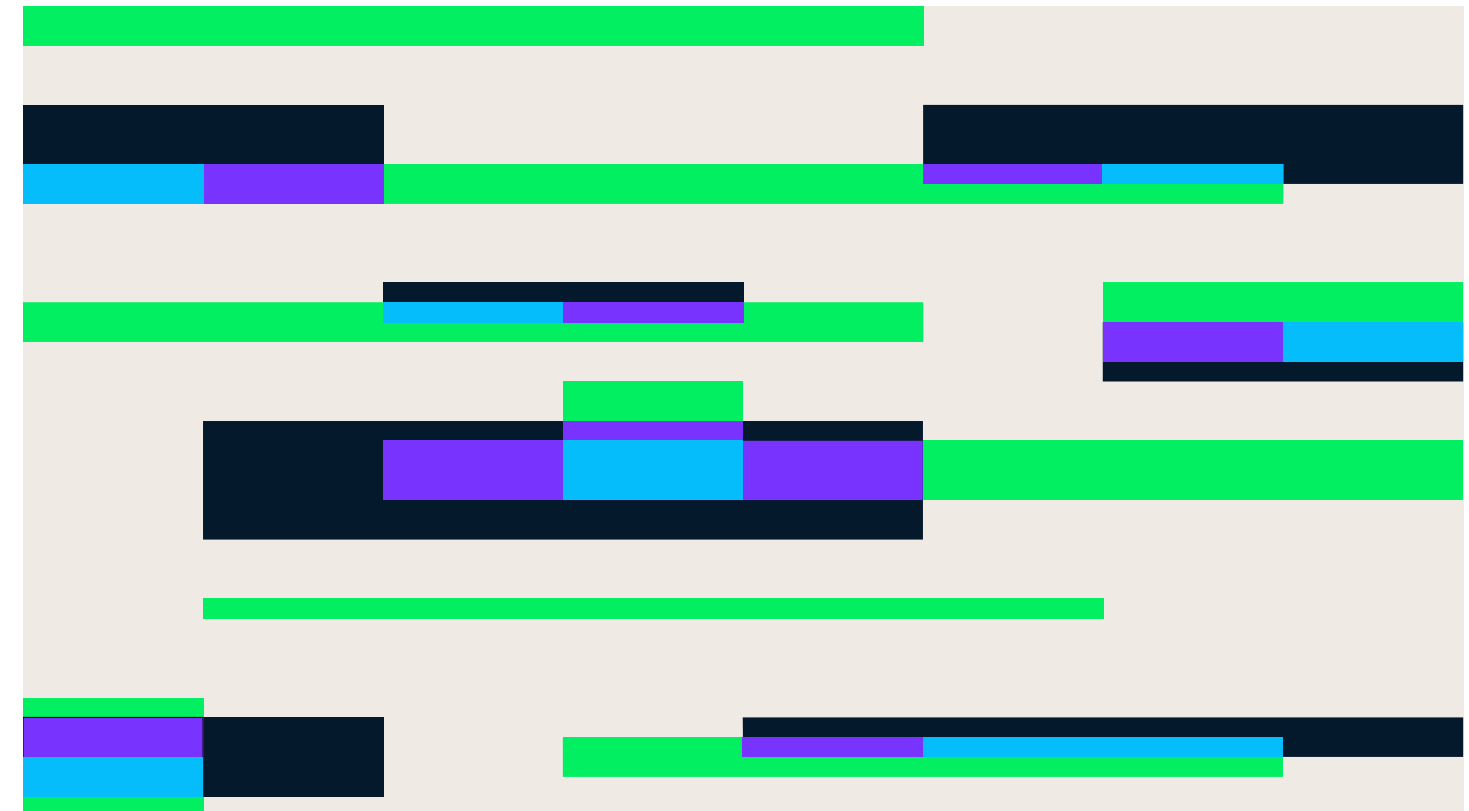
**6.1**
**VISUAL SYSTEM**
RECTANGULAR

# Scaling
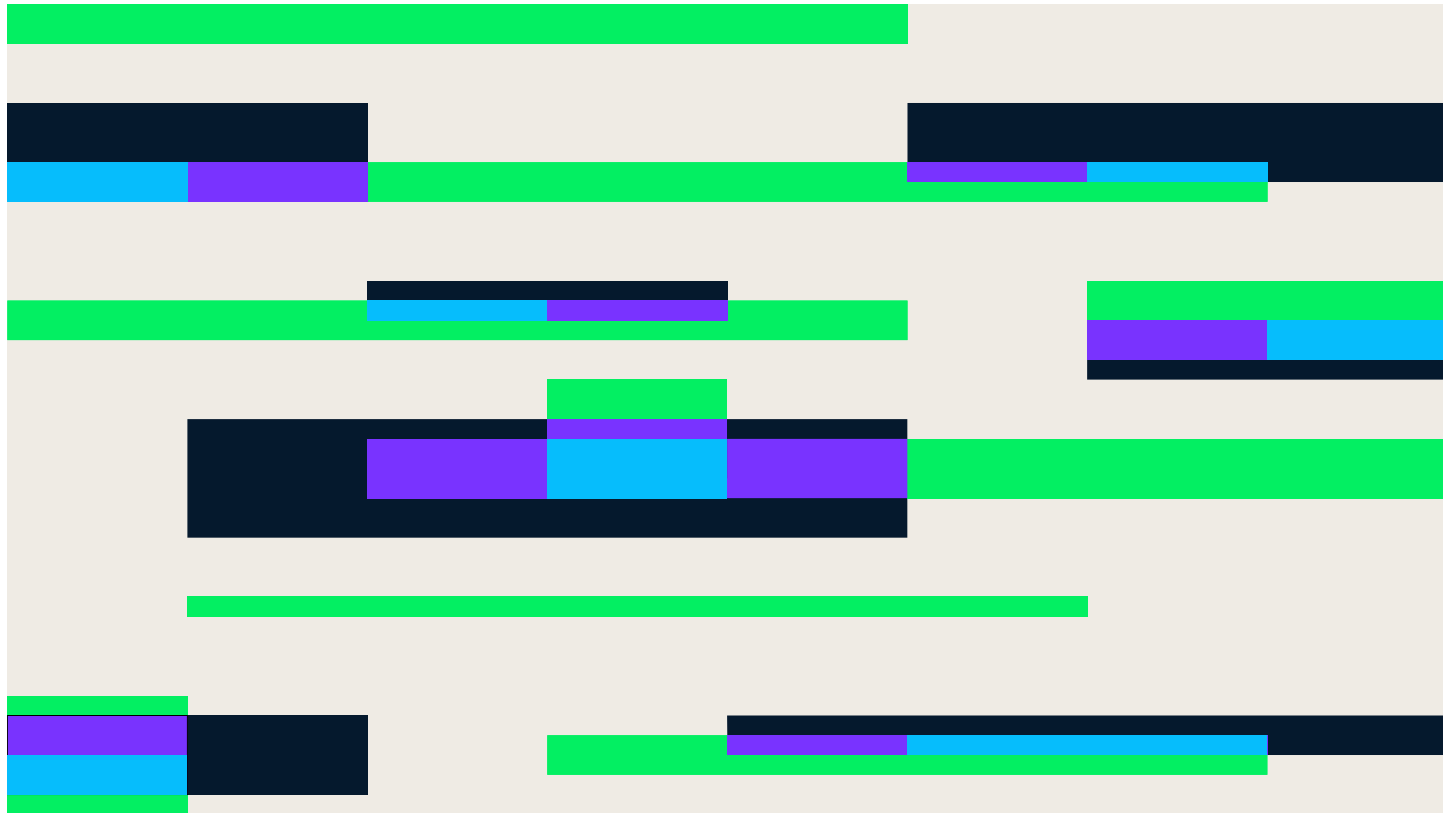
**6.2**
**VISUAL SYSTEM**
CIRCULAR

# Scaling
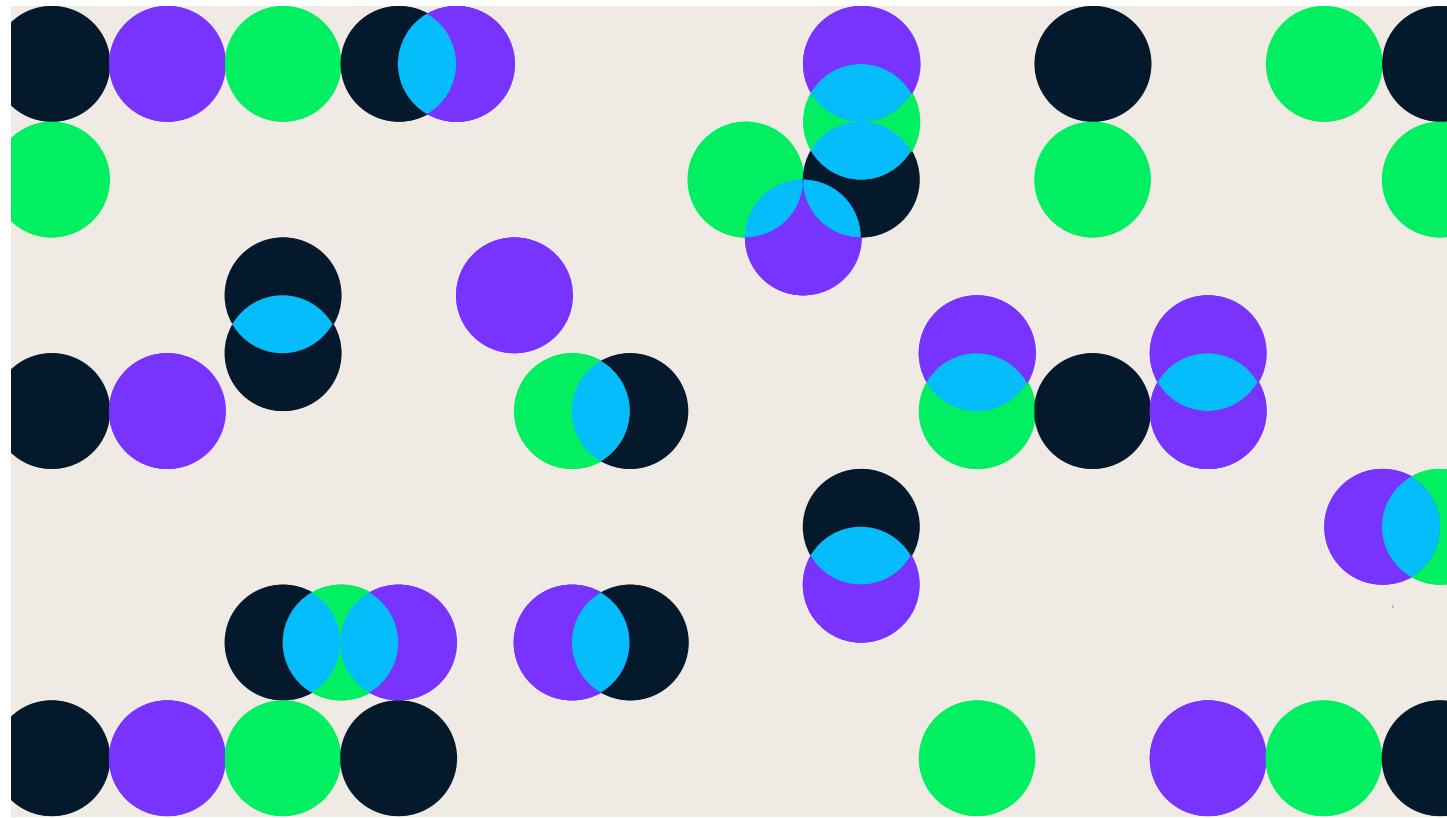


**6.2**
**VISUAL SYSTEM**
CIRCULAR
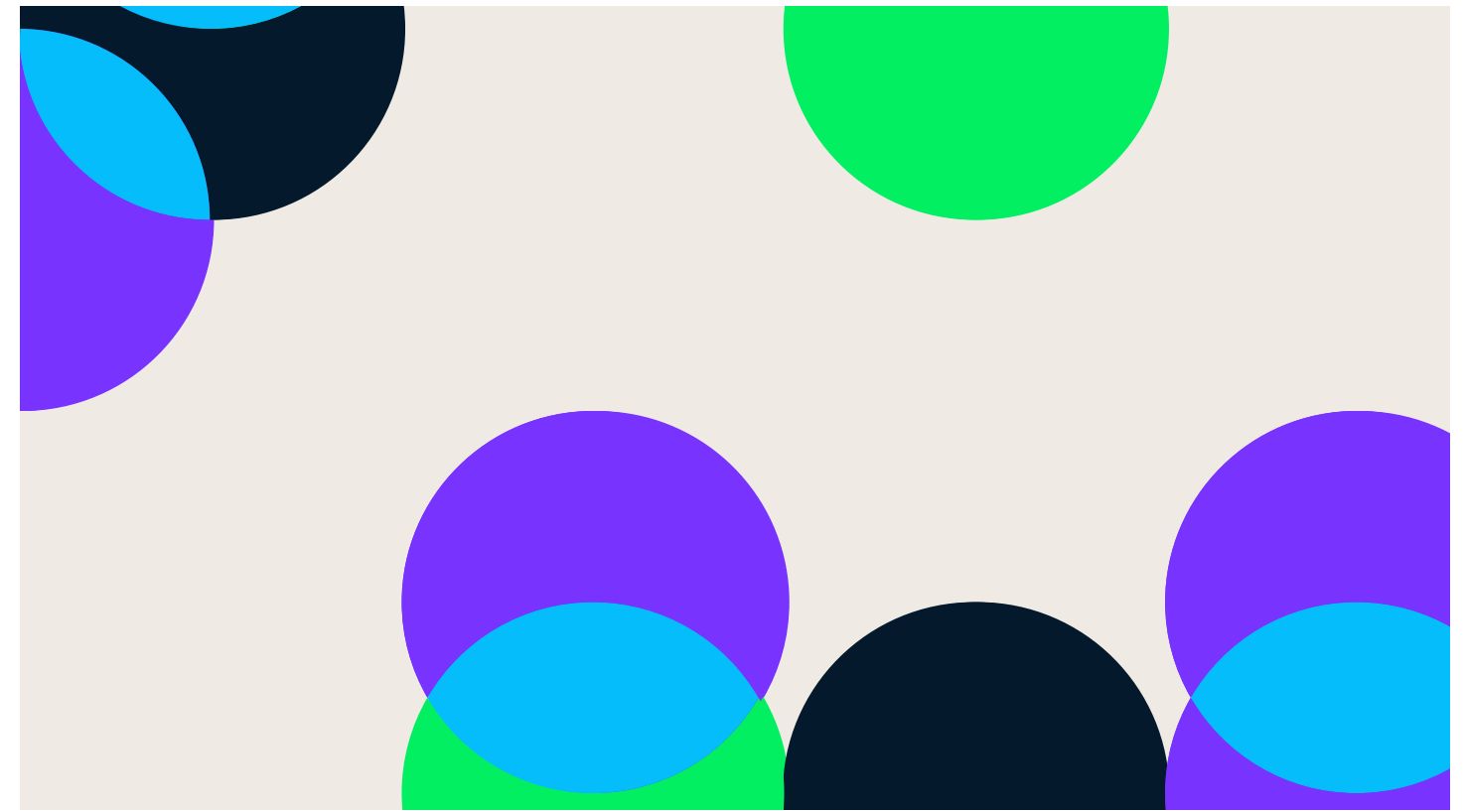
**6.3**
**VISUAL SYSTEM**
RECTANGULAR + CIRCULAR

# Scaling
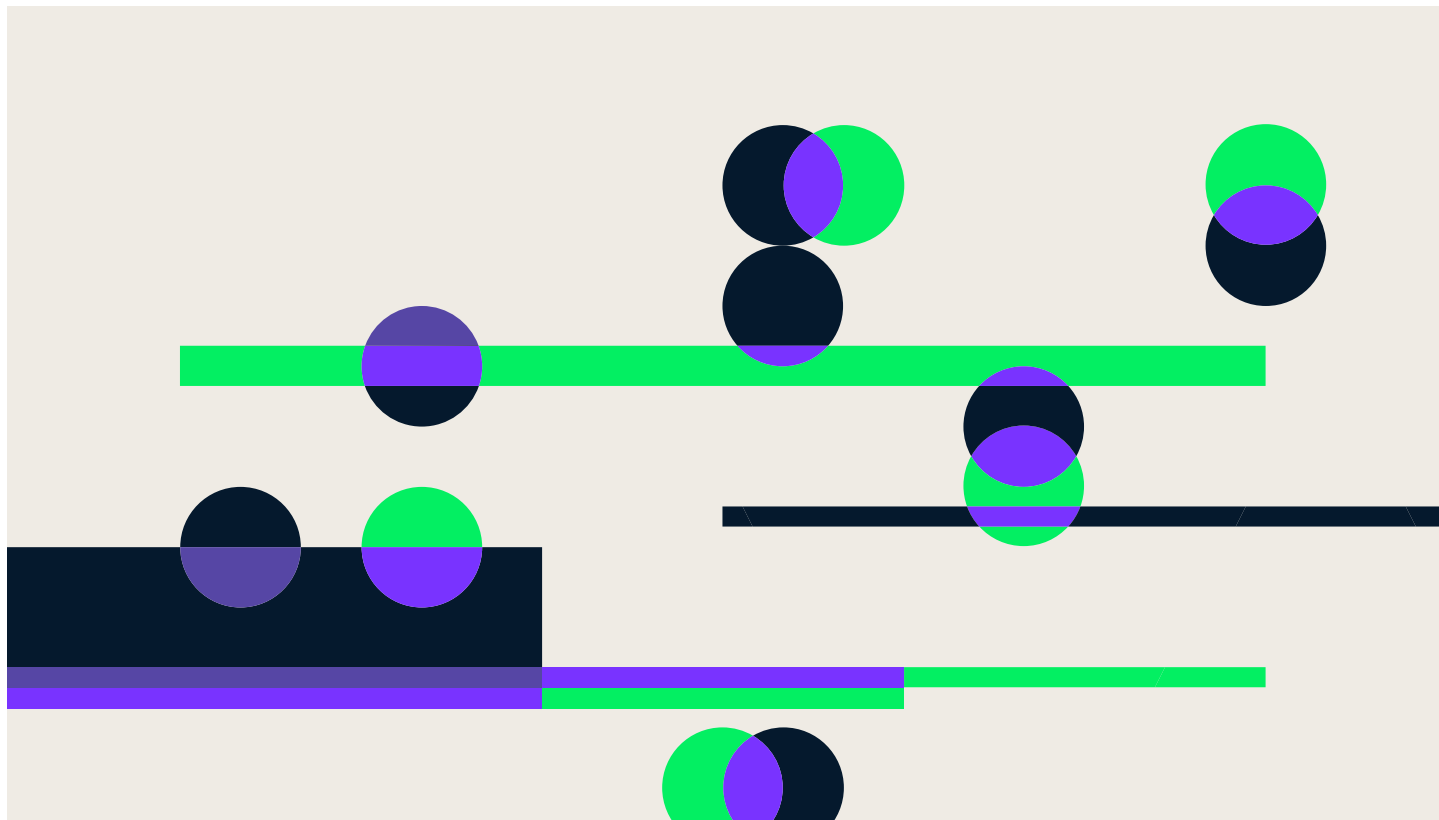


**6.3**
**VISUAL SYSTEM**
RECTANGULAR + CIRCULAR

**6.4**
**VISUAL SYSTEM**
RECTANGULAR ROTATION

# Rotating

The rectangular pattern may be rotated 30 ° or -30 ° degrees. This is a nod to the angle used in Datacamp's logo. Do not rotate the circular and circular+rectangle grid.
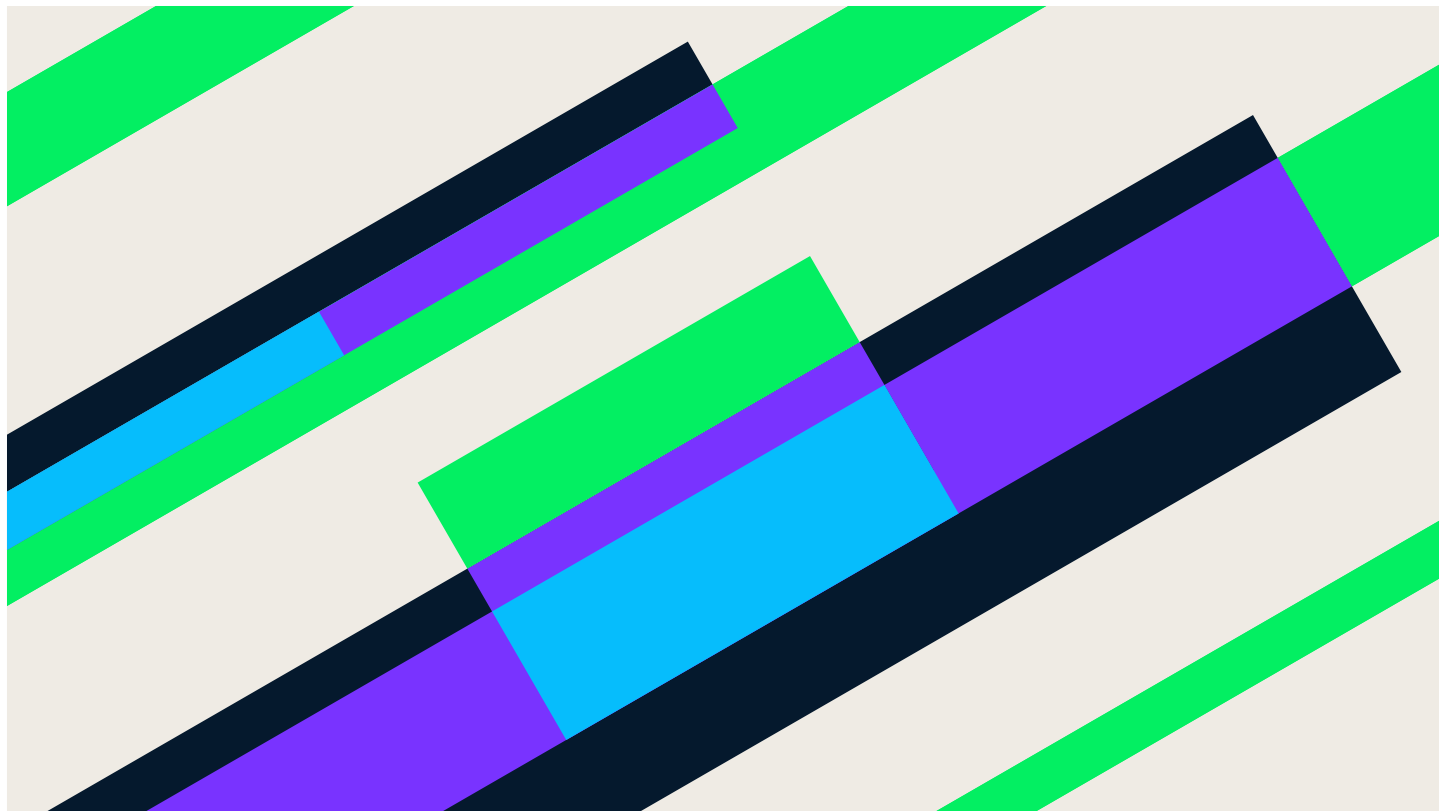


**6.4**
**VISUAL SYSTEM**
RECTANGULAR ROTATION
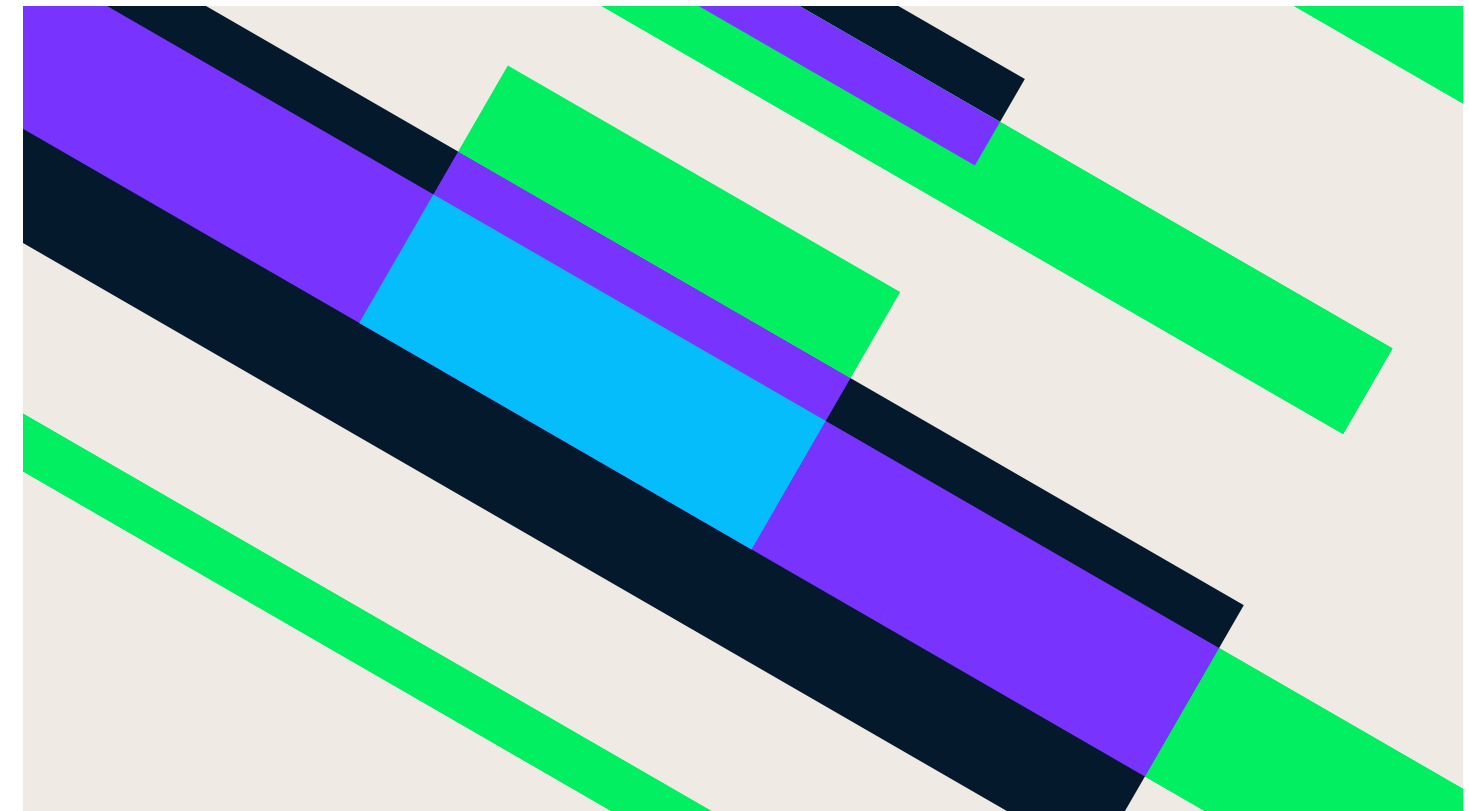
**6.5**
**VISUAL SYSTEM**
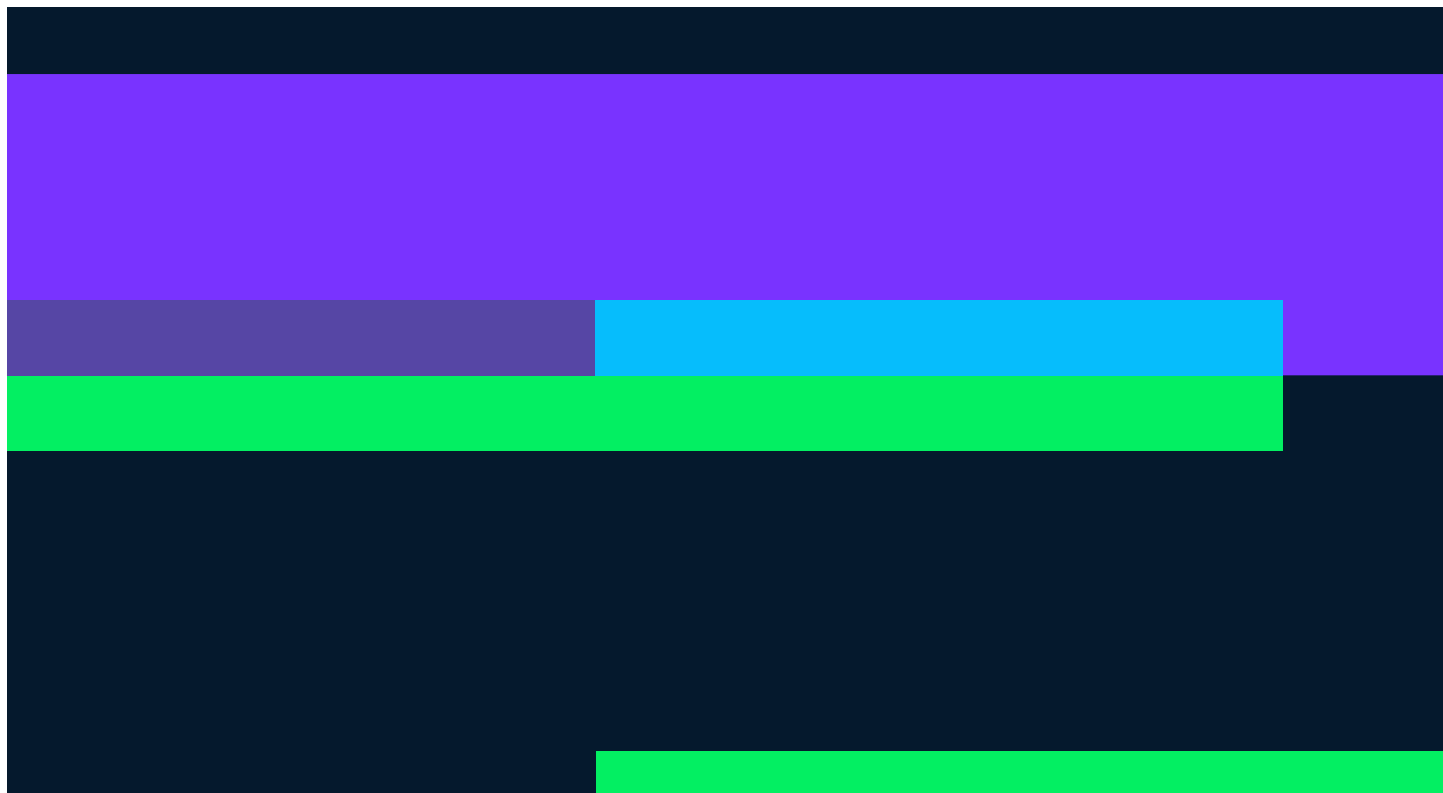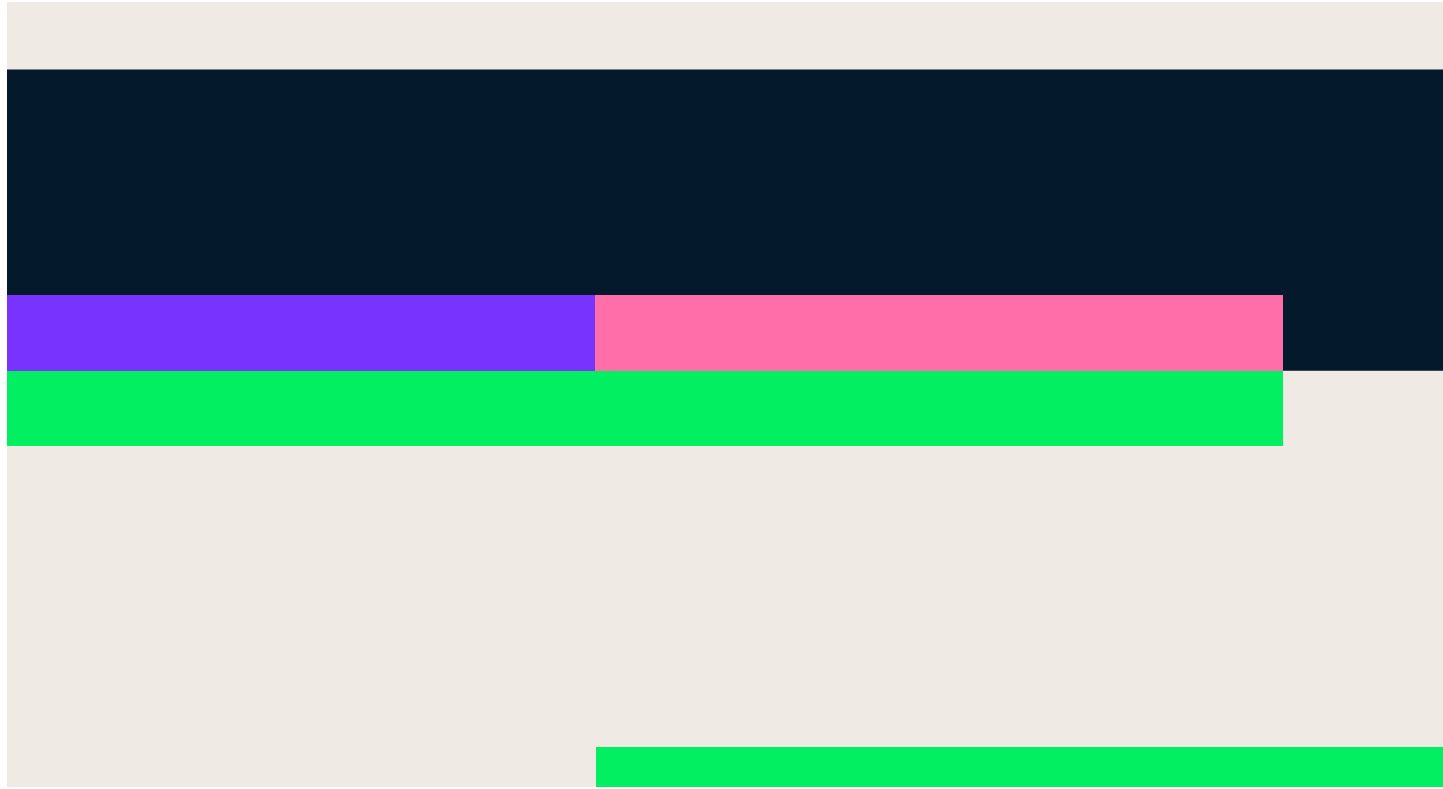
## 6.5
## VISUAL SYSTEM
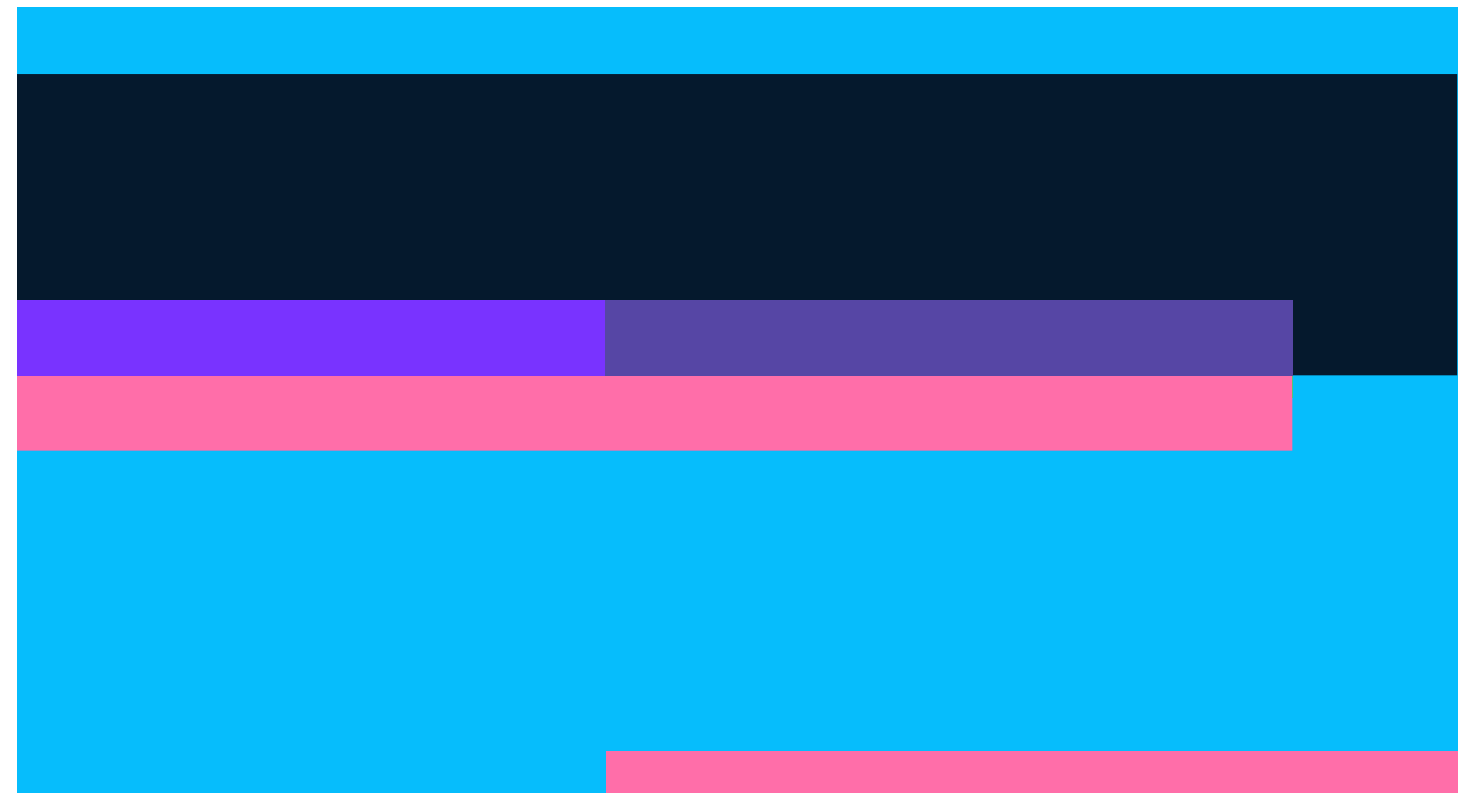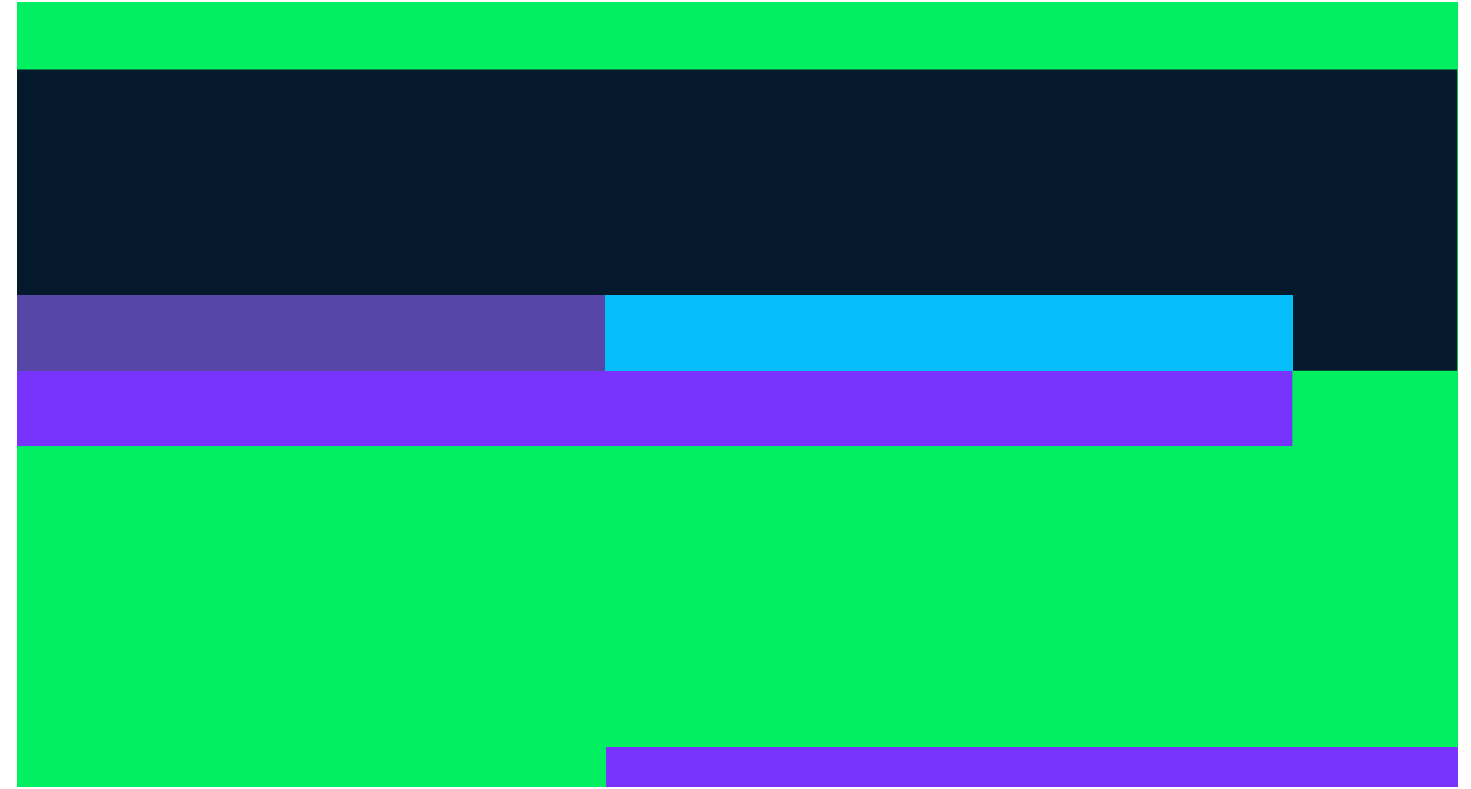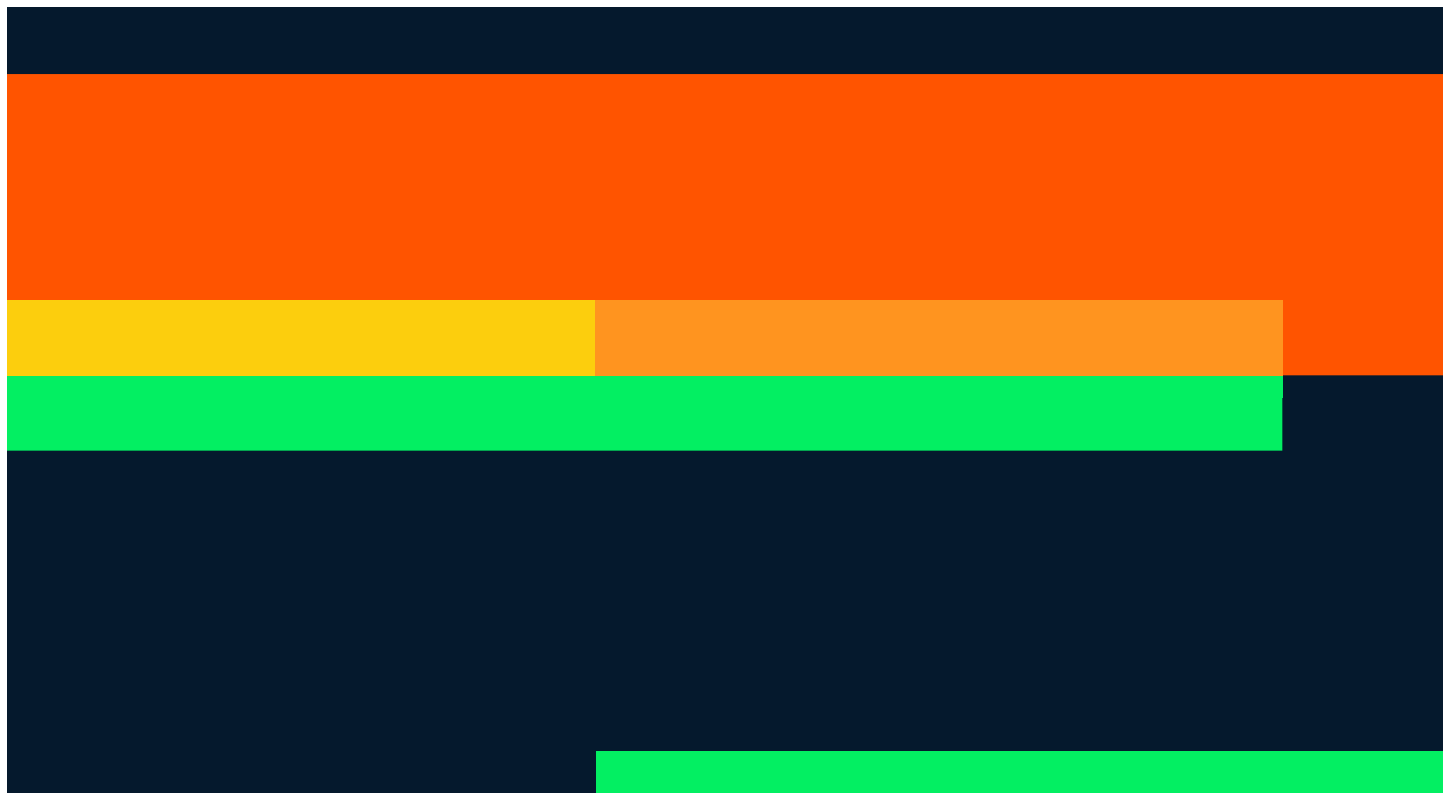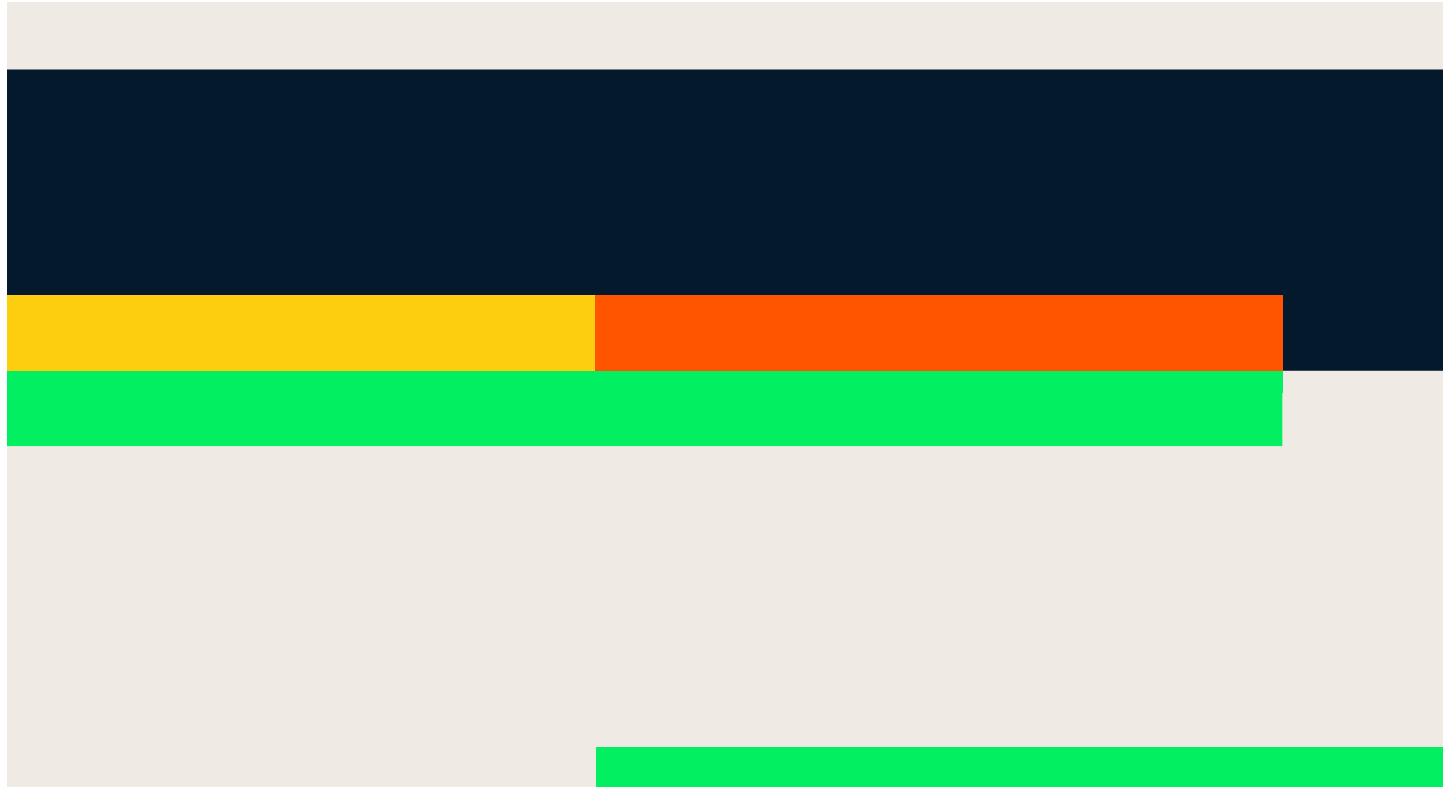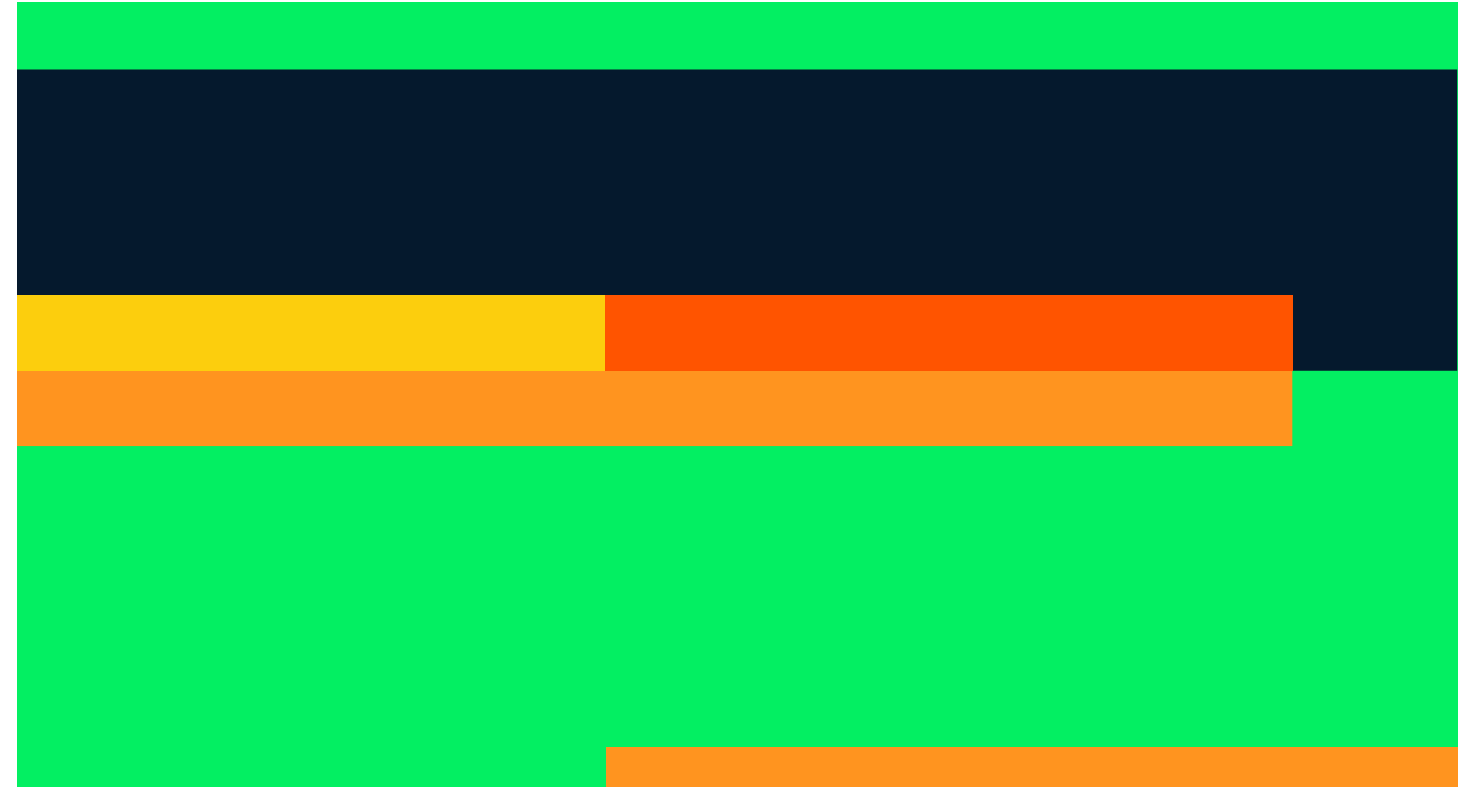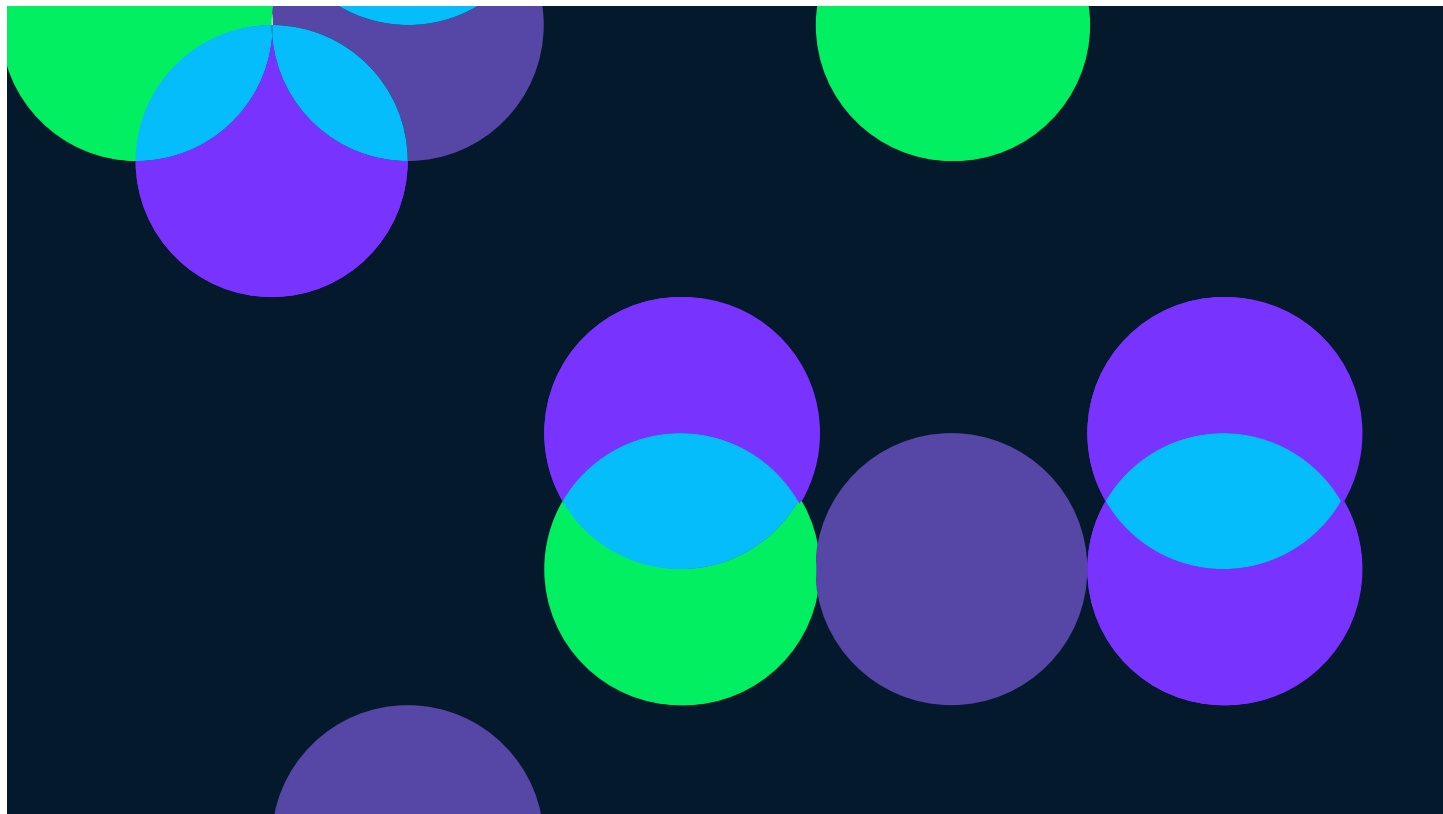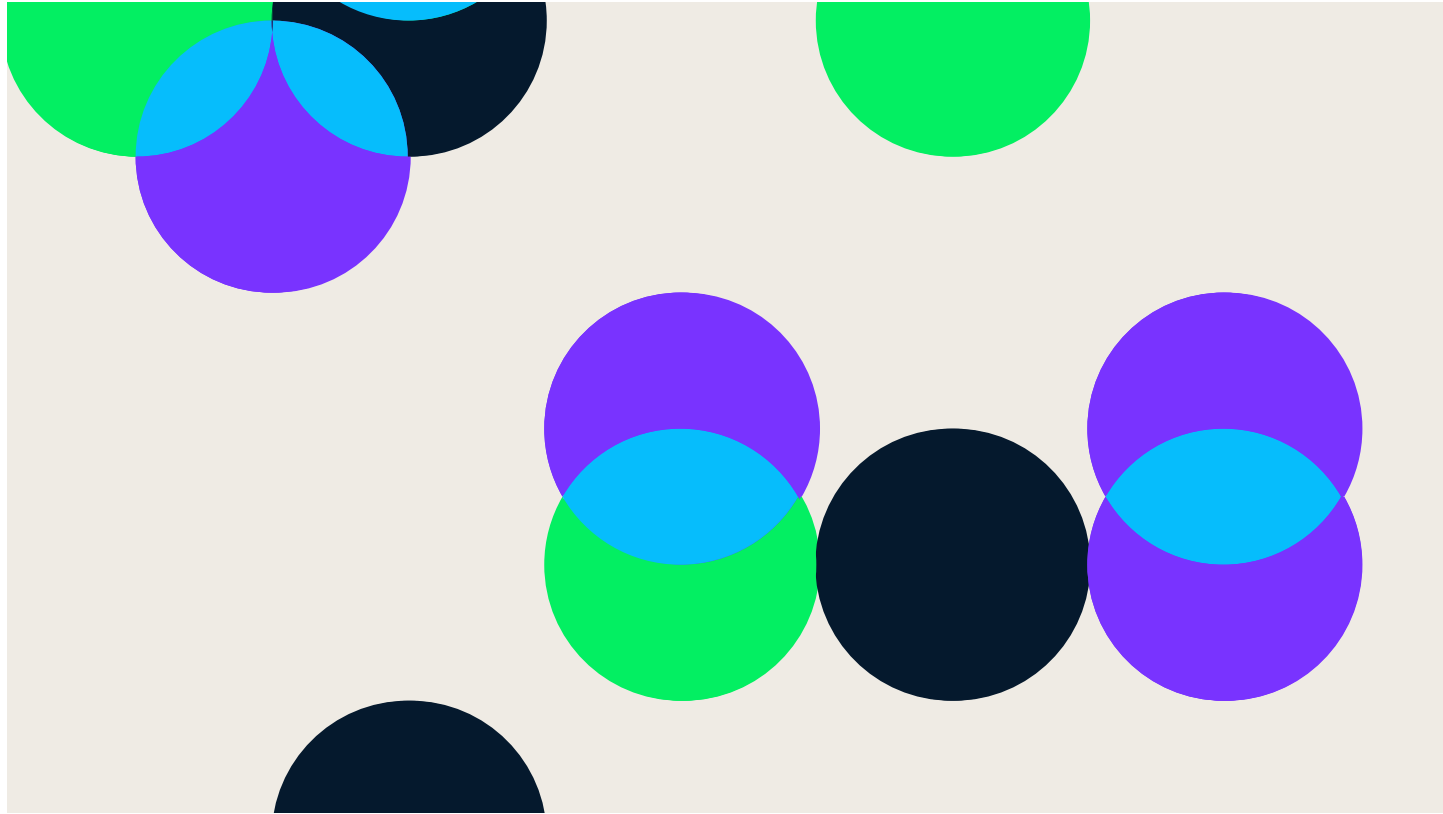
## 6.5
## VISUAL SYSTEM

## 6.5
## VISUAL SYSTEM

**6.5**
**VISUAL SYSTEM**

**6.5**
**VISUAL SYSTEM**

**6.5**
**VISUAL SYSTEM**

**6.5**
**VISUAL SYSTEM**

**6.5**
**VISUAL SYSTEM**
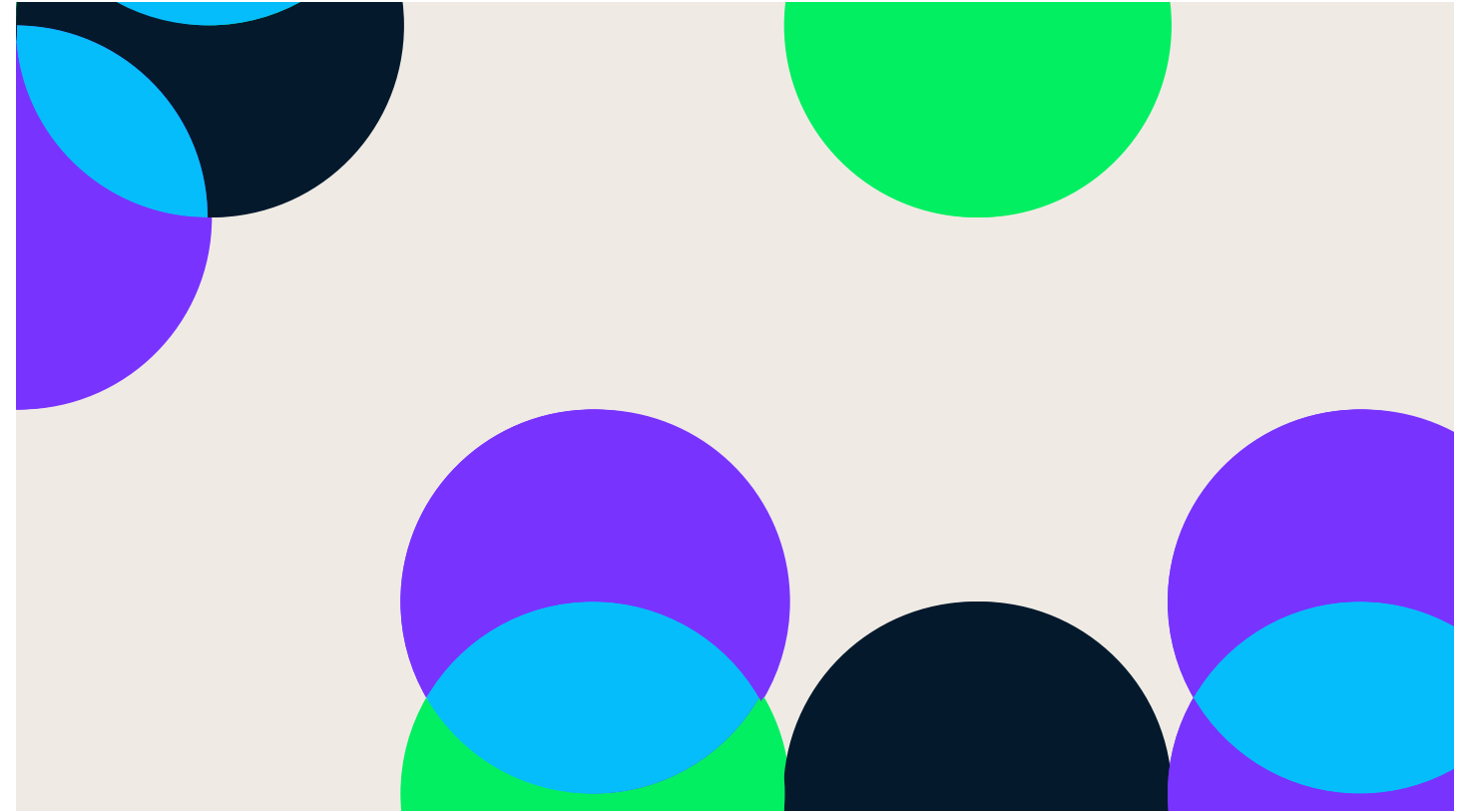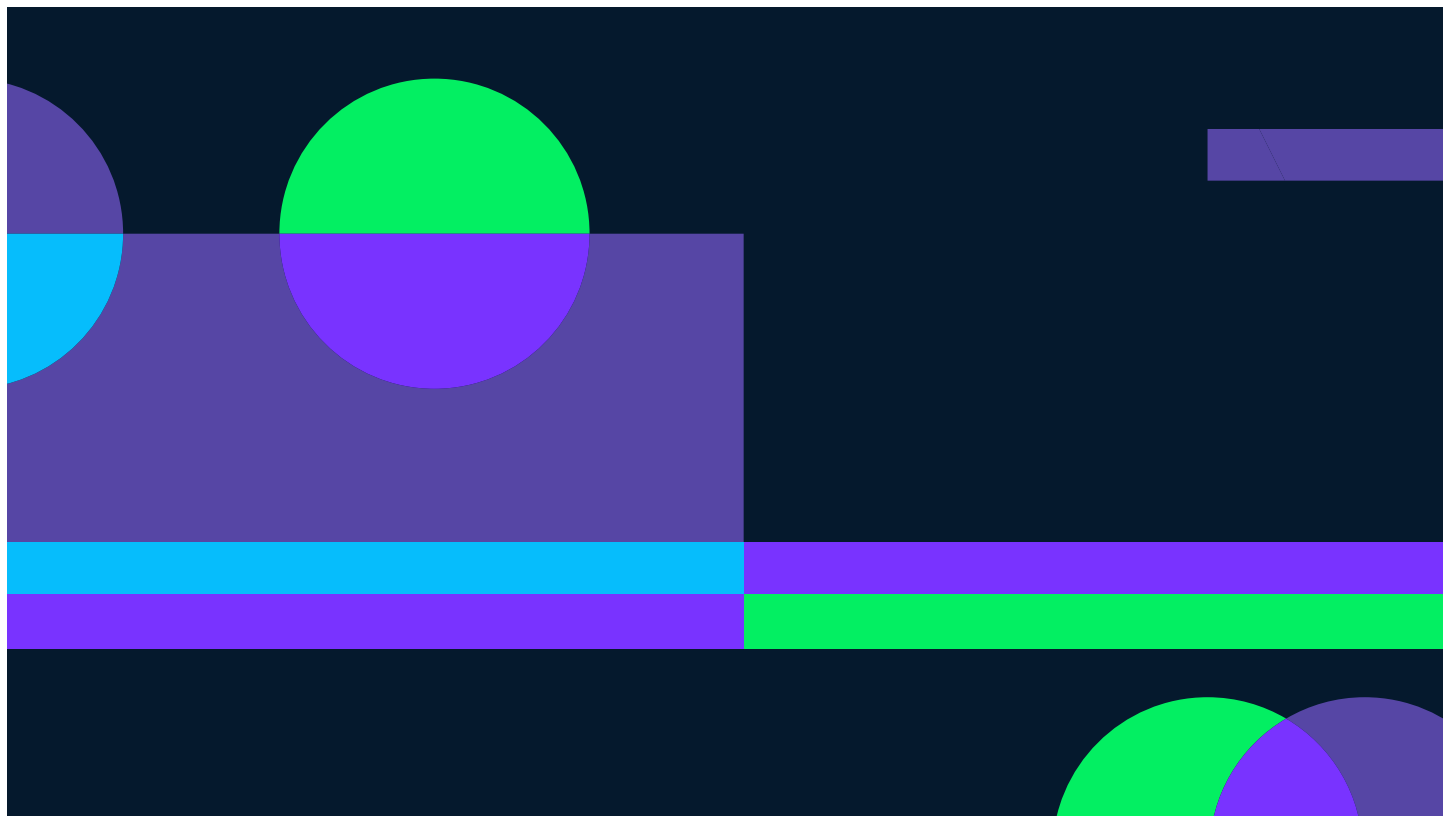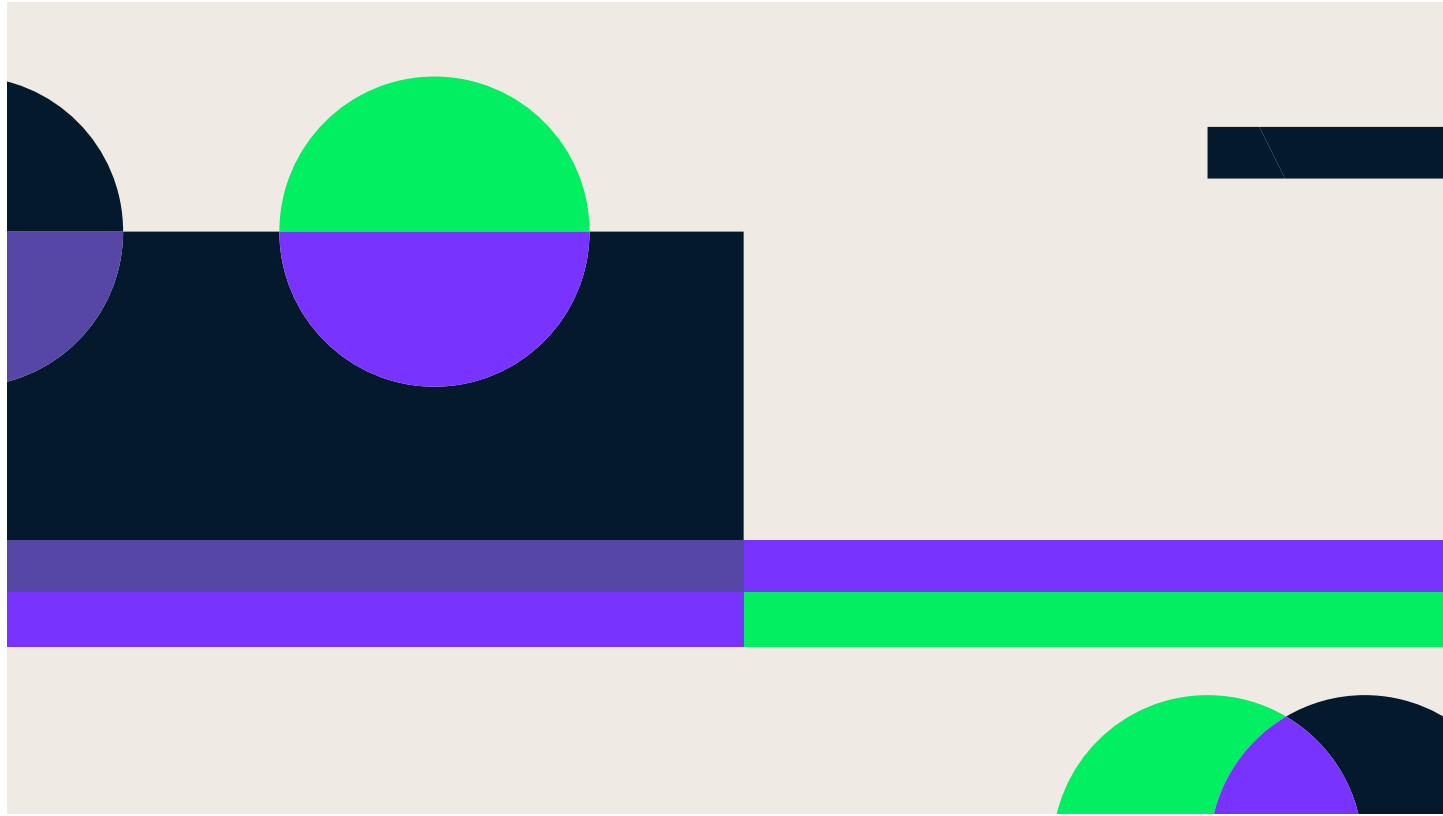
**6.5**
**VISUAL SYSTEM**

**6.6**
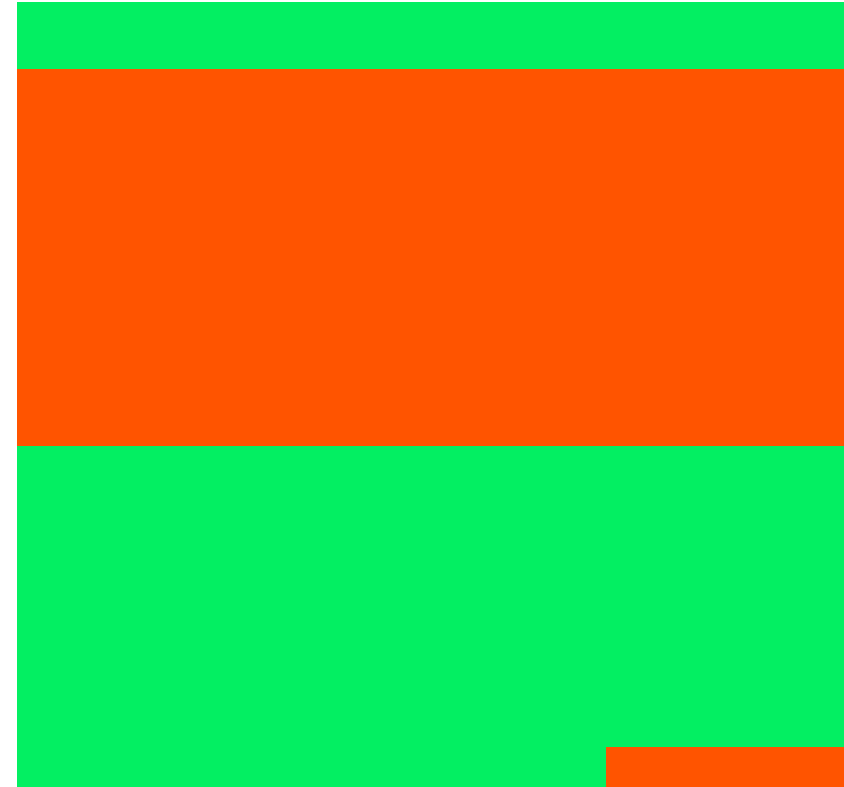**VISUAL SYSTEM COLOR SCHEME 1**
DONTS



✕  Don't use colors from both
   color schemes.
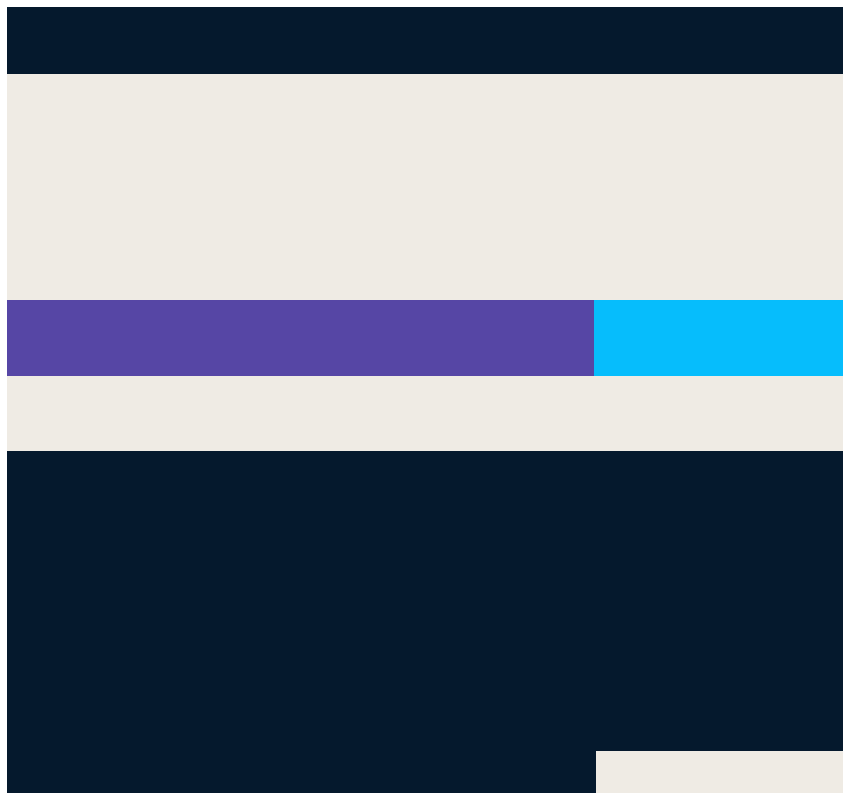
✕  Don't use the beige as
   foreground color.

**6.6**
**VISUAL SYSTEM COLOR SCHEME 1**
DONTS



✕  Don't use only one foreground
   colors. A minimum of 3 color
   colors total should be seen in
   the visual system.

✕  Don't use any other
   background color than stated.

**6.6**
**VISUAL SYSTEM COLOR SCHEME 1**
DONTS

**6.6**
**VISUAL SYSTEM COLOR SCHEME 1**
DONTS

✕ Don't use colors from both color schemes.

✕ Don't use only one foreground colors. A minimum of 3 color colors total should be seen in the visual system.

✕ Don't use the beige as foreground color.

✕ Don't use any other background color than stated.

# 6.7

# Visual System Usage
## Background

**6.7**
**VISUAL SYSTEM**
BACKGROUNDS
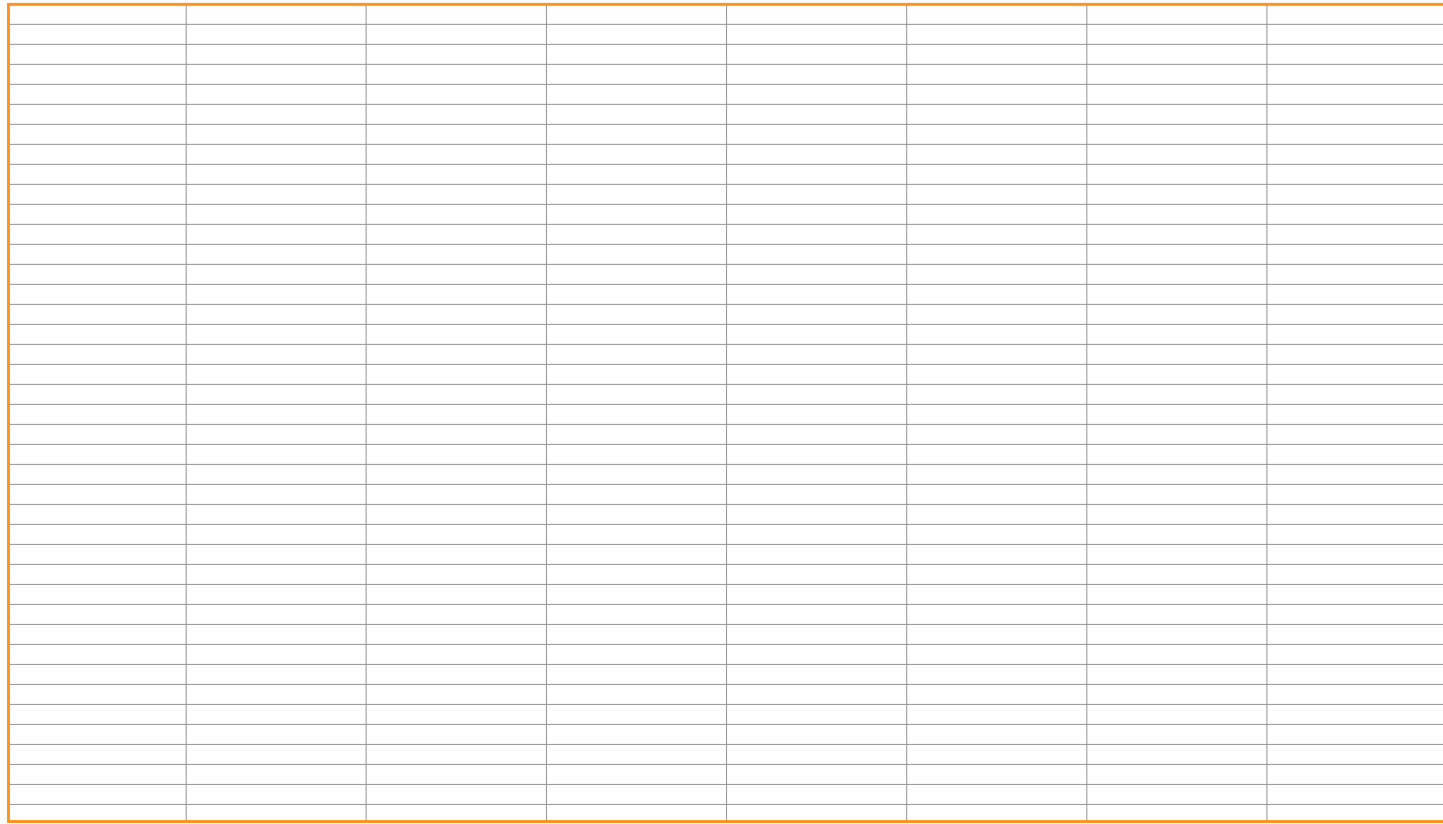
**6.7**
**VISUAL SYSTEM**
BACKGROUNDS
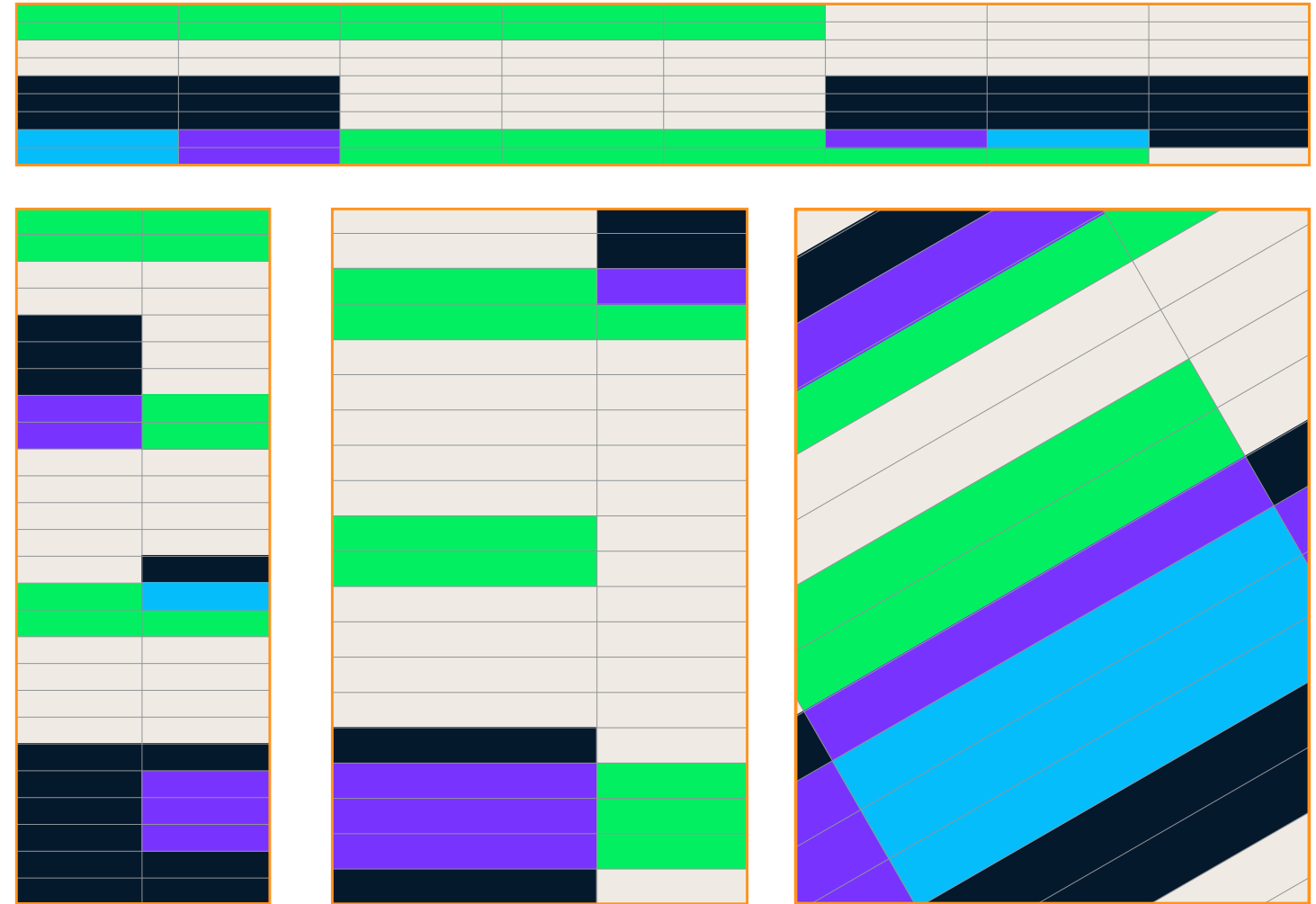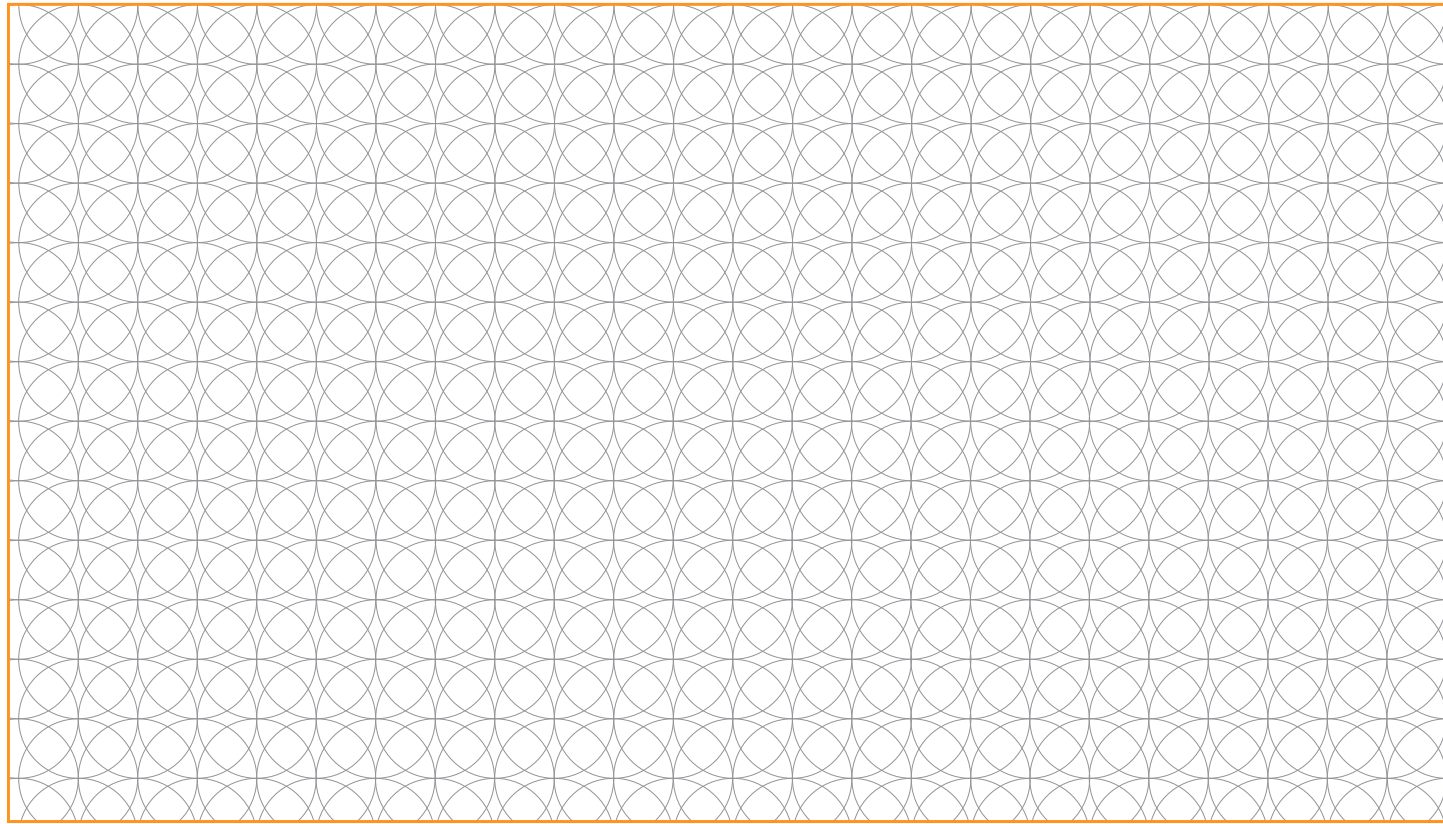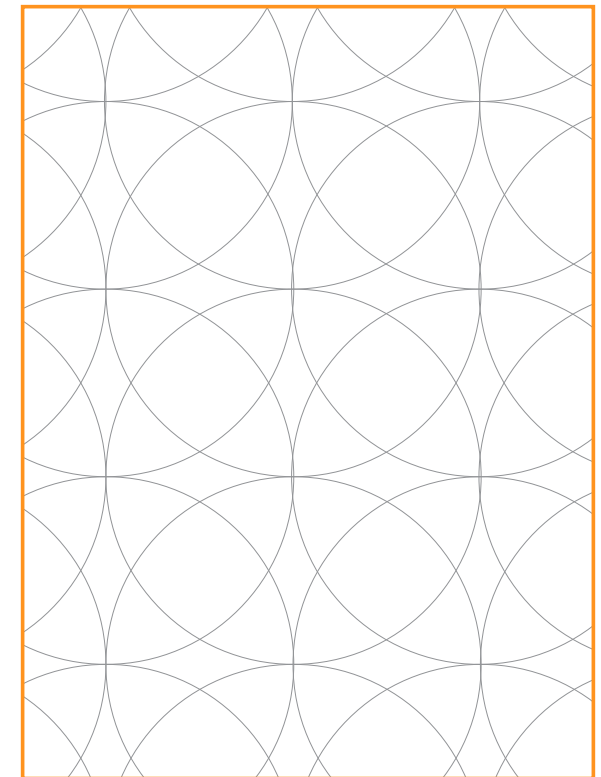
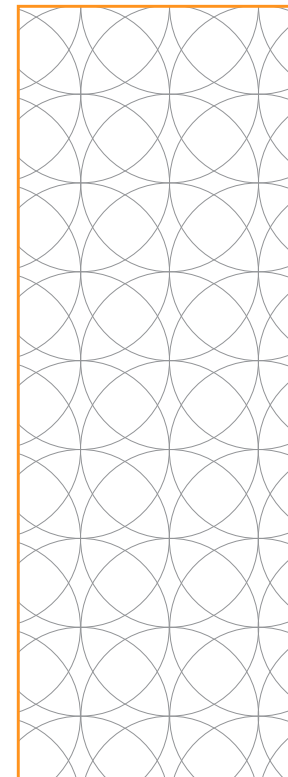The grid can be cropped or adjusted to fit
every size.
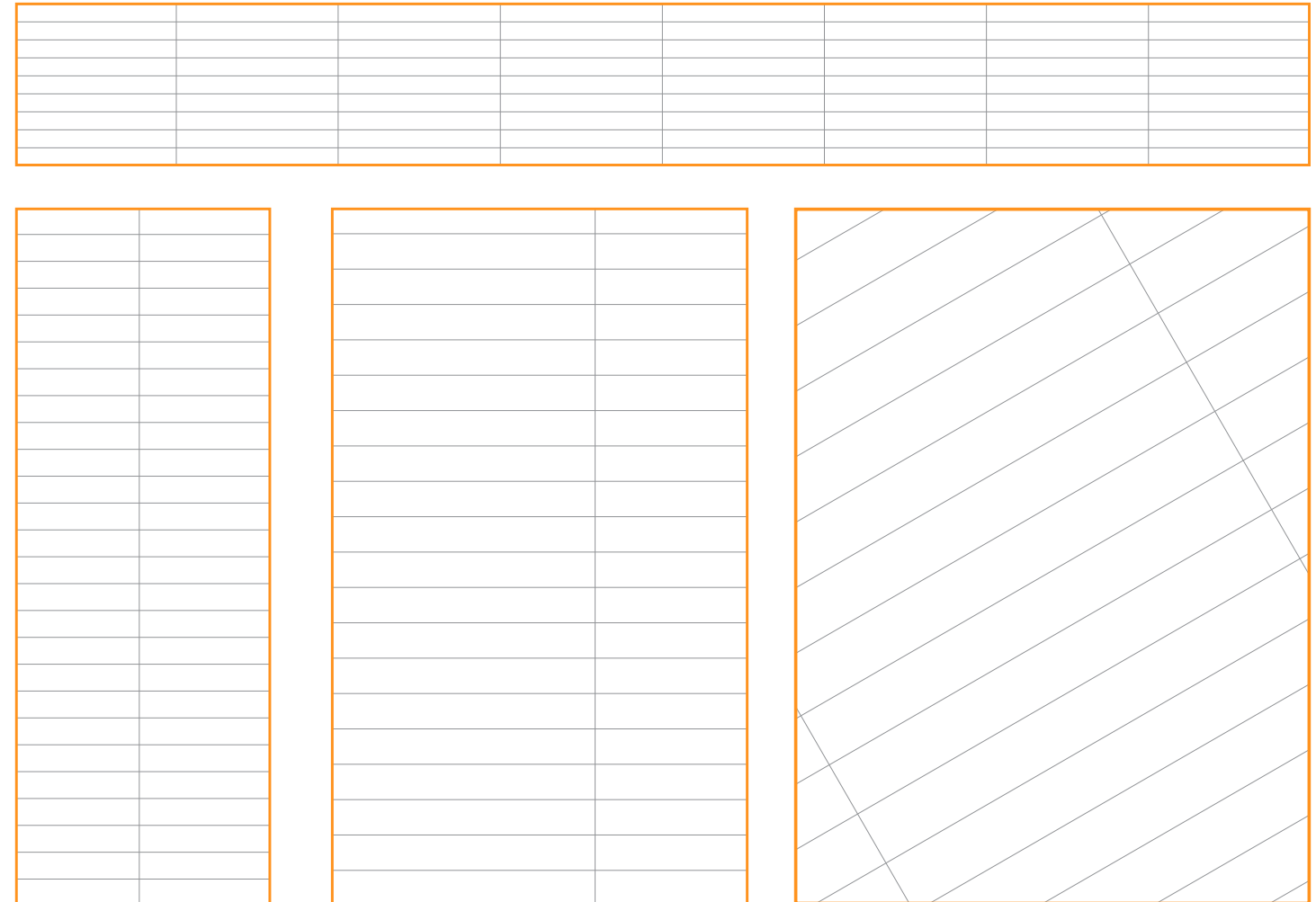
**6.7**
**VISUAL SYSTEM**
**BACKGROUNDS**
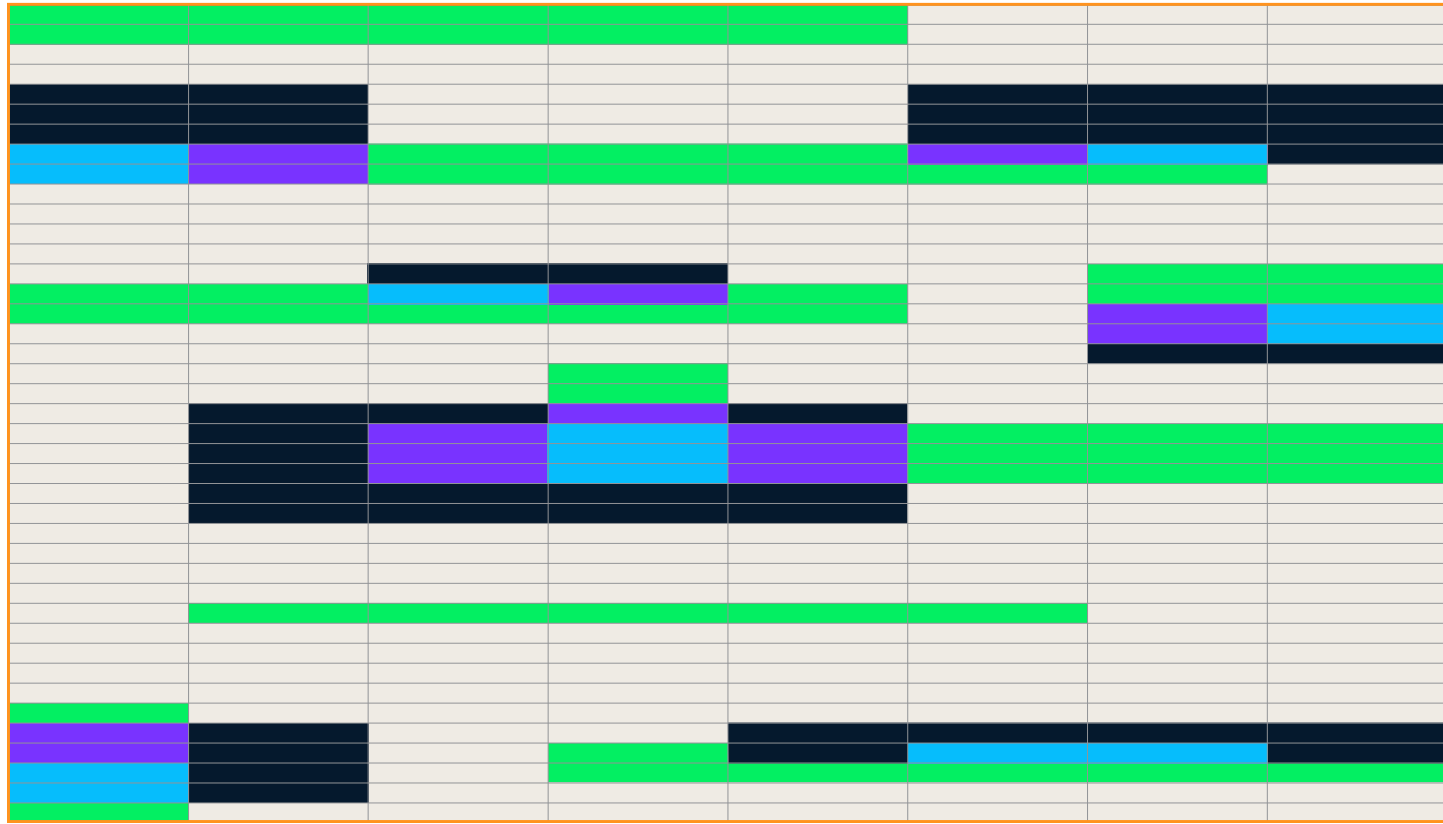
**6.7**
**VISUAL SYSTEM**
BACKGROUNDS

**6.7**
**VISUAL SYSTEM**
BACKGROUNDS

**6.7**
**VISUAL SYSTEM**
BACKGROUNDS

**6.7**
**VISUAL SYSTEM**
BACKGROUNDS

**6.7**
**VISUAL SYSTEM**
BACKGROUNDS

**6.7**
**VISUAL SYSTEM**
BACKGROUNDS

**6.7**
**VISUAL SYSTEM**
BACKGROUNDS

**6.7**
**VISUAL SYSTEM**
BACKGROUNDS
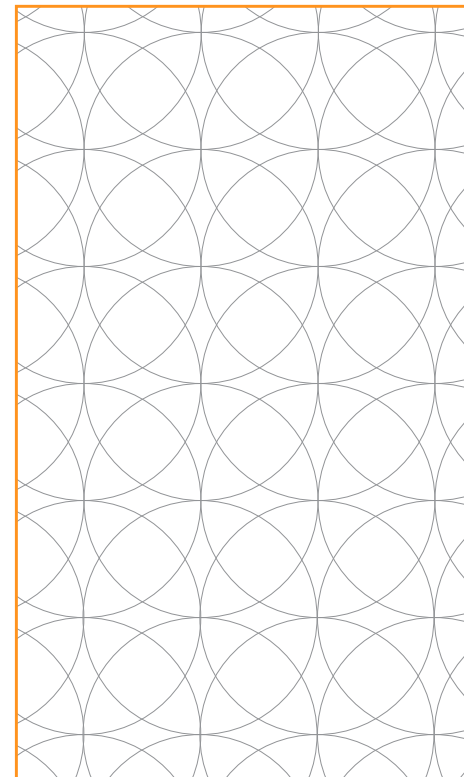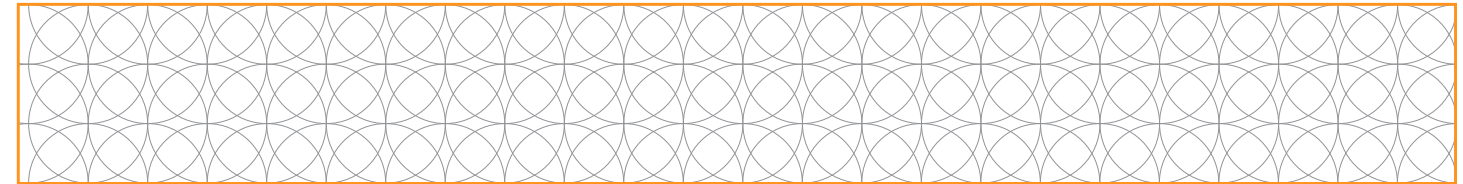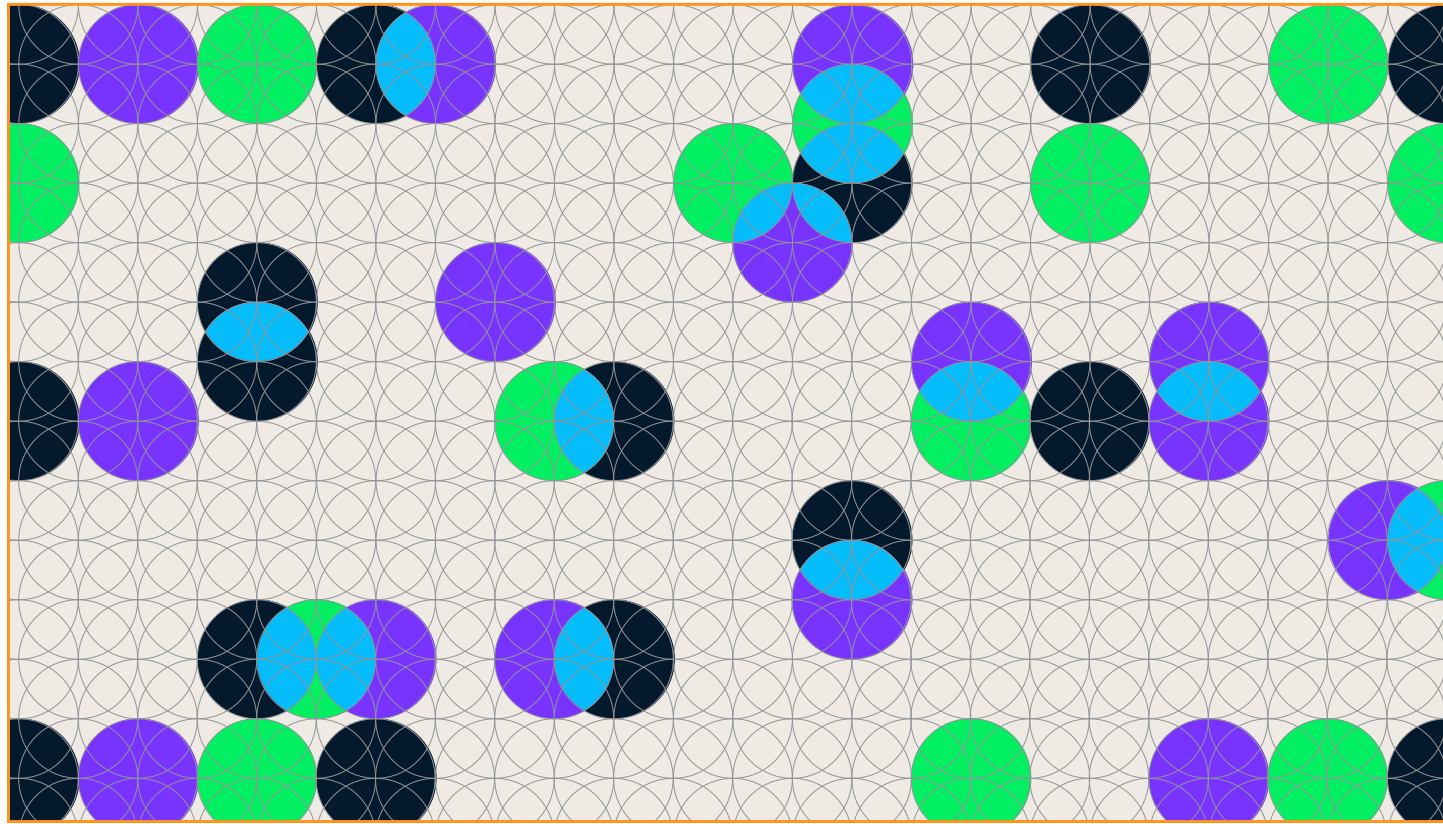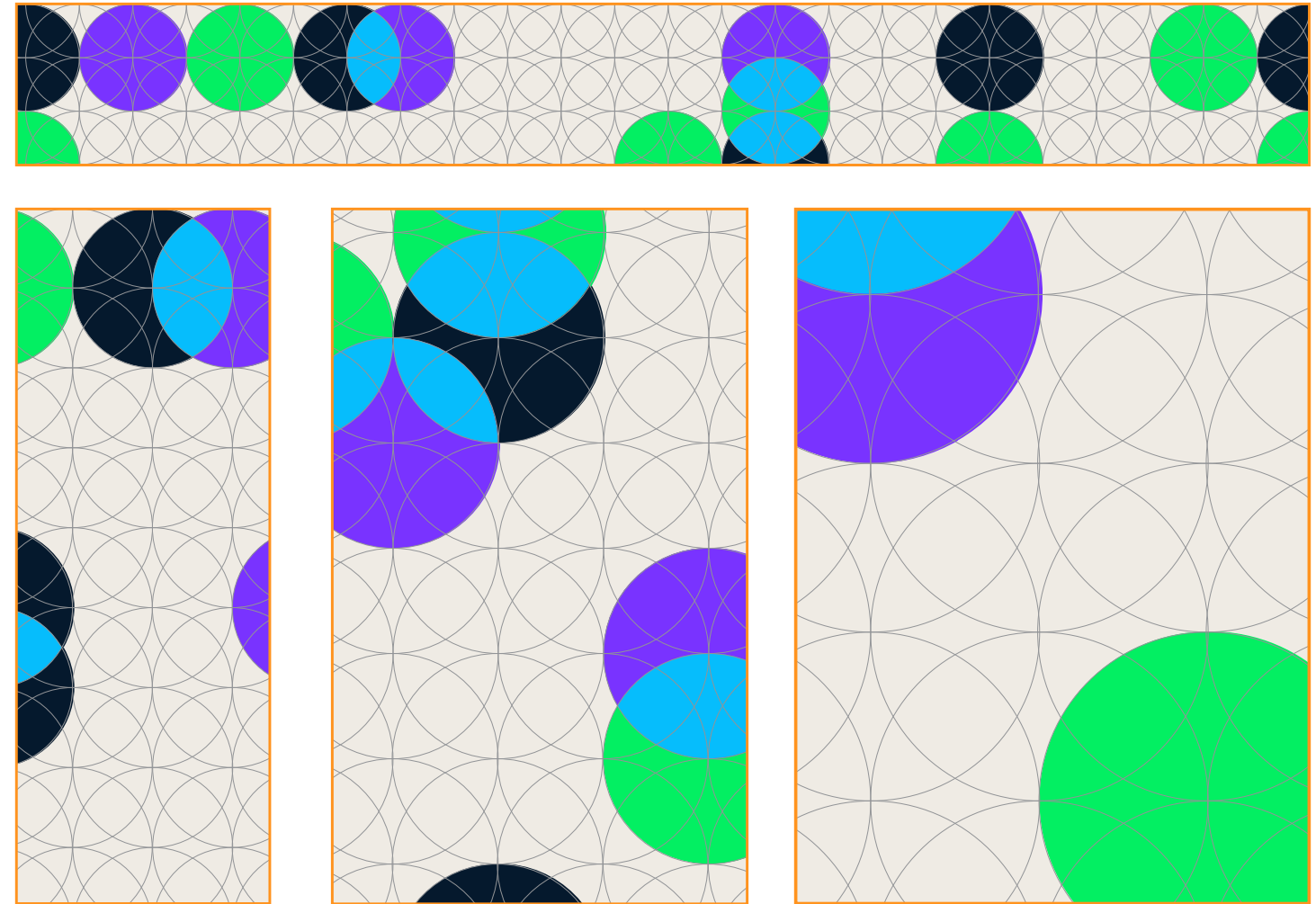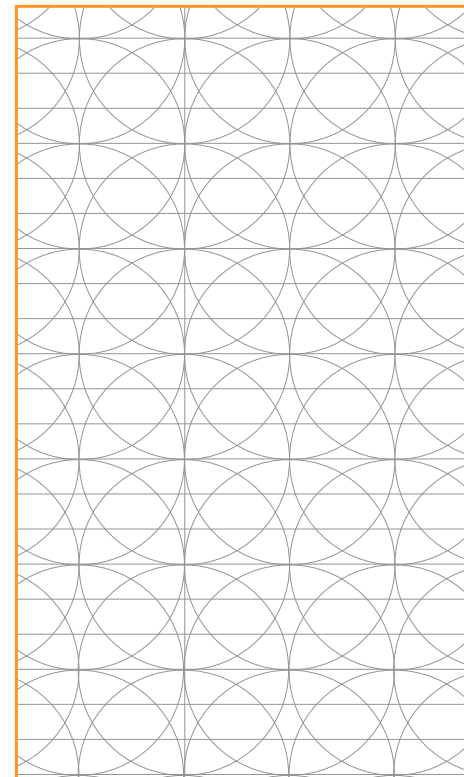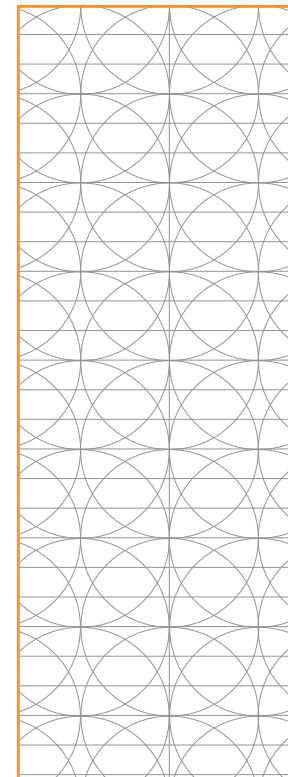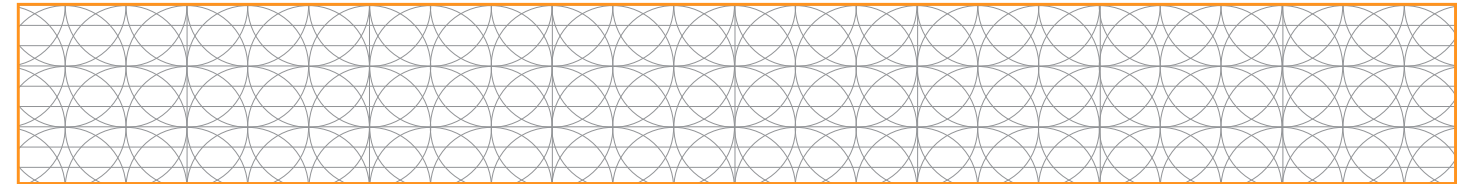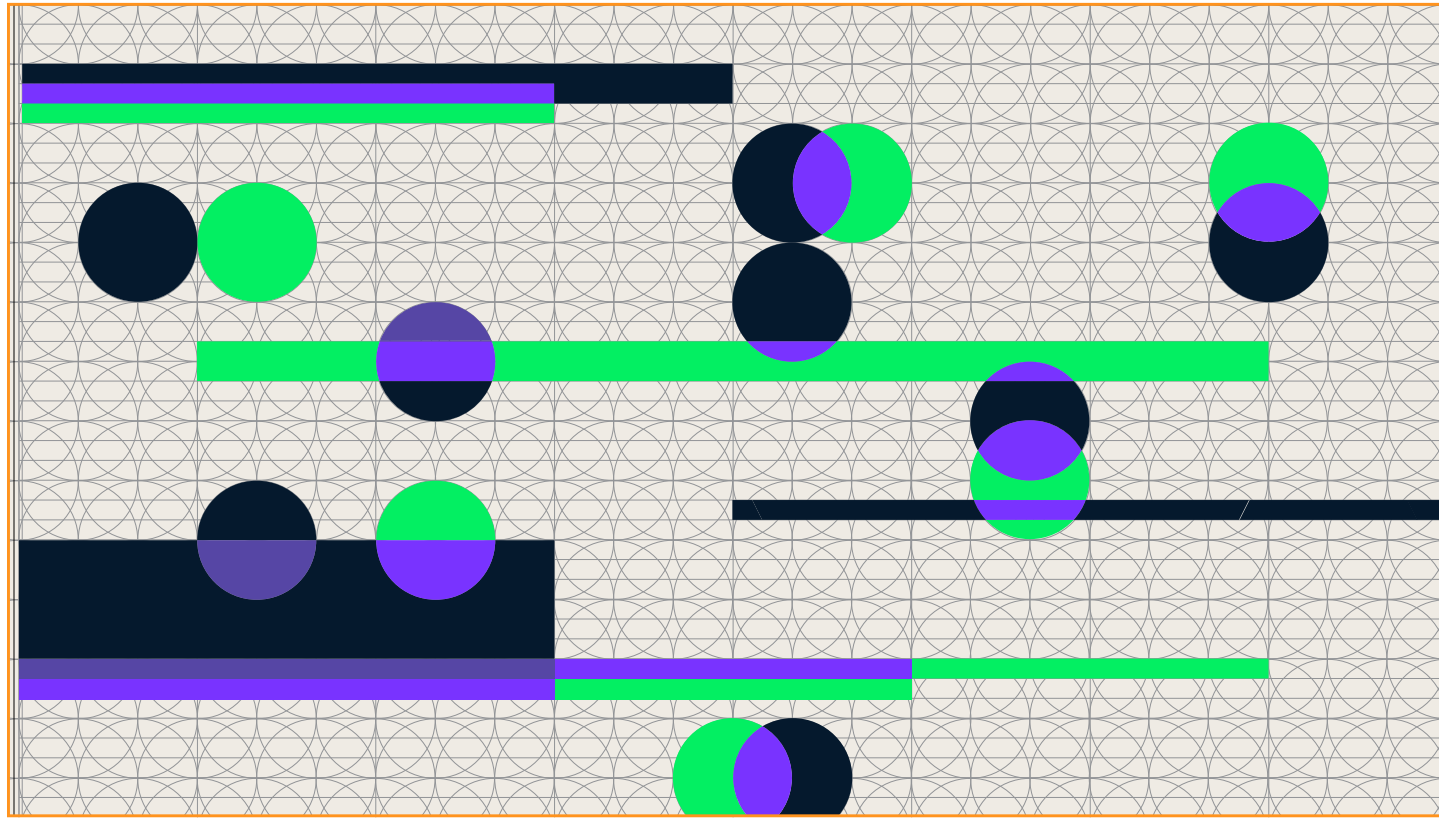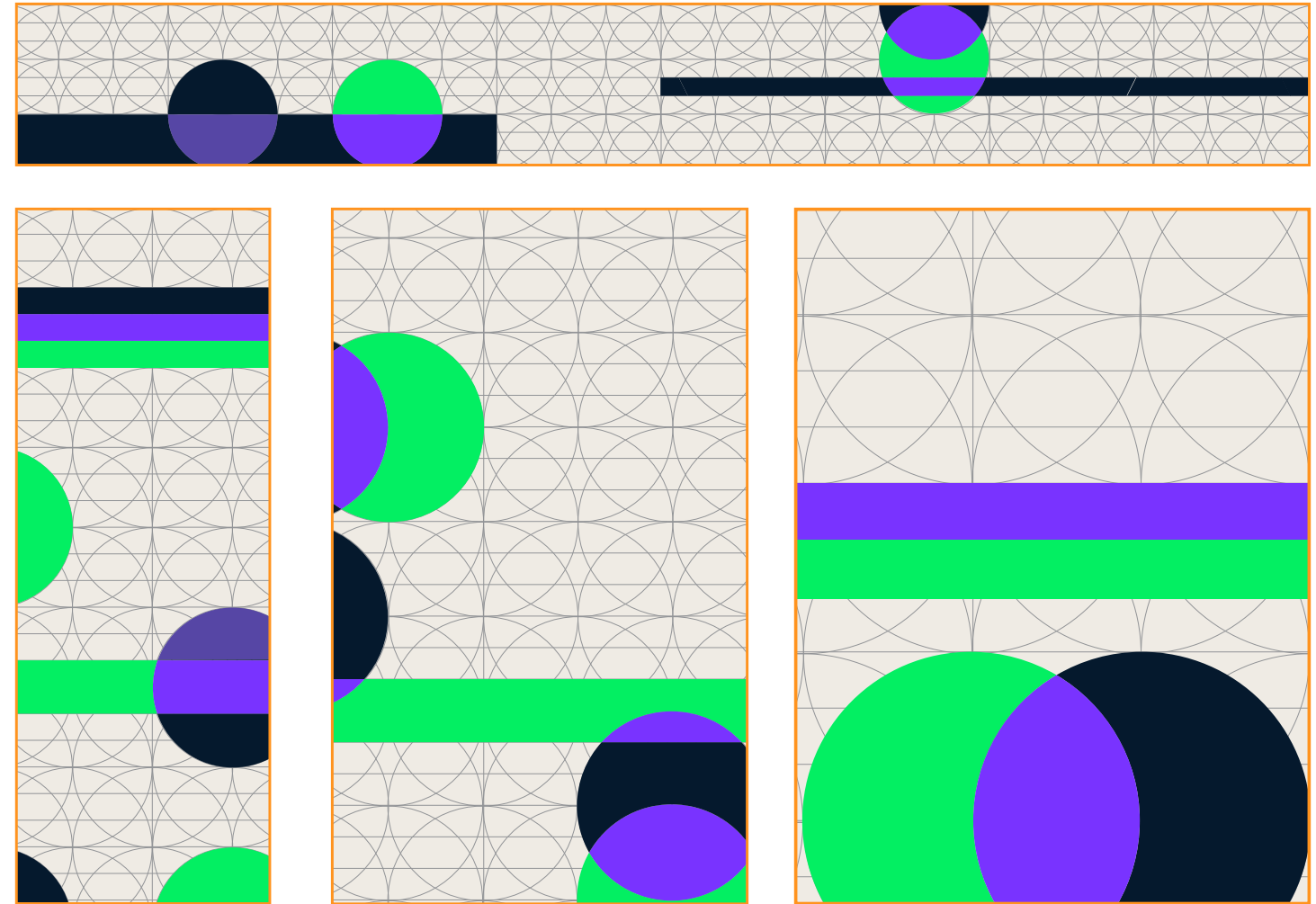
**6.7**
**VISUAL SYSTEM**
BACKGROUNDS                    Example

**6.7**
**VISUAL SYSTEM**
BACKGROUNDS



## Catalog

Topics

**Theory**    **Programming**    **Data Manipulation**

Courses

**Data Manipulation** with Python    **Data Manipulation** with R    **Data Cleaning** with Python



## Catalog

Topics

**Theory**    **Programming**    **Data Manipulation**

Courses
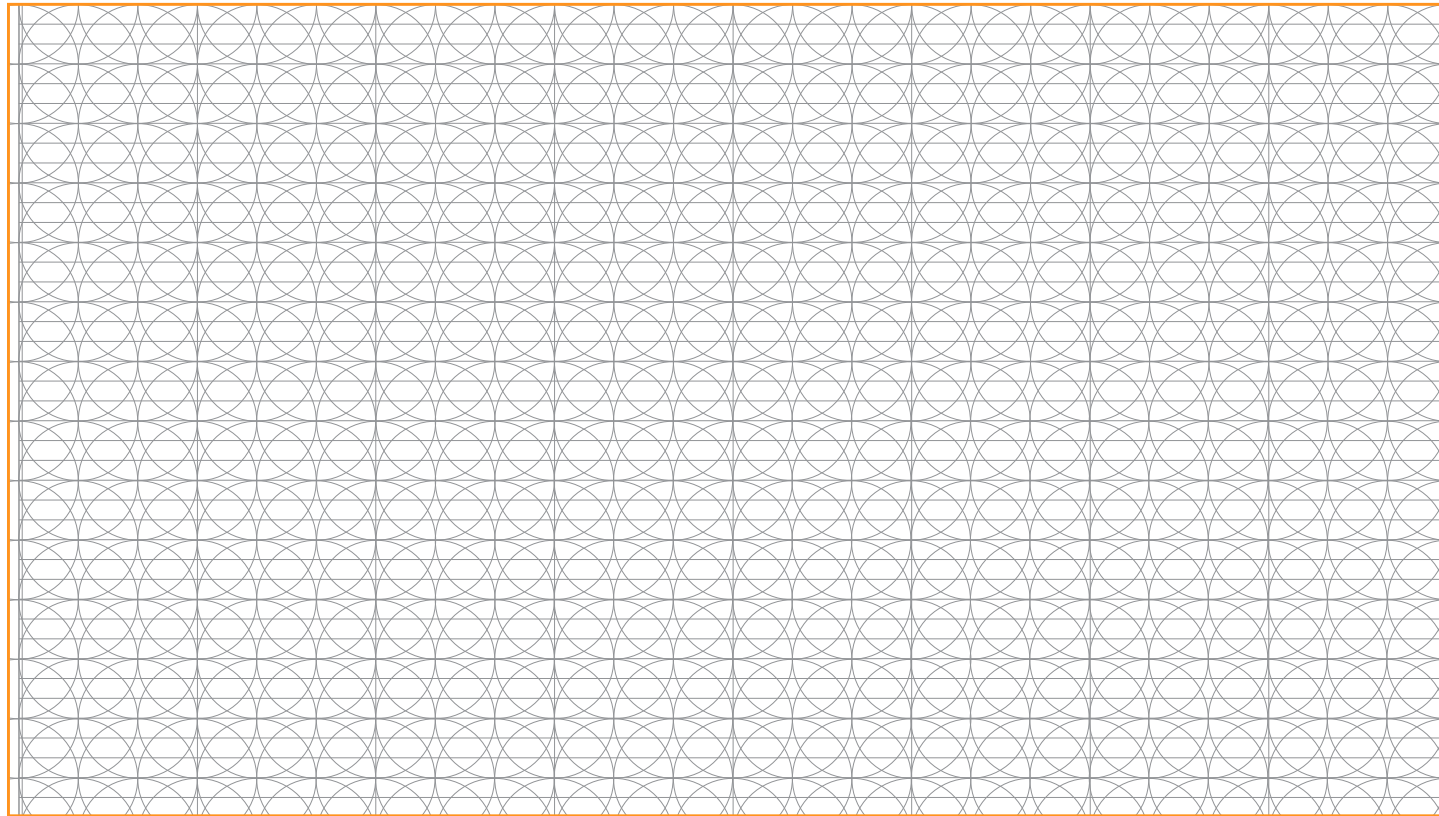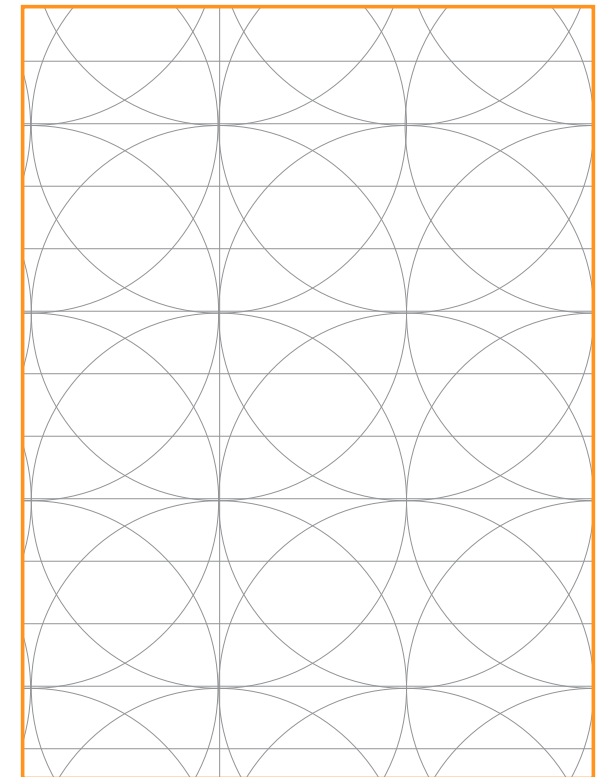
**Data Manipulation** with Python    **Data Manipulation** with R    **Data Cleaning** with Python
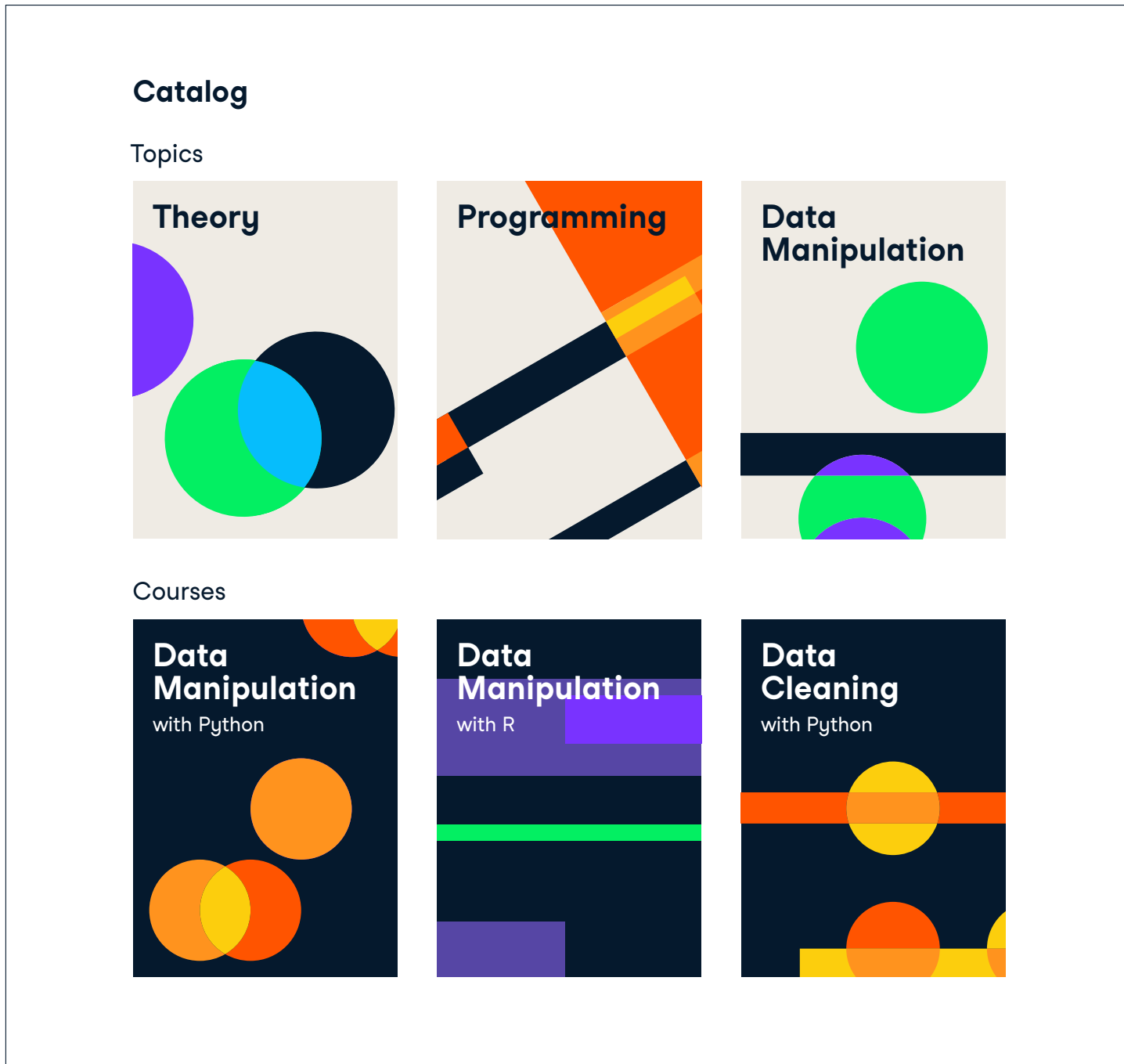
**6.7**
**VISUAL SYSTEM**
BACKGROUNDS

Additional: The grid used for the rectangle
visual system can also stay in the final design.
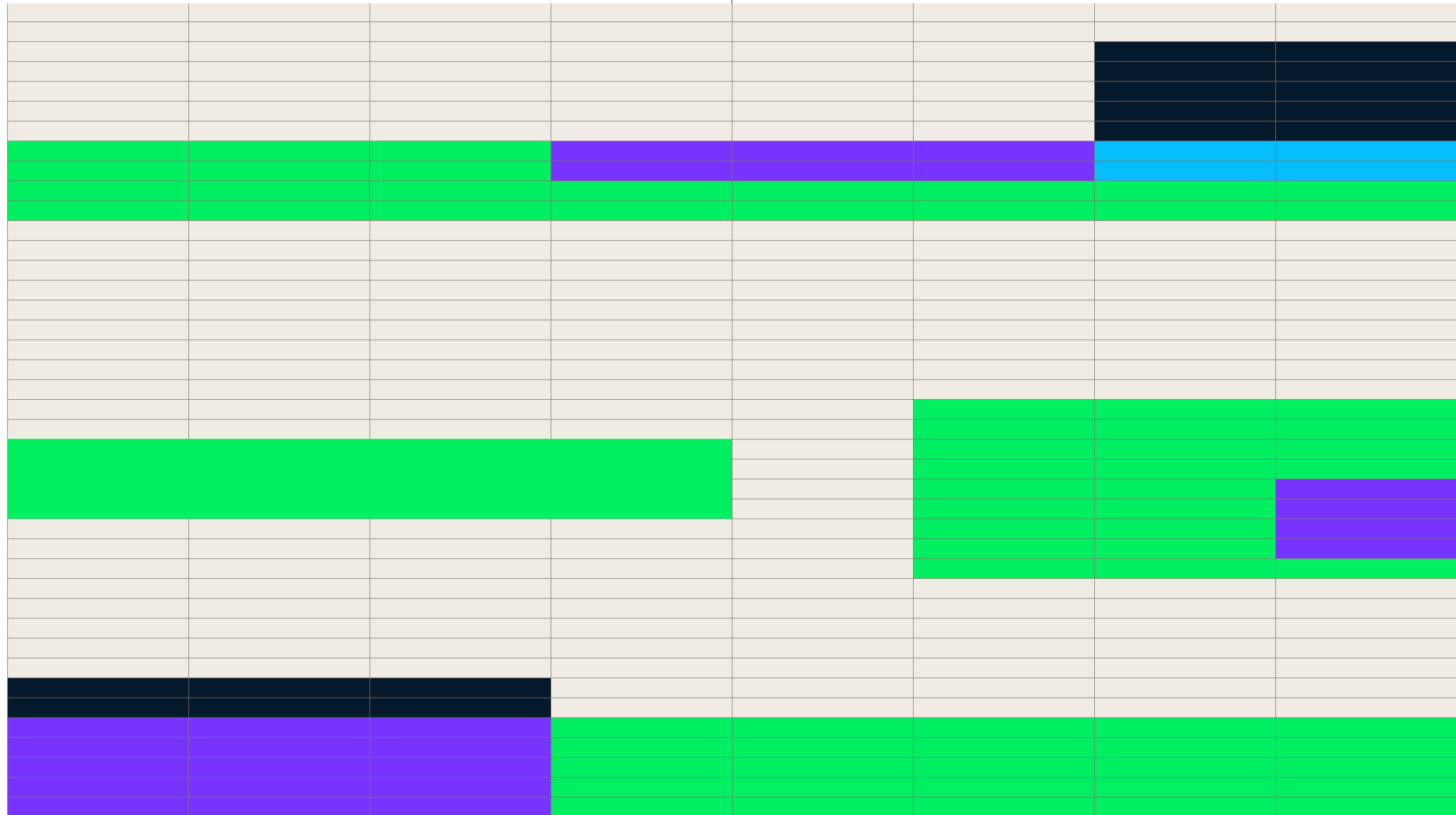
**6.7**
**VISUAL SYSTEM**
BACKGROUNDS

6.8

# Visual System Usage
# Merge

**6.8**
**VISUAL SYSTEM**
MERGE

# Step 1
## Determine grid
## and layout

Determine where you are going to apply the pattern on.
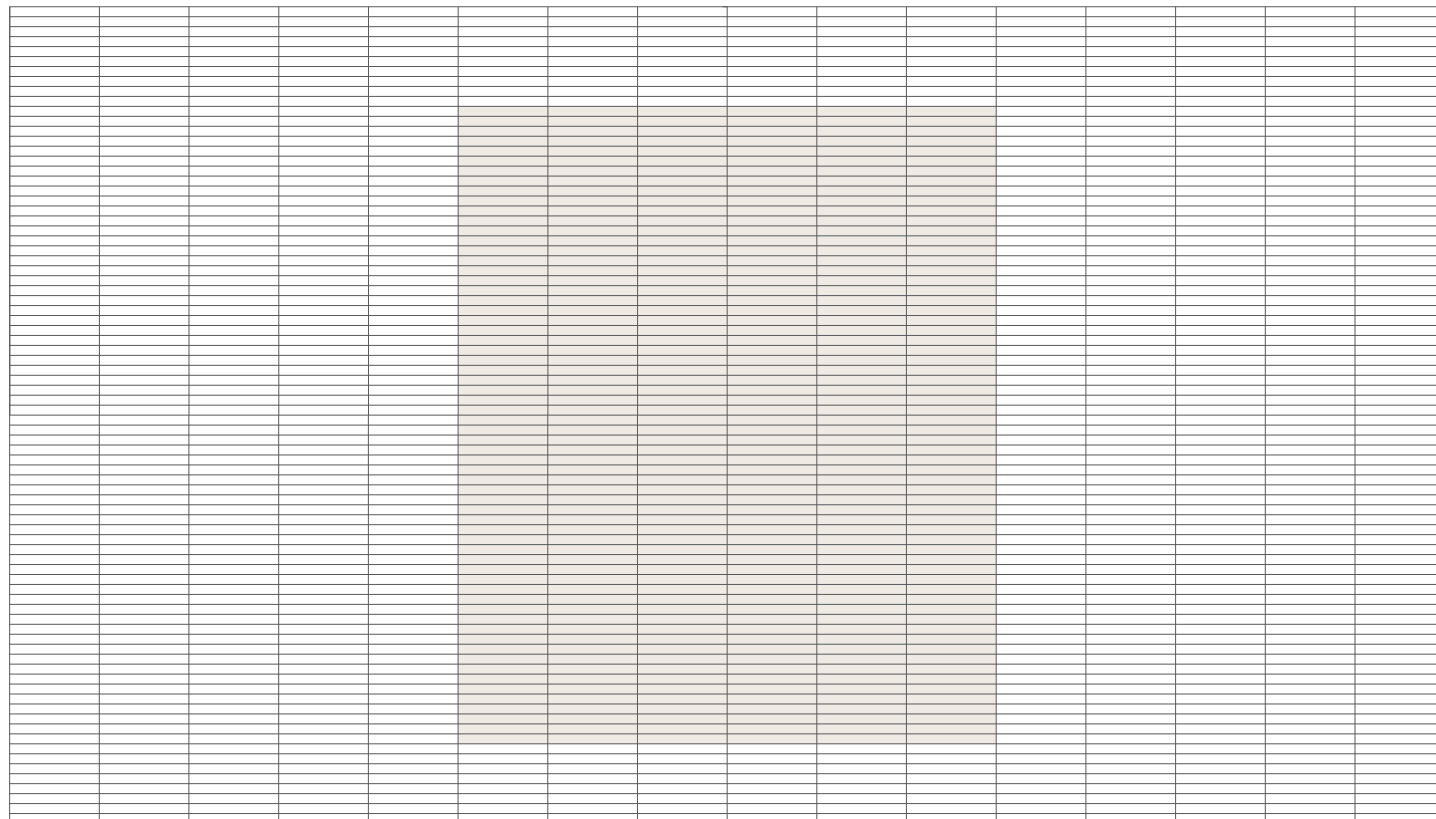
**6.8**
**VISUAL SYSTEM**
MERGE

# Step 2
## Design first layer

Pick any color (other than the neutrals) from the chosen color palette. Use this color, together with rectangular shapes to fill in the grid. The designer should focus on balancing the composition in weight.

**6.8**
**VISUAL SYSTEM**
MERGE
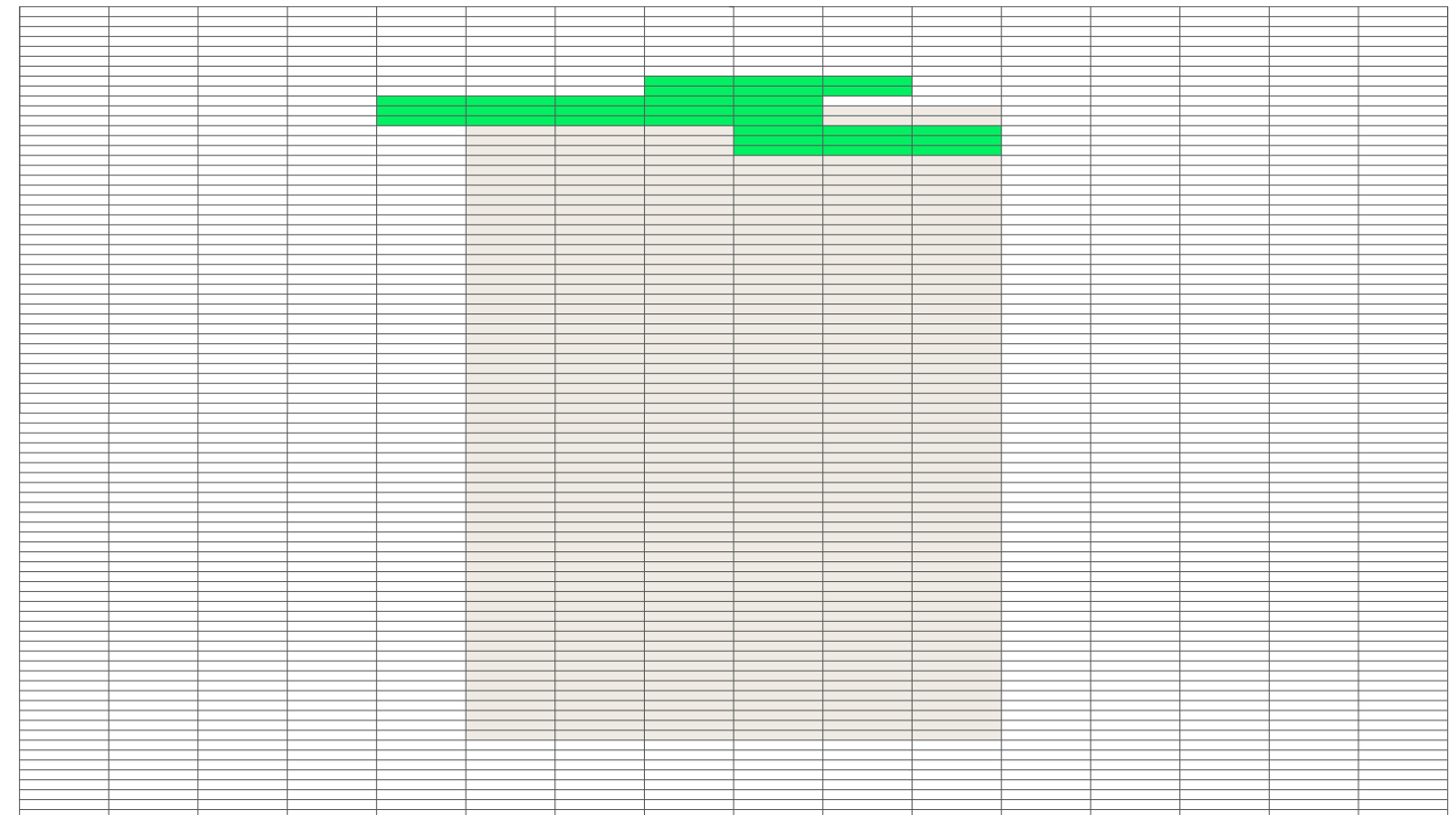
**6.8**
**VISUAL SYSTEM**
MERGE

# Step 3
# Add second layer

Pick a second color from the chosen color palette. Implement the second layer of shapes while making sure to overlap at least half of second layer shapes with first layer shapes.
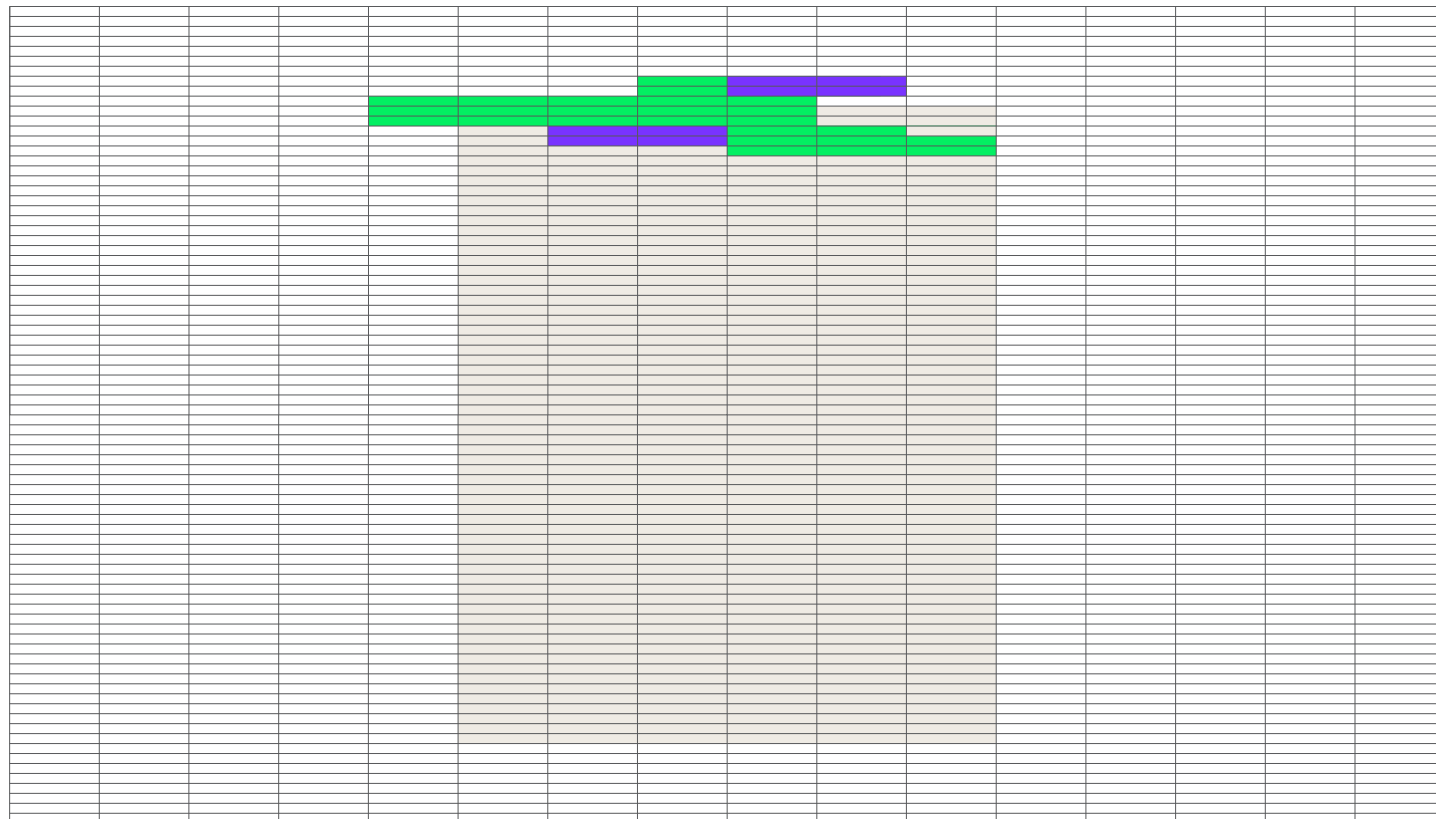
# Optinal: Step 4
# Add overlap

Use illustrator's pathfinder to divide overlapping shapes. Select the overlapping shapes and give them a third color from the color palette.
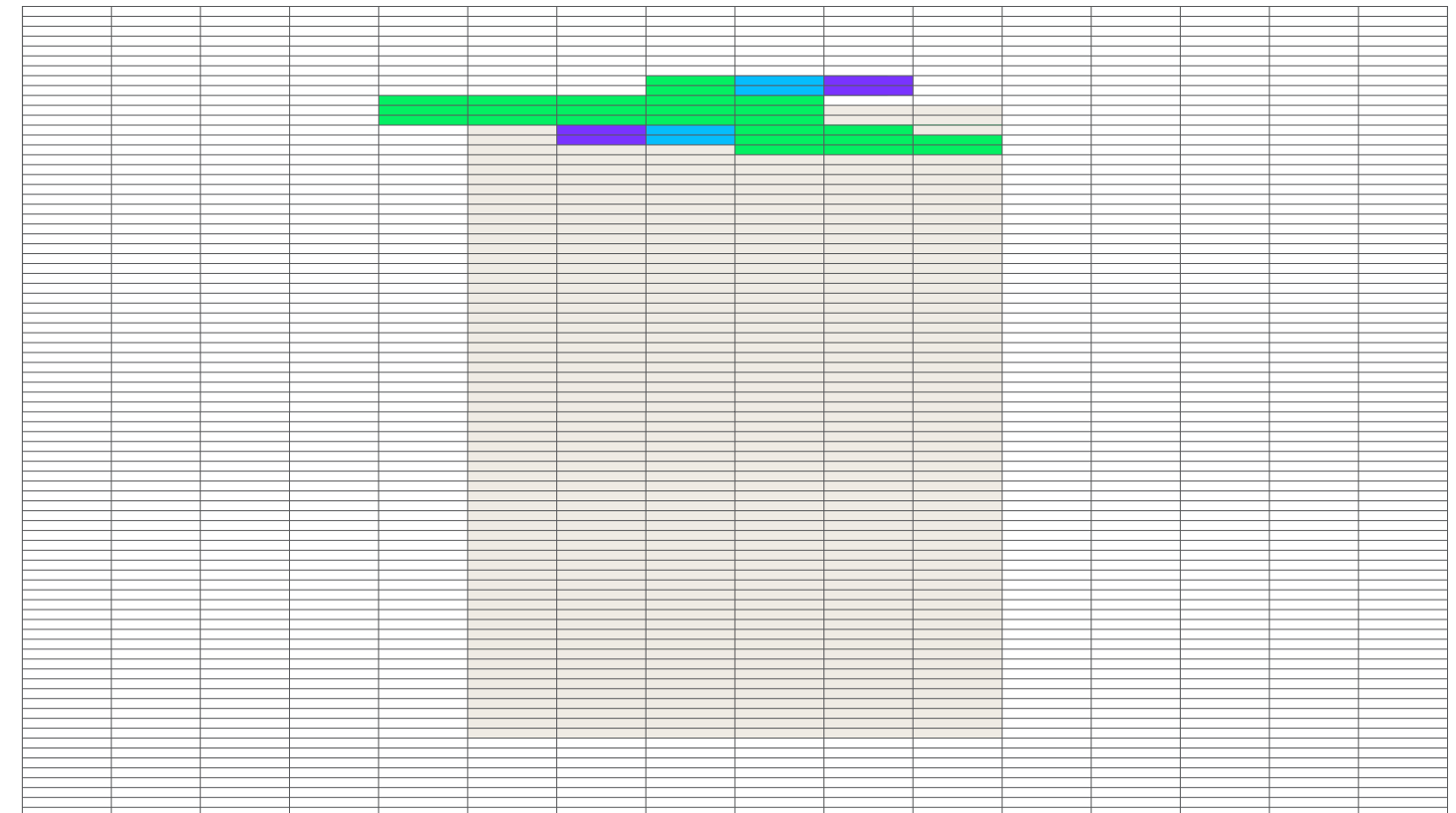
**6.8
VISUAL SYSTEM**
MERGE

# Optional: Step 5
# Subtract

Subtract snippets from the page to make it
blend in more with the visual system.
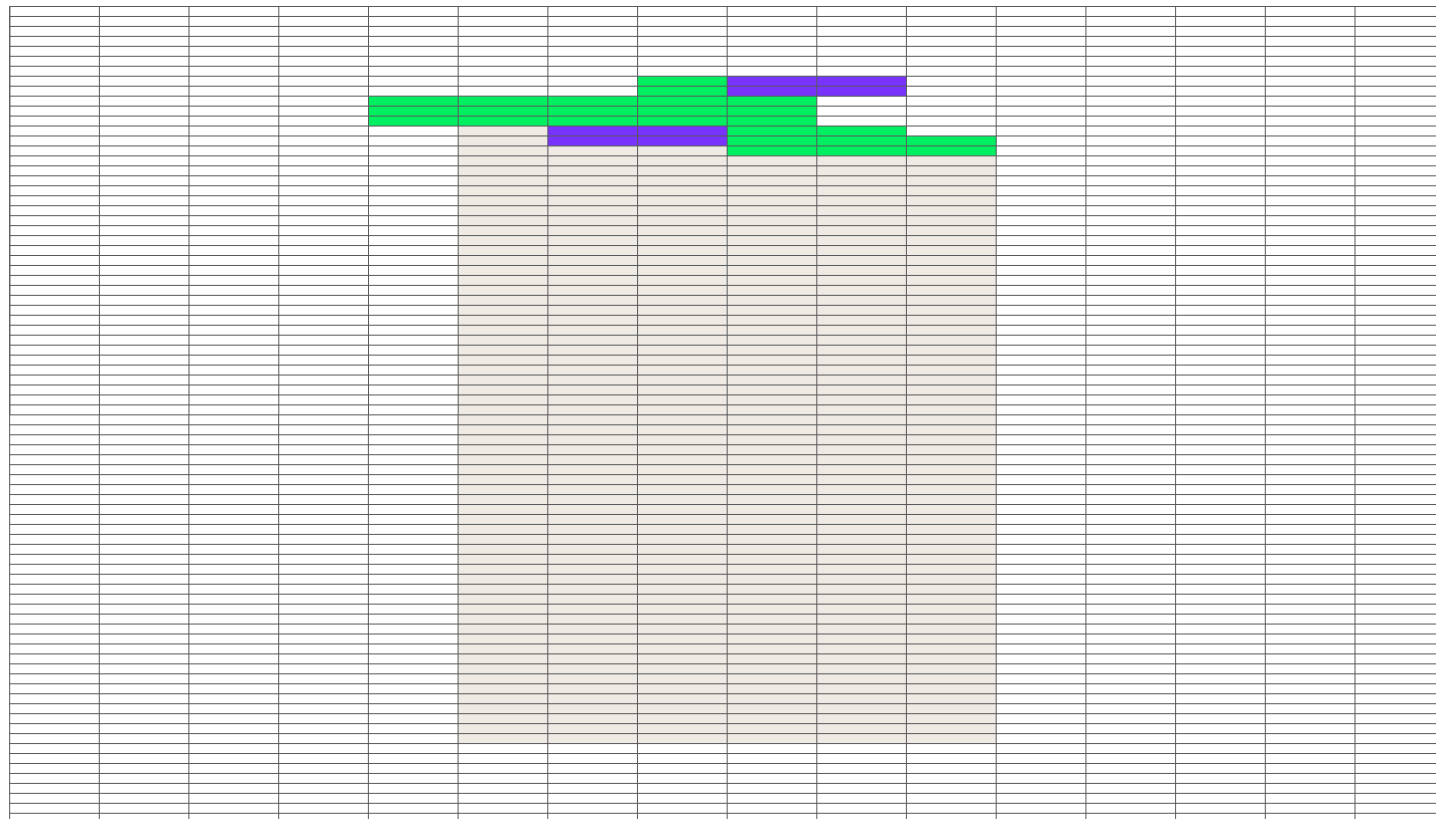


**6.8
VISUAL SYSTEM**
MERGE

# Step 6
# Add content



Apr 20 – Apr 26

**Your skills are improving by
the week!**

XP Earned                    900 XP

Weekly Learning Streak       1 Week

**Mastery**

Correct Submissions          11

Learn Now                         →

Create Free Account              →

# Weekly Progress

**Apr 20 – Apr 26**

**Your skills are improving by the week!**

| XP Earned | 900 XP |
|---|---|
| Weekly Learning Streak | 1 Week |

## Mastery

| Correct Submissions | 11 |
|---|---|

Learn Now →

Create Free Account →

## Course Spotlight

### Data Analysis in Excel

There's a lot more to Microsoft Excel than sum and count. Companies and institutions around the world use Excel's powerful functions to efficiently transform mountains of raw data into clear insights, and now you can too.

Learn More →

## Mastery

| Correct Submissions | 11 |
|---|---|

Learn Now →

Create Free Account →

## Course Spotlight

### Data Analysis in Excel

There's a lot more to Microsoft Excel than sum and count. Companies and institutions around the world use Excel's powerful functions to efficiently transform mountains of raw data into clear insights, and now you can too.

Learn More →

## New Course

### Cleaning Data in a SQL Server Database

There's a lot more to Microsoft Excel than sum and count. Companies and institutions around the world use Excel's powerful functions to efficiently transform mountains of raw data into clear insights, and now you can too.

Learn More →

## Community Top Posts

# 6.9

# Visual System Usage
# Cluster

Clusters are extracts of the larger visual system compositions. They must be integrated across Datacamp's range of visual elements; from user interface components to campaign layouts. Clusters help establish Datacamp's brand language across textual and photographic content.

**6.9
VISUAL SYSTEM
CLUSTER**

The designer can mask out shapes from the patterns. The masks must have straight angles.

**6.9
VISUAL SYSTEM
CLUSTER**

**Chapter 2**

## Creating Features

In this chapter, you will explore what feature engineering is and how to get started with applying it to real-world data. You will load...

Show Chapter Details ⌄    Start ›

**Chapter 2**

## Creating Features

In this chapter, you will explore what feature engineering is and how to get started with applying it to real-world data. You will load...

Show Chapter Details ⌄    Start ›

**Chapter 2**

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Show Chapter Details ⌄    Start ›

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Show Chapter Details ⌄    Start ›

**Chapter 2**

## Creating Features

In this chapter, you will explore what feature engineering is and how to get started with applying it to real-world data. You will load...

Show Chapter Details ⌄    Start ›

anticipating purchasing needs. Throughout his career, Rob has focused on the analysis, visualization, and modeling of data to produce actionable business improvements for some of the world's largest organizations. He has successfully designed and implemented multi-million dollar machine learning solutions within several Fortune 500 companies, focusing in particular on bleeding edge unsupervised and supervised learning techniques. He has presented his work, in the U.S. and abroad, to audiences of hundreds at financial services and AI-focused conferences.

**6.9**
**VISUAL SYSTEM**
CLUSTER

The designer should place the clustered patterns mostly at the edge of the page, to prevent clutter.

# 7 Photography

# 7.0

# Photography

Datacamp's imagery should be <span style="color:green">natural and aspirational</span> for everyone. It must never have a stock or cold corporate quality.

**7.0**
**PHOTOGRAPHY**

# Photography

We look to our brand voice when creating photography. Our brand's voice is a combination of truth and action. We speak plainly and directly, making sure we're understood. Our photography must capture these sensibilities. The imagery must create a sense of truth. It should never fall back on a gloss of false reality or stock like quality.

**7.0
PHOTOGRAPHY**

**7.0
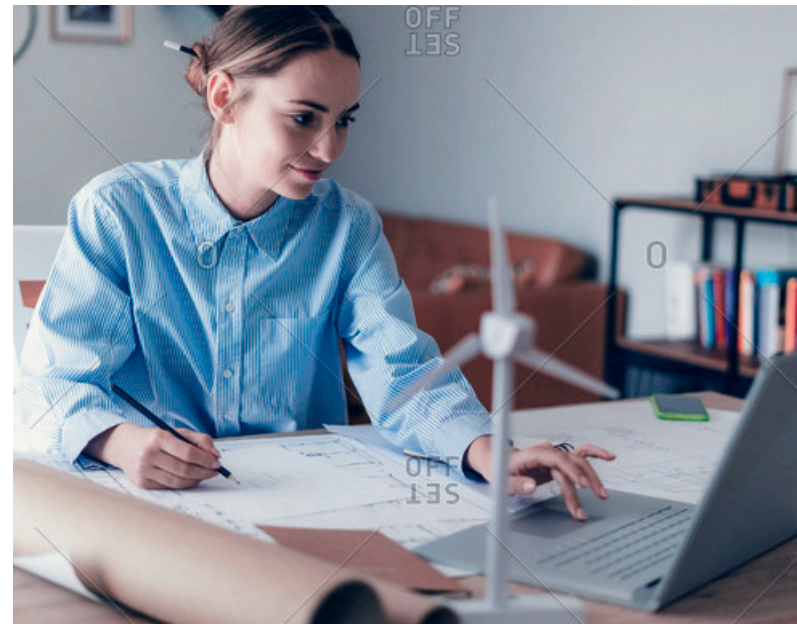PHOTOGRAPHY**

## Our photography is:
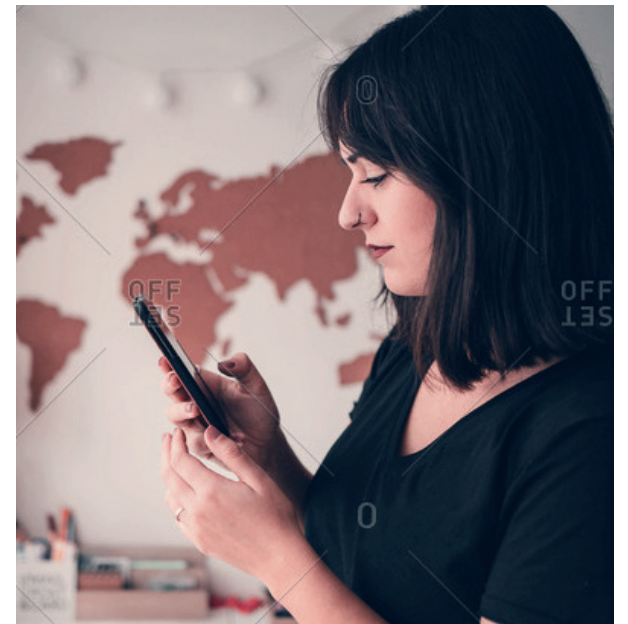
✔ Warm



✔ Natural



✔ Focussed



✔ Diverse



✔ Passionate



✔ Simple

**7.1**
**VISUAL SYSTEM**
NATURAL

# Natural

Show natural working environments.
Strive to capture authenticy. Never rely
on people posing with a smile—leave
that to the 'influencers".

**7.2
VISUAL SYSTEM
DIVERSE**

# Diverse

Diversity must be on the forefront of your imagery. We show real people and capture their truth to reinforce a greater message. Remember, we allow people to search for real answers, reveal insights that matter, and take action based on substance.

**7.3**
**VISUAL SYSTEM**
FOCUSED

# Focused

We're all thinkers. Capture this.
Reveal how users of all ages,
backgrounds and ethnicities are
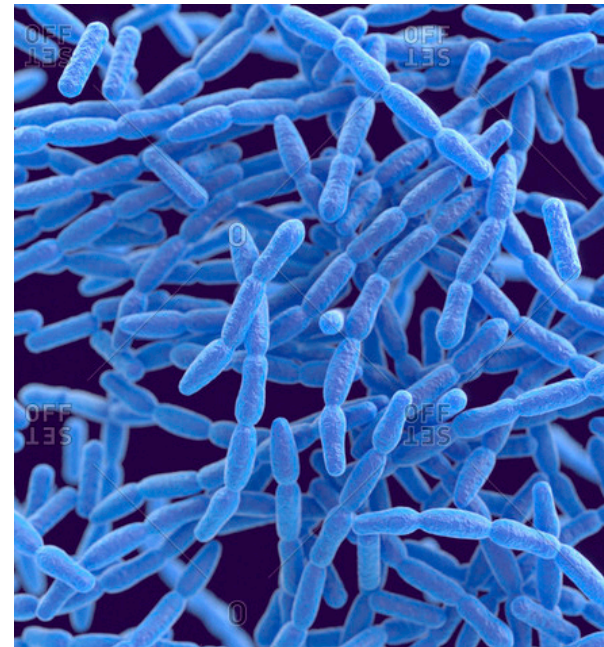empowered and challenged
by Datacamp.

**7.4
VISUAL SYSTEM**
DONTS

Avoid stock imagery. Don't rely on terminals and hardware to convey technology. Stay away from cliché 'cool'.

**7.4
VISUAL SYSTEM**
DONTS

## Our photography isn't:

✕ Dark



✕ Overly detailed



✕ stocked or staged



✕ Overly technological



✕ Mundane
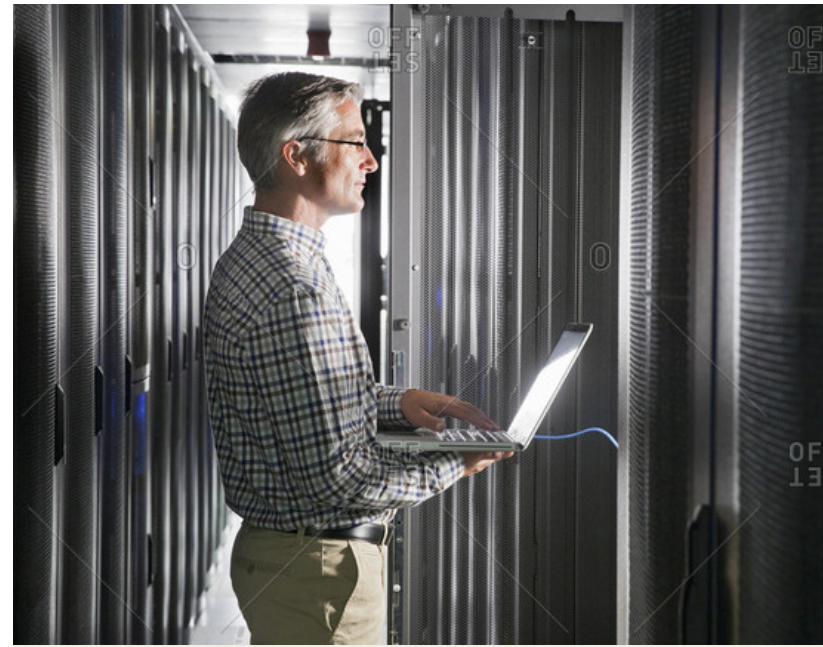


✕ Overly serious



✕ Cluttered



✕ Unrelated

DATACAMP

BRAND IDENTITY
GUIDELINES

P/ 268

VERSION 1.4

PHOTOGRAPHY

P/ 269

# 7.5
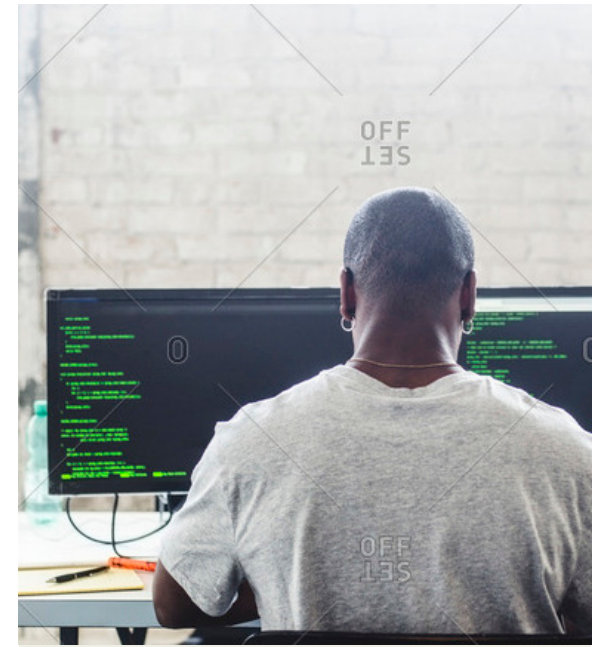
# Photography usage

**7.5**
**PHOTOGRAPHY USAGE**
STEPS

**7.5**
**PHOTOGRAPHY USAGE**
STEPS

## Step 1
### Determine grid and photo

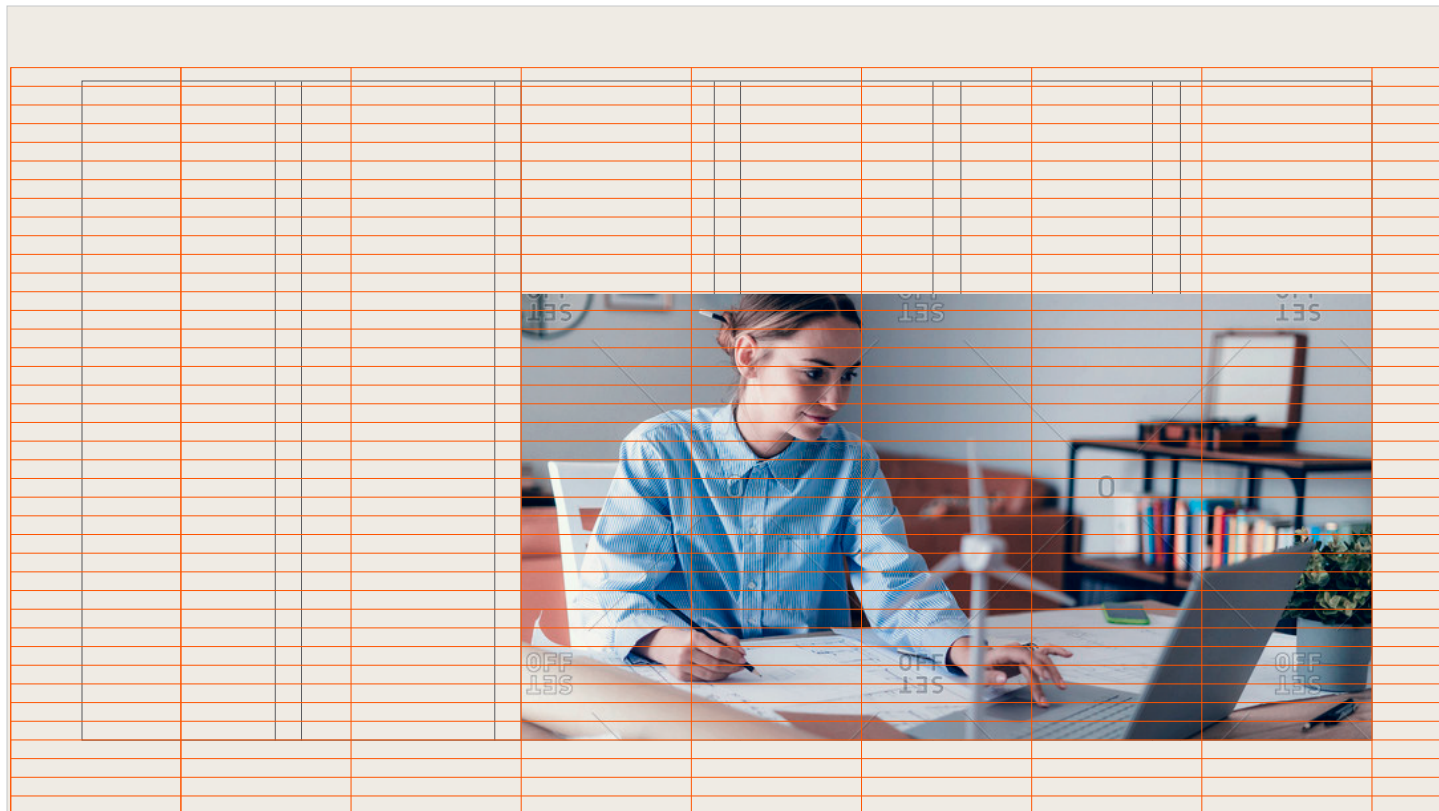Determine where you are going to apply photography and which photo you will use.

## Step 2
### Align the photo to the layout

**7.5**
**PHOTOGRAPHY USAGE**
STEPS

**7.5**
**PHOTOGRAPHY USAGE**
STEPS

## Step 3
## Determine grid and photo
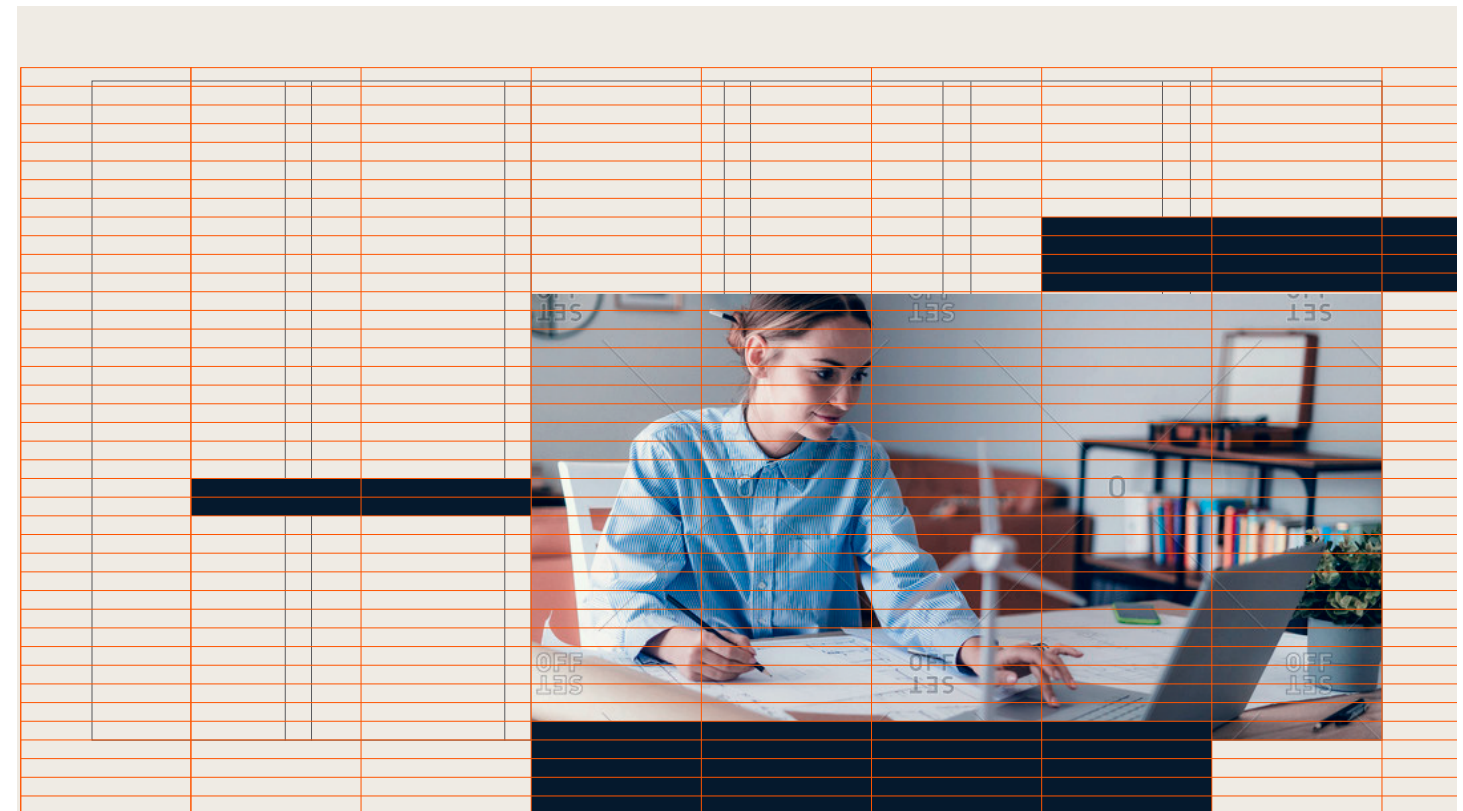
Determine where you are going to apply photography and which photo you will use.
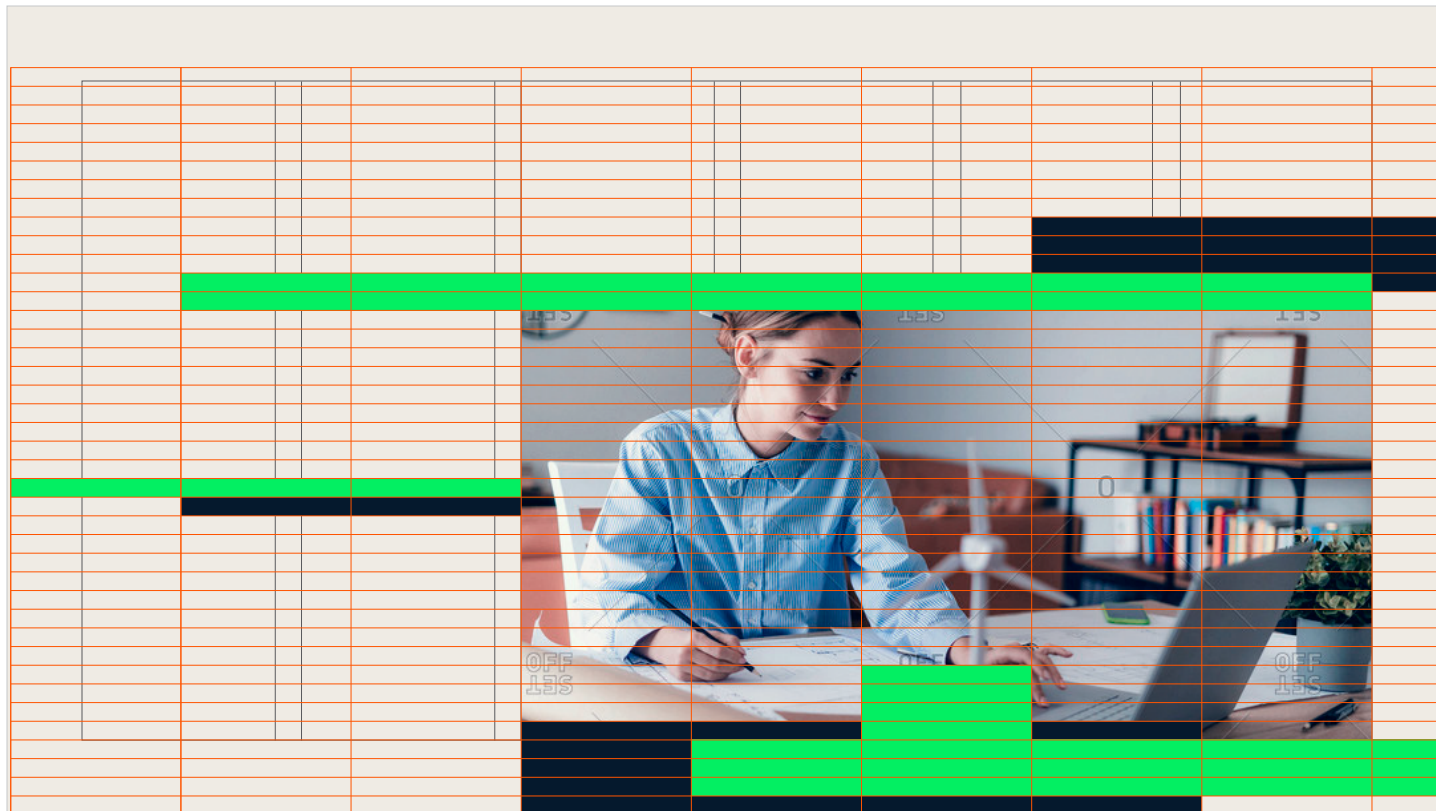
## Step 4
## Design first layer

Pick any color (other than the neutrals) from the chosen color palette. Use this color, together with rectangular shapes to fill in the grid. The designer should focus on balancing the composition in weight.

**7.5**
**PHOTOGRAPHY USAGE**
STEPS

**7.5**
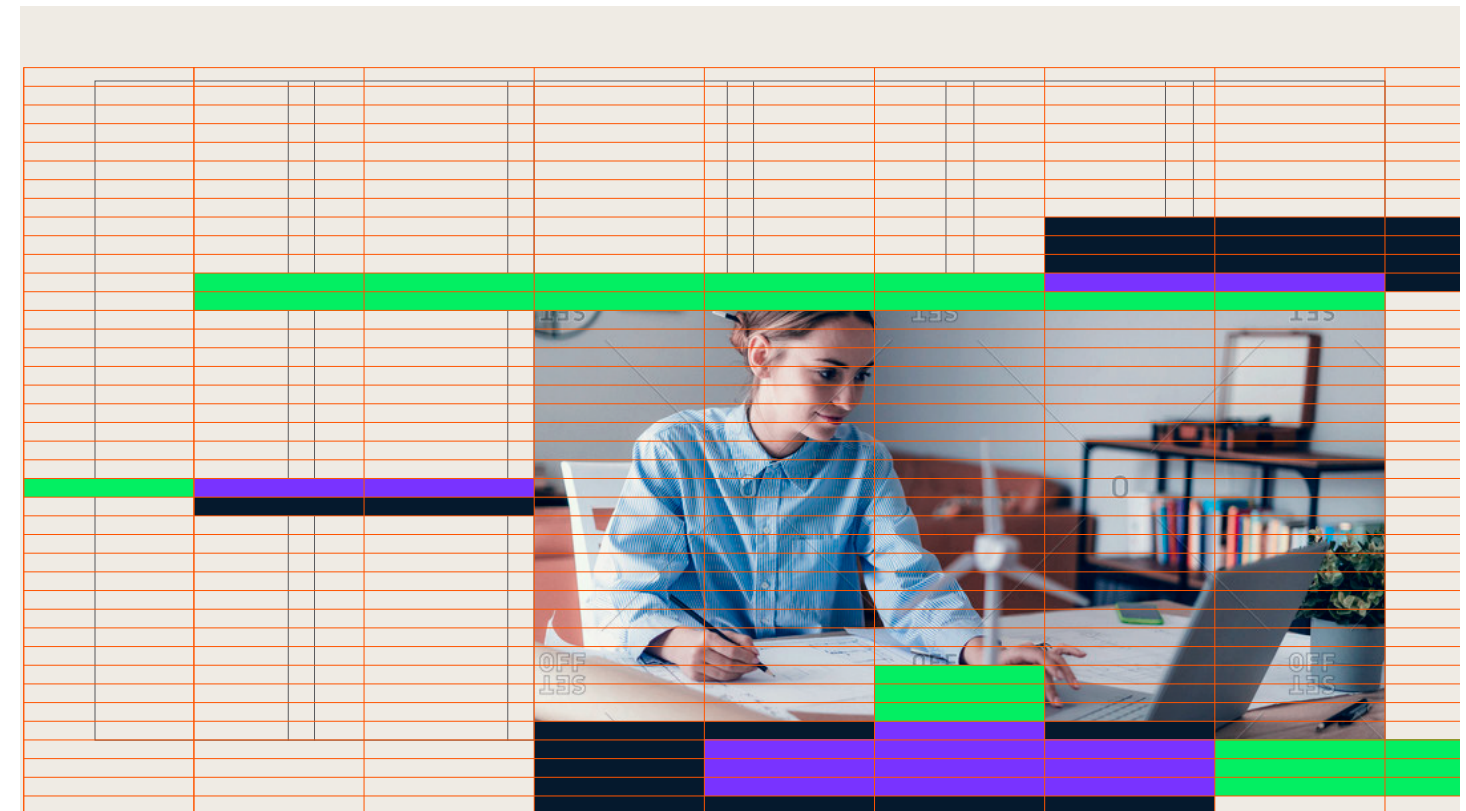**PHOTOGRAPHY USAGE**
STEPS

## Step 5
## Add second layer

Pick a second color from the chosen color palette. Implement the second layer of shapes while making sure to overlap at least half of second layer shapes with first layer shapes.

## Step 6
## Color overlap

Use illustrator's pathfinder to divide overlapping shapes. Select the overlapping shapes and give them a third color from the color palette.

## 7.5
## PHOTOGRAPHY USAGE
STEPS

# Optional: Step 7
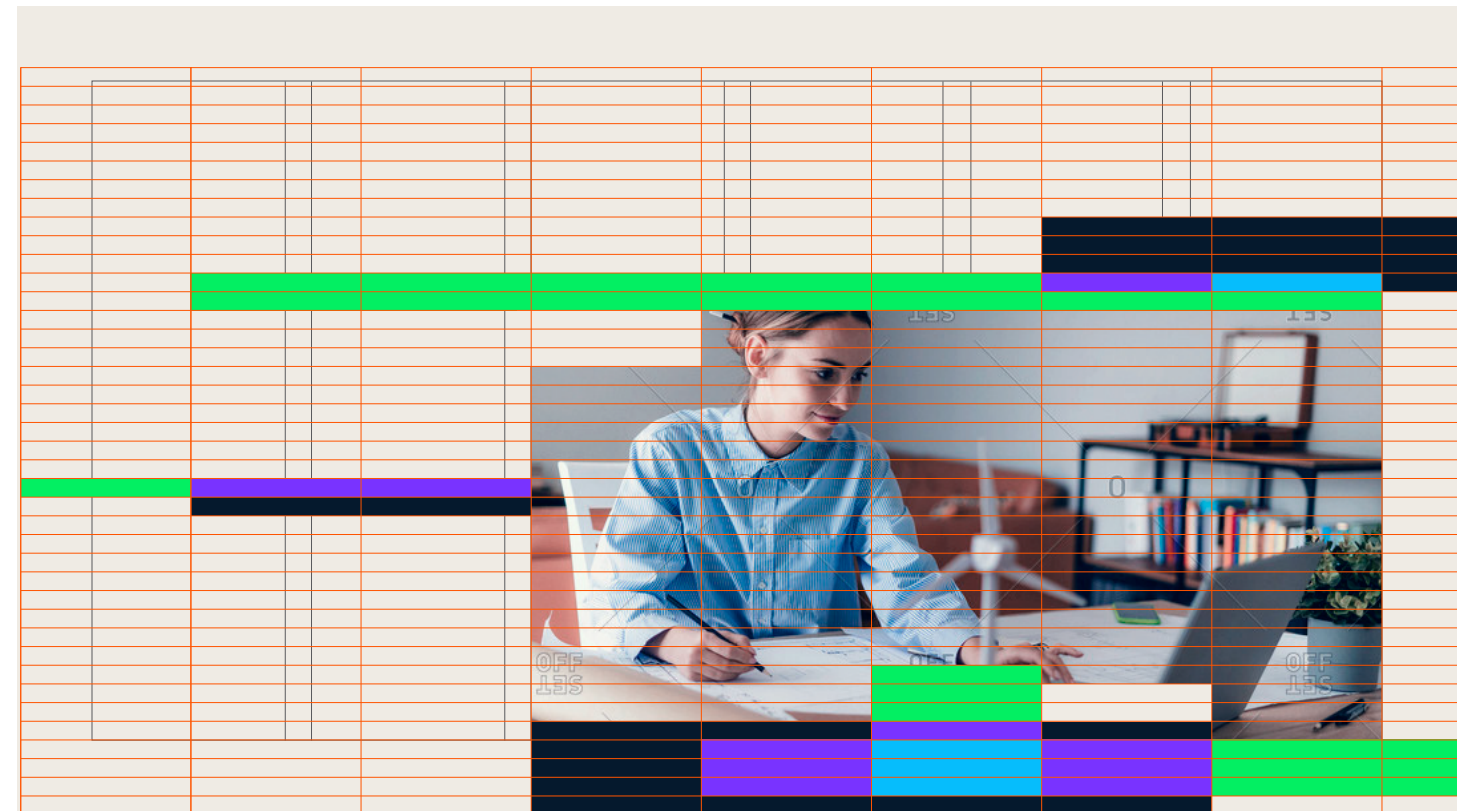# Add third layer
# and overlap

Implement the third layers of shapes while making sure to overlap the already overlapped areas. Devide the double overlapped shapes and give them a fourth color from the color palette.
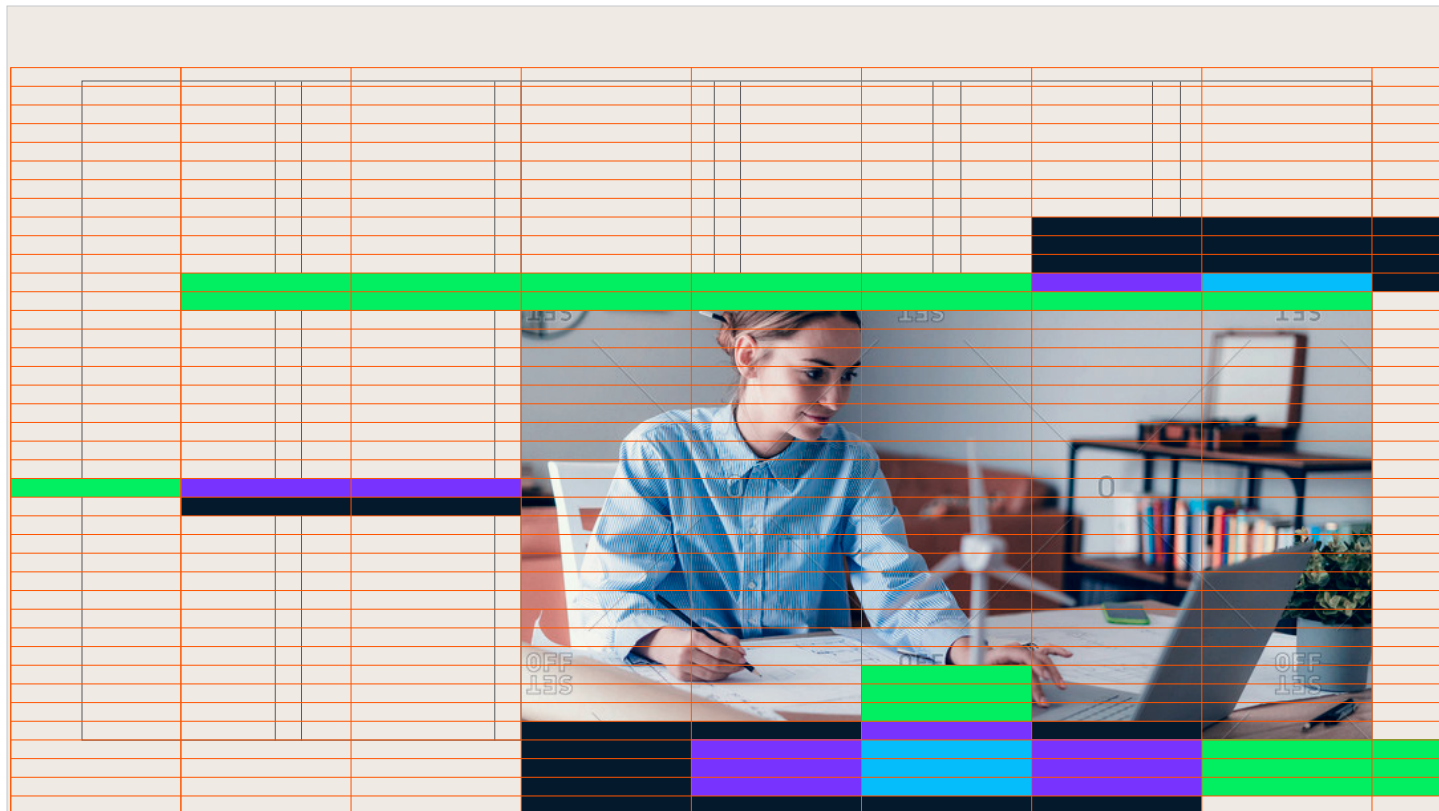
## 7.5
## PHOTOGRAPHY USAGE
STEPS

# Optional: Step 8
# Subtract from photo

Subtract snippets from photo by overlaying the background color or subtracting shapes from the photo with a mask. This will make the photo blend in more with the clusters of the visual system.

**7.5**
**PHOTOGRAPHY USAGE**
STEPS

**7.5**
**PHOTOGRAPHY USAGE**
STEPS

**7.5**
**PHOTOGRAPHY USAGE**
STEPS

**7.5**
**PHOTOGRAPHY USAGE**
STEPS

## 7.5
## PHOTOGRAPHY USAGE
**STEPS**



✓ Early Access Program to trial new features

"We've trialed a number of other online learning solutions, but only DataCamp provides the interactive experience that reinforces learning. It is great for absolute beginners, but there is very advanced content for users with more experience."

Sarah Schlobohm, Senior Analytics Manager, Global Risk Analytics

## 7.5
## PHOTOGRAPHY USAGE
**STEPS**



✓ Dedicated Customer Success Manager (available for 20+ licenses)
✓ Early Access Program to trial new features

"We've trialed a number of other online learning solutions, but only DataCamp provides the interactive experience that reinforces learning. It is great for absolute beginners, but there is very advanced content for users with more experience."

Sarah Schlobohm, Senior Analytics Manager, Global Risk Analytics

clear as data

# 8
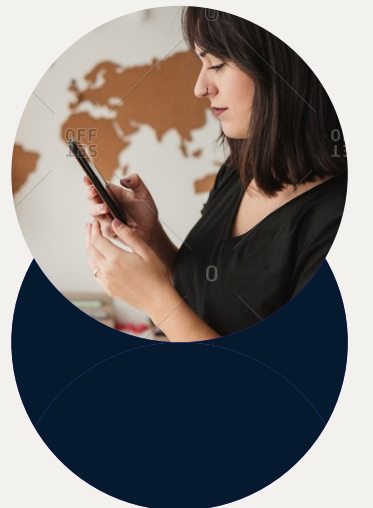
Animation

# 8.0

# Animation

Datacamp's animation must create playful moments that capture audience's attention and imagination without overpowering messaging. Simplicity and play are key to approaching motion.

**8.0**
**ANIMATION**
STEPS

**8.0**
**ANIMATION**
STEPS

Step 1
Import

Import the icon as a path to start animating
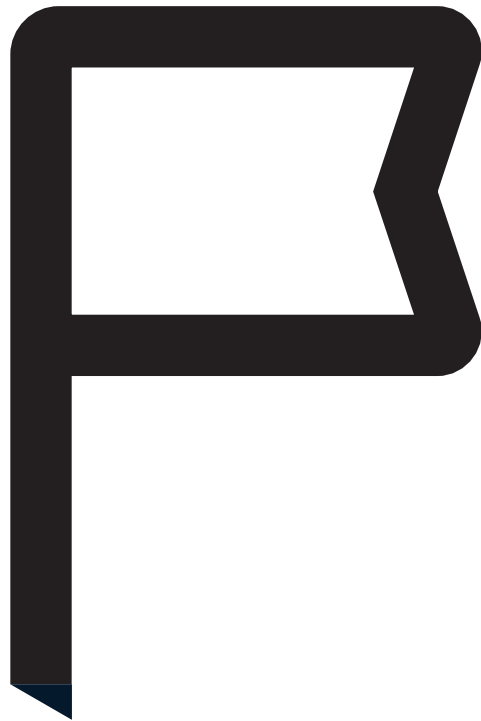
Step 2
Animate path

Animate the path from start to finish with a duration of 600 milliseconds (15th frame in a 24 frames per second video). The animator should apply an 'ease' effect for a smooth start to finish motion.
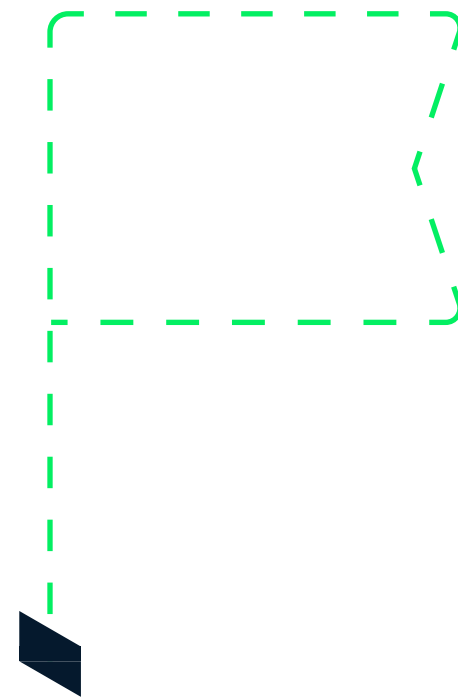
00:60
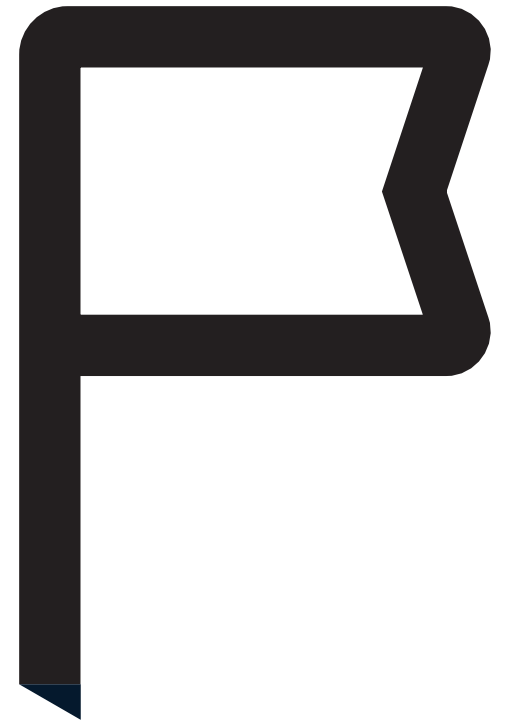
## 8.0
## ANIMATION
STEPS

## Step 3
## Add rotation

Add a 15° degree rotation that takes 30 milliseconds to complete.

00:60
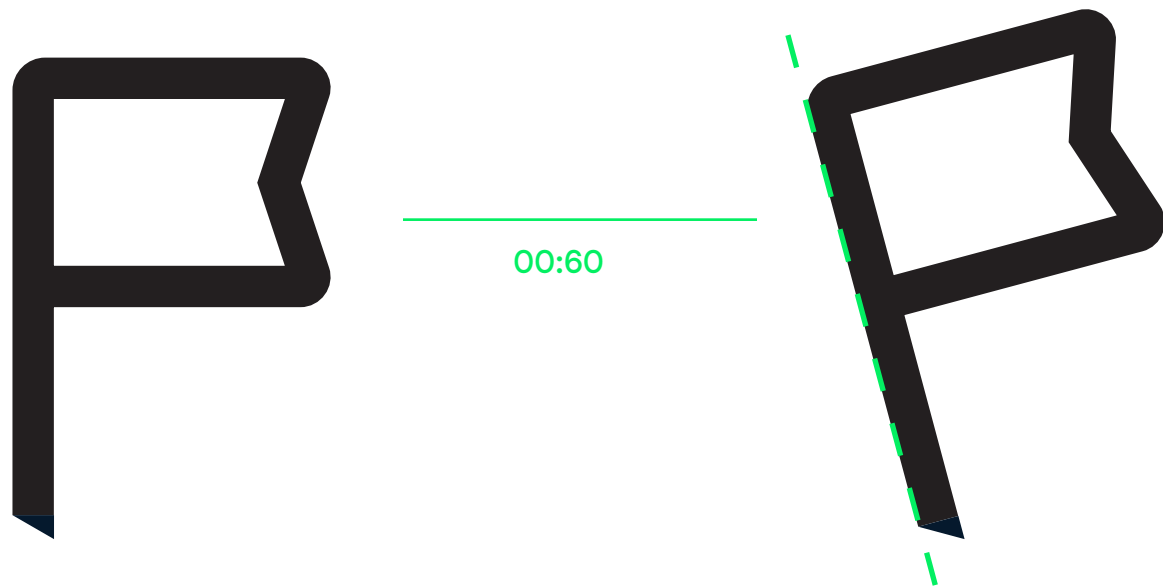
## 8.0
## ANIMATION
STEPS

## Step 4
## Add wiggle

When reaching a 15° degree rotation, the animator should apply a 'wiggle' effect: rotating back and forth until it comes to a smooth stop.

1.

00:60

00:72

00:87

01:00

01:10

# 9

Application

9.1

# Presentation deck

**9.1
PRESENTATION DECK**

The 100 px margin can only be overwritten by the patterns and footer items (small sized logo & presentation title + date).

This margin determines the 200 px height header area for typography. Only page headers are allowed to be in this area

= 100 x 100 px

200 px

↔ 35 px

=
1080 x 1920 px
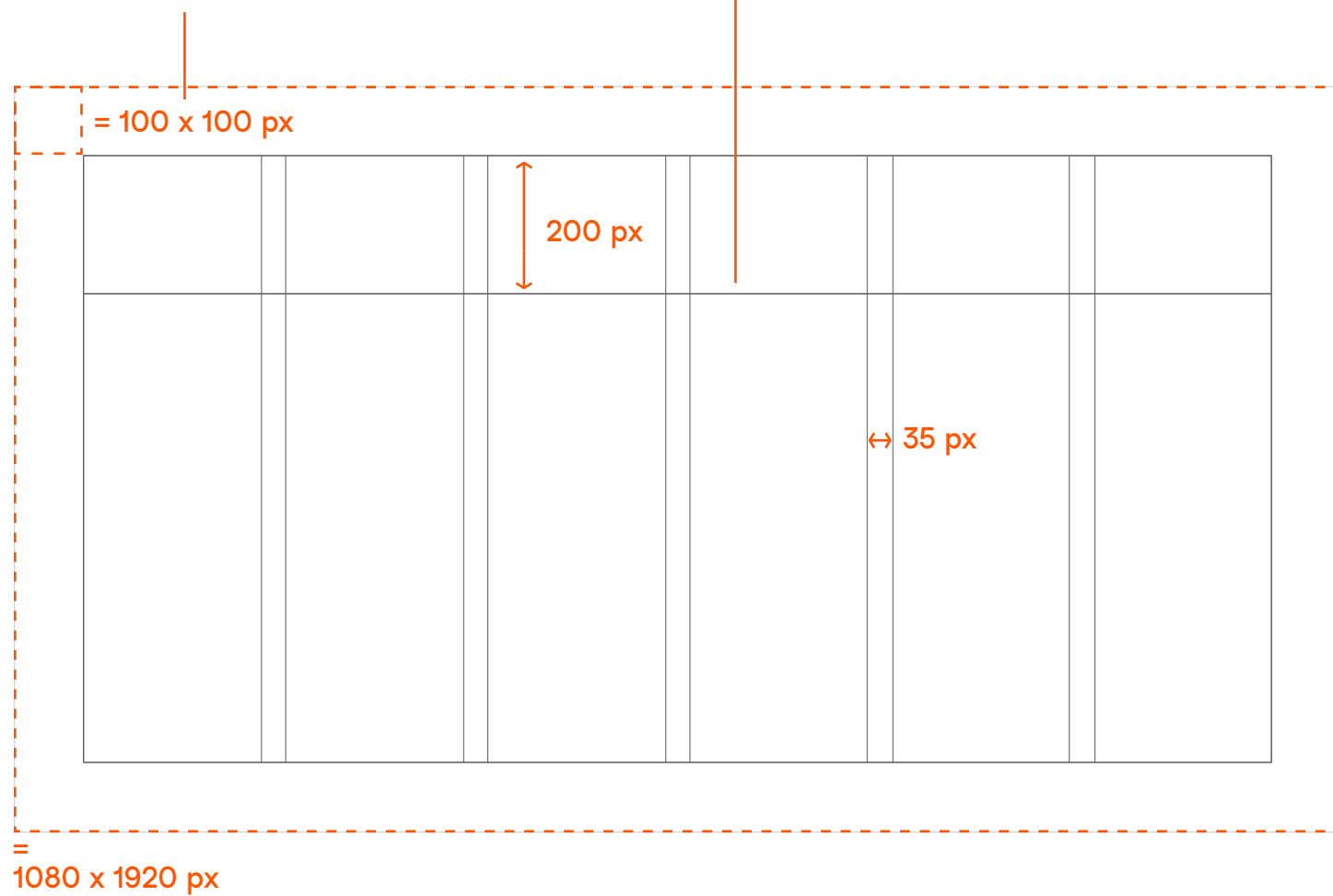
**9.1
PRESENTATION DECK**

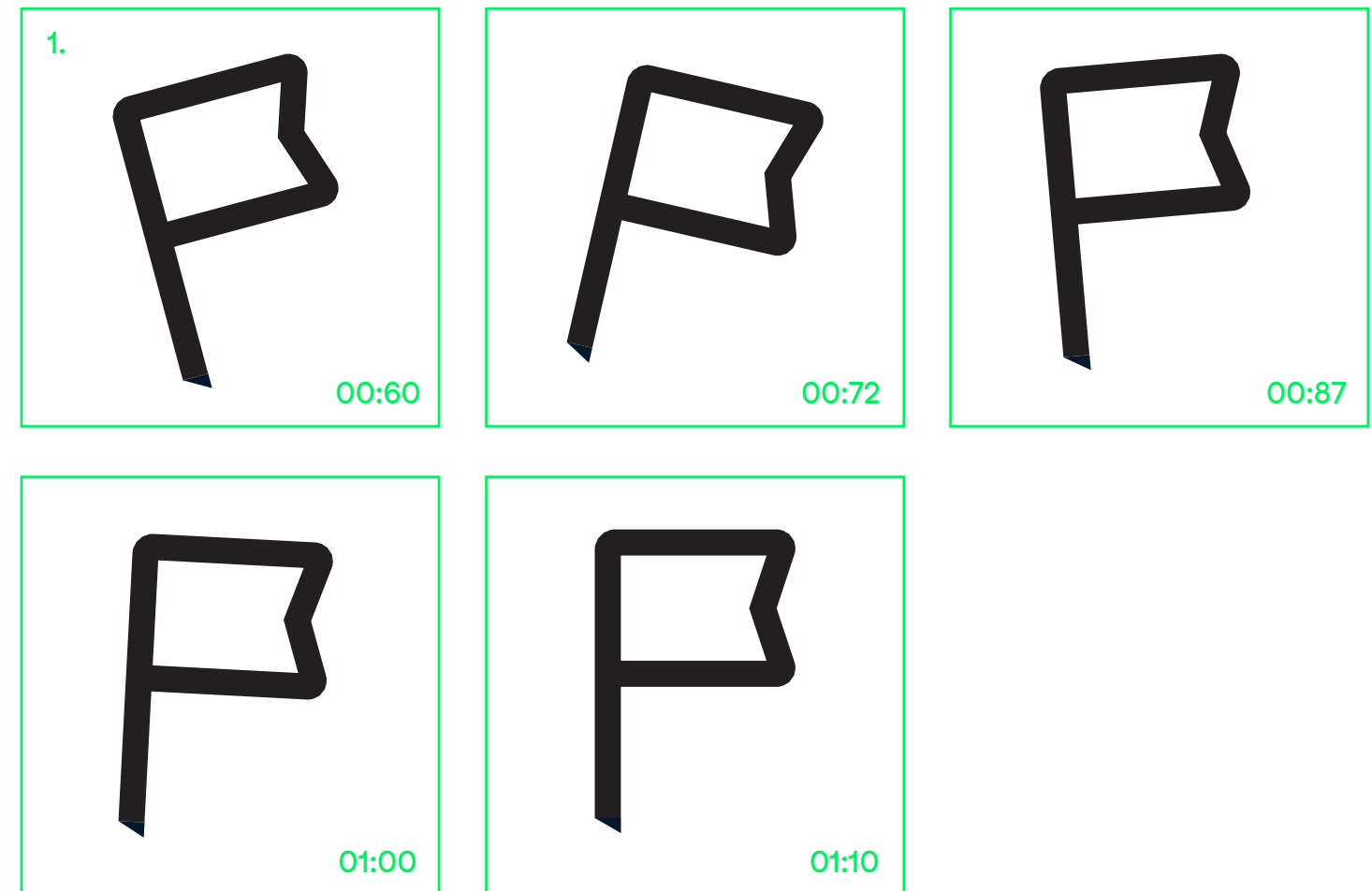The following sizes must be observed and only adjusted based on the Lead Designer's input.

size / line-height

# Large Header
Poppins Semibold
100 px / 100 px

## Medium Header
Poppins Semibold / Medium
80 px / 80 px

### Regular header
### Intro Text
Poppins Semibold / Medium / Regular
60 px / 63 px

**Subheader**
Poppins Semibold / Medium / Regular
40 px / 42 px

**Small Header
Text
Link**
Poppins Semibold / Medium / Regular
30 px / 36 px

Footer presentation title + date
Poppins Medium / Regular
25 px / 30 px

Subheader size may also be used as body copy.
In this case the line height should be set to 46 px.

## 9.1
## PRESENTATION DECK

The opening page allows room for patterns, logo's and animations. It can function as a moment to celebrate Datacamp's identity, before stepping in to the informational side of the presentation.
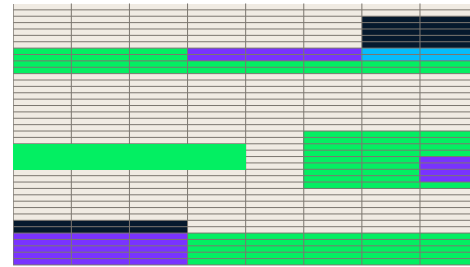
The presentation deck grid does not apply for the opening page. The designer should apply logo's and patterns according to the rules stated in the guidelines.
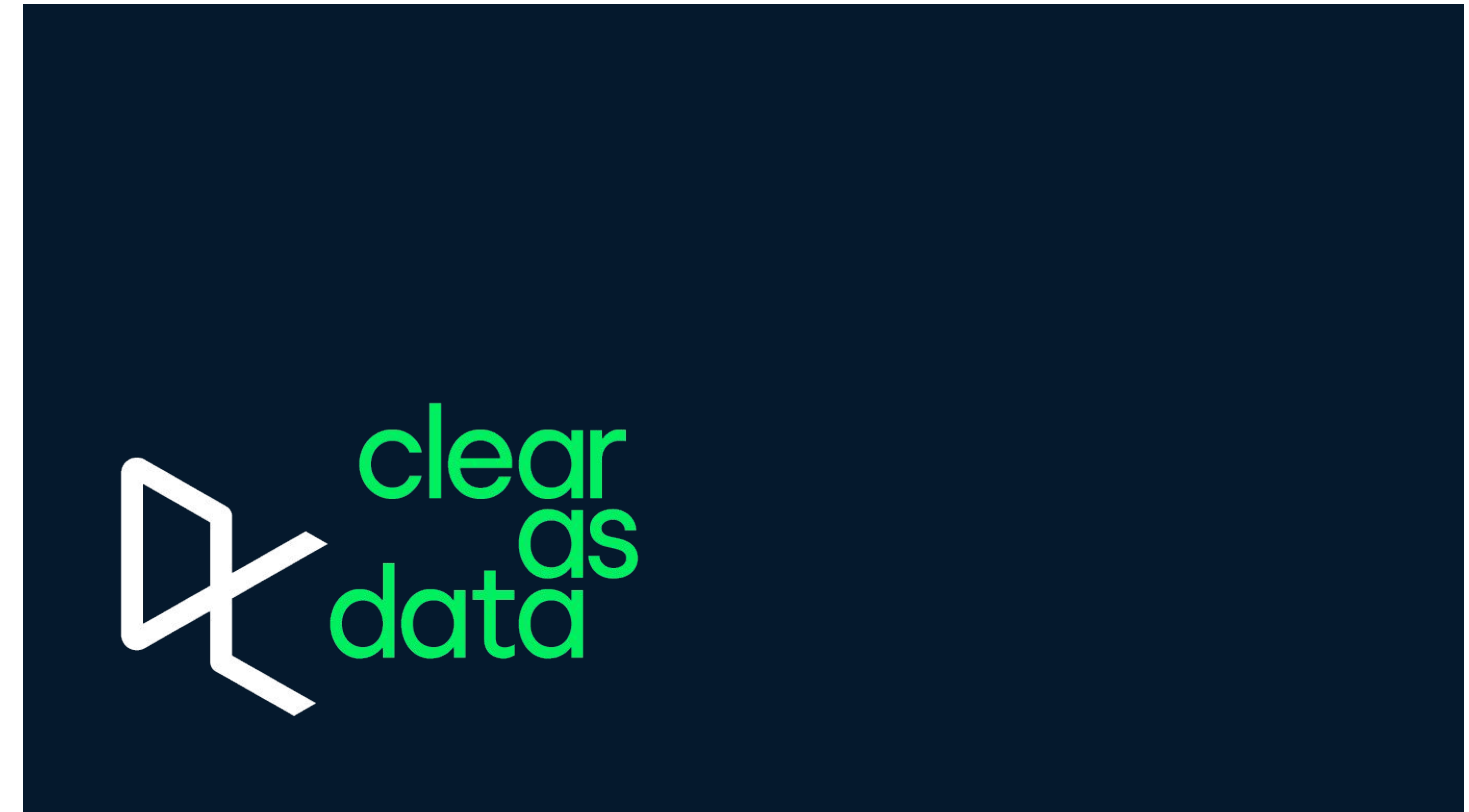
**9.1**
**PRESENTATION DECK**

Datacamp's logo (any lockup shown in the guidelines can be applied here) should be placed according to the presentation's grid and position rules stated in the 'logo usage' section.

The title page also offers a good moment to implement the pattern. The designer should implement the pattern without touching Datacamp's logo and header.
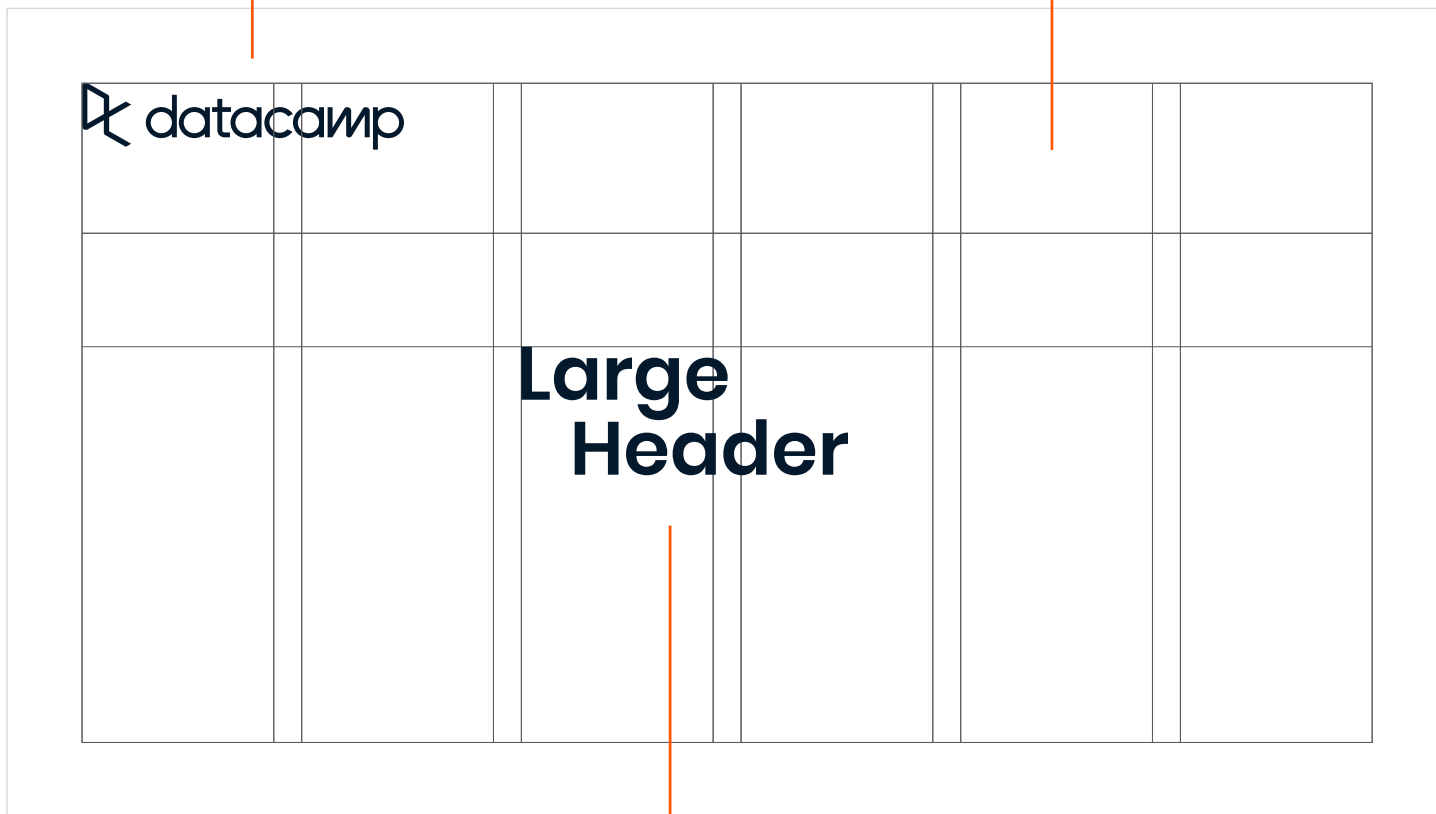
datacamp

Large Header

Large Header

The bottom part of a header may be shifted to the right. The distance of shifting the header is determined by the cap height.



datacamp

Biweekly Meeting

**9.1**
**PRESENTATION DECK**

A 1 px stroke line may be applied according to the grid's type margin to organize and unite this section subtly.
The gap between the line and the text should be 20 px.

# Large Header
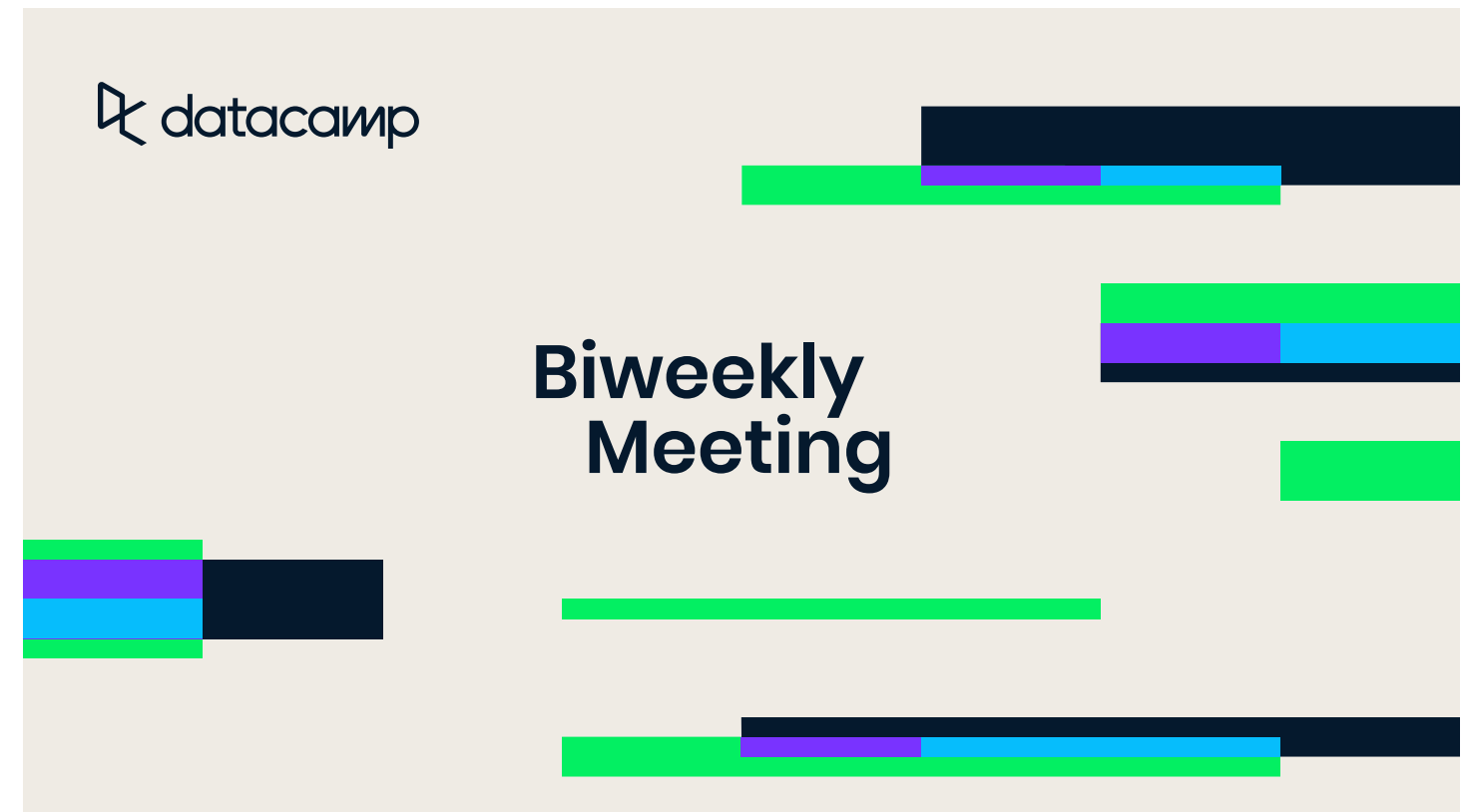
**Subheader/ important text**
Regular text
Links

datacamp

datacamp

The logomark should be placed according to the presentation's grid and the rules stated in the logo usage section in the guidelines.
The height of the logomark should be set to 90 px.

**9.1**
**PRESENTATION DECK**

# Biweekly Meeting

**Live Q&A**
http://bit.ly/2puBCKC

**All Biweekly slides**
http://bit.ly/2FZi0UY

**Biweekly Feedback Form 2/6/20**
https://forms.gle/NqsHYPKuisdZ6ekd7

datacamp

**9.1**
**PRESENTATION DECK**
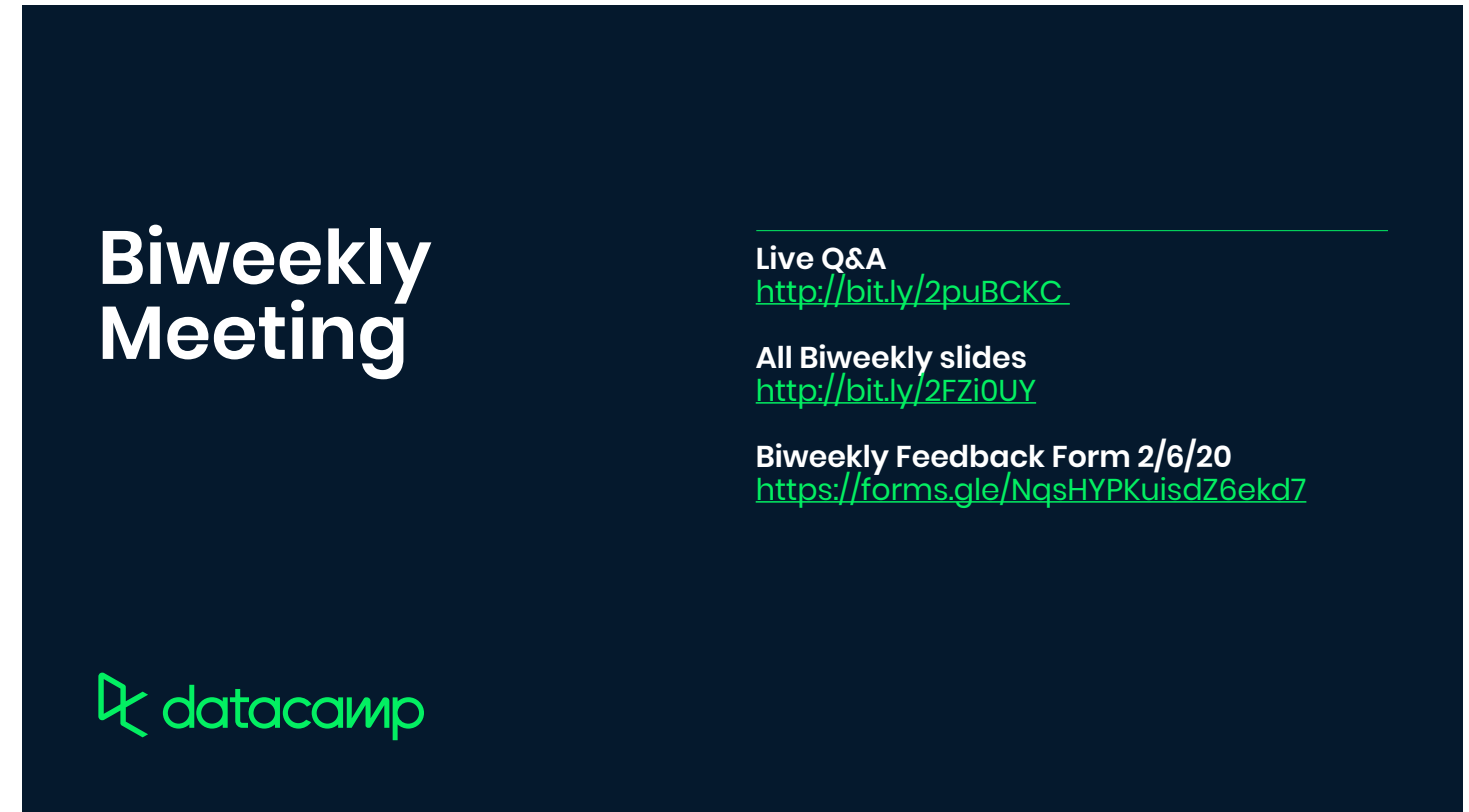
**9.1**
**PRESENTATION DECK**

# Large Header

**Intro text** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna. Sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna.

datacamp

Intro text should take up 5 columns in width. If the text only runs for 3 or less lines, the columns width should be adjusted to 4 or 3 columns (to balance out the page).
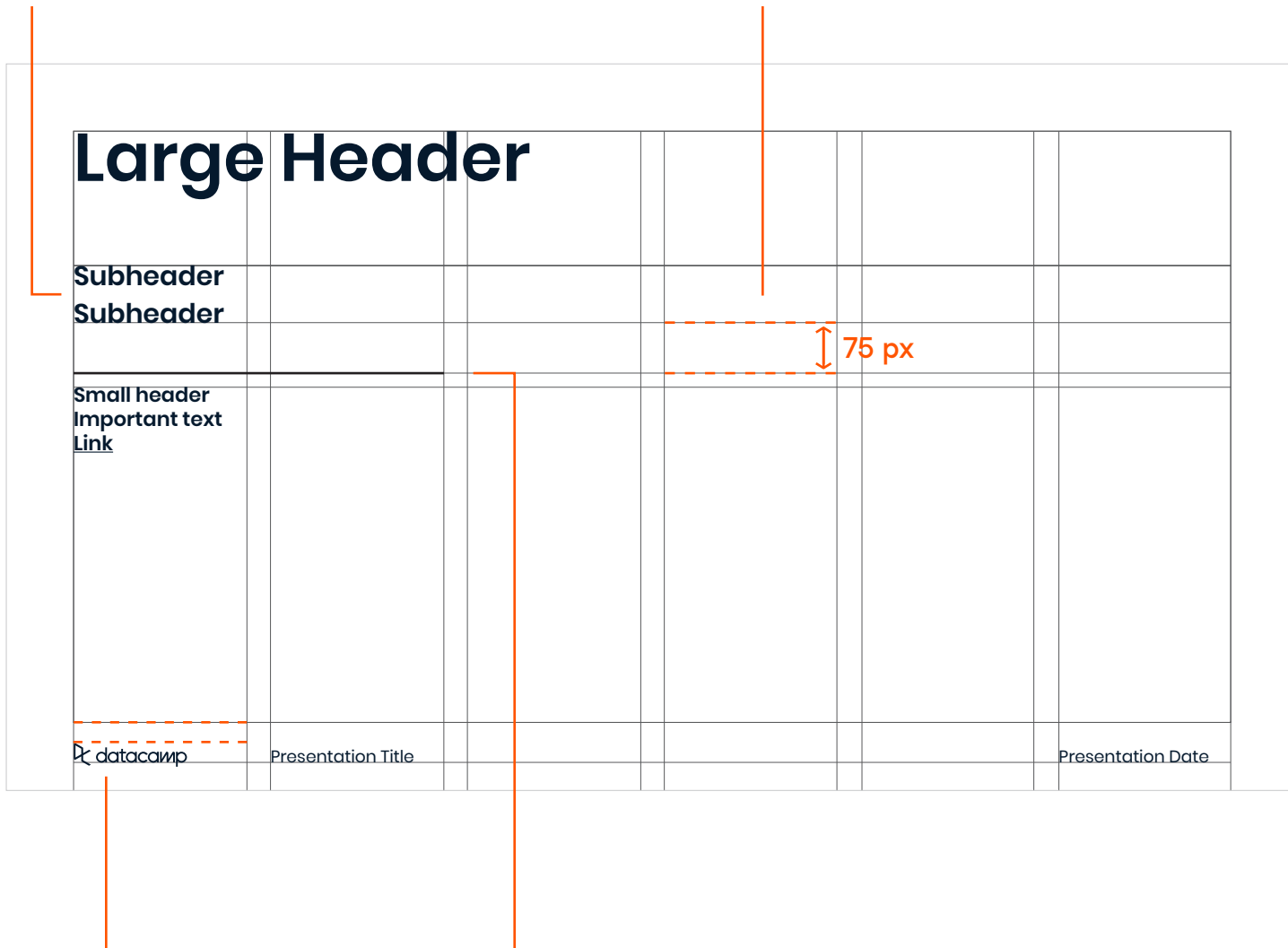
# Our Mission

To **democratize** data science education by giving everyone in the world the **opportunity** to become data literate, data savvy or a data expert at a low cost and via the best possible **learning experience** that technology can build.

datacamp

## 9.1
## PRESENTATION DECK

When listing subheaders, the line-height should be set to 55 px.

The gap between listing subheaders and the remaining text should be 75 px.

# Large Header

**Subheader**
**Subheader**

75 px

**Small header**
**Important text**
**Link**

datacamp    Presentation Title    Presentation Date

The logo should have a height of 35 px with a gap of 30px from base margin.

As stated before, a 2 px stroke line may be applied according to the grid's type margin to organize and unite this section subtly.
The gap between the line and the text should be 20 px.

## 9.1
## PRESENTATION DECK

# Open Positions

**Salesforce Administrator/ Developer (BE)**
**Salesforce / Marketing Operations Manager (US)**
**Marketing Manager (US)**
**Enterprise Account Executive (US - Remote)**
**Infrastructure Team Lead (UK/BE)**

**Reminder**
US based employees will receive **$5,000** for an eligible referral
BE based employees will receive **€4,500** for an eligible referral
UK based employees will receive **£3,800** for an eligible referral

**Details**

datacamp    Presentation Title    Presentation Date

**9.1**
**PRESENTATION DECK**

The size of the header should be determined by the importance and length of the header compared to headers on other slides.
Less important + longer sentence = smaller header size.

# Large Header / Regular Header

# Medium Header

**Subheader / important text**

• **Bullet point**
‡ **35 px**
• **Bullet point**

⌐ datacamp    Presentation Title                                   Presentation Date

The gap between bullet points should be 35 px.

# Sharing something about valuations & multiples in market

• **Why is this valued different :**
B2B has better retention, more upsell opportunities, less price sensitive...

• It is a type of revenue that is seen as a more sustainable stream. This is good as we can use that revenue to reinvest in product, achieve more growth, take out a loan at better terms...

• From a product quality perspective the difference between these types of revenue are not relevant. We want high-quality and high NPS for all our learners. Individual B2C and B2B learners roughly get the same experience anyway.

• It is a type of revenue that is seen as a more sustainable stream. This is good as we can use that revenue to reinvest in product, achieve more growth, take out a loan at better terms...

⌐ datacamp    Presentation Title                                   Presentation Date

**9.1**
**PRESENTATION DECK**

The column grid doesn't apply to tables. The columns of the tables are determined by the length of the text + the 30 px margins.

A table should have a stroke of 1 px.

# Large Header / Medium Header

| Subheader | Subheader | Subheader |
|---|---|---|
| **Subheader text** Lorem Ipsum dolor sit amet | **Subheader text** Lorem ipsum dolor sit amet | **Subheader text** Lorem ipsum dolor sit amet |
| **Subheader text** Lorem Ipsum dolor sit amet | **Subheader text** Lorem ipsum dolor sit amet | **Subheader text** Lorem ipsum dolor sit amet |

datacamp       Presentation Title                                      Presentation Date

The margins of the table shoud be 30 px.

# Q1 Company OKRs

| Objective | Key Results | Owner | Jan 21 | Feb 4 |
|---|---|---|---|---|
| **Objective 1** Achieve glory for Datacamp B2B | **KR1** Achieve $335,000 in Direct B2B ARR | Weston | 0.7 | 0.2 |
| | **KR2** Bring in 850 sales accepted leads with an expected  average deal size of >$10,000 | Adam | 0.7 | 0.8 |
| | **KR3** End Q1 with $12M in B2B ARR | Adam | 0.8 | 0.8 |

datacamp       Presentation Title                                      Presentation Date

**9.1**
**PRESENTATION DECK**

**9.1**
**PRESENTATION DECK**

**9.1**
**PRESENTATION DECK**



# Data skills are no longer a specialization

datacamp

Images can be scaled any width and height, as long as the width is aligned to the column grid and the height within the margins. Overlaying images with items other than the pattern is not allowed.
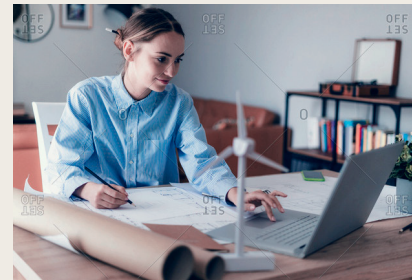
Imagery can be mixed with patterns as shown in the 'image usage' section. Patterns do not have to stay within the margins.
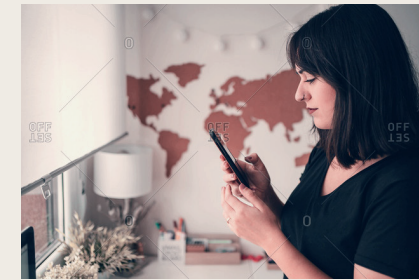
**9.1**
**PRESENTATION DECK**

**9.1**
**PRESENTATION DECK**



# Large Header / Medium Header

**Subheader / Text**       **Subheader / Text**       **Subheader / Text**

datacamp    Presentation Title    Presentation Date



## Customer Succes:
## Fast track your team's success

We'll learn about your
business goals

We'll help you map your learning
journey to meet your targets

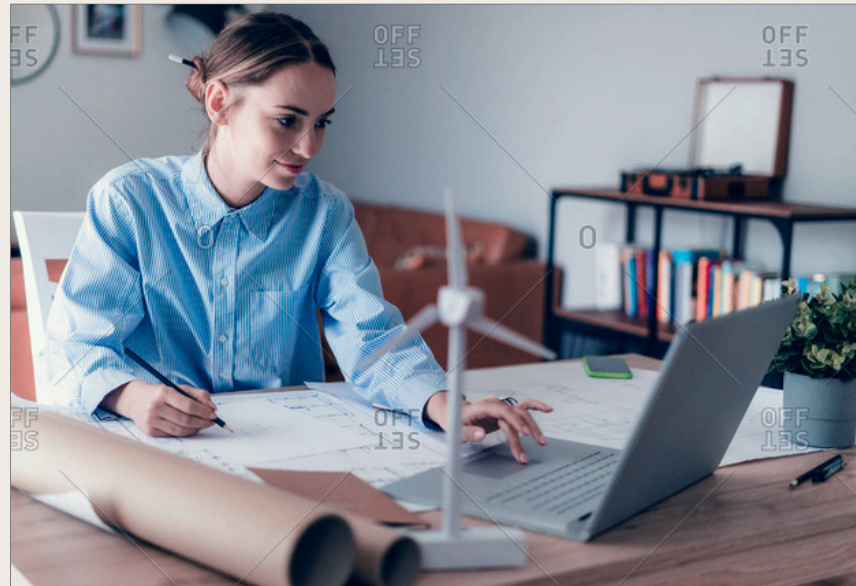We'll partner with you to create
long-term value

datacamp    Presentation Title    Presentation Date
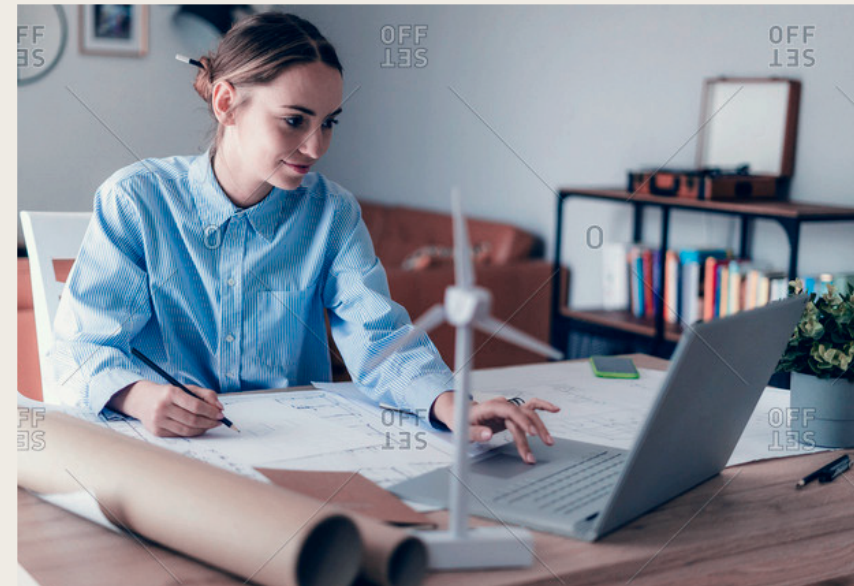
**9.1**
**PRESENTATION DECK**

**9.1**
**PRESENTATION DECK**

## 9.1
## PRESENTATION DECK

## 9.1
## PRESENTATION DECK

**9.1**
**PRESENTATION DECK**

**9.1**
**PRESENTATION DECK**



**Trusted by over 1,600 data-driven companies**

Datacamp is transforming the way businesses prepare their employees for the future of work
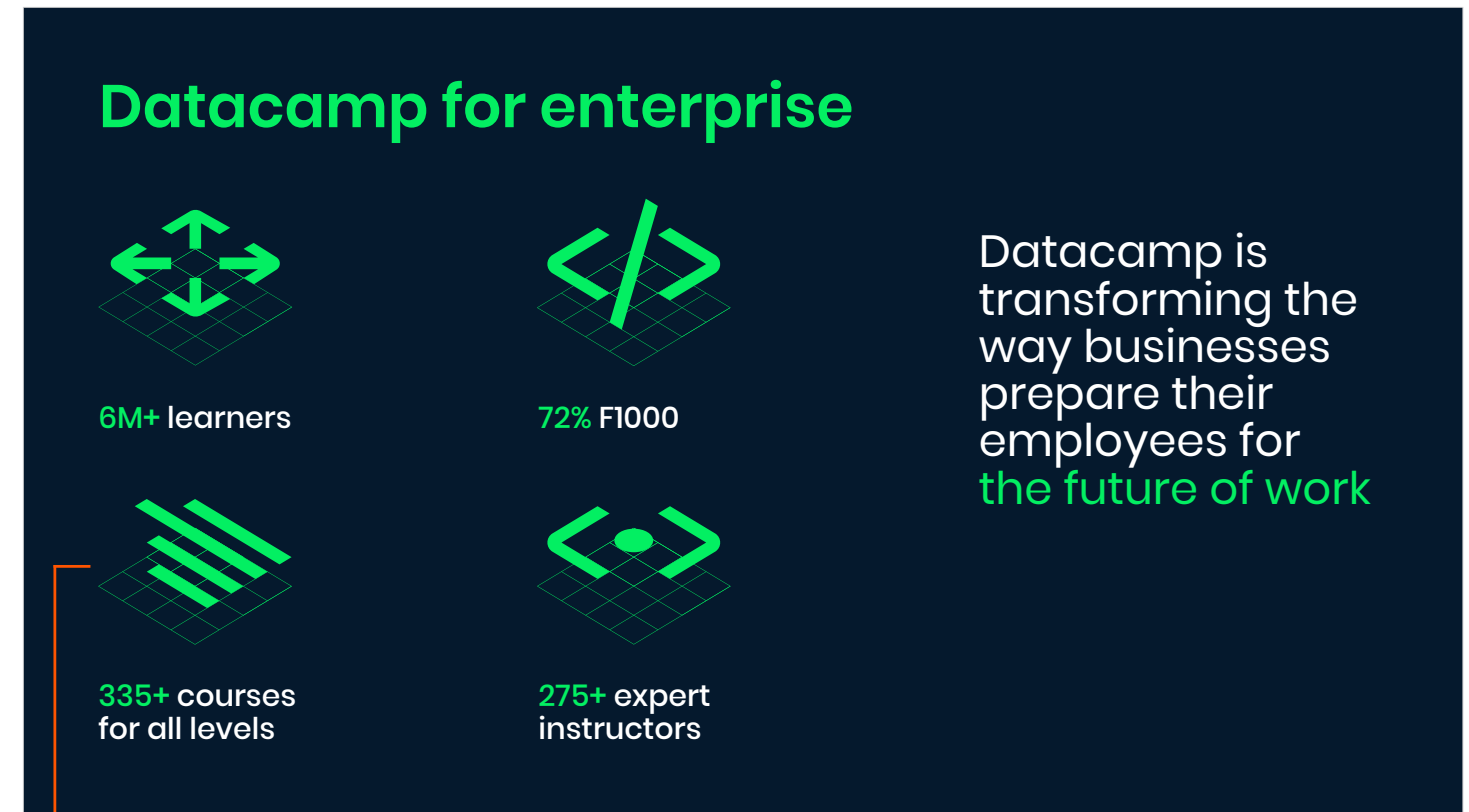
+35 px ⟶

The column gutter can be too small for large typography to comfortable be aligned next to other items. In this case, the gutter can be made twice the size (adding an additional 35 px gap)



**Datacamp for enterprise**

6M+ learners

72% F1000

335+ courses for all levels

275+ expert instructors

Datacamp is transforming the way businesses prepare their employees for the future of work

Icons can have a max width of one column. Smaller sizes must stay aligned to the column grid.
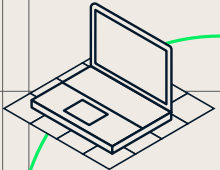
**9.1
PRESENTATION DECK**

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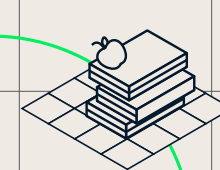
A **clear** path to learning

✓ All learning is in-browser

✓ No installation or download

✓ Accessible from anywhere

datacamp          Presentation Title                          Presentation Date

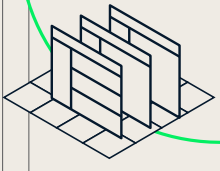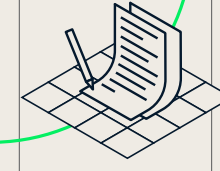

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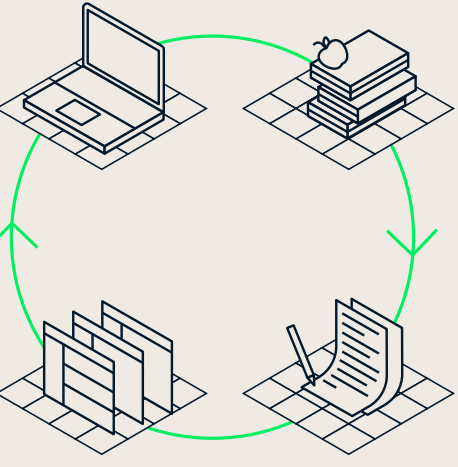
**9.1**
**PRESENTATION DECK**

When a slide is filled with a infographic,
illustration or large chart, body copy may
be placed in the header area as well.

**Asses**
Accurately identify strengths
and skills gaps across your
organization

**Learn**
Upskill your team with
interactive courses, broken
into bite-sized chapters

**Apply**
Use real-world tools and
workflows to complete
end-to-end analysis

**Practice**
Master new skills with daily
exercises on desktop and
DataCamp Mobile

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## 9.1
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The headers may be located on the 3 horizontal grid lines and can be aligned to any column.

A pattern can be applied without intervening with the typography.

Large Header

Large Header

Large Header

Large
Header

Large
Header

The bottom part of a header may be shifted to the right. The distance of shifting the header is determined by the cap height.

## 9.1
## PRESENTATION DECK



Thank
You