

STARTER BRAND KIT

duolingo

Clear work, consistently expressed.

Warm

Capable

Clear

Color palette

Every swatch uses readable label contrast

Foundation

#101718

18.1:1 text

Primary

#E8C547

12.0:1 text

Canvas

#F5F2E8

18.0:1 text

Warm accent

#C35B48

4.7:1 text

Cool accent

#5797A5

6.1:1 text

Typography

HEADINGS · TREBUCHET MS

A clear point of view

Trebuchet MS for concise titles with confident spacing and a clear hierarchy.

BODY · ARIAL

Readable working copy should feel steady, direct, and easy to act on.

Arial for readable paragraphs, labels, tables, and everyday working documents.

Voice guide

Do this

- Use short, complete sentences
- Name the action and the owner
- Prefer concrete examples over claims

Avoid this

- Do not overstate the outcome
- Do not hide the next step
- Do not fill space with jargon

Use this as a consistent starting point. Adjust it when real audience feedback gives a better answer.