cake.com

Brand Guidelines

Brand positioning

Our company and culture

We provide businesses with reliable and secure productivity software that encourages efficiency and data-driven decisions.

Our CAKE.com Suite consists of great tools that do exactly what they're supposed to — nothing more and nothing less.

No sugarcoating. Just value.

Tone
of voice

How we sound

Direct | Honest | Accountable

No fluff. No corporate jargon. No overly diplomatic phrasing.

We say things clearly and truthfully across all channels — internally and externally.

Logo principles

Our logotype

Our logo

The logo is typographically clean and modern, relying on subtly adjusted letterforms to emphasize the brand's simplicity. It is used in black and white only, reinforcing its role as the core element of our design system.

Logomark

cake.com

Logomark

cake.com

Logomark

cake.com

Logo usage

To keep the logo clear and easy to read across all applications, the minimum logo size is 24px wide on digital screens.

Anything smaller could make it hard to see or recognize.

96 px

cake.com

80 px

cake.com

64 px

cake.com

40 px

cake.com

24 px

cake.com

Construction

The logo is constructed using two custom-adjusted sizes of the Human Sans typeface, refined to create a more compact form.

Its distinctive 25-degree angle adds a sense of motion and reflects the brand's design language inspired by the angle of light ray refraction trough mediums.

cake.com

25

Safe zone

To maintain the clarity of the logo in all applications, it is essential to preserve a minimum clear space around it. The height of the logo defines the clear space and must remain free of any other graphic elements, text, or edges of the format.

X cake.com

Safe zone

X

X

cake.com

X

X

Partnership

When used with partner logos, the CAKE.com logo should have clear space around it equal to its own height (x). Place a divider line between the logos, and keep that same x-distance on both sides of the line to keep everything balanced and easy to read.

Partner Logo

X

X   X

Partner Logo   X | # cake.com | X   Partner Logo

X   X

X

Partner Logo

Extensions

For brand extensions like the CAKE.com Blog, keep clear space around the logo equal to its height (x). Place the extension name a height (x) away from the logo, with a divider line in between halfway at ½x to keep things clear and consistent.

X   X   X

cake.com | admin

X   1/2X   1/2X   X

Logo   Extension name

Extensions

The brand uses a consistent system for naming and showing product or platform extensions. Each one is a lockup that combines the CAKE.com logo with a label, following specific spacing guidelines.

cake.com | admin

cake.com | account

cake.com | developers

cake.com | marketplace

cake.com | bundle

cake.com | suite

cake.com | blog

Favicon

Favicon

The favicon features the standalone CAKE logotype inside a solid square with rounded corners. This setup keeps the logo clear and recognizable at small sizes, while staying consistent across places like browser tabs, bookmarks, and mobile screens.

Proportions

The favicon is a square with rounded corners. Each corner is 10% of the square's size. The logo sits right in the center, with a margin around it that's also 10% of the square. These proportions keep the logo clear, balanced, and consistent across all digital platforms.

10%

cake

10%

Usage

The favicon is made to stay clear and easy to recognize, even at small sizes. Always use the simplified version and keep its proportions intact. The minimum recommended size is 32 × 32 px.

104 px **cake**

80 px **cake**

56 px **cake**

40 px **cake**

32 px **cake**

Best practices

Logo usage

The philosophy behind the CAKE.com logo is simple, reflecting a core brand value. Using it consistently helps people recognize the brand and keeps things clear online, in print, or in visual content. It's a strong and recognizable symbol of who we are.

Core usage

Black and white logo versions are the foundation of CAKE.com's visual identity. This high-contrast pairing ensures the logo remains bold, legible, and instantly recognizable across all applications.

Use the black logo on white or light backgrounds, and the white logo on black or dark surfaces.

Gradient background

The CAKE.com logo should always be white when used on brand gradients. These gradients are made from dark shades of blue, black, and accent colors from our product lines.

There are six main variations, designed to create contrast and keep the logo easy to read. Using the white logo on these darker backgrounds helps maintain a consistent and recognizable look.

Photo background

When placed on darker photos, the logo should always be white, and when placed on lighter photos, the logo should always be black. This is all in order to keep the logo clear, readable, and visually strong across different creatives.

Logo
grid

The logo uses a structured grid system to ensure balanced and consistent placement across all layouts. It can be aligned top, center, or bottom, and positioned left, center, or right, depending on the context.
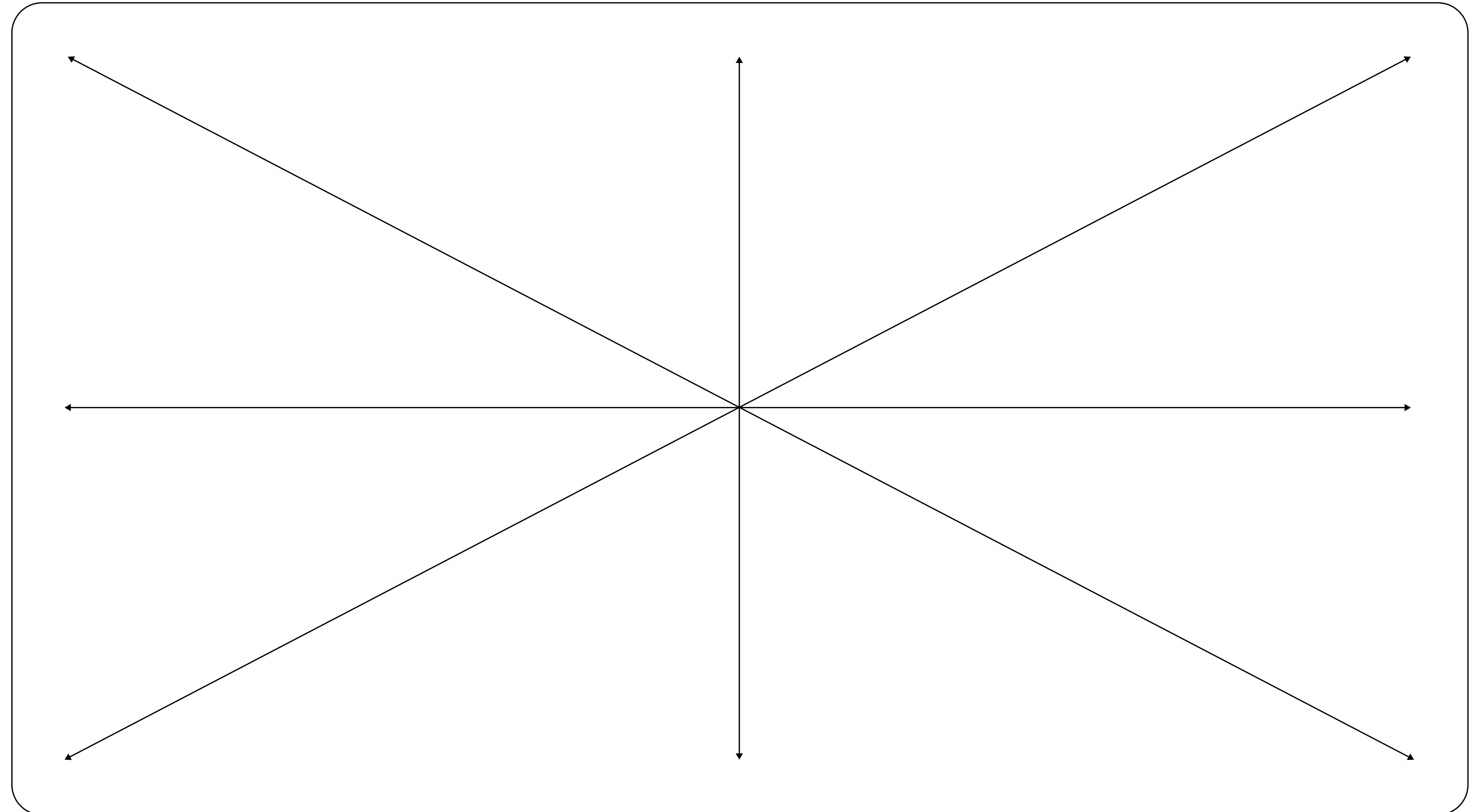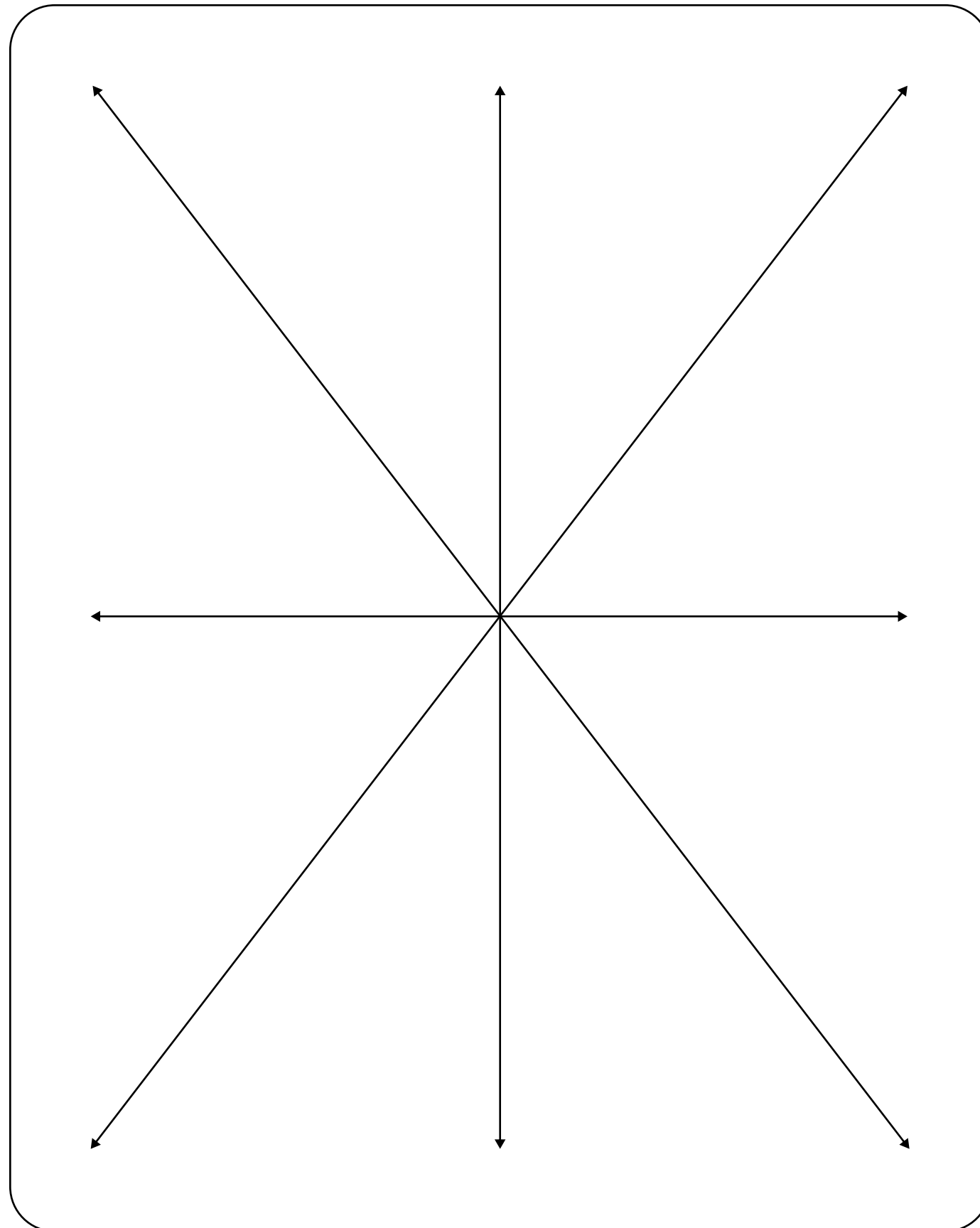
Grid application

This framework guides positioning and spacing, allowing flexible placements that always feel intentional and cohesive.

Logo at scale

In certain cases, such as billboards, event backdrops, or large digital displays, the logo may be scaled significantly to dominate the format. Even at oversized dimensions, the protective clear space around the logo must be preserved to maintain its visual integrity.

X   X   X

cake.com

X   X   X

Incorrect usage

Dont's

The logo should never be altered. Do not change its color, stretch or rotate it, or adjust its shape. Avoid placing it on backgrounds that make it hard to see or distort how it appears.

These kinds of changes weaken the logo's clarity and consistency and should always be avoided.

Modified logo text

Stretched proportions

Outline logo

Blur contrast

Modify logo

Outline logo

Modify logo

Logo in color

Low contrast

Tagline

Our tagline

Our tagline platform keeps it simple, in messaging and visually. It guides how we communicate and design, reminding us to remove anything unnecessary and focus on what matters most. It's simple, straightforward, and a tad daring.

Our tagline
is simple

Always use the tagline in Human Sans Regular, with
no extra styling, to keep it clean and easy to read.

Keep it simple

Letter spacing

Use a letter spacing of -2 when setting the tagline. This creates visual balance and keeps the look consistent across all applications.

|| || **-2%**

Keep it simple

Tagline
platform

Our core tagline "Keep it simple" can serve as a flexible slogan platform: Keep it
The third word changes based on context and no matter the variation, the format always follows the same typographic rules.

flowing
productive

Keep it simple

human
together

Alignment methods

When the tagline appears next to the logo, align it horizontally to the x-height of the lowercase letters. This keeps the pairing visually balanced and reinforces their connection as one unit within the layout.

The same alignment should be used whether the logo or tagline takes visual priority.

cake.com   Keep it simple

Keep it bigger

When the tagline is larger than the logotype, the lowercase letters in the tagline should be set to be twice the x-height of the logotype.

Keep it simple

cake.com

Tagline in use

Keep it simple

cake.com

Standard tagline

In layouts with other elements, like images, text, or UI components, scale the tagline to match the x-height of the CAKE.com logotype. This helps the tagline fit naturally into the design and keeps the overall look clean and consistent.

Choose the right tool

cake.com

Keep it simple

cake.com

Keep it simple

Big
tagline

When used without any additional copy, the tagline may be scaled up as a central visual element.
To ensure readability of the tagline across different backgrounds, a dark layer with the layer blur effect is added.
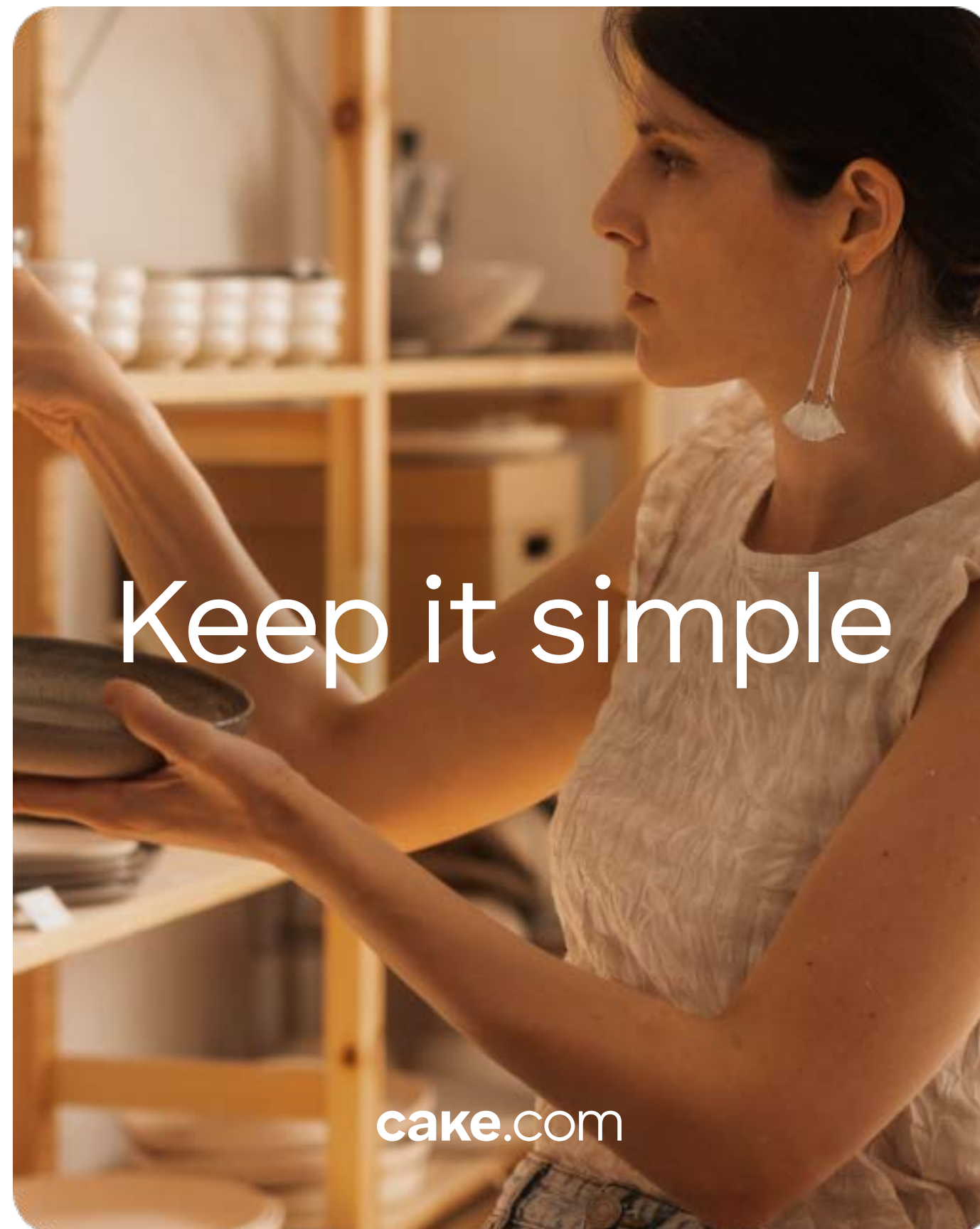
Product logos

Our products

Clockify, Pumble, and Plaky are part of the CAKE.com family. Each has a unique logo, but all follow a shared structure combining a symbol and a wordmark. This keeps the product logos consistent yet allows each to have its look.

Logo construction

Product logos are designed using a grid system for harmony across all tools. Each logo includes a symbol inside a rounded square paired with a lowercase wordmark in the Human Sans typeface.

Each product logo features two parts: a symbol and a wordmark. The symbol is a simple graphic inside a rounded square that acts as a clear visual marker.

pumble

clockify

plaky

Sign   Wordmark

Symbol

Product logos

Clockify, Pumble, and Plaky belong to the same logo family. The consistent line thickness, rounded edges, and geometric structure create visual harmony, making the logos feel different, but a part of one unified system.

clockify

pumble

plaky

Safe zone

All product logos follow the same clear space rule. The protective margin around the logo equals X, where X is the height and width of the symbol's bounding box. This margin must remain free of other graphics, text, or edges to keep the logo clear and balanced.

X   X   X   X   X   X

clockify   **pumble**   **plaky**

X   X   X   X   X   X   X   X   X

Logo usage

To maintain clarity and legibility, product logos should never be used smaller than 32 px in width on digital platforms. Smaller sizes risk losing detail and recognizability.

88 px

clockify **pumble** **plaky**

64 px

clockify **pumble** **plaky**

56 px

clockify **pumble** **plaky**

40 px

clockify **pumble** **plaky**

32 px

Product symbols

Product symbols may be used alone when the product is well-known or space is limited. The symbol must always be used clearly and at full opacity. It should never serve as a background element or watermark. The symbol acts as a standalone brand mark, not as decoration.

Safe zone

Each product symbol requires a clear space around it equal to X (the symbol's bounding box height and width). No other elements should intrude into this space, ensuring the symbol's visibility and impact remain intact.

X   X   X   X   X   X

X   X   X   X   X   X
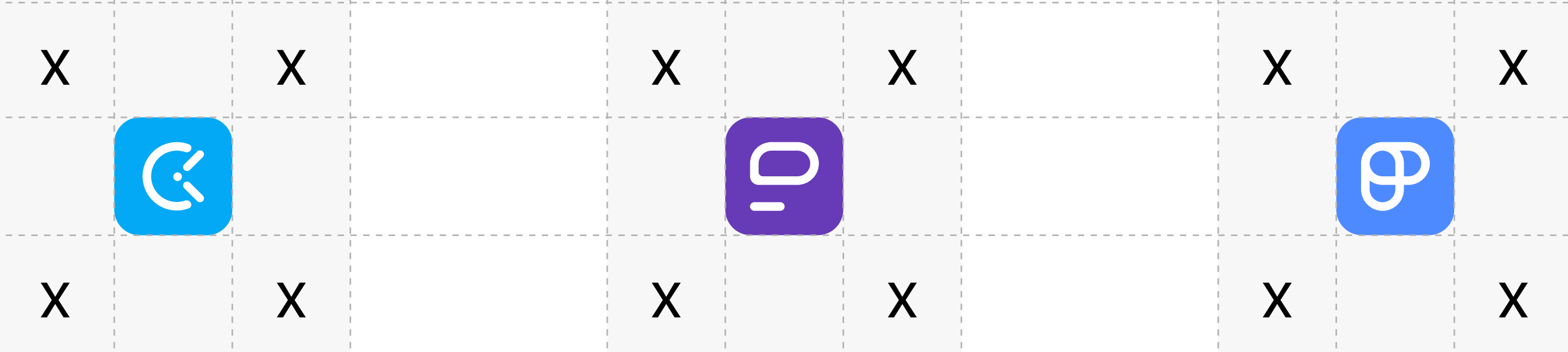
Endorsed logo

The combined logo is an extended version of the product logo that includes the endorsement by CAKE.com. This is a special, non-standard configuration used only when it's important to show the product's connection to the CAKE.com brand.

The placement, size, and typography of the endorsement are fixed and must not be changed.

Logo best practices

Color logos

Each product features a distinct color logo that reflects its unique identity within the CAKE.com ecosystem. These versions are used primarily on white or neutral backgrounds to ensure full clarity and vibrancy.

They help strengthen recognition and add character while staying consistent with the overall brand system.

Monochrome logos

Black and white versions of product logos are used when color would reduce legibility or when a simpler look is needed. They ensure clarity on complex backgrounds, gradients, or photography, and support a clean, consistent appearance across all contexts.

Solid
backgrounds

Product logos are shown on carefully selected backgrounds that support their visibility and integrity. When applied to solid colors, the background must always provide sufficient contrast.

Gradient backgrounds

When used on gradient backgrounds, product logos are always monochromatic. The background must always provide sufficient contrast, so lighter gradients are to be used with black logos and darker gradients are to be used with white logos.
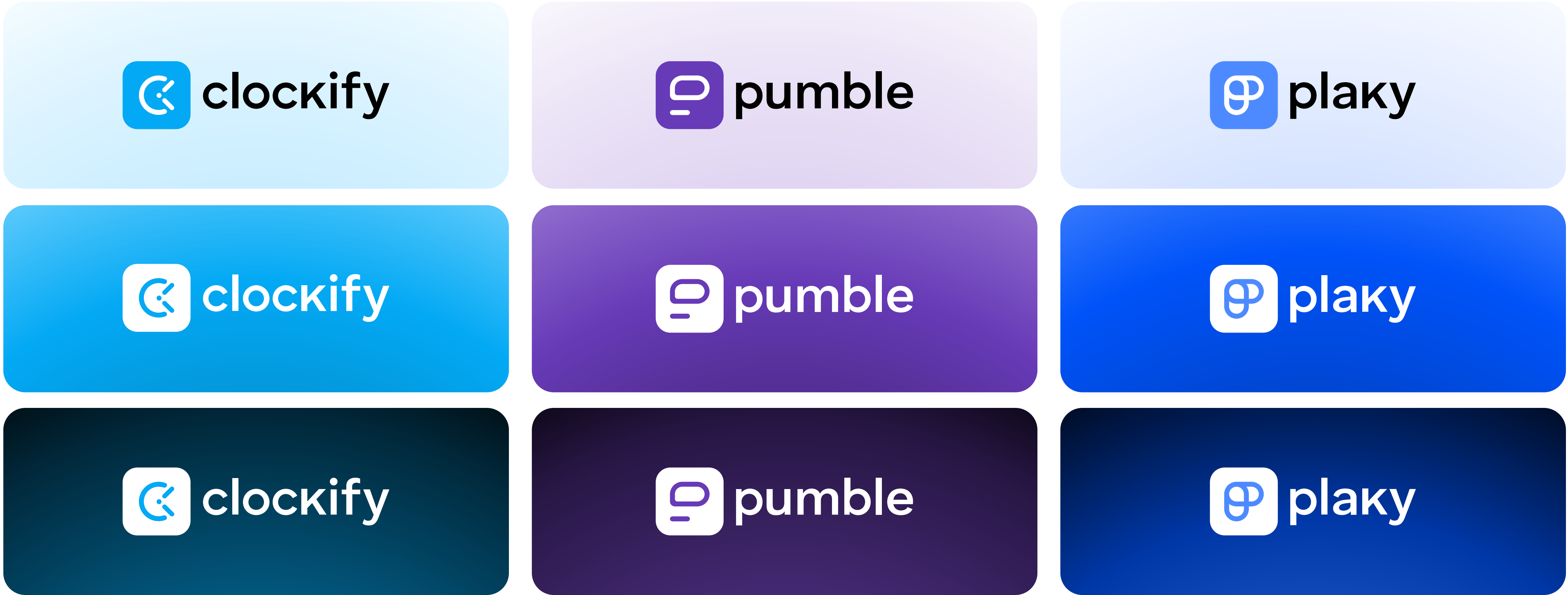
Photo
background

Use black or white monochrome product logos when color versions don't stand out enough on photos or complex backgrounds.

Incorrect usage

Dont's

To maintain the integrity and recognizability of the product logos, always use approved assets and follow guidelines to ensure consistency and professionalism across all applications.

Product color logos must always appear as designed, clear, consistent, and visually strong. Avoid altering the logos in any way that compromises their appearance or recognition.
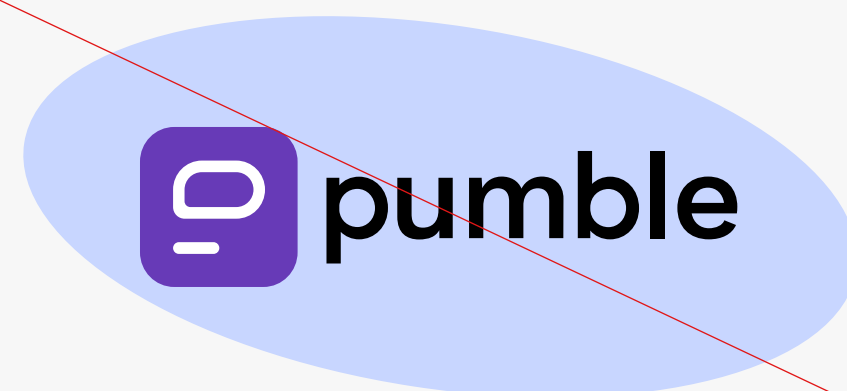
Modified logo text
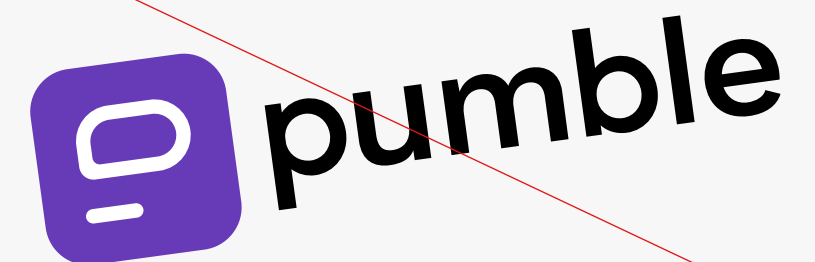
Distorted angle

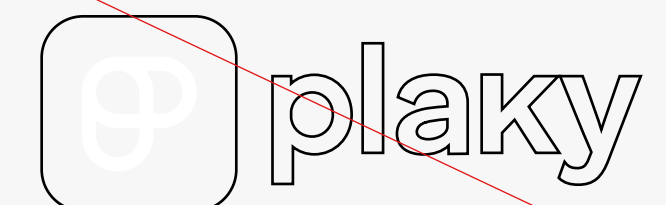Stretched proportions

Blur contrast

Modify logo

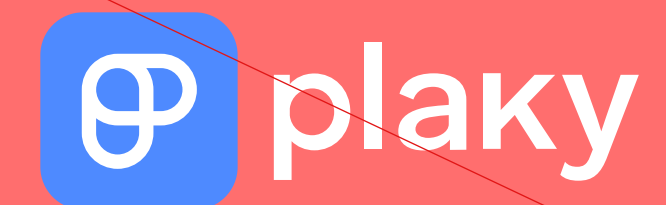Outline logo

Oversize

Upside/down

Unbrand colors

Color principles

Our colors

Each product within the CAKE.com ecosystem has its signature color, carefully chosen to reflect the product's core purpose and personality. The CAKE.com color is a visual blend of the three product colors, symbolizing unity within the ecosystem.

Primary colors

The CAKE.com brand is grounded in a high-contrast palette of black and white, establishing simplicity and bold presence. Blue serves as a supporting brand color, adding balance, recognition, and a sense of cohesion.

In specific contexts, blue may take the lead to emphasize important content or deliver greater visual impact.

cake.com

White		-100%
HEX	FFFFFF	
RGB	255 255 255	
CMYK	00 00 00 00	

Cake blue		0%
HEX	2254E1	
RGB	34 84 225	
CMYK	85 63 0 12	

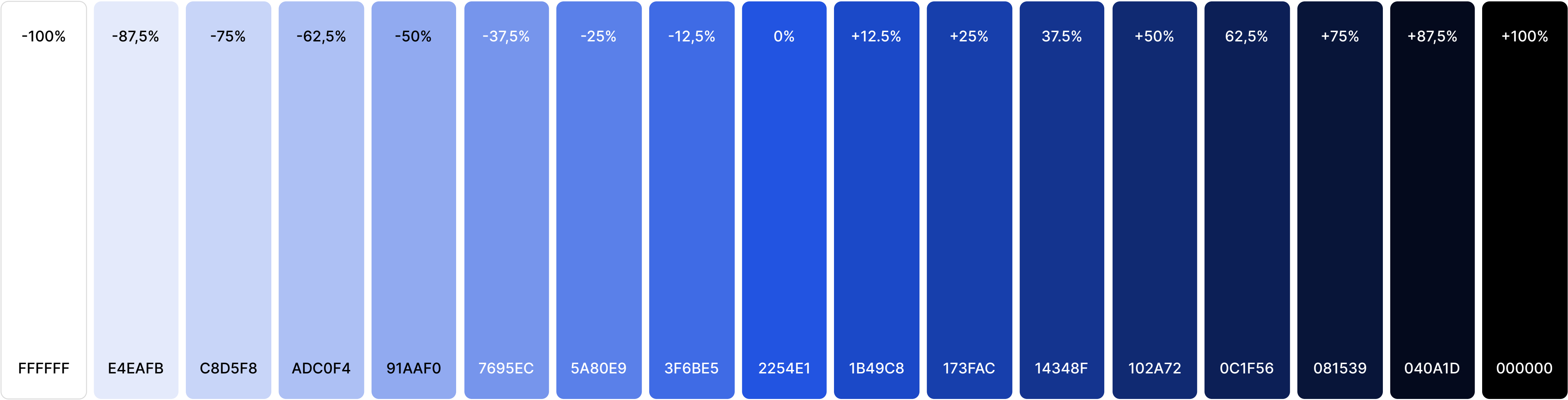| Black		+100%
HEX	000000	
RGB	00 00 00	
CMYK	60 40 40 100	

Secondary colors

Secondary colors are shades of the primary Clockify blue. They are determined as steps toward lightness or darkness, forming a balanced spectrum around the central product color.

While primarily used for brand gradients, these tones also support visual branding through accents, backgrounds, and content hierarchy, ensuring both consistency and flexibility in design.

cake.com

-100%	-87,5%	-75%	-62,5%	-50%	-37,5%	-25%	-12,5%	0%	+12.5%	+25%	37.5%	+50%	62,5%	+75%	+87,5%	+100%
FFFFFF	E4EAFB	C8D5F8	ADC0F4	91AAF0	7695EC	5A80E9	3F6BE5	2254E1	1B49C8	173FAC	14348F	102A72	0C1F56	081539	040A1D	000000

Primary colors

Clockify's primary color palette consists of Clockify blue, white, and black. Blue represents clarity, focus, and reliability, core qualities of time management.

Black and white come from the core CAKE.com brand, reinforcing consistency across the entire ecosystem.

clockify

White	-100%
HEX	FFFFFF
RGB	255 255 255
CMYK	00 00 00 00

Clockify Blue	0%
HEX	03A9F4
RGB	3 169 244
CMYK	69 20 0 0

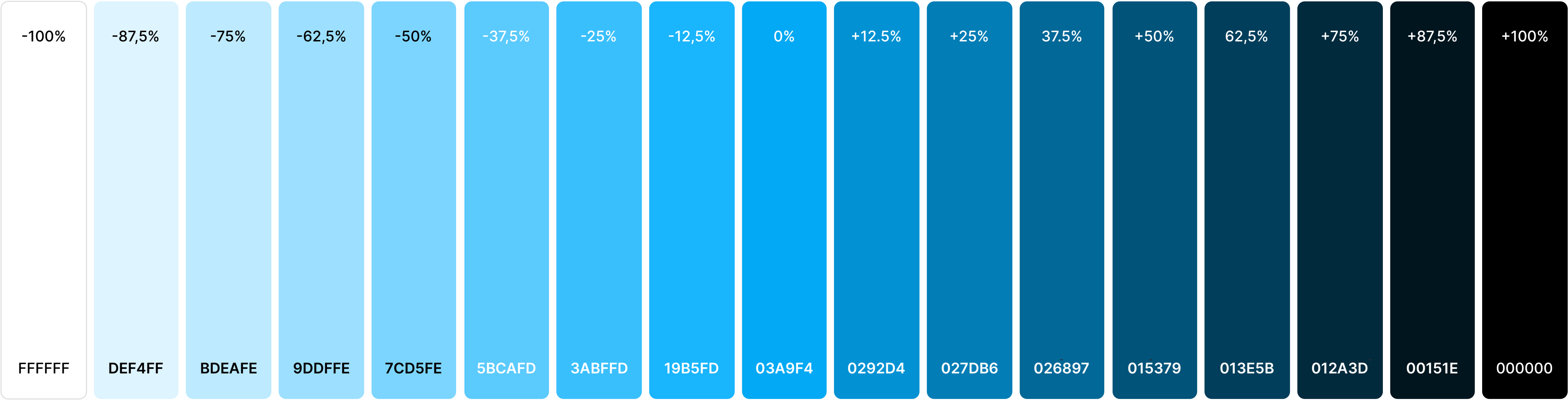| Black	+100%
HEX	000000
RGB	00 00 00
CMYK	60 40 40 100

Secondary colors

Secondary colors are shades of Clockify's primary blue. They are determined as steps toward lightness or darkness, forming a balanced spectrum around the central product color.

While primarily used for brand gradients, these tones also support visual branding through accents, backgrounds, and content hierarchy, ensuring both consistency and flexibility in design.

clockify

-100%	-87,5%	-75%	-62,5%	-50%	-37,5%	-25%	-12,5%	0%	+12.5%	+25%	37.5%	+50%	62,5%	+75%	+87,5%	+100%
FFFFFF	DEF4FF	BDEAFE	9DDFFE	7CD5FE	5BCAFD	3ABFFD	19B5FD	03A9F4	0292D4	027DB6	026897	015379	013E5B	012A3D	00151E	000000

Primary colors

Pumble's primary color palette consists of Pumble purple, white, and black. The signature purple expresses creativity, openness, and reliability, key traits of modern communication.

Black and white come from the core CAKE.com brand, reinforcing consistency across the entire ecosystem.

pumble

White	-100%
HEX	FFFFFF
RGB	255 255 255
CMYK	00 00 00 00

Pumble Purple	0%
HEX	673AB7
RGB	103 58 183
CMYK	72 84 0 0

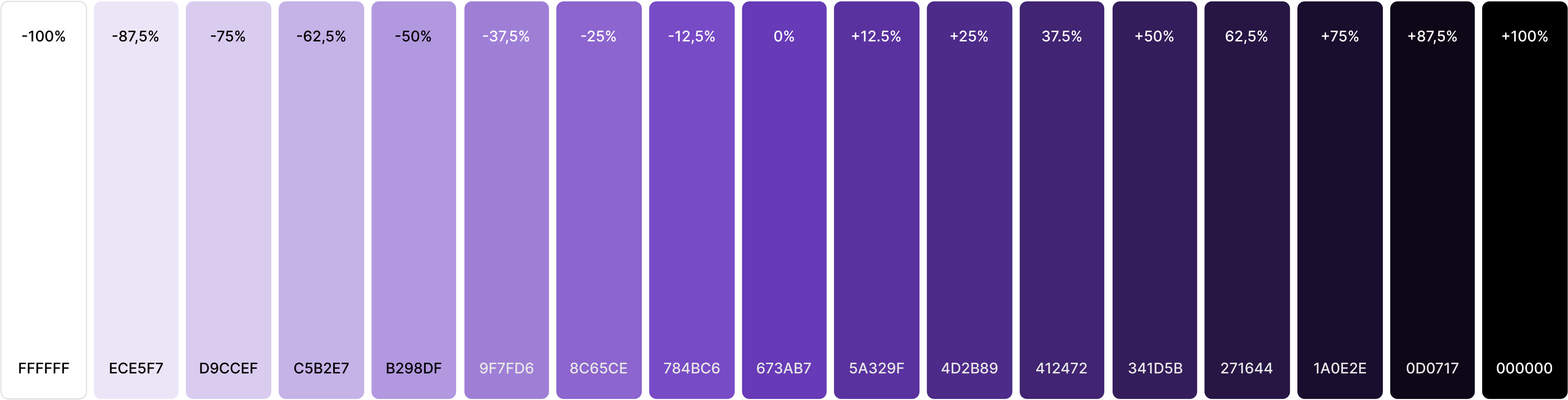| Black	+100%
HEX	000000
RGB	00 00 00
CMYK	60 40 40 100

Secondary colors

Secondary colors are derived from Pumble's primary purple. They are determined as steps toward lightness or darkness, forming a balanced spectrum around the central product color.

While primarily used for brand gradients, these tones also support visual branding through accents, backgrounds, and content hierarchy, ensuring both consistency and flexibility in design.

pumble

-100%	-87,5%	-75%	-62,5%	-50%	-37,5%	-25%	-12,5%	0%	+12.5%	+25%	37.5%	+50%	62,5%	+75%	+87,5%	+100%
FFFFFF	ECE5F7	D9CCEF	C5B2E7	B298DF	9F7FD6	8C65CE	784BC6	673AB7	5A329F	4D2B89	412472	341D5B	271644	1A0E2E	0D0717	000000

Primary colors

Plaky's primary color palette includes Plaky blue, white, and black. The chosen blue reflects structure, organization, and transparency, qualities essential to project management.

Black and white come from the core CAKE.com brand, reinforcing consistency across the entire ecosystem.

plaky

White	-100%
HEX	FFFFFF
RGB	255 255 255
CMYK	00 00 00 00

Plaky Blue	0%
HEX	4E8AFF
RGB	78 138 255
CMYK	66 45 0 0

Black	+100%
HEX	000000
RGB	00 00 00
CMYK	60 40 40 100

Secondary colors

Secondary colors are derived from Plaky's primary blue, forming a tonal range that moves incrementally toward lighter tints and darker shades. This structured spectrum maintains harmony around the central brand color.

While primarily used for brand gradients, these tones also support visual branding through accents, backgrounds, and content hierarchy, ensuring both consistency and flexibility in design.

plaky

-100%	-87,5%	-75%	-62,5%	-50%	-37,5%	-25%	-12,5%	0%	+12.5%	+25%	37.5%	+50%	62,5%	+75%	+87,5%	+100%
FFFFFF	E9F0FF	D2E1FF	BCD2FF	A6C3FF	8FB5FF	79A6FF	6397FF	4E8AFF	236CFF	0053F9	0045CF	0037A6	00297C	001C53	000E29	000000
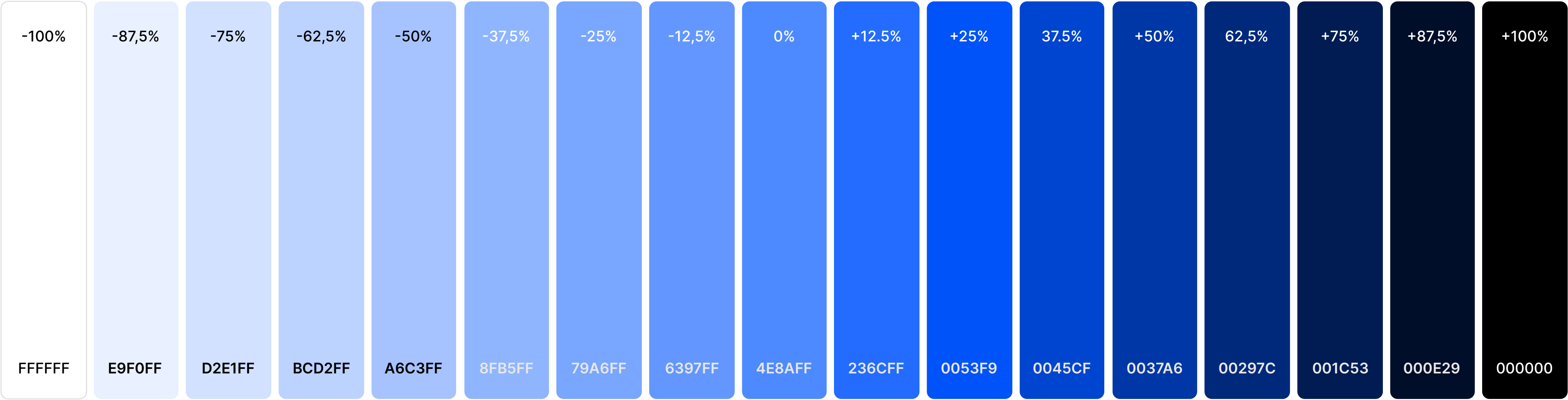
Color best practices

Algorithm

Contrast difference should be either +100% or ±87.5%.

To maintain clarity and visual harmony across the system, every shade must follow a consistent algorithmic step, either increasing or decreasing brightness by 87.5%, or jumping to full contrast at 100%.

-100%	-87,5%	-75%	-62,5%	-50%	-37,5%	-25%	-12,5%	0%	+12.5%	+25%	37.5%	+50%	62,5%	+75%	+87,5%	+100%
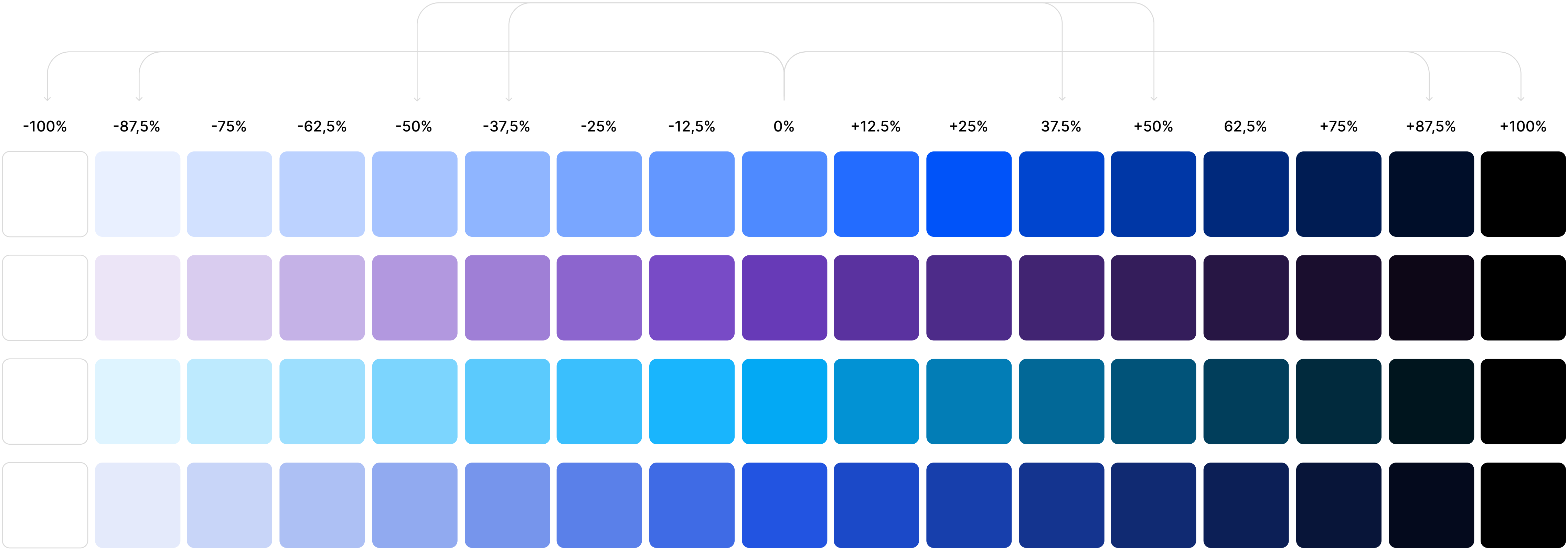
Algorithm

To ensure readability and visual clarity, text and shape colors must always contrast strongly with the background.

Use white text and shapes on dark or saturated backgrounds, and black text and shapes on light or desaturated backgrounds.
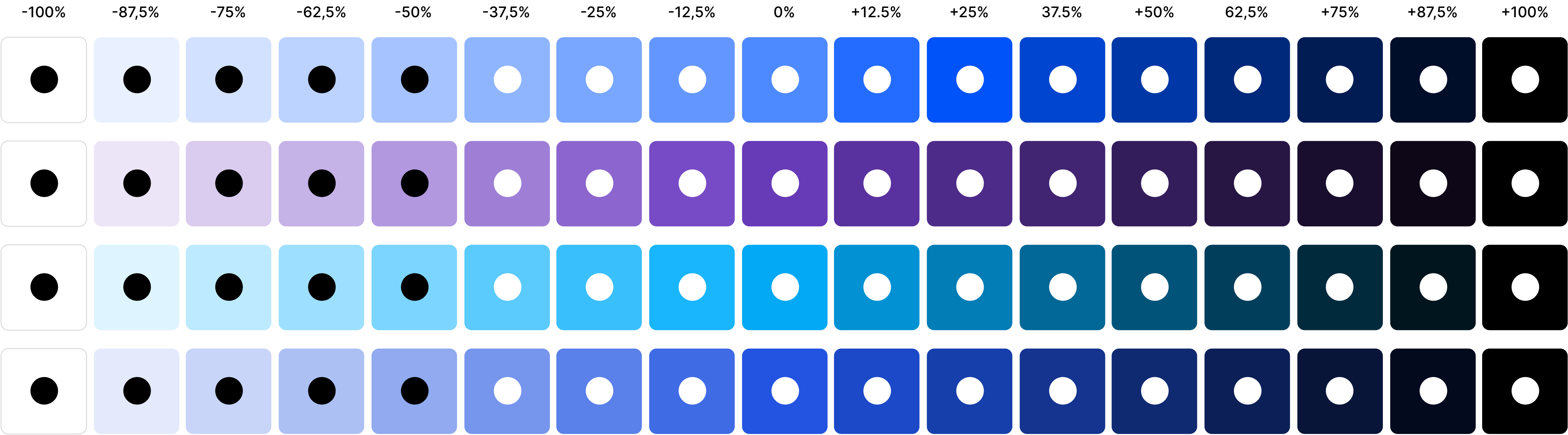
Main combinations

Main combinations rely on strong contrast, moving from 100% to 0% to 100%.

This means pairing each primary brand color with black or white to achieve maximum clarity and impact.
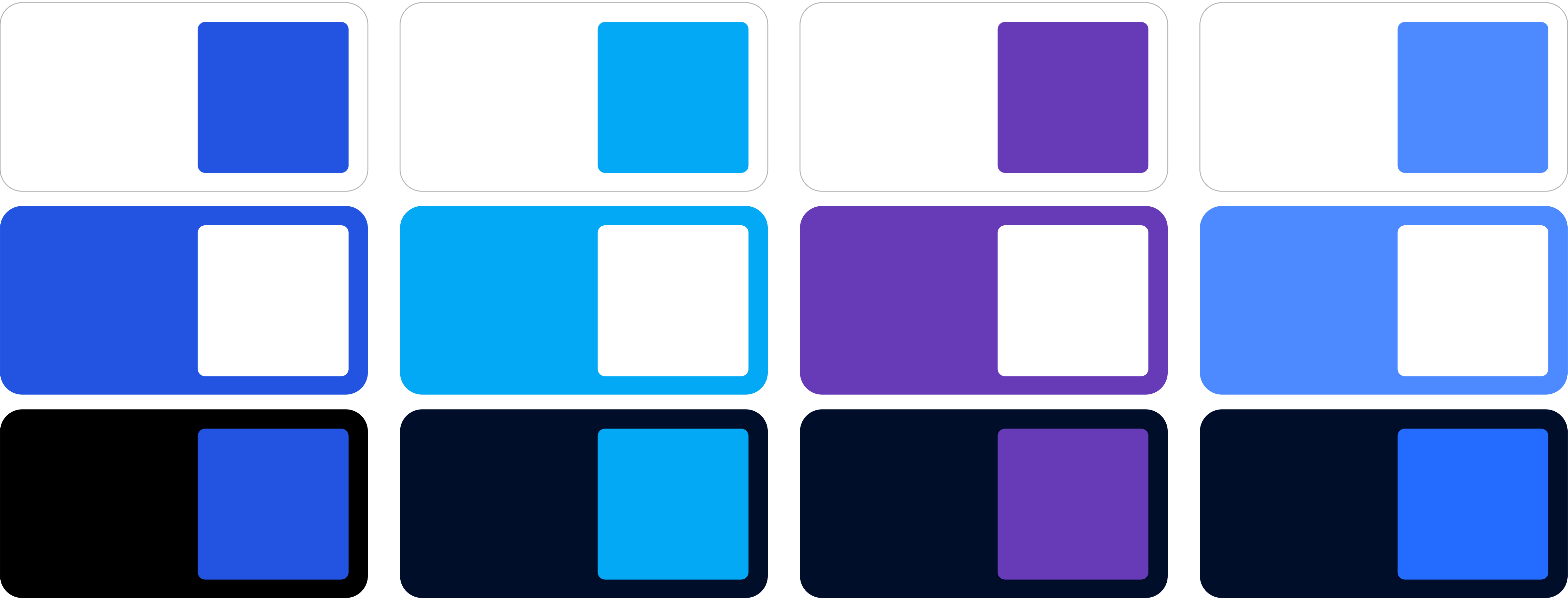
Secondary combinations

Secondary combinations use mid-range contrast, ranging from -50% to +50%.

These tones are determined from the primary brand color and provide a softer, more subtle pairing.
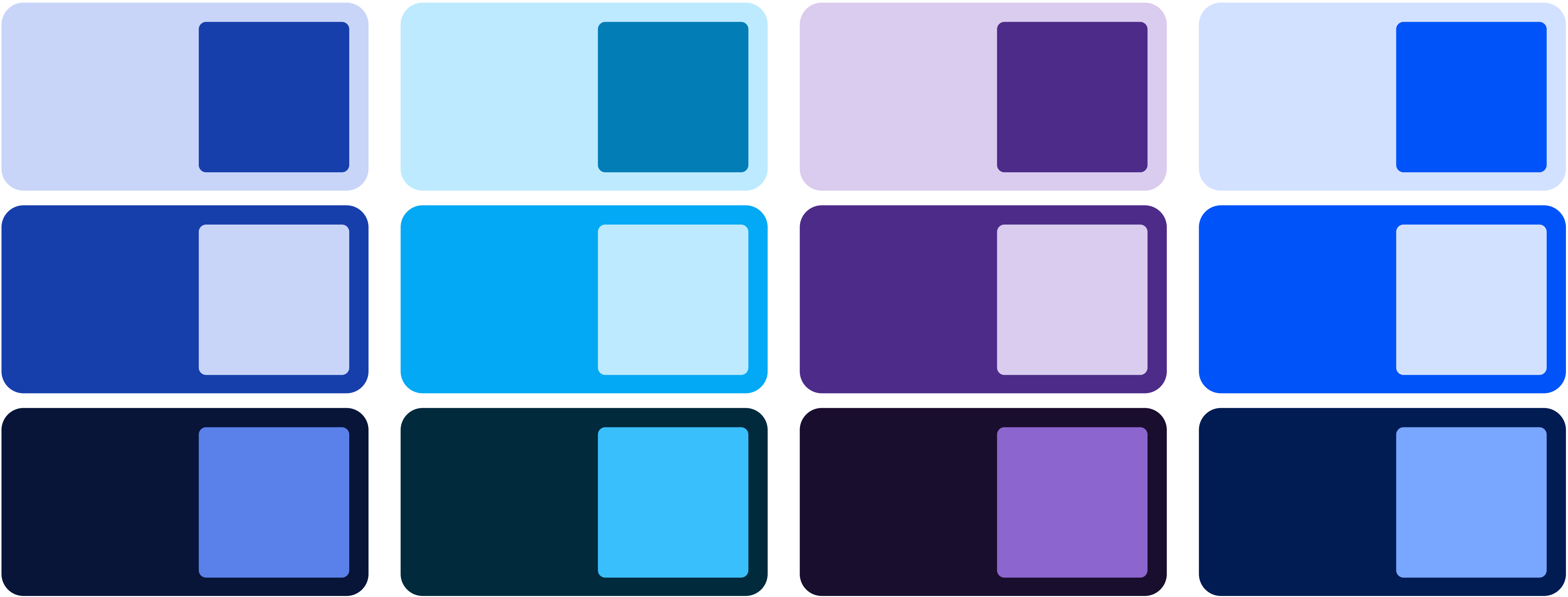
Color
application

Make it
stand
out

cake.com

Keep it simple

Keep it
calm

cake.com

Go with product

clockify

Stay on brand

pumble

Simple as that

plaky

When you get it

clockify

You know it

pumble

Keep it simple

plaky

Gradient principles

**Our
gradient**

All CAKE.com products follow a unified approach to gradients, inspired by the natural transitions of light like sunrise, sunset, and the shifting tones of the sky. Gradients are circular in structure and built using three shades selected from the product's color palette.

Gradient
construction

All brand gradients are built using a radial structure
made of three defined shades.

Color 01 - represents the innermost.
Color 02 - forms the middle transition.
Color 03 - defines the outer edge.

Color 03

Color 02

Color 01
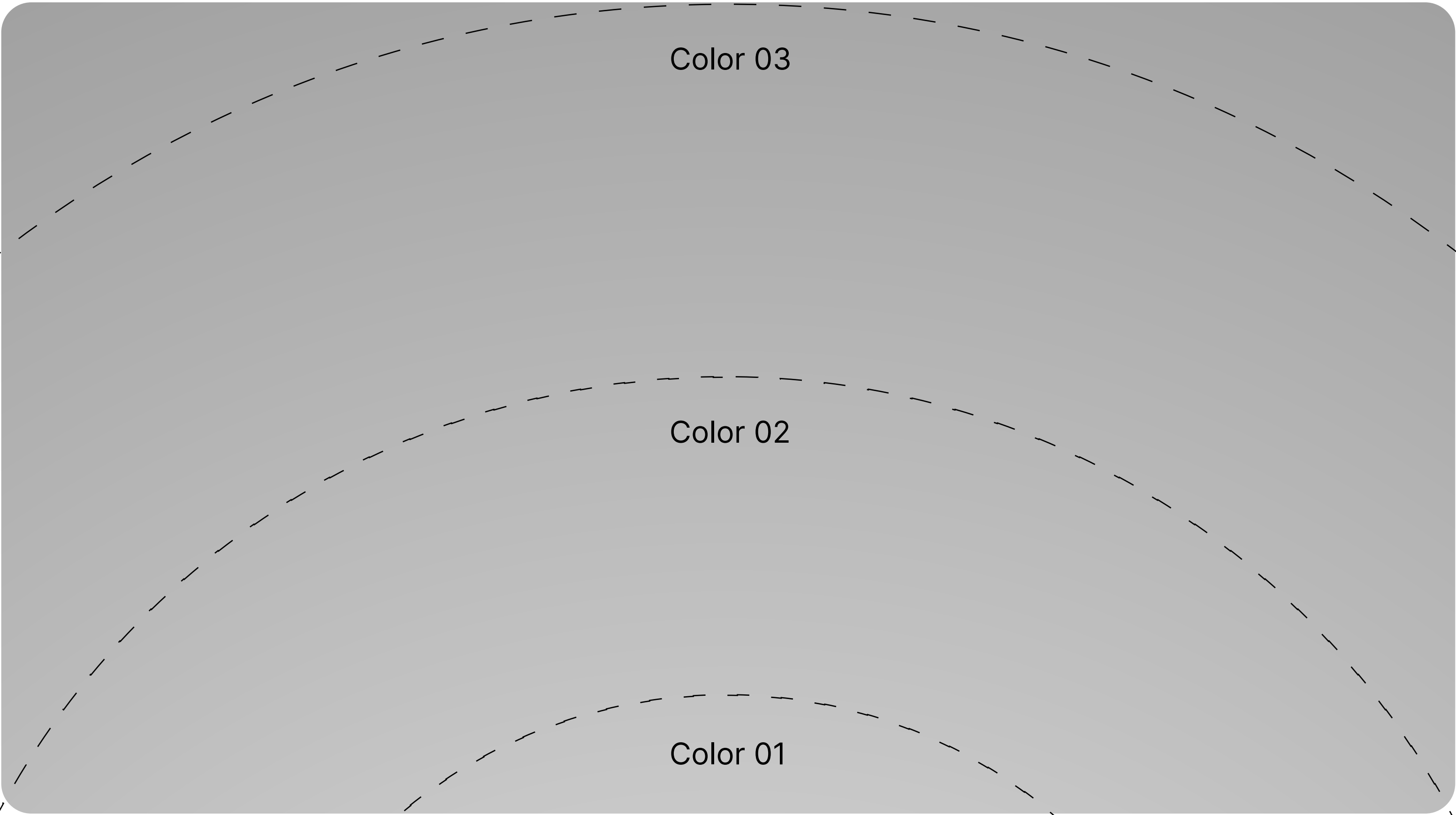
It looks like this

Primary
gradient

Three core variations of the brand gradients, derived from the same gradient philosophy.

cake.com

Dawn		
03	040A1D	
02	0C1F56	
01	C8D5F8	

Dusk		
03	000000	
02	0C1F56	
01	2254E1	

Black		
03	081539	
02	14348F	
01	2254E1	
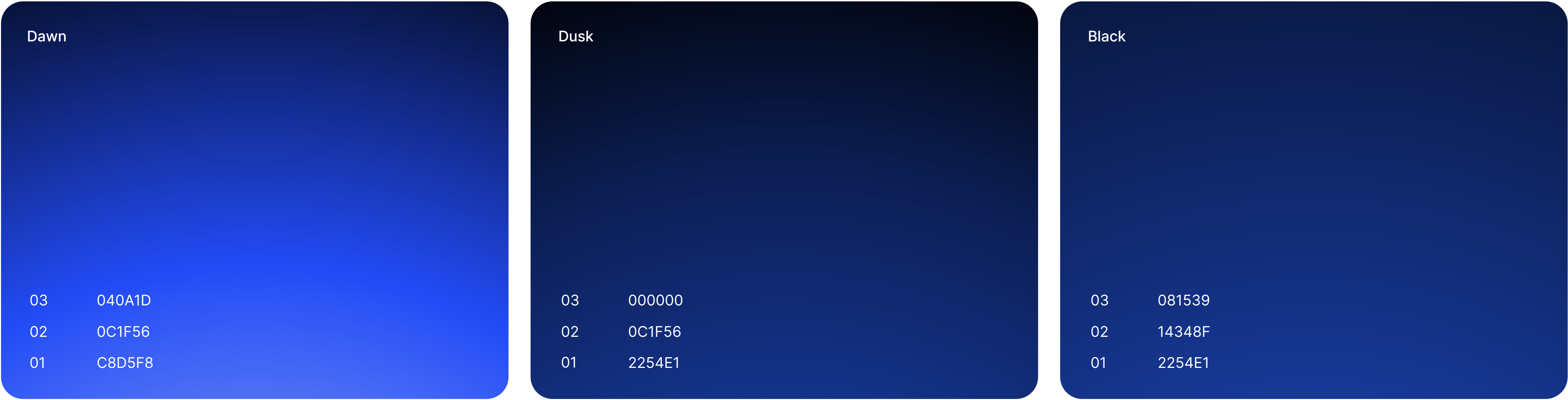
Product gradient

Used when representing products from the core brand perspective. These gradients visually connect each product to the brand, supporting a cohesive identity across the system.

cake.com

Clockify		
03	081539	
02	027DB6	
01	ADC0F4	

Pumble		
03	081539	
02	673AB7	
01	91AAF0	

Plaky		
03	081539	
02	0053F9	
01	C8D5F8	
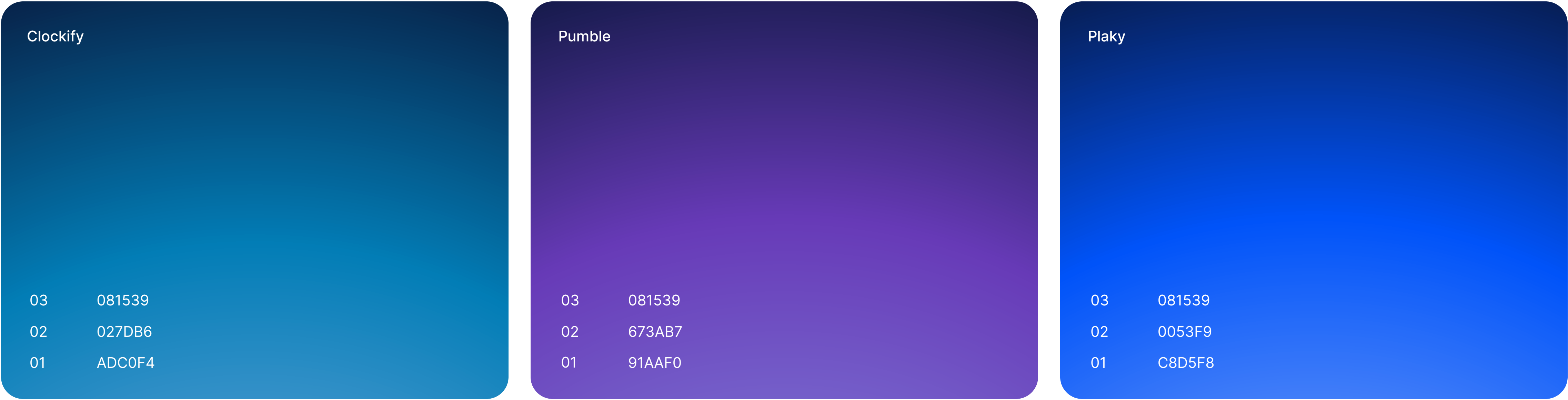
Main gradient

Clockify gradients use a shared structure, as each gradient is built from product's three core shades.

clockify

Dark		
03	000000	
02	012A3D	
01	03A9F4	

Medium		
03	7CD5FE	
02	03A9F4	
01	015379	

Light		
03	FFFFFF	
02	BDEAFE	
01	9DDFFE	

Main gradient

Pumble gradients use a shared structure, as each gradient is built from product's three core shades.

pumble

Dark		Medium		Light	
	000000	03	8C65CE		
02	271644	02	673AB7	02	ECE5F7
01	673AB7	01	1A0E2E	01	9F7FD6
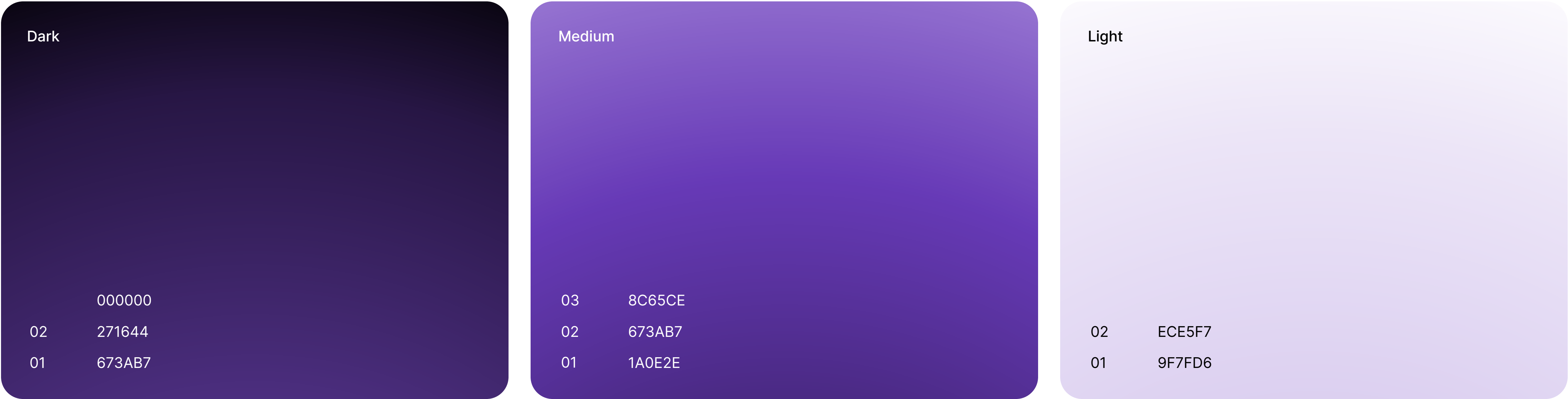
Main gradient

Plaky gradients use a shared structure, as each gradient is built from product's three core shades.

plaky

Dark		Medium		Light	
03	000000	03	4E8AFF	03	D2E1FF
02	0037A6	02	0053F9	02	A6C3FF
01	4E8AFF	01	00297C	01	6397FF

Gradient best practices

Shapes

When using shapes over gradient backgrounds, they should always be white.
This ensures strong contrast, visual clarity, and consistency across all brand and product applications, regardless of the gradient's tone or complexity.
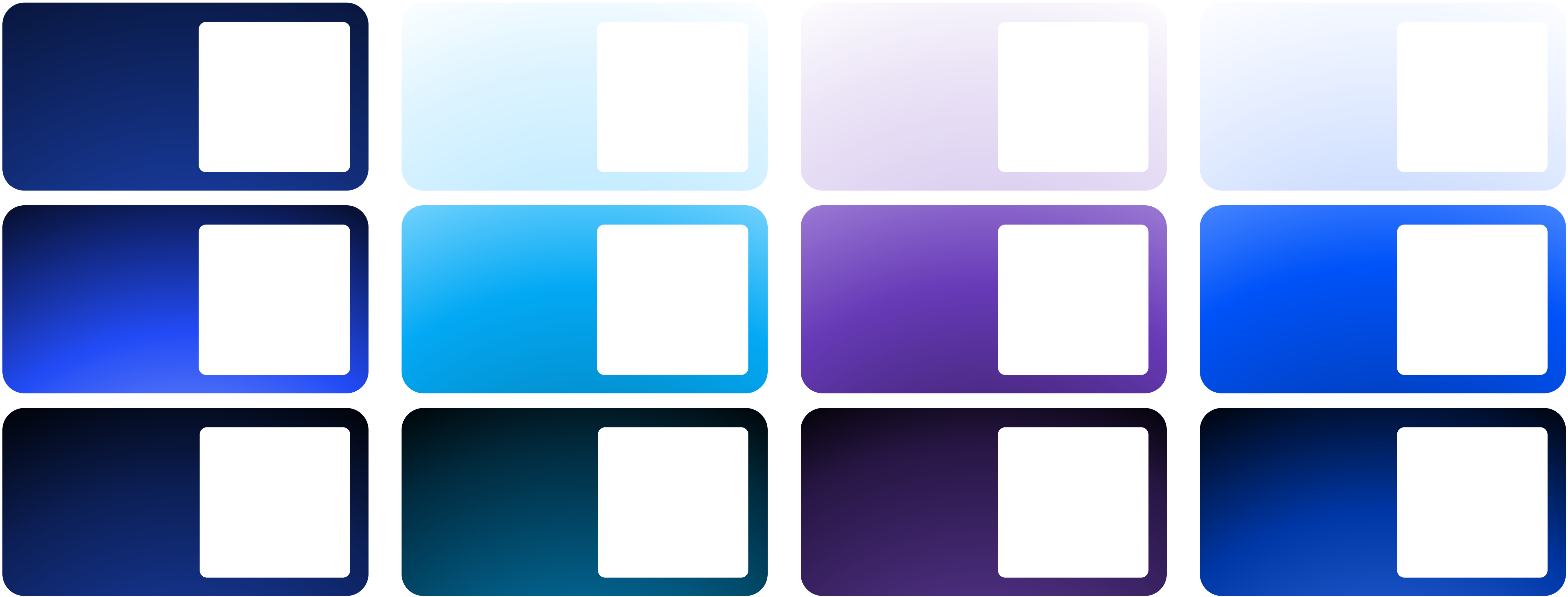
Shapes

We don't pair gradients with gradients. When the background is white, we can use shapes with gradients.
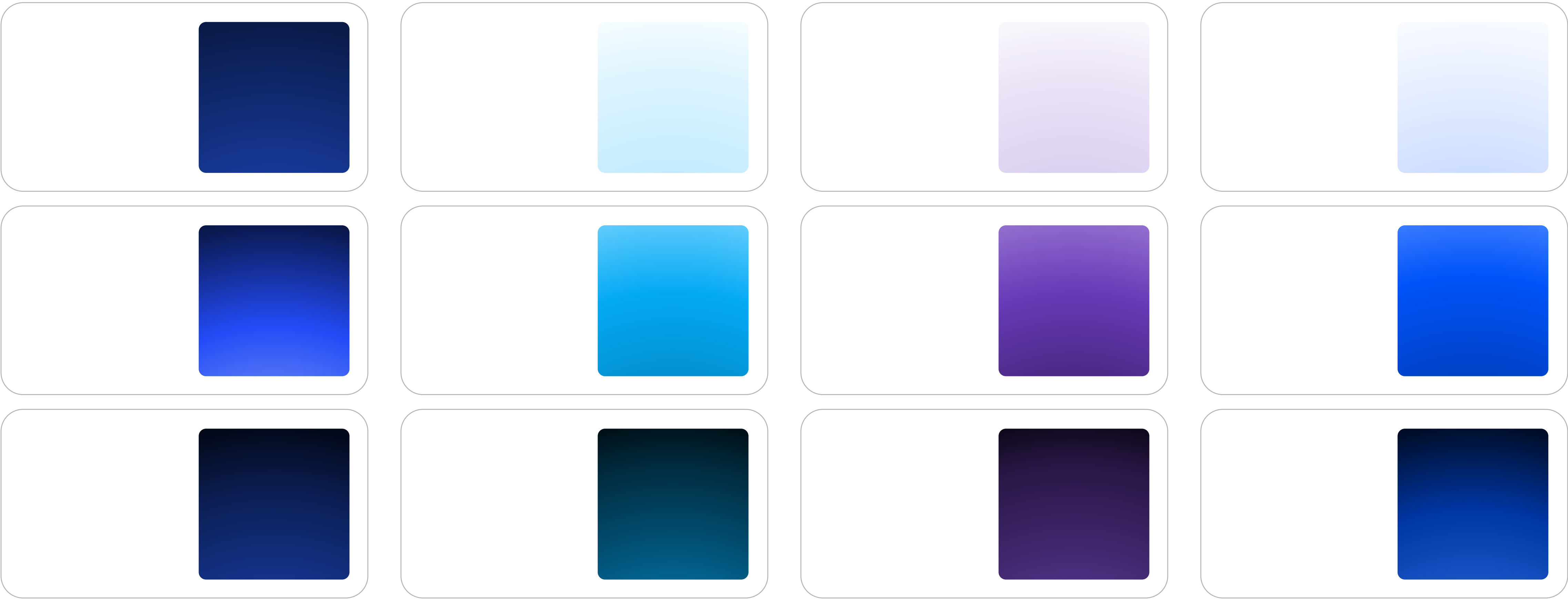
Shapes

We don't pair gradients with gradients. When the background is black, we can use shapes with gradients.
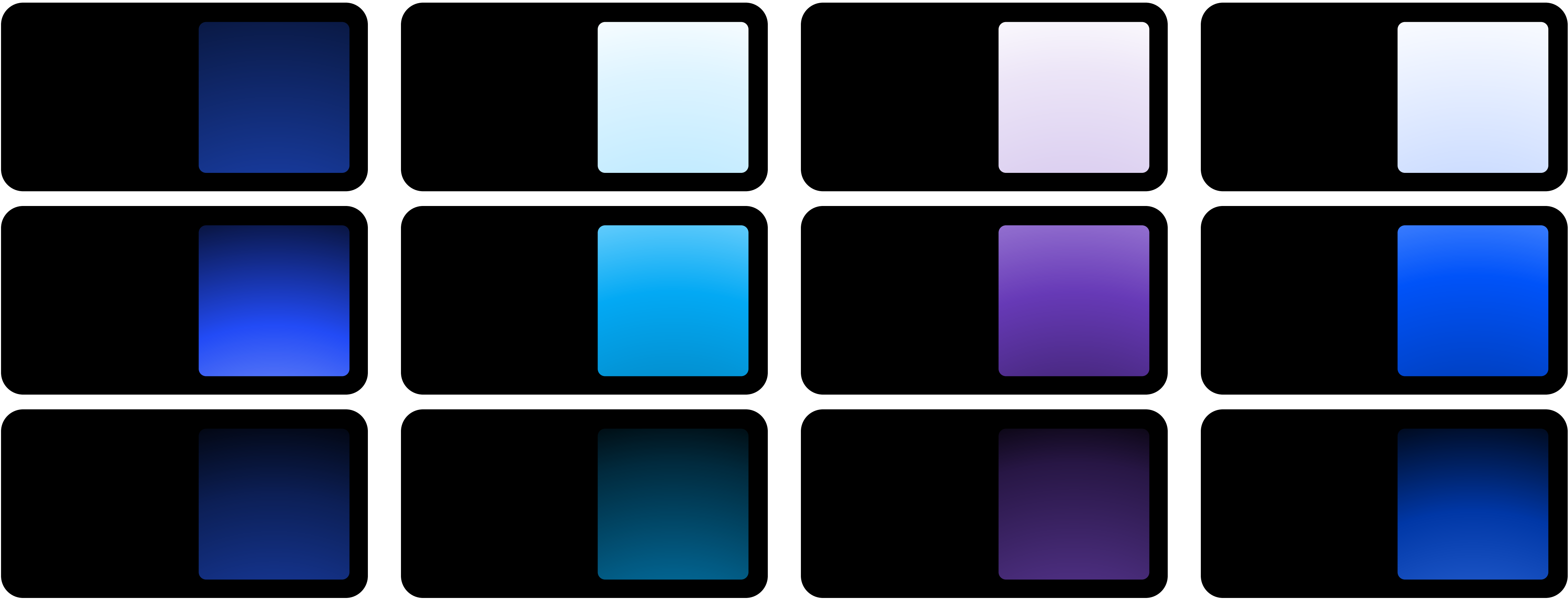
Gradient application

Make it smooth

cake.com

Keep it simple

Keep it matched

cake.com

Go with product — clockify

Stay on brand — pumble

Simple as that — plaky

Track time

clockify

Chat & chill

pumble

Manage easily

plaky

clockify

Simplify UI

Set your schedule

Track billable hours

Invoice   Send

pumble

Stay on point

Start Conversation

Share updates with your team

Work together easily

plaky

Make it look good

Assign Tasks

Set deadlines

Get everything   DONE

Brand typography

**Our
typography**

Typography sets the rhythm of our brand.

It's how we create clarity, tone, and focus. Built for impact and readability, our system balances two modern typefaces chosen for their distinct roles and shared sense of clarity - bold where it matters, calm when it counts.

Together, they reflect the CAKE.com philosophy.

Fonts

Human Sans is used for the main font, and Inter for the body font. The two modern, functional typefaces were chosen for their clarity and character that reflect our brand identity.

Main font

Human Sans

Body Font

Inter

Fonts

Our main font brings personality to the brand while remaining clean and direct. It is used for headlines and key messages.

Our body font is a highly legible, modern sans-serif typeface designed for digital interfaces and long-form reading, used for body text, interface labels, and supporting content.

Main font

Human Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Human Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Font

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typeface application

Title typography sharpening

Optimize titles for visual balance by adjusting line height (100-120%). Use tighter spacing (90%) for large headlines and looser (up to 120%) for multi-line titles. Apply subtle negative letter spacing (-2 to 0) for sharpness, especially with uppercase or larger fonts.

	Medium / Regular	
Human Sans / Big titles	100%	
	‖‖ –2	

Titles like this

Titles like this

	Medium / Regular	
Human Sans / Subtitles	110%	
	‖‖ –1	

Subtitles like this

Subtitles like this

	Medium / Regular	
Human Sans / Subtitles	120%	
	‖‖ 0	

Small titles like this

Small titles like this

Body typography sharpening

Body text should be easy to read, with a line height between 130% and 150% to support clarity in longer passages. More space between lines improves legibility, especially in dense text. Letter spacing should stay between 0 and 2 to keep the text clean and open.

Big body text	**Medium** / Regular 130% ll ll 0%	Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style.	Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style.
Medium body text	**Medium** / Regular 140% ll ll 1%	Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style. In general, we use wider letter spacing at smaller sizes and tighter letter spacing for larger type used in more expressive layouts.	Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style. In general, we use wider letter spacing at smaller sizes and tighter letter spacing for larger type used in more expressive layouts.
Small Body Text	**Medium** / Regular 150% ll ll 2%	Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style. In general, we use wider letter spacing at smaller sizes and tighter letter spacing for larger type used in more expressive layouts.	Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style. In general, we use wider letter spacing at smaller sizes and tighter letter spacing for larger type used in more expressive layouts.

Hierarchy

We use Human Sans for all titles because it is bold and clear, making messages stand out. Inter is used for body text because of its easy readability at any size.

Human Sans / Big titles

Big titles grab attention

Human Sans / Titles

Titles guide the flow

Human Sans / Small titles

Small titles support the structure

Inter / Big body

Big body text tells a story in a way that's easy to follow. Use it when you need to say more, but keep it clean.

Inter / Small body

Small body text fills in the details, provides context, and supports the main point without stealing the spotlight.

Titles line
height

The minimum spacing between titles and body text is defined by the line height of the largest element in the group, whether it's a title or a body paragraph. This ensures enough breathing room in the layout and maintains visual clarity across the hierarchy.

Big titles
set the space

Titles follow the pace

Small titles
follow the lead

When big body text is the biggest element, it defines how much breathing room the whole block gets.

Small body text adapts to the biggest big body element and respects it's spacing. It's all about keeping the group in sync,

X – 100% of main title

X

X

X

Y – 130% body line hight

2 x Y

Titles line height

While this is the recommended approach, using slightly smaller spacing is allowed when the layout requires it. Flexibility is key, as long as clarity is preserved.

100% of main title

Big titles set the space

200% of main title

Titles follow the pace

100% of main title

Small titles align with the tallest. They give way to whoever's got the tallest line height in the group.

Casing

In our system, titles and body text use sentence case, so only the first word is capitalized. Avoid title case (Capitalizing Every Word) because it breaks our brand's tone and look.

✓ Keep casing simple

✗ Keep Casing Simple

Pairing

The key rule to pairing primary and secondary typeface is that the title font should always be as heavy or heavier than the body font, never lighter.

○ Human Sans Regular
○ Inter regular

○ Human Sans Medium
○ Inter regular

○ Human Sans Medium
○ Inter Medium

Pairing simplified

Pairing simplified

Pairing simplified

Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style.

Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style.

Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style.

Incorrect usage

Titles

Avoid changing fonts, interfering with proportions, using unapproved sizes or styles, or ignoring alignment and spacing rules.

This is too
loose

Title with 150% line height

This is too
tight

Title with 70% line height

Keep it
together

letter spacing 10%

Give them room to
breathe

letter spacing -10%

Too light, too
wrong

font weights outside the defined system

Too much italic

font weights outside the defined system

Body text

Avoid using the wrong fonts, changing spacing or line height randomly, applying unapproved sizes or styles, or ignoring readability. These mistakes make body text hard to read and disrupt the overall flow.

Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style. In general, we use wider letter spacing at smaller sizes and tighter letter spacing for larger type used in more expressive layouts.

Title with 200% line height

Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style. In general, we use wider letter spacing at smaller sizes and tighter letter spacing for larger type used in more expressive layouts.

Title with 90% line height

Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style. In general, we use wider letter spacing at smaller sizes and tighter letter spacing for larger type used in more expressive layouts.

letter spacing 20%

Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style. In general, we use wider letter spacing at smaller sizes and tighter letter spacing for larger type used in more expressive layouts.

letter spacing -10%

Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style. In general, we use wider letter spacing at smaller sizes and tighter letter spacing for larger type used in more expressive layouts.

font weights outside the defined system

Letter spacing is the horizontal adjustment to the space between letters in a block of text and is pre-defined for each type style. In general, we use wider letter spacing at smaller sizes and tighter letter spacing for larger type used in more expressive layouts.

font weights outside the defined system

How to combine

For best readability and consistent visuals, only black or white text is allowed on gradient backgrounds. No other colors should be used, no matter the gradient shade.

This text is accessible.

This text is accessible.

This text is accessible.

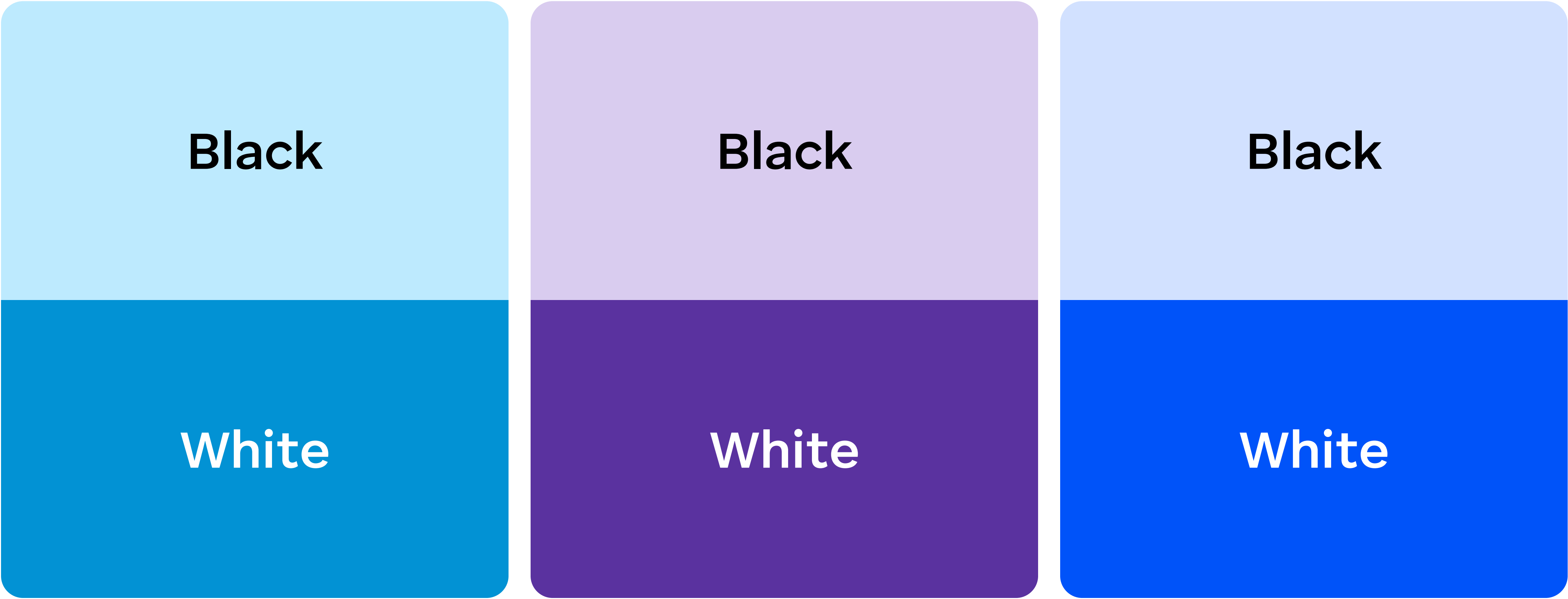This text is not accessible.

This text is not accessible.

This text is not accessible.

Typeface color application

Text colors
on solid

Use black text on lighter backgrounds and white text on darker backgrounds. This ensures clear readability and strong contrast in all cases.

Black

White

Black

White

Black

White

Text colors
on gradient

Use black text on lighter gradients and white text on darker gradients. This ensures clear readability and strong contrast in all cases.

Black

White

Black
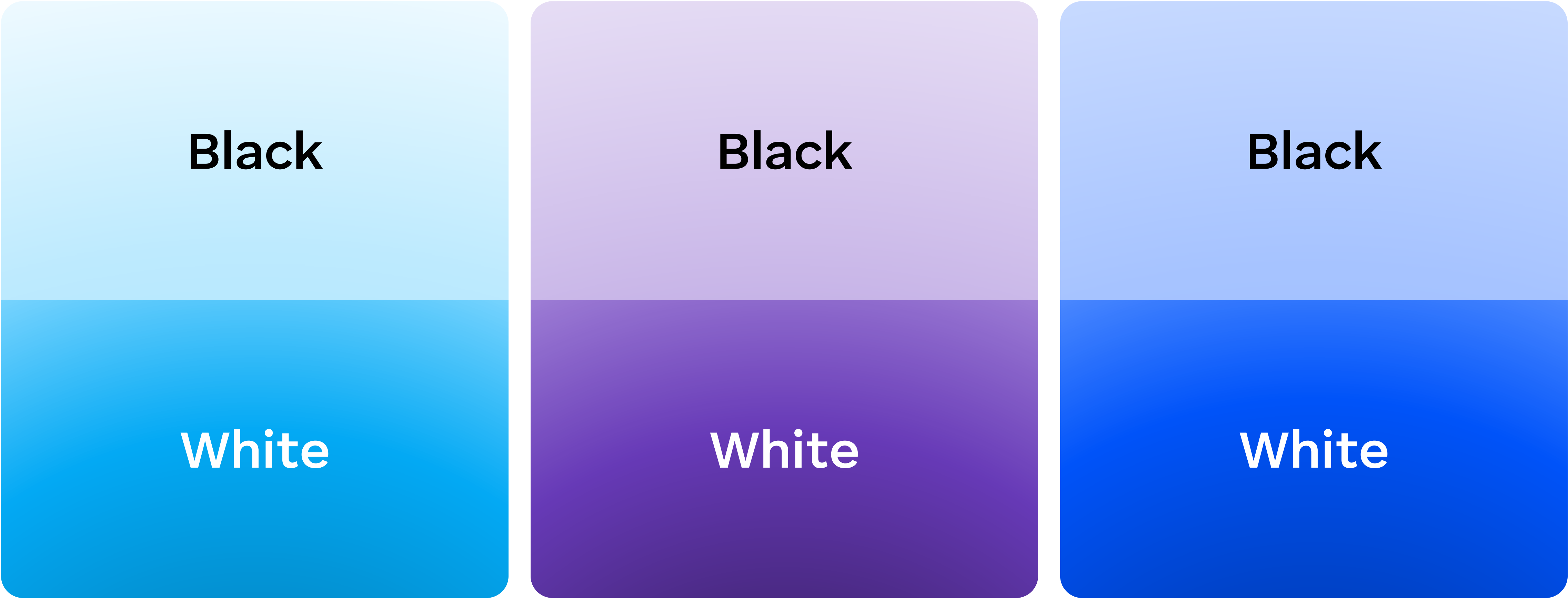
White

Black

White

Text colors
on solid

Use product colors for text only on white and black backgrounds, to ensure clear contrast and brand consistency.

Black and product

White and product

Black and product

White and product

Black and product

White and product

Typography application

We don't make cakes.

cake.com

But we keep it sweet & simple.

Keep it simple

cake.com

No space for complicated design.

Because work is simple.

hours/month

160

That's like watching 10 seasons of a sitcom, twice.

clockify

messages/month

4500

Basically a novel.

pumble

projects/month

120

That's more moving parts than a Swiss watch.

plaky

Layout

Margins

Margins in layout design are based on 5% to 10% of the format's shorter side, keeping spacing consistent and layouts visually balanced across all sizes.

From 5%

to 10%

Grid

The 2x Grid system is based on dividing space by twos, into 2, 4, 8, 16, 32, or 64 columns. This flexible structure can be applied to almost any surface or format to help organize content, create alignment, and guide design decisions.
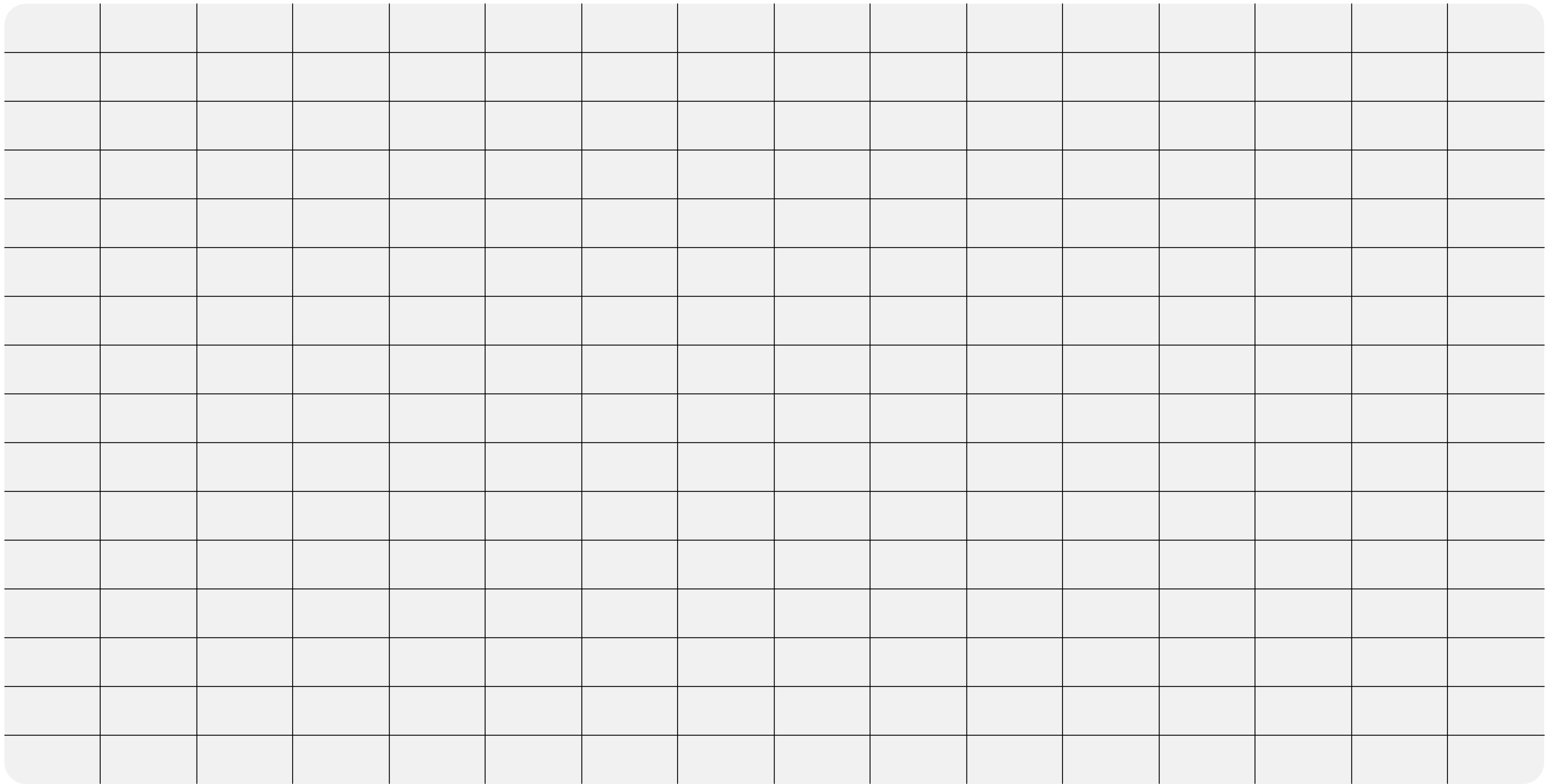
Grid 1/2

Layout application

cake.com

Choose the right tool

Because wrong
tools create chaos

Choose the right tool

Because wrong tools create chaos

cake.com

Brand shapes

Shapes

Our visual system is built around the rounded rectangle. This is the core shape consistently used as a foundation in our layouts, within interface structures, and in the box elements of our product logos.

Shape fundamentals

The rectangle shape as a shared foundation, reflects our modular approach to design.

It extends into all brand shapes, creating visual consistency while adding flexibility across formats.

Differentiator for the base shape, product shapes and logo boxes is corner radius.
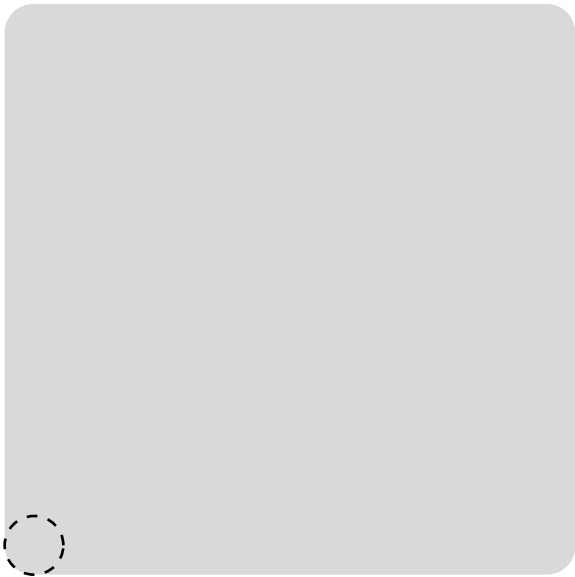
Base shape
5% corner radius
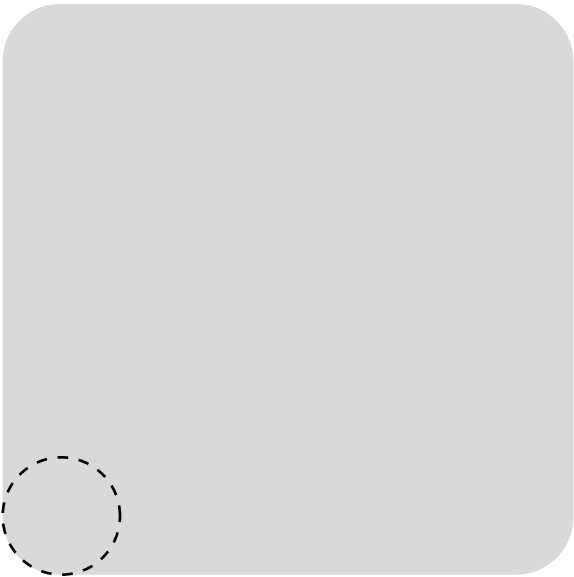
Product shape
10% corner radius
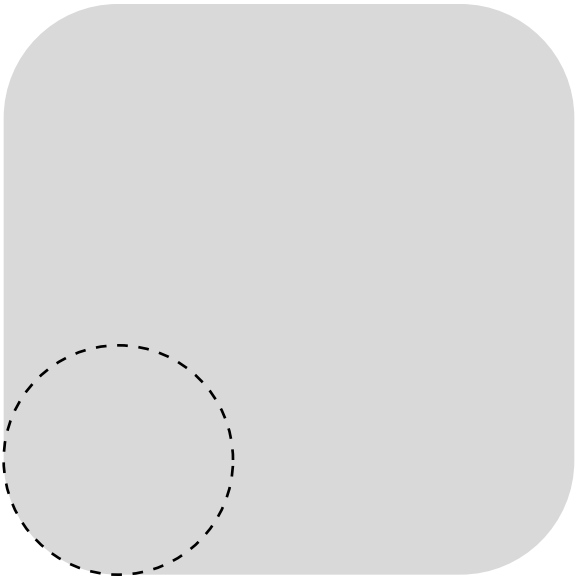
Logo box shape
20% corner radius

Product shapes

Each product shape starts from the rectangle as a foundation. From there, each evolves to reflect the product's core purpose.
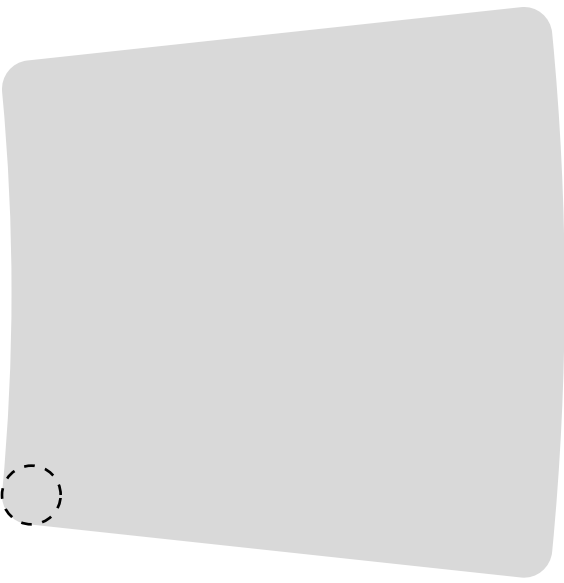
Clockify product shape
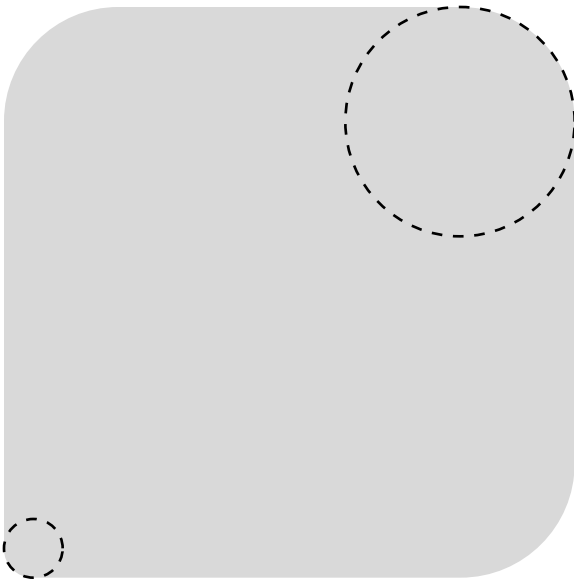
Pumble product shape
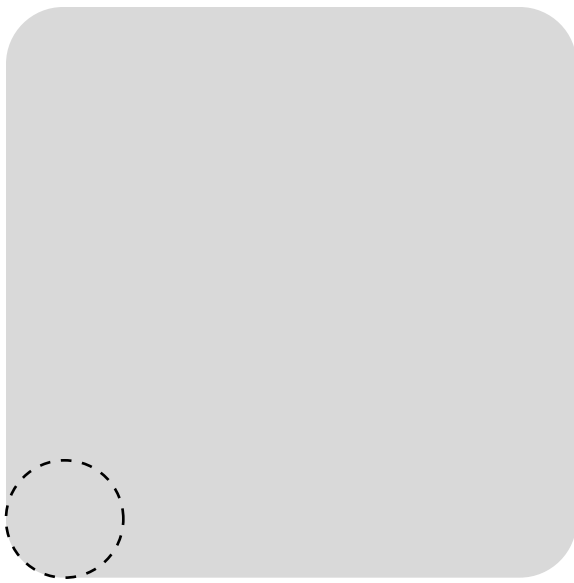
Plaky product shape

cake.com

For the brand shape, a 5% corner radius form brings softness and consistency to the visual language. It's the building block for everything: logos, icons, buttons, and illustrations. This shared structure ensures every element feels cohesive, approachable, and unmistakably CAKE.com.

5%
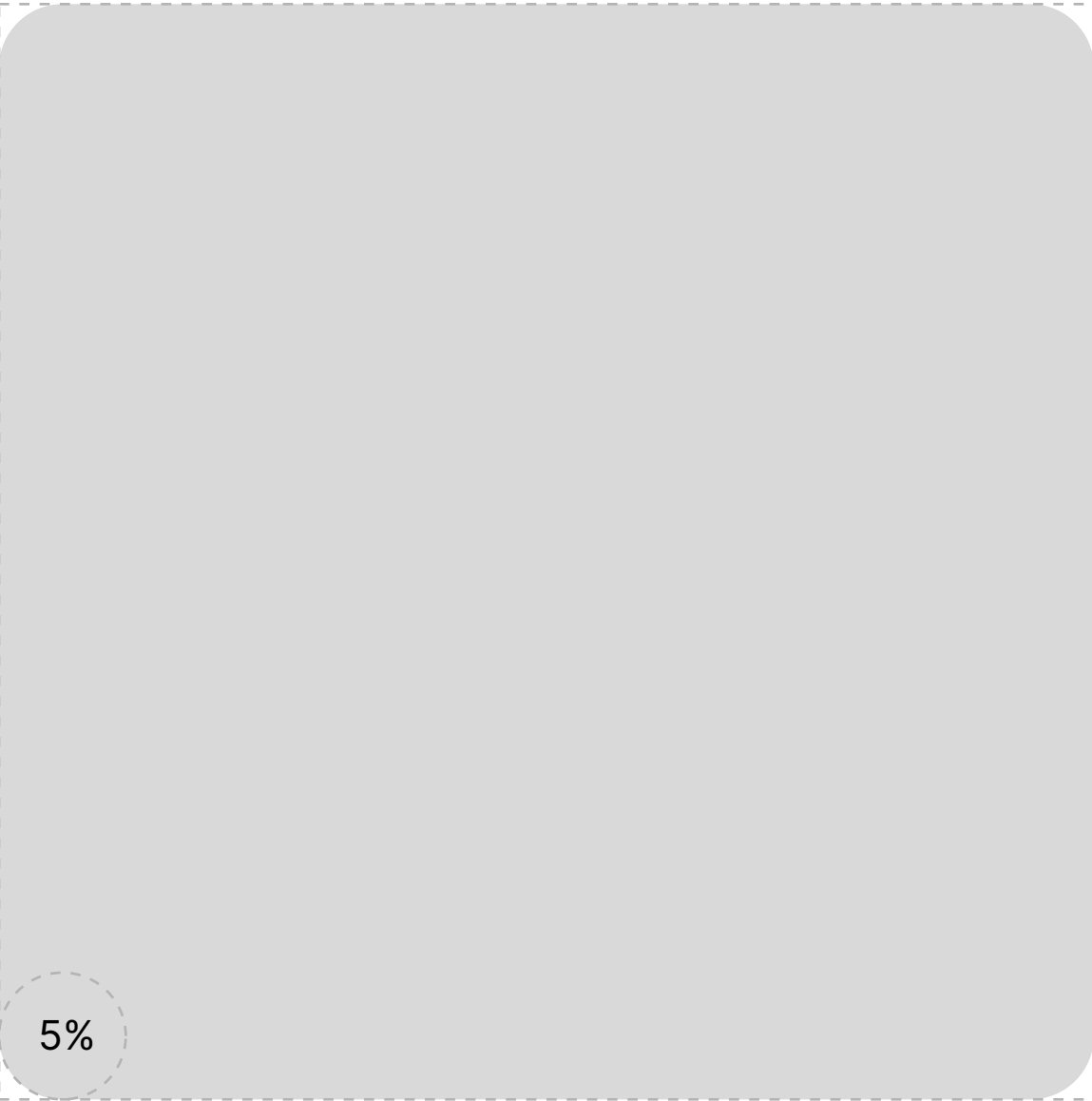
clockify

Clockify's shape echoes the ticking of
a watch, representing a visual block of time.

It is derived from the core square,
with 5% corner rounding.

5%
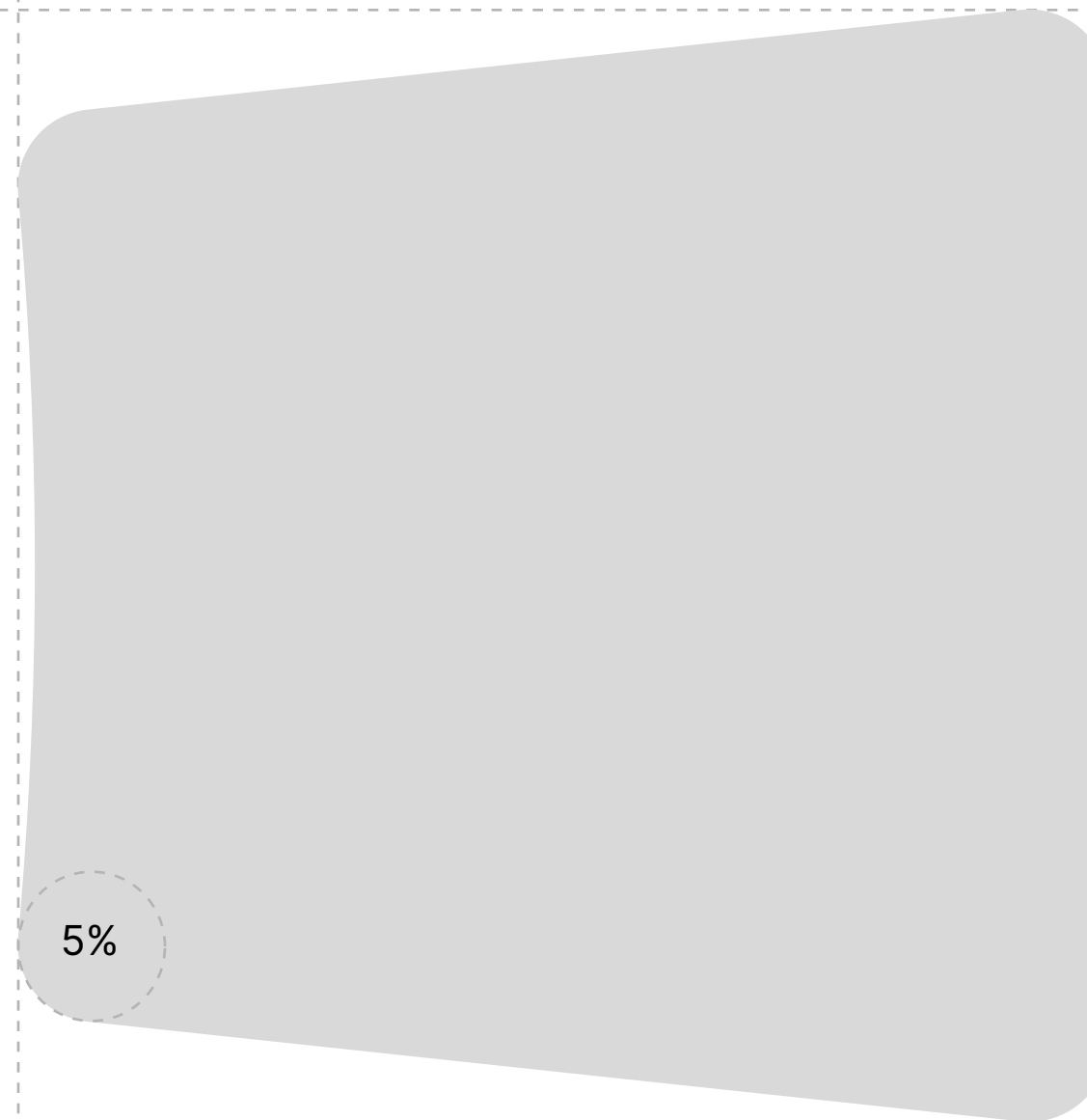
pumble

Pumble's shape is based on the core square
reinterpreted as a speech bubble - capturing
Pumble's role as a team communication tool.
With 20% corner rounding on three sides and one
sharper 5% corner, it subtly mimics a chat tail.

20%

5%
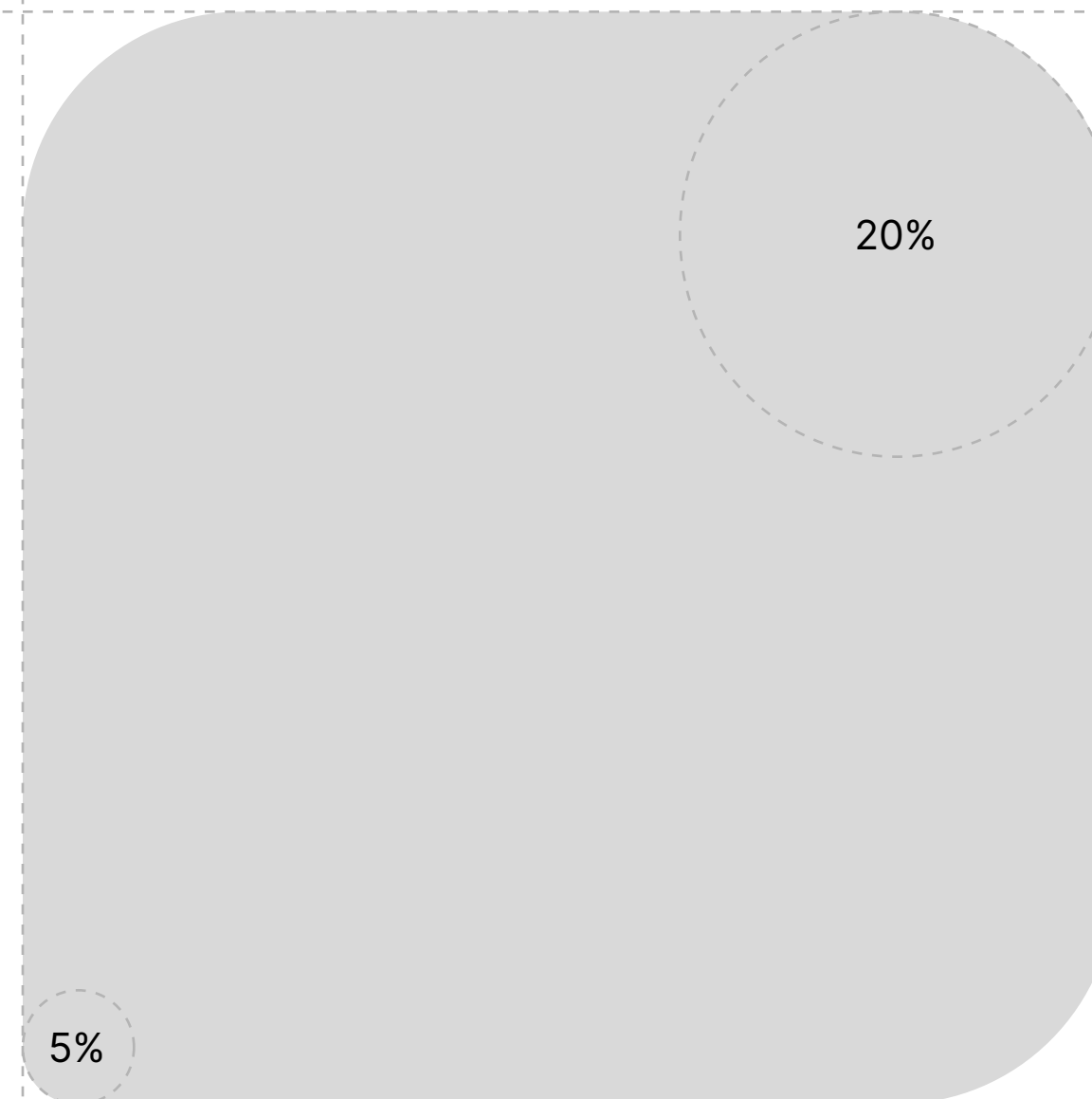
plaky

Plaky's shape is inspired by a table cell, its most recognizable symbol. Built on the base square with uniform 10% corner rounding, it reflects Plaky's clean, adaptable nature.

10%
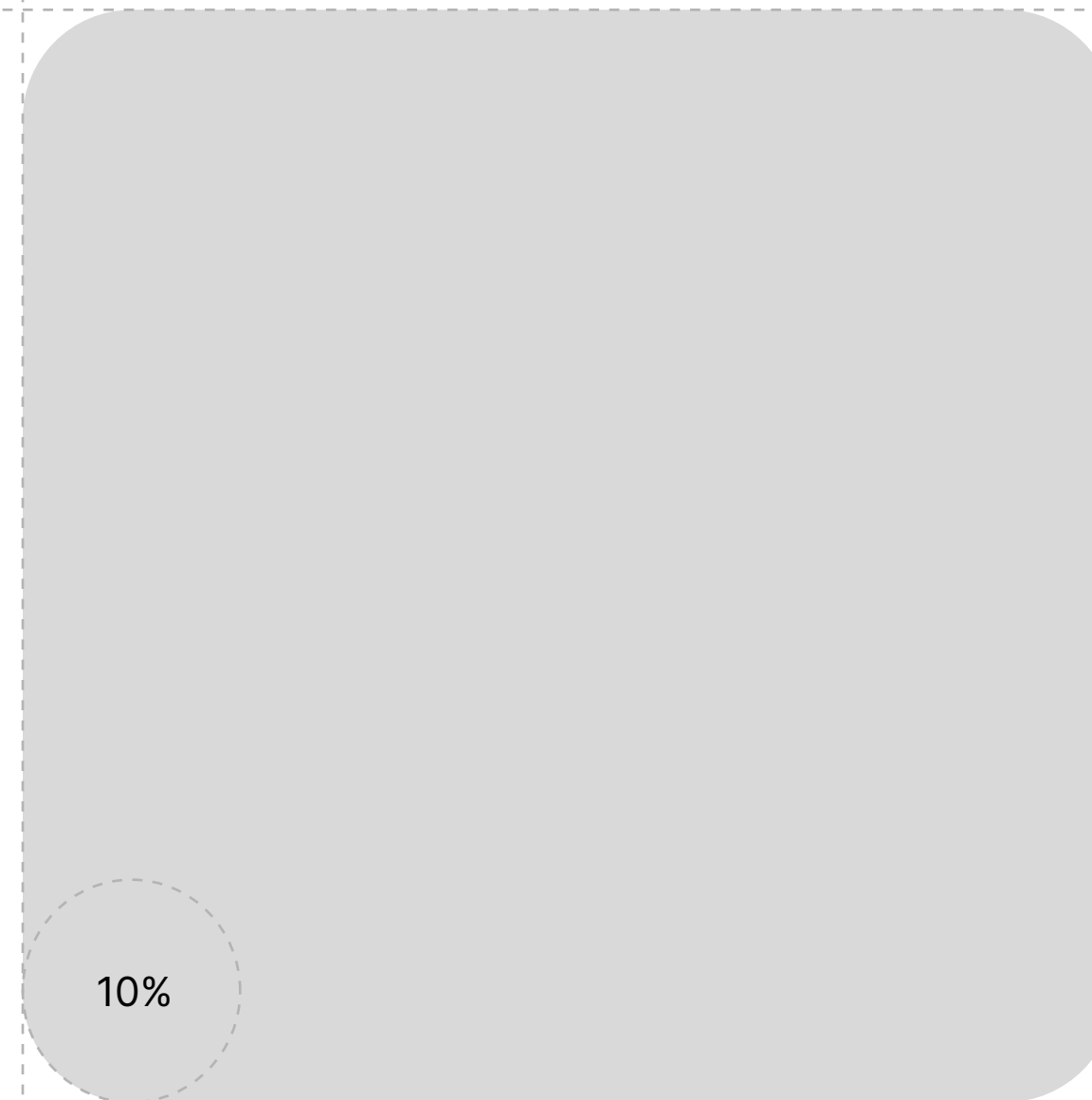
Patterns

Shapes can be layered or repeated to create patterns, textures, and backgrounds. This can add depth, energy, and playfulness while staying true to the brand.
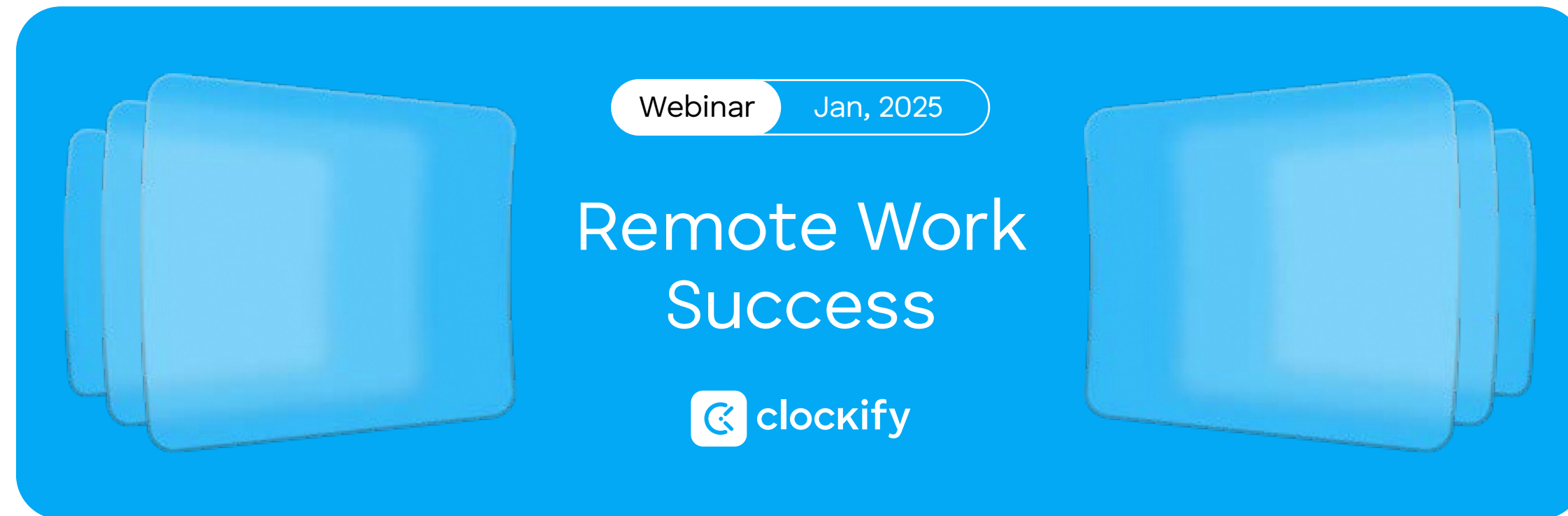
clockify

pumble

plaky
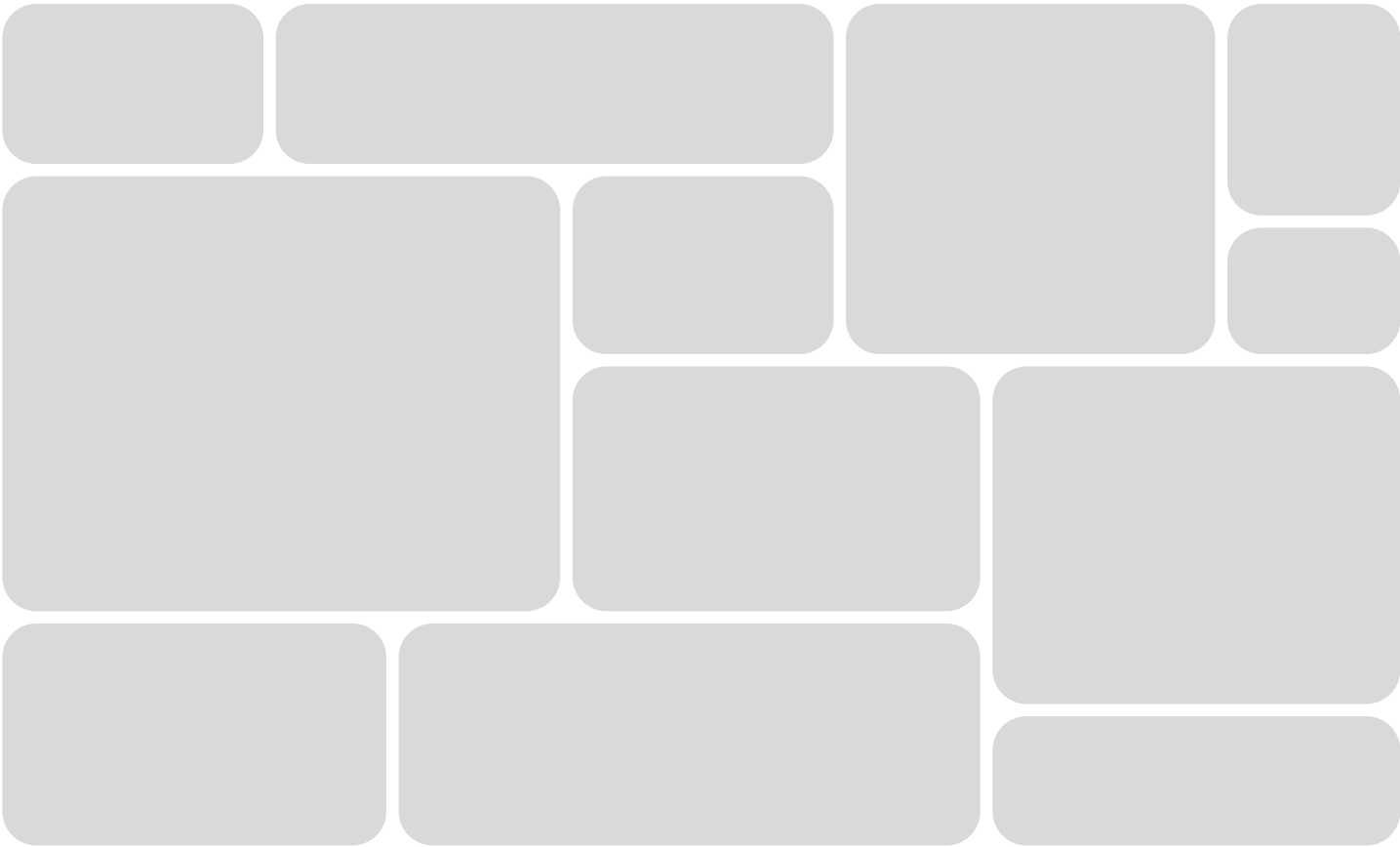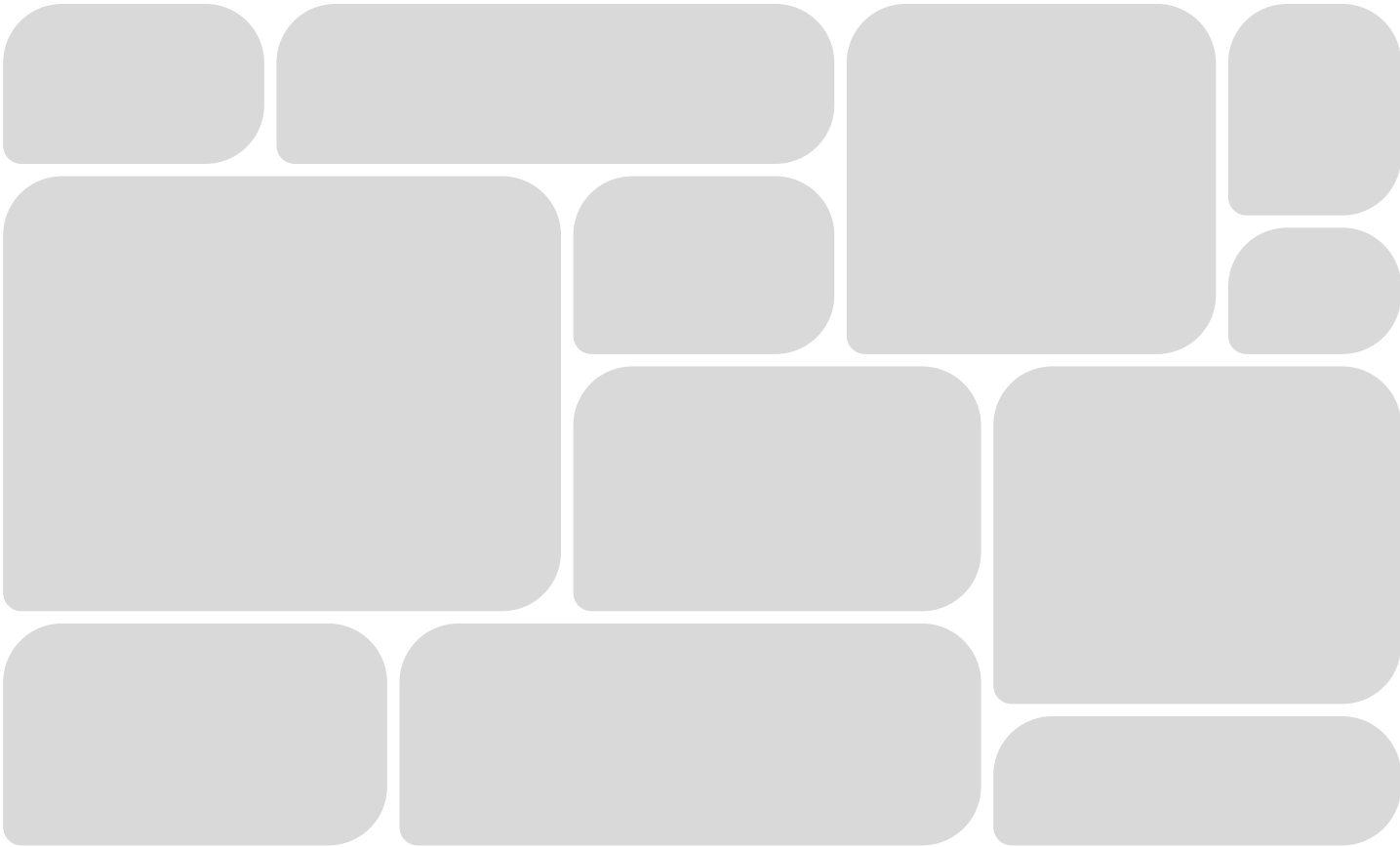
Shapes application

Shapes
in use

Our shapes are consistent and versatile. They can be scaled, combined, and adapted for many uses: icons, layouts, illustrations, patterns and product visuals.

Backgrounds

Shapes are used in white over gradients to ensure contrast and clarity while maintaining visual softness. Placed on brand gradients, white shapes stand out crisply, enabling clear communication without interrupting the color flow.

Illustrations

Illustrations with more complex compositions are placed within defined shapes, but they're masked inside them. They may also extend beyond these boundaries when needed, adding depth and visual interest

clockify

Bring focus to the task.

Business Management

pumble

Keep it simple, but fun.

Business Management

plaky

Designed to fit any story.

Business Management

Characters

Characters and shapes interact dynamically to create depth and visual dynamics. While they are primarily placed within defined shapes, they can extend beyond these boundaries to add a sense of dimensionality.

clockify

Bring focus to the task.

Business Management

pumble

## Keep it simple, but fun.

Business Management

plaky

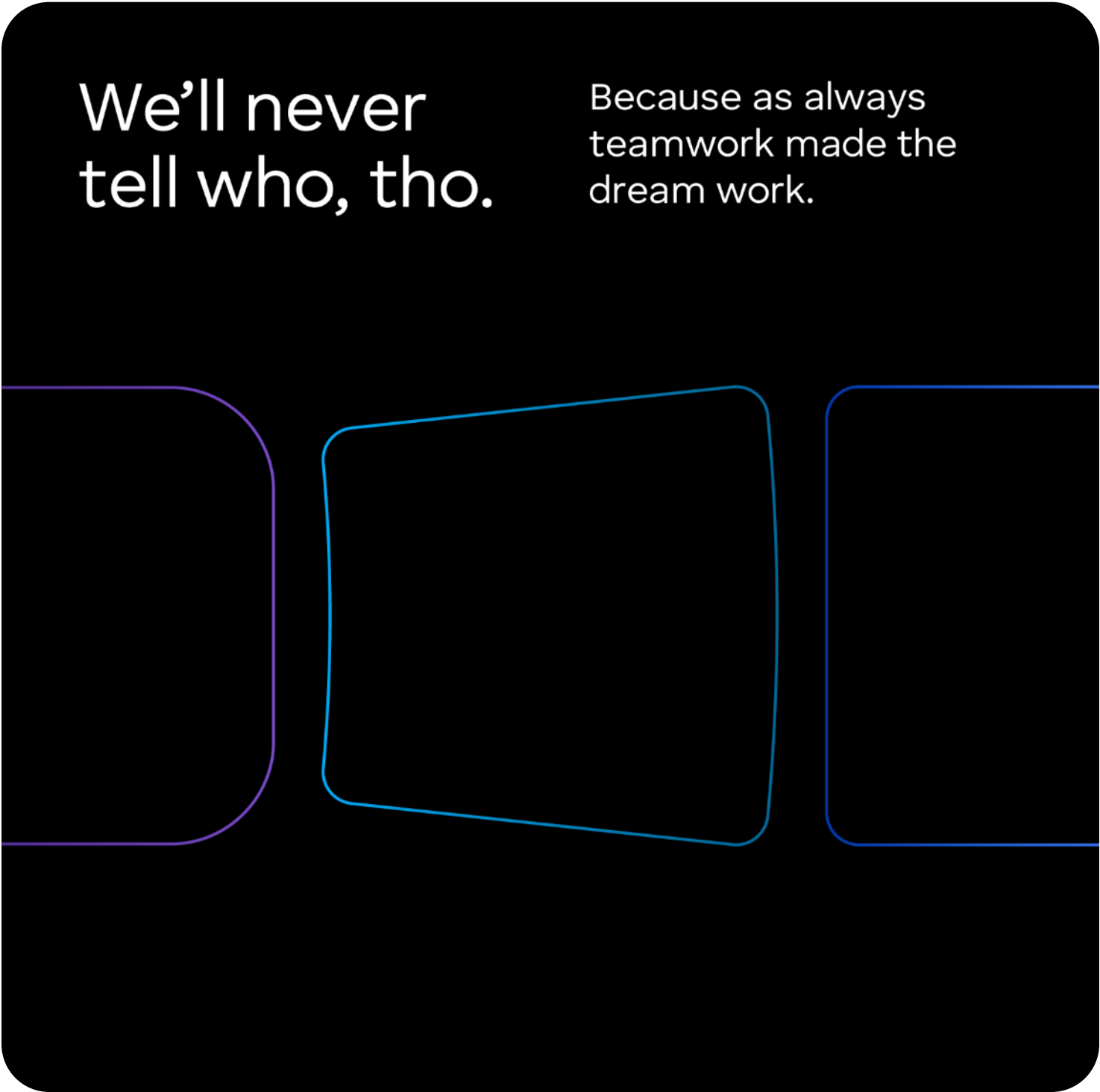## Designed to fit any story.

Business Management

Photography

Shapes can also appear subtly as outlines over photography, adding visual interest without overwhelming the image. Using soft strokes or semi-transparent lines, they frame content, and guide the attention in a simple way.

It starts here

Where chaos meets structure

For teams that get work done
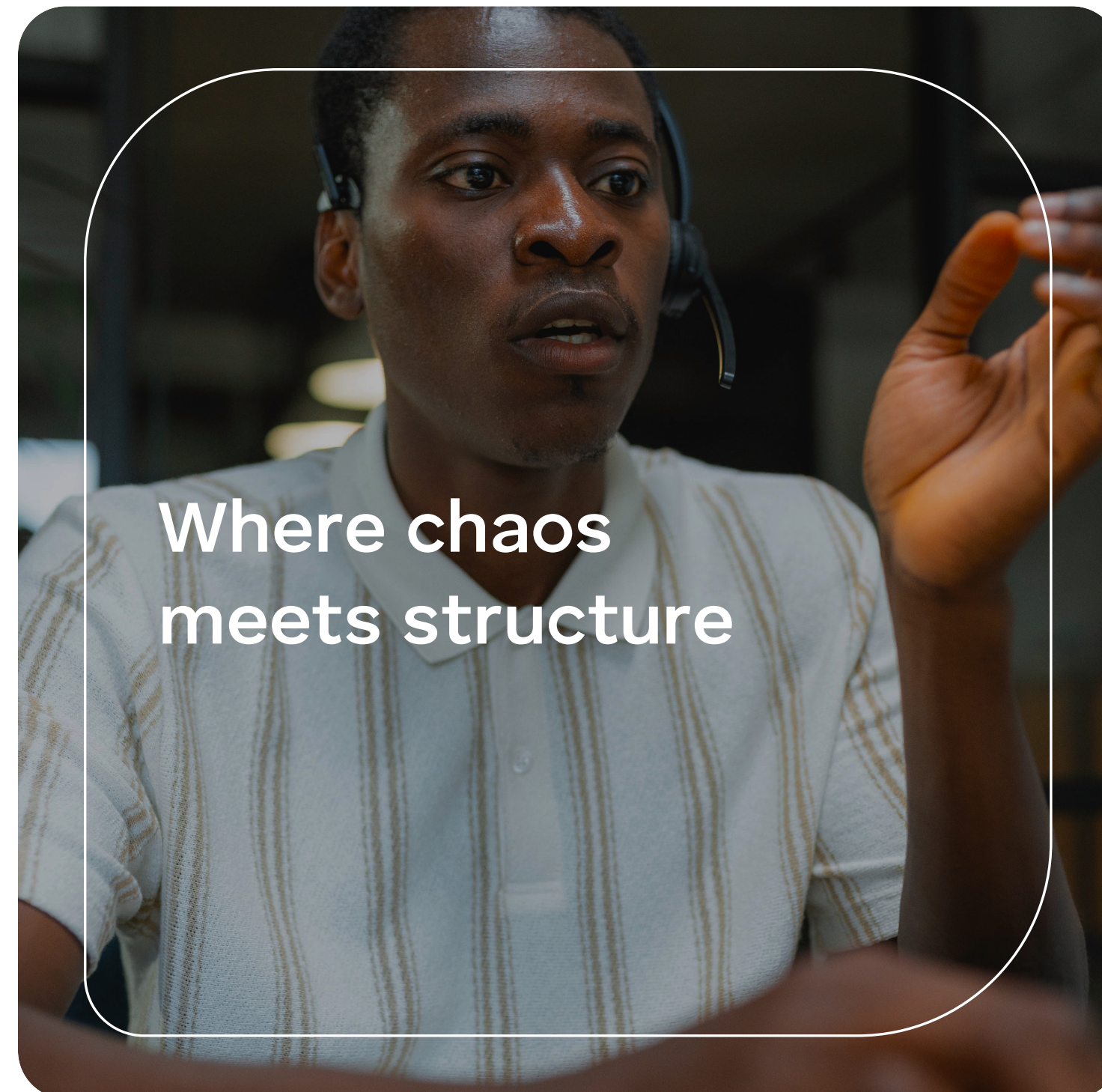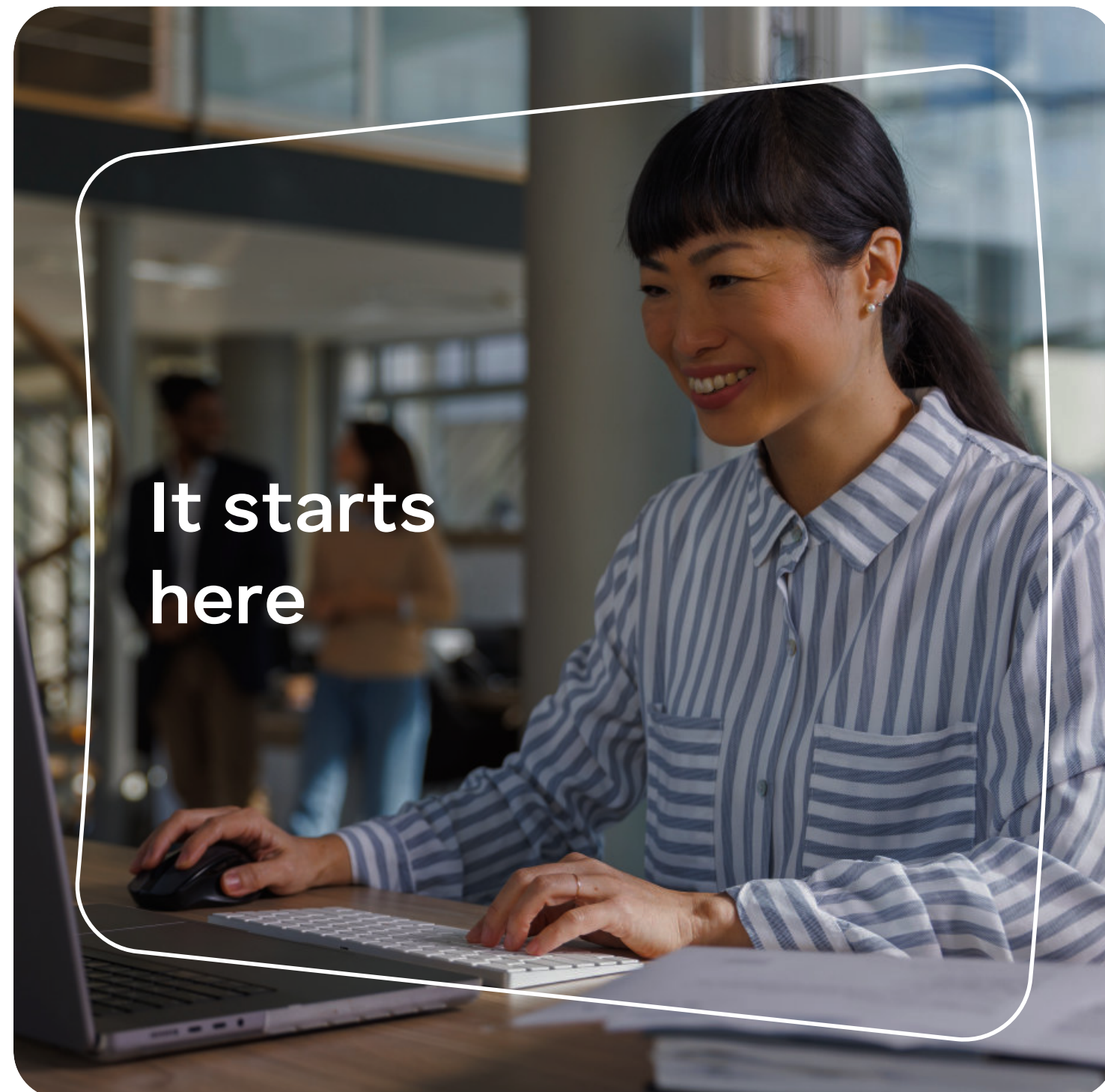
Storytelling

Shapes can also be used as outlines in graphic formats to highlight text. This technique provides strong visual support for copy, helping key messages stand out clearly, especially in dynamic formats like social media posts.

It was a
sweet year

cake.com

We'll never
tell who, tho.

Because as always teamwork made the dream work.

8760 hours,
to be precise.

Illustration

Illustrations

Our visual identity features 3D illustrations that bring warmth, personality, and a modern digital feel. These scenes reflect work, and daily life, setting a friendly and optimistic tone throughout our brand.

A consistent use of blues and purples, rounded shapes, and soft lighting ties the illustrations to the core of CAKE.com.

Illustration

157

Artstyle

The art style is a stylized 3D aesthetic combining characters, rounded forms, and soft lighting. It features a clean, tech-inspired color palette, glossy materials, and dynamic compositions. Realistic details blend with imaginative settings to create an optimistic tone.

Illustration

158

Characters

Our core character set consists of ten stylized 3D avatars. Each character is designed to represent a friendly, diverse, personality.

Illustration

159

Characters

Full-body characters are designed to bring personality, and add variety to visual storytelling. They serve as key elements in across onboarding scenes, website visuals, presentations, and product narratives.
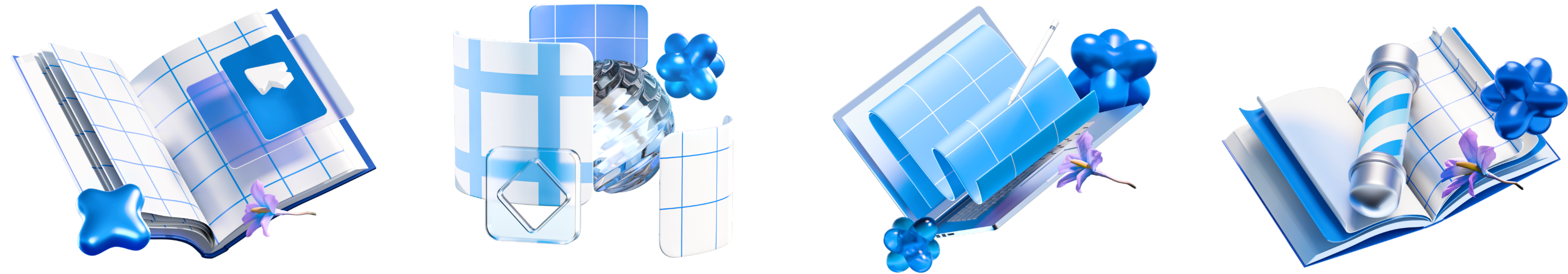

Illustration

160

Application

Isolated 3D illustrations visually represent our core products in a stylized, abstract, yet recognizable way. Designed to work without a background, they are optimized for use in modular layouts such as landing pages, app stores, feature banners, and slide decks.

Illustration

161

Icons

Icons are clear, functional, and visually aligned with the CAKE.com brand. Designed with rounded edges and balanced geometry, they reflect the same tone found across our visual system.

Illustration

162

Visual tone

Our illustrations clean tech-inspired pallete with glossy
materials to create a clean, breathable aesthetic.
This keeps the tone light and modern, while subtle
details add character without overwhelming the design.

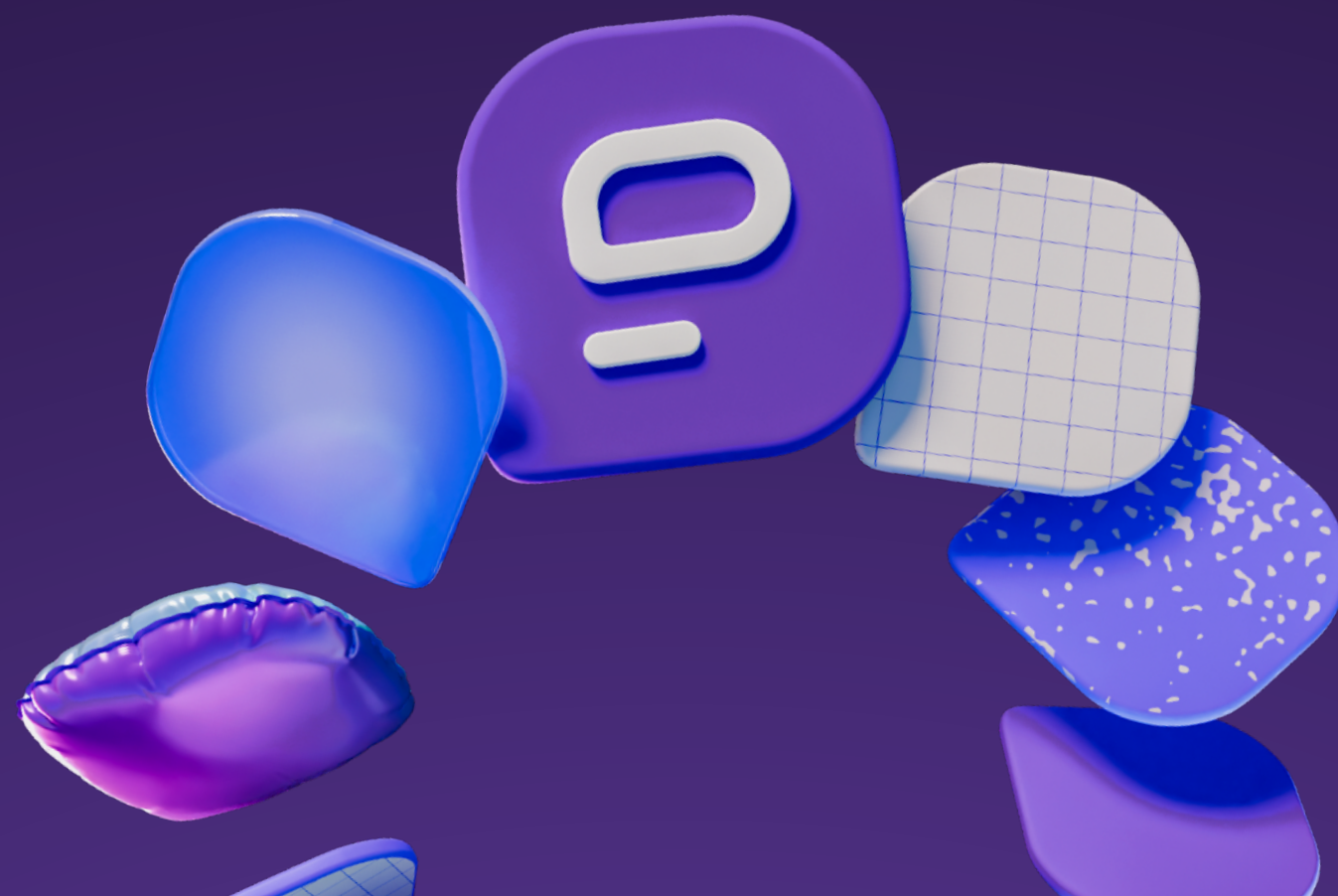Illustration   163

Illustration application

Keep track of your time

Manage your time and invoice in just a few steps with Clockify.

Learn more   Download

Communication is the key

Stay in sync with your team wherever you are with Pumble.

Learn more   Download

Project planning made simple

Take control of your team's workload and achieve better results with Plaky.

Learn more   Download

Illustration   165

clockify

Keep track of your time

pumble

Communication is the key

plaky

Project planning made simple

Illustration

166

Track time

Chat & chill

Manage easily

Illustration

167

Photography

Art direction

Our photography captures real people doing meaningful work in bright, clean environments. The focus is on people - in motion, engaged, yet relaxed and in a good mood. We avoid props, trends, and visual noise.

Every image should reflect the clarity CAKE.com brings to the workplace: less chaos, fewer distractions, and more momentum.

Photography keywords

Human

People are always the focus. Expressions, posture, and context all highlight the emotional and interpersonal nature of teamwork.

Honest

We show real people in real situations. No filters, no forced expressions. The goal is to reflect everyday work with sincerity and warmth.

Calm

Images are bright and balanced, never chaotic. They communicate a sense of clarity, focus - the opposite of burnout or busyness.

Intentional

Nothing feels random. Every detail in frame supports the story of meaningful work, ensuring our message is always sharp and defined.

The core

CAKE.com photography tells real-world stories of focused, fulfilled teams doing work. It's human-centric, authentic, and emotionally engaging.

It captures people in natural moments that reflect clarity, confidence, and control. Diversity is key, with a focus on a range of faces and roles.

Look & feel

Photography has a light and airy aesthetic, using natural lighting to create optimistic atmosphere, while pops of brand color add energy. Compositions are clean and uncluttered, keeping the focus on people in modern work settings.

Neutral backdrops ensure clarity and balance. Skin tones remain honest with minimal retouching, reinforcing authenticity.

Photography types

CAKE.com photography includes three key types:

Editorial or conceptual images, which use simple visual metaphors to express ideas like "less chaos, more time".

Hero portraits spotlight real people against clean, minimal backgrounds, capturing confidence and authenticity.

Real work environments show candid, collaborative moments in familiar, everyday workspaces.
Together, they reflect our brand's human, focused, and approachable tone.

Editorial / Conceptual

Hero portraits

Real work environments

Consideration

When creating or choosing photography for CAKE.com, as yourself these questions:

- Is a human the clear focal point?
- Does it feel authentic (no stock clichés)?
- Are the digital devices more prominent compared to notebooks, papers and sticky notes?
- Is the scene tidy and easy to parse?
- Does it represent varied roles, ages, industries?
- Are brand colors present or is the palette not clashing with brand colors?

Do

- Focus on real people as the clear subject.
- Capture authentic moments, avoid staged clichés.
- Include brand colors subtly or as accents.
- Keep scenes clean and uncluttered.
- Show diversity in roles, ages, and industries.

Don't

- Don't use generic stock images or stereotypes.
- Avoid overload scenes with distracting props or colors.
- Don't let brand colors clash or overpower the photo, don't create busy or confusing compositions.
- Don't exclude diverse representation or human elements.
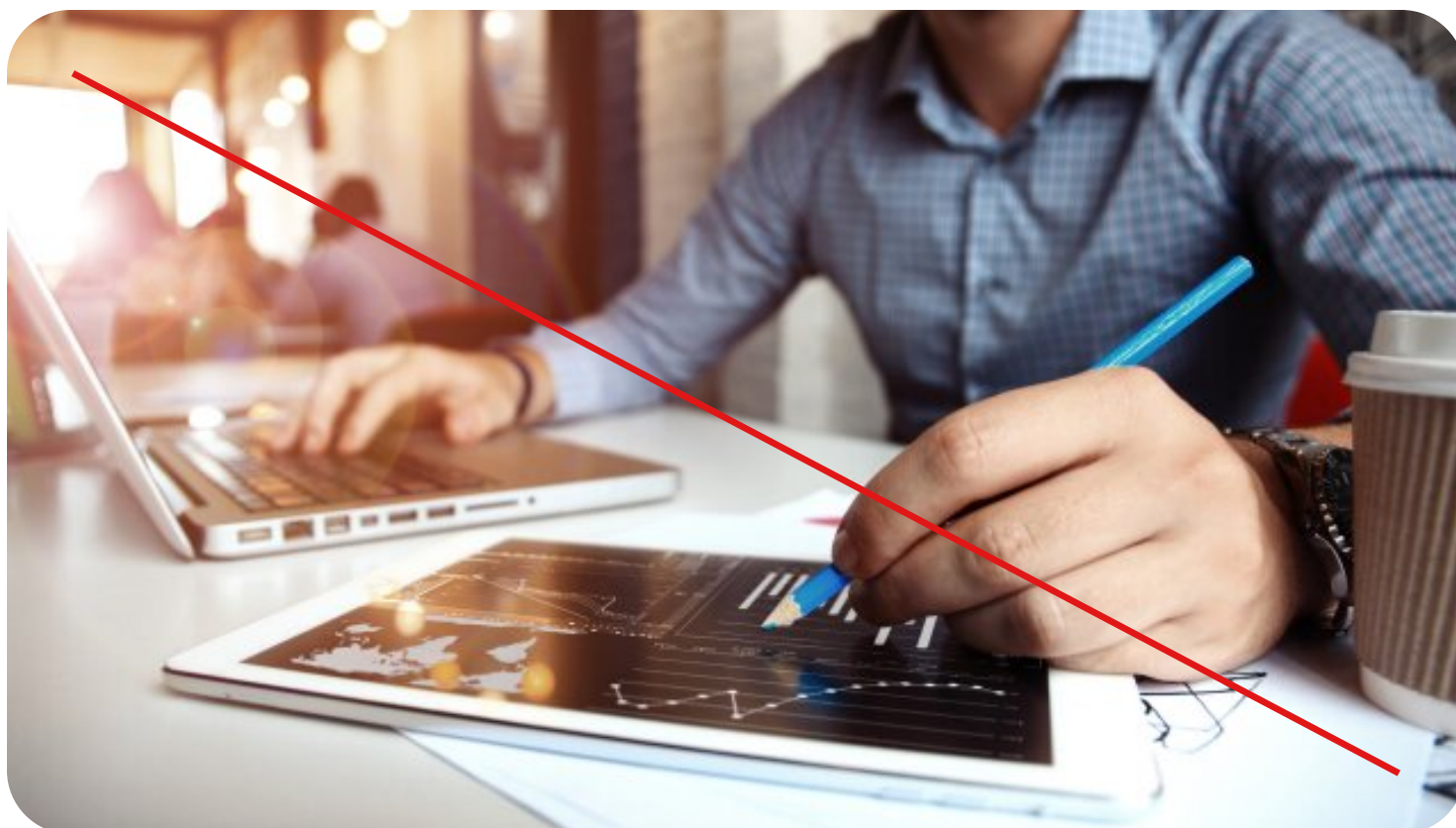
Brand in use

Branding in campaigns

For the purpose of creative campaigns, we can deviate from the core font and typography colors, or even use another font, but keep the overall CAKE.com brand look and feel.

cake.com

CHOOSE THE RIGHT TOOL

FUEL WORK

cake.com

This is not a place for your conversation history

Get pumble

DON'T GET SCAMMED!

CHOOSE The RIGHT TOOL

cake.com

Merch

Merch follows our visual and verbal foundations, and gives us more room to play and experiment with the design.
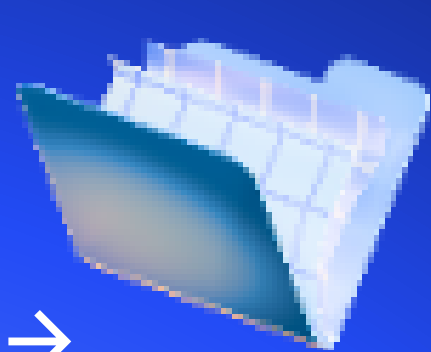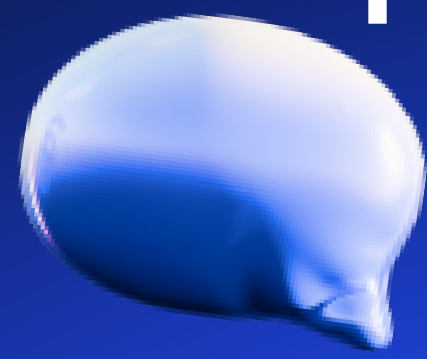
Life

Brand

Kids

Paid media examples

Our brand translates into paid assets. It outlines the visual standards and the messaging style that we set.

Track time.
Chat.
Organize.

Get the **cake**.com|bundle →

Invoice 3 $1,456,000   Send

BOSS
Is calling you
No   No

Get work Done

cake.com