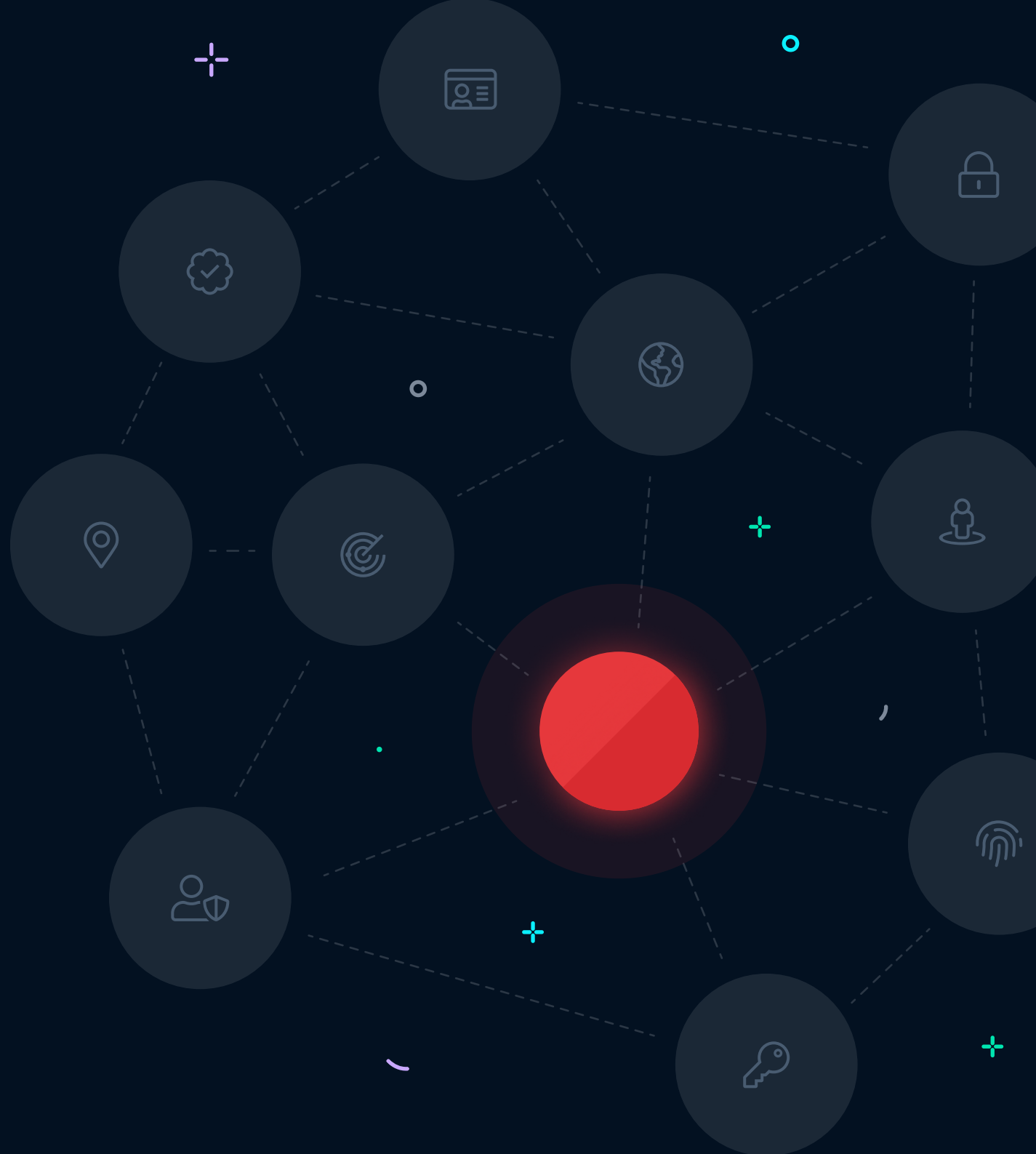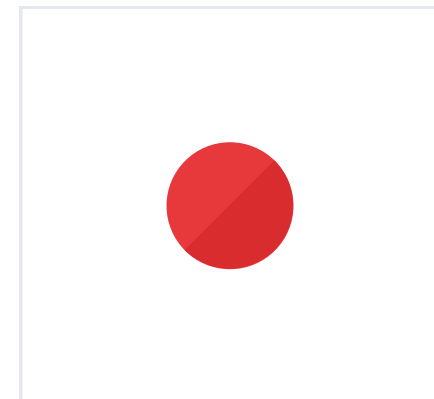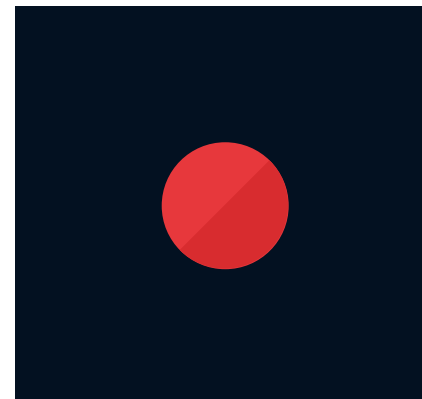# NOFRAUD

Brand Guide

# Logo Usage & Variations

This is the primary visual form of your logo. It's important, especially in the beginning stages, to associate the name with the mark, and vice versa.

The logo consists of two elements—the text and the NoFraud "Dot".

The logo should be used in full color on a white background or dark background whenever possible. On the following pages we will provide grayscale and single-color versions of the logo.

# Grayscale Usage

This version of the logo can be used when color is not an option. However, since the color of the NoFraud Dot is so crucial to the design, we recommend not using the grayscale version unless it's necessary.

# Single Color Usages

This version of the logo uses only one color. We recommend using the red version when restricted to a single-color logo. If red is not an option, you can use the all dark or all white version.

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# NOFRAUD

## Prevent Fraud While Elevating The Customer Experience

# Logo Misuse

Here are a few examples of what NOT to do with your logo.

✕ Do not use colors outside of brand guidelines.



✕ Do not change the font, capitalization, or spacing.



✕ Do not resize or adjust the layout.



✕ Do not stretch or distort.



✕ Do not place the logo on busy backgrounds.

# Colors

The following palette has been selected for use in all communications. Lighter shades of these colors are also appropriate but the logo should only be used with a 100% saturation of brand colors.

The red color can be used to draw attention if used intentionally. Minimal use of color in the design will help to guide people towards action items that use red color.

The three product accent colors should be used in conjunction with the products they represent.
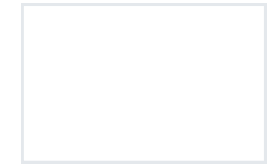
**NoFraud Red**

Hex: #D82B30
RGB: 216, 43, 48
CMYK: 0, 80, 78, 15

**Midnight**

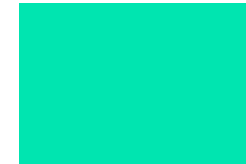Hex: #031121
RGB: 3, 17, 33
CMYK: 91, 48, 0, 87

**White**

Hex: #031121
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

**Checkout Blue**

Hex: #0BF0FF
RGB: 11, 240, 255
CMYK: 96, 6, 0, 0

**Protection Green**

Hex: #00E5B0
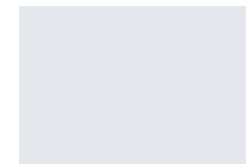RGB: 0, 229, 176
CMYK: 100, 0, 23, 10

**Managed Purple**

Hex: #C9A8FE
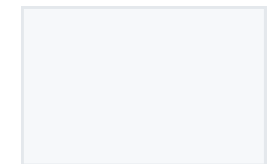RGB: 201, 168, 254
CMYK: 21, 34, 0, 0

**Body Text**

Body Text

Hex: #1B2D42
RGB: 27, 45, 66
CMYK: 59, 32, 0, 74

**Medium Gray**

Strokes and Lines

Hex: #E4E8EC
RGB: 228, 232, 236
CMYK: 3, 2, 0, 7

**Lightest Gray**

Light Background

Hex: #F6F8FA
RGB: 246, 248, 250
CMYK: 2, 1, 0, 2

# Typography

**Ab**

## Europa

Europa is a modern sans serif combining geometric reduction and humanistic vitality. Despite the distinct geometrical touch and characterful roughness, it can be used for both text and headline purposes, due to optical modulation rather than metrical construction.

**Designer**: Fabian Leuenberger
**Source**: Adobe Fonts

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk          0 1 2 3 4 5 6 7 8 9

# Questions?

This brand guide was created by <u>Fixel</u> for NoFraud.

If you have questions please reach out to info@nofraud.com

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