

duolingo

duolingo

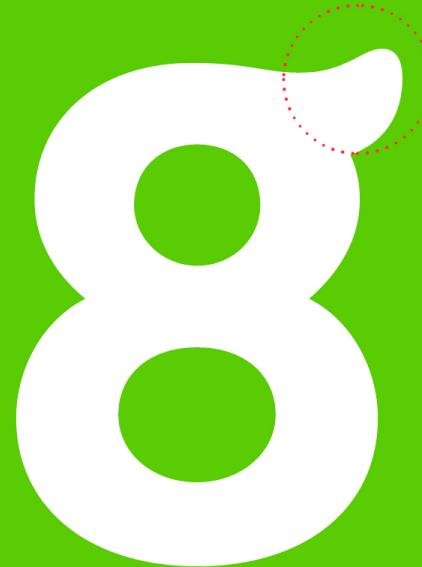


duolingo

duolingo



Duo



Feather Bold

We've seen the future.
And it starts in Pittsburgh.

duolingo



Duo Wing
inspired ascender



duolingo

wing tipped
stem junction

Short
ascenders



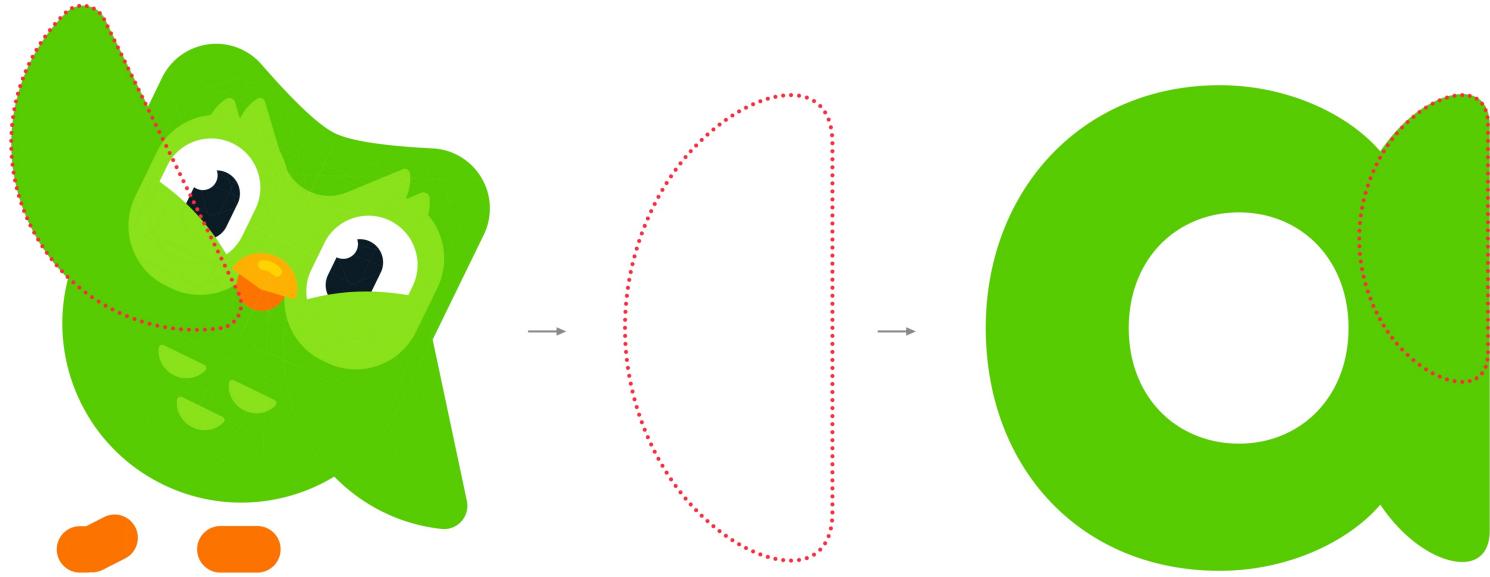
duolingo

wide letter
proportions

flicked 'g' inspired
by Duo



duolingo



aller
go
vai
ici
gå
vade



Learn the lingo



duolingo

cheers
prost
skål
jubel
kippis
santé



Learn the lingo



duolingo

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 & ! ?

X ✓ X ✓ X X

g g g g g g

X X X X X X

g g g g g g

a b c d e f g h i j k l m n o p q r s t u v w x y z à á â ã ä å å q
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goodbye
language barriers
hello **duolingo**



**KURZE DEUTSCHÜBUNGEN.
UNTERHALTSAM, WIRKSAM
UND 100% KOSTENLOS.**

**Sprachkenntnisse während
du neue Wörter, Ausdrücke
und Grammatik meisterst.**

pourquoi?
parce-que!

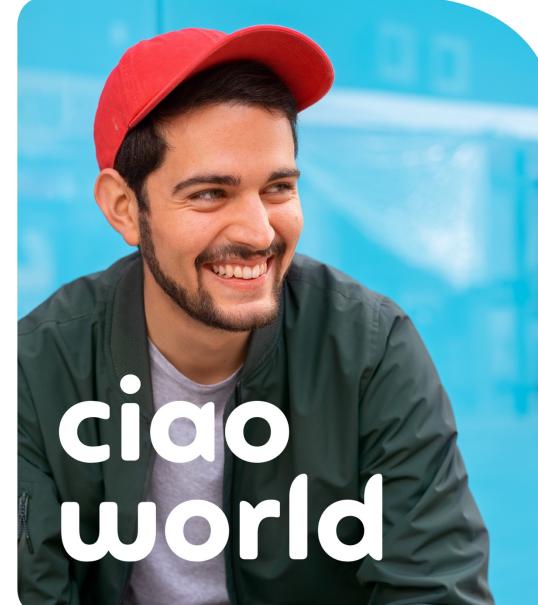




c'est
possible

Easily the most effective
way to learn a language.

duolingo



ciao
world

In a world of language barriers,
we're building bridges.

duolingo







duolingo

change
the
world.
one word at a time.

duolingo

duolingo

Johnson Banks
Crescent Works
Crescent Lane
London
SW4 9RW

Dear Sir/Madam,

Learning a language used to require tutors, textbooks, and tons of cash. all you need is a screen, a few minutes a day, and Duolingo, the free language learning app that's loved by people around the world.

The taxi driver in Brazil who got a dream job abroad? The Brooklyn girl learning Mandarin so she can speak to her grandma? The businessman just wants to say 'croissant' properly in Paris? Duolingo makes all this happen every day. We're everyone's favorite way to learn a language, and learning a language makes anything possible.

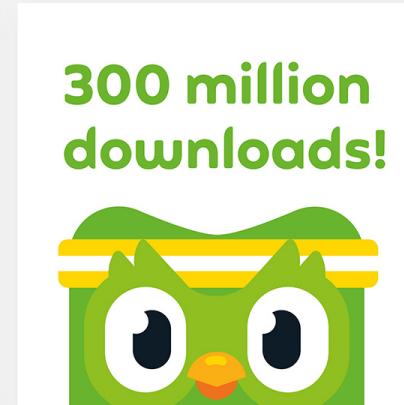
Yours,
Duolingo

Duolingo • 5900 Penn Ave, Pittsburgh, PA 15206, USA
T +1 412-567-6602 • www.duolingo.com



goodbye language barriers





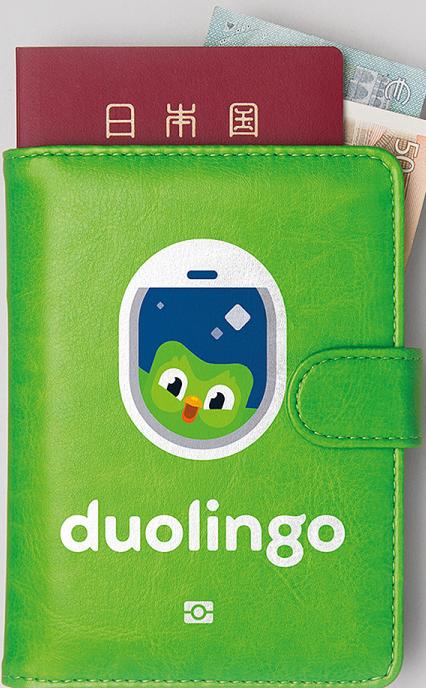


everyone
can
duolingo

KKKK RR QQ
bbpp gggg jj
kkkk www
ffff tttt yyyy

Change
the world.
One word
at a time.







our story

Just about everyone wants to learn a new language, whether it's for fun or the way to a better life. Problem is, language learning can be expensive and time-consuming. That's why we created Duolingo. founders set out to build something that's free and available to everyone. Now, more than 300 million people worldwide are learning over 20 languages on Duolingo and we're just getting started.

- our story
- our mission
- our voice
- our brand approach
- our tone
- our brand family
- our mascot
- our icons
- our typography
- our illustrations
- our colors
- our graphic elements
- our layout
- padding in all directions

LOGO OVERVIEW

We have four ways of showing the logo, each with its own purpose:

- 1. OUR CORE LOGO**
This is our go-to logo, our primary signature to be used at all times unless otherwise specified.
- 2. OUR LANDSCAPE LOGO**
Sometimes we pair the core logo with our landscape logo to differentiate from our competitors. We do know Duo might look a bit like a bird, but the Duolingo logo uses this logo placement when we appear on third-party platforms.
- 3. OUR PORTFOLIO LOGO**
For our icon, favicon, and our profile picture on social media platforms, we use the logo in a square or circle.
- 4. OUR FAVICON**
For our icon, favicon, and our profile picture on social media platforms, we use the logo in a square or circle.

USING THE LOGOTYPE

Here are some simple tips on how to use the Duolingo logotype:

CLEAR SPACE
To allow our logotype to stand out, do not place any descriptive objects such as illustrations or text in the clear space around it.

COLORWAYS
Our logotype comes in three different colorways: feather green, white, and gray.
Feather green is the color which contrasts the most with the background color or photograph.

DUOLINGO PLUS

Our premium service is called Duolingo Plus, which has its own specific logotype. The Duolingo Plus brand also change dramatically to show off features that are unique to being a different version of the app.

duolingo **PLUS**

DUO'S VOICE

Duo's voice is just like Duolingo's expressive brand, embracing and worldly. He's a lot more of himself than most people he's never actually met — he communicates via:

- In the app to cheer you on: "You're doing great!"
- In a push notification to check on your progress: "Welcome back! I missed you."
- In an email to tell you to practice more: "Not quite, but don't give up"

Germany is popular opinion. Duo isn't too worried though. We know that the best way to keep people learning is to get people back on Duolingo.

SECONDARY COLORS

We have a range of bold initials in our secondary color palette. We use these to be more playful and emphasize splashes of color in our marketing and our photography style.

Cardinal #C00000	Yellow gold #E6B238
R 252 G 0 B 0	R 255 G 193 B 57
C 100 M 100 Y 100 K 0	C 0 M 0 Y 100 K 0

Beehive #E9A8FF	Tan #FFB66B
R 233 G 168 B 255	R 255 G 186 B 139
C 10 M 50 Y 50 K 10	C 0 M 10 Y 100 K 0

Hempback #8B8AC9	Blue #2CB9E8
R 139 G 139 B 193	R 44 G 179 B 232
C 100 M 100 Y 100 K 10	C 0 M 0 Y 100 K 10

PORTRAITS

Authentic portraits of people across the globe

Our illustrations work well when they suggest a sense of movement and action. Below are a few examples of how we create motion in our artwork. To learn more about this go to page 95.

MOVEMENT

feuer
fire
feu

aller
go
gå
íci
vai
vade

fast
veloce
ràpidi

ONE WORD HEADLINES

On our social channels we can create posts using bold, one-word headlines.

Longer messages are attached as captions to the post and our illustrations are used to help create simple posts with no clutter.

CHECKLIST

- Margins should be consistent
- Padlock font is centered on the Y-axis
- Padlock font is aligned vertically with the photograph/illustration. For example, keep the text aligned with the eyes of the person in the illustration.
- Keep text colors and contrast the text colors and complement the photograph/illustration.

LAYOUT

EXAMPLES

duolingo

duolingo

pourquoi?
parce-que!

