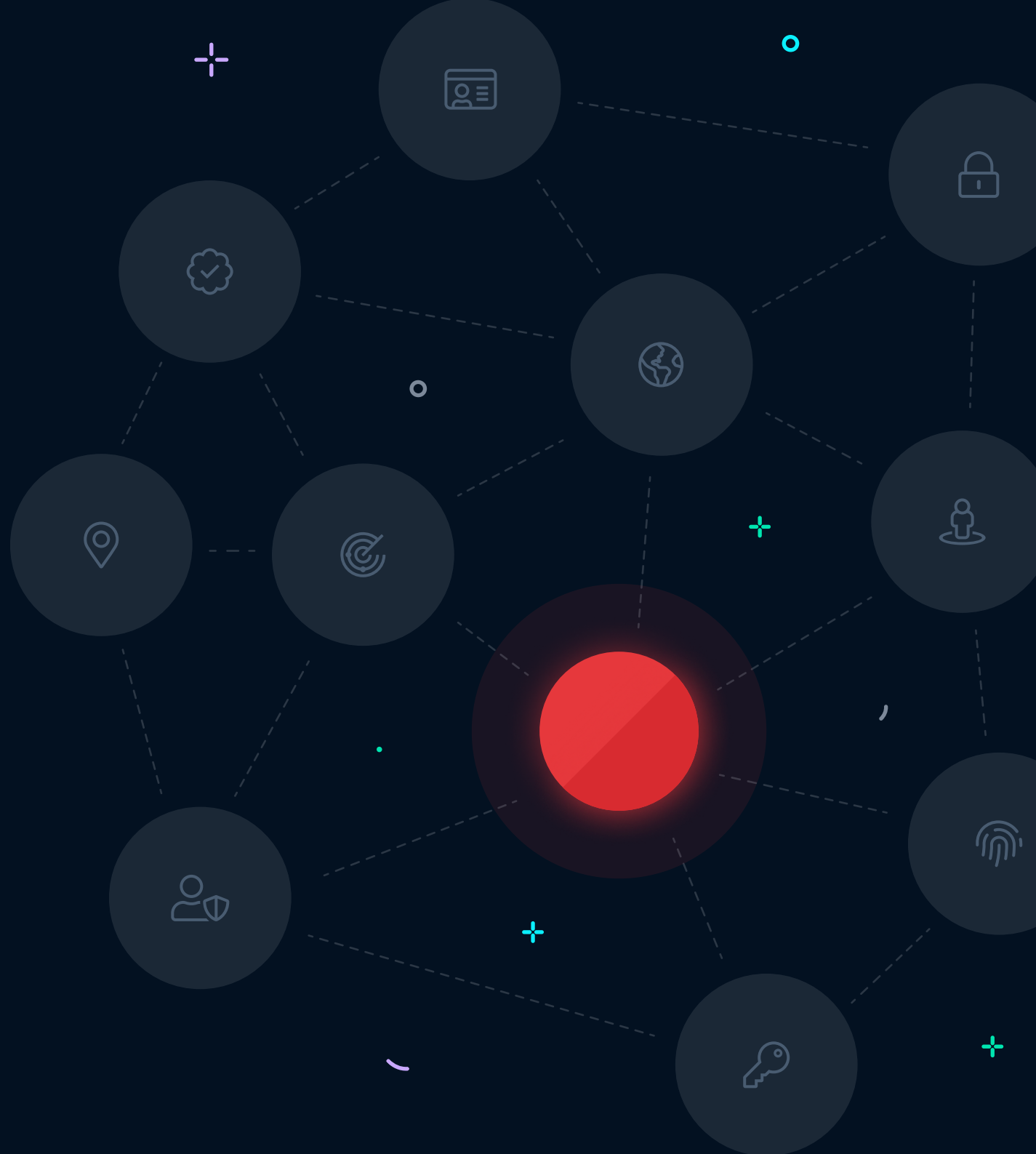


NO FRAUD

Brand Guide

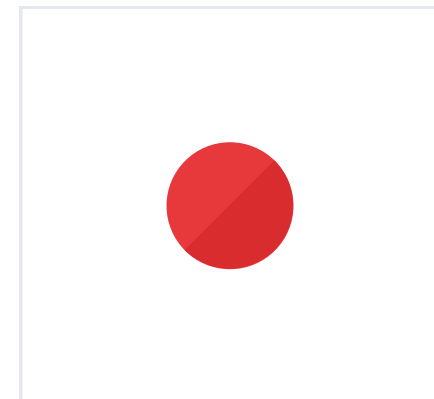
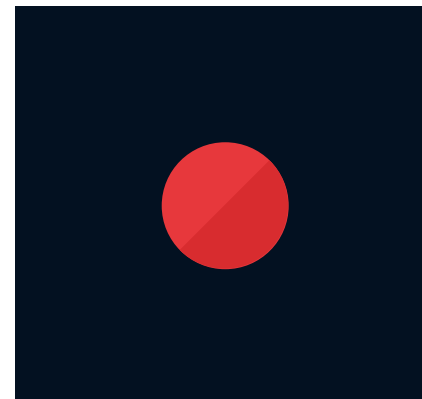


Logo Usage & Variations

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.

The NoFraud logo is displayed on a dark navy blue background. The word "NO" is in a bold, white, sans-serif font. The letter "O" is replaced by a light gray circle with a diagonal line from the top-left to the bottom-right. The word "FRAUD" is in a bold, white, sans-serif font.The NoFraud logo is displayed on a white background. The word "NO" is in a bold, black, sans-serif font. The letter "O" is replaced by a dark gray circle with a diagonal line from the top-left to the bottom-right. The word "FRAUD" is in a bold, black, sans-serif font.

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.

The logo consists of the word "NO" followed by a solid red circle, and then the word "FRAUD". All elements are rendered in a bold, sans-serif font and are colored red.The logo consists of the word "NO" followed by a solid dark blue circle, and then the word "FRAUD". All elements are rendered in a bold, sans-serif font and are colored dark blue.The logo consists of the word "NO" followed by a solid white circle, and then the word "FRAUD". All elements are rendered in a bold, sans-serif font and are colored white.

A photograph of two women sitting at a table in a cafe, looking at a laptop. The woman on the left is wearing a grey top and the woman on the right is wearing a patterned top. They are both smiling. A Starbucks coffee cup is on the table next to the laptop. The background is a blurred cafe interior with large windows.

NO FRAUD

**Prevent Fraud While Elevating
The Customer Experience**

Logo Misuse

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

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



✗ Do not stretch or distort.



✗ Do not use colors outside of brand guidelines.



✗ Do not resize or adjust the layout.



✗ 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.



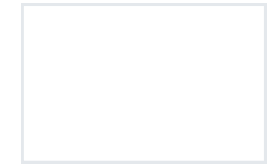
NoFraud Red

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



Midnight

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



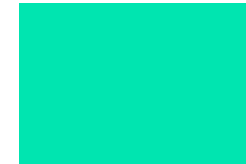
White

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



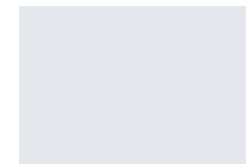
Managed Purple

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



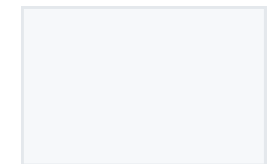
Body Text

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

A b

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 [Fixel](#) for NoFraud.

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

