

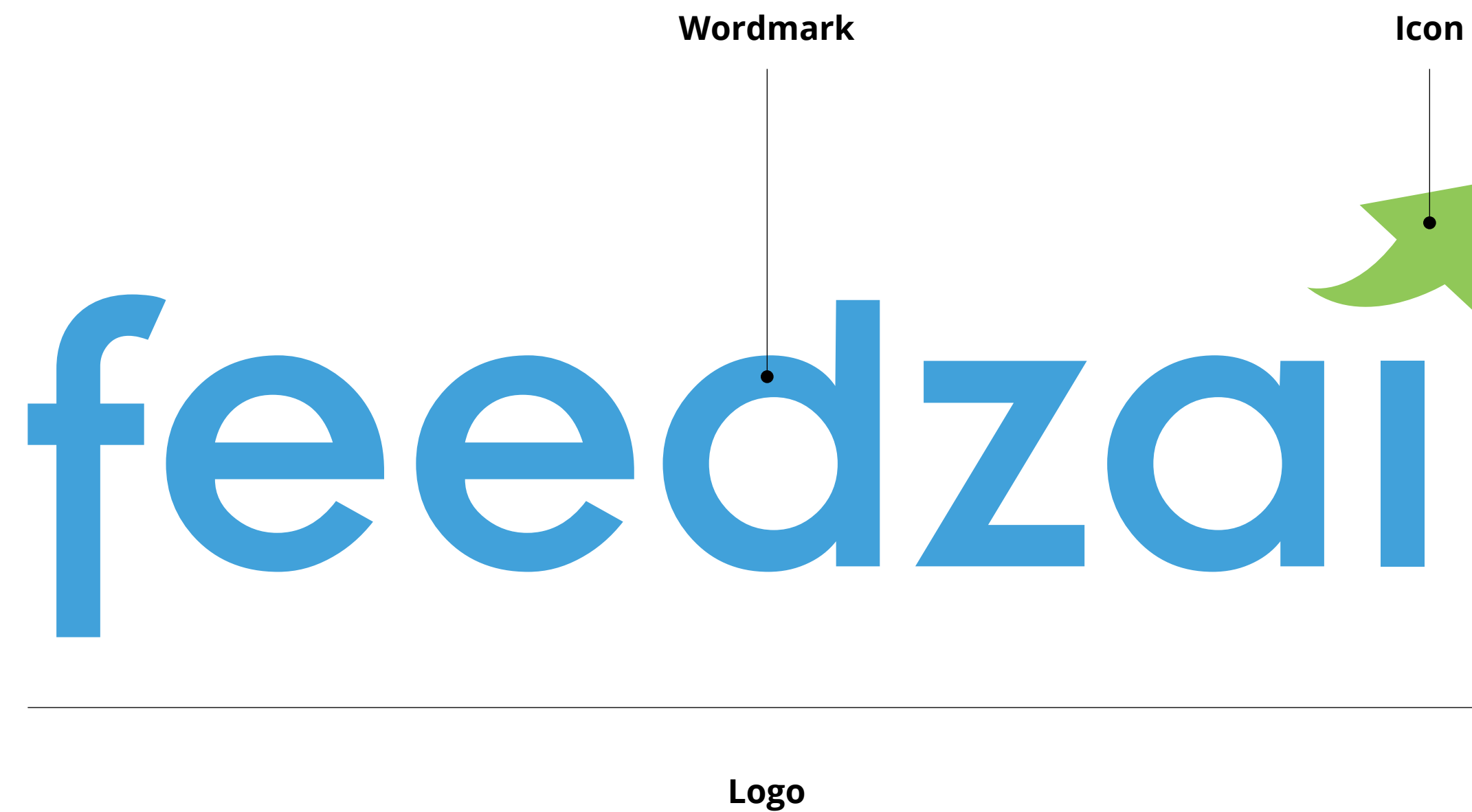
Brand Guidelines

Overview

We've developed these guidelines to outline the do's and don'ts of using Feedzai brand assets. If you'd like to use our brand assets in a way not covered by these guidelines, please reach out to us at creative@feedzai.com.

Our Logo

Feedzai Logo is used in above-the-line marketing materials and on our products.
Our Logo is the combination of our Arrow - Icon with our Wordmark.
The Feedzai Logo is the most recognizable asset of the Feedzai brand and works at both large and small scales.



Our Icon

Our Arrow represent our main principle - Growth

We prefer the use of the Logo mark.

But for certain circumstances such as T-Shirts, other merchandise, or environmental graphics we can use the icon as a graphic element.



Icon

Exclusion Zone

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breath.



Minimum Sizes

Our logo must perform well at all sizes. Use the guidelines below for proper implementation of which are legible at small sizes in digital and print formats.



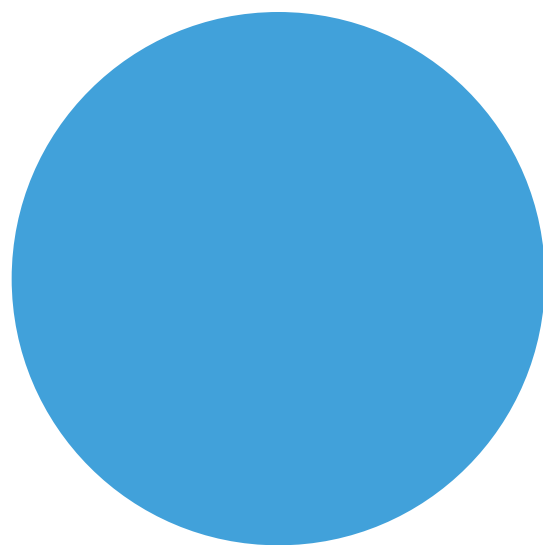
Print - 20mm/ 0.8 in

Digtial - 70px

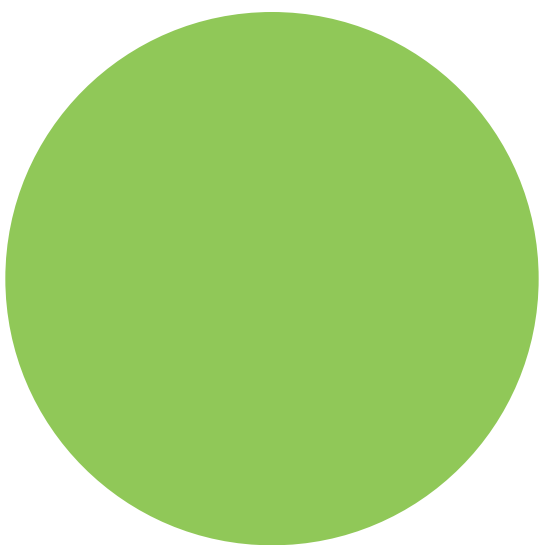
Our Palette

Our palette is at the core of our brand identity and should be used for any brand-focused executions (such as business system, video, landing pages, press materials).
Avoid deviating from this core set of colors or creating tints of these values.

Logo Colors

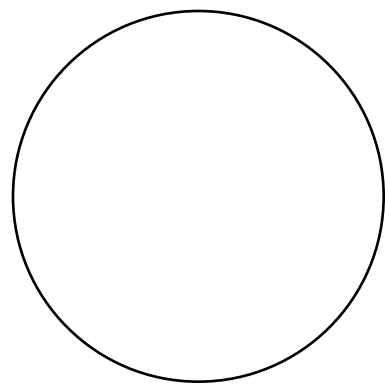


Blue
RGB 61 161 218
HEX #3DA1DA
CMYK 68 22 0 0

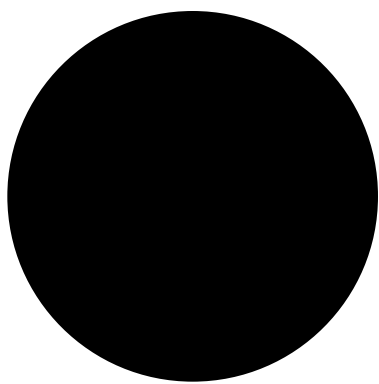


Green
RGB 105 183 69
HEX #69B745
CMYK 48 0 86 0

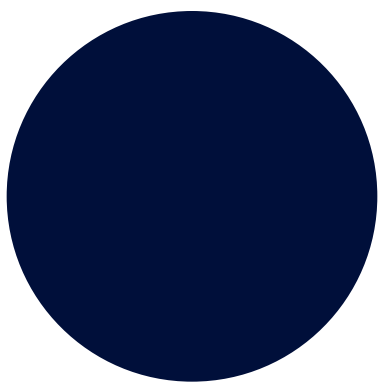
Complementary Colors



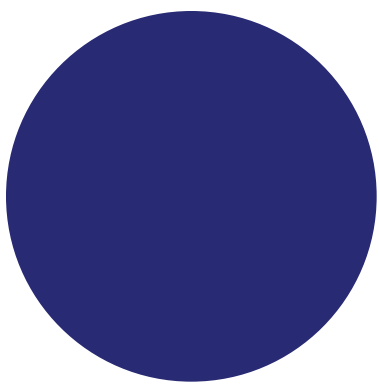
RGB 255 255 255
HEX #FFFFFF
CMYK 0 0 0 0



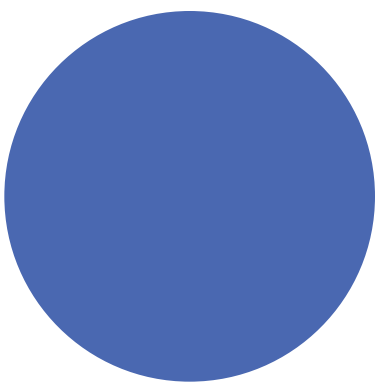
RGB 0 0 0
HEX #000000
CMYK 0 0 0 100



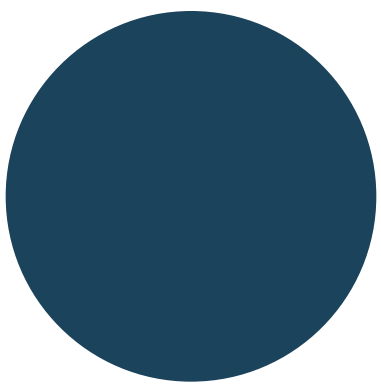
RGB 0 15 58
HEX #000F3A
CMYK 100 59 0 83



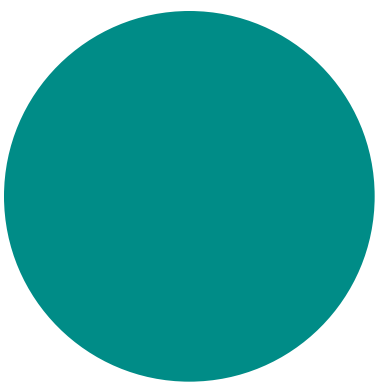
RGB 0 0 128
HEX #000080
CMYK 100 100 0 50



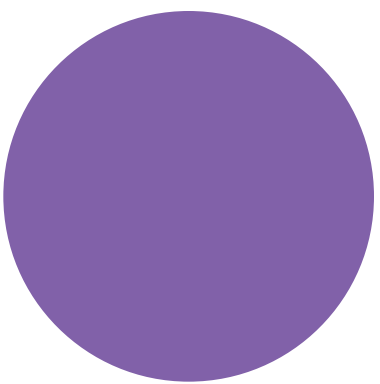
RGB 69 104 187
HEX #4568BB
CMYK 63 44 0 27



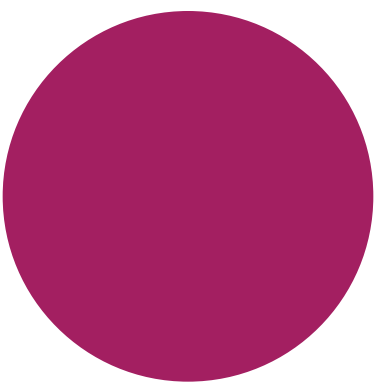
RGB 25 67 91
HEX #19435B
CMYK 73 26 0 64



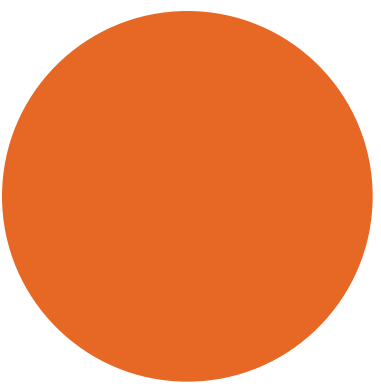
RGB 2 139 134
HEX #028B86
CMYK 99 0 4 45



RGB 135 95 193
HEX #875FC1
CMYK 30 51 0 24



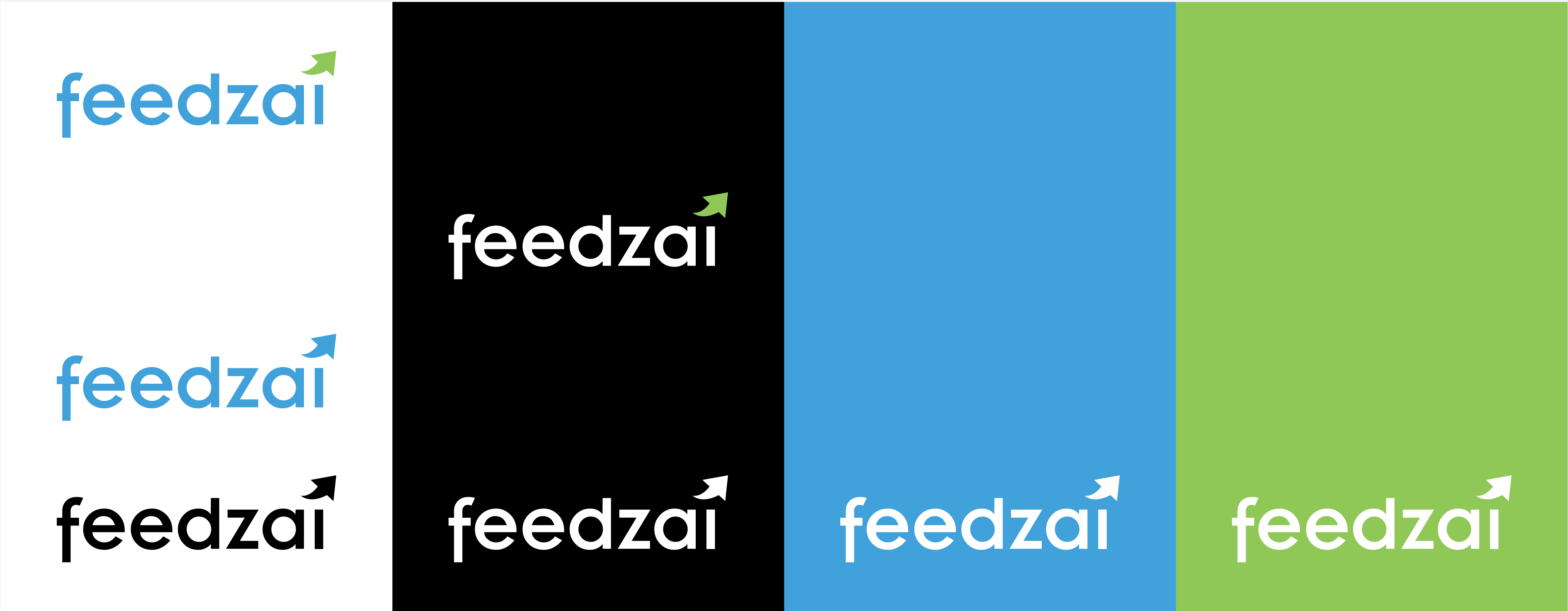
RGB 164 12 94
HEX #A40C5E
CMYK 0 93 43 36



RGB 231 103 34
HEX #E76722
CMYK 0 55 85 9

Our Colour Options

The Feedzai Logo with the main colours of the brand, pictured on the top left, is our primary Logo option.
If colour is not an option for technical reasons, like printing in just one color or competes with other visual elements, you have permission to use the following options.



Logo Misuse

It is important that the appearance of the Logo remains consistent.
The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way.
Its orientation, colour and composition should remain as indicated in this document — there are no exceptions.
To illustrate this point, some of the more likely mistakes are shown on this page.



Do not change the transparency of the logo



Do not shuffle the colors



Do not distort the logo



Do not use drop shadows or any other effects



Do not use different colors



Do not outline logotype



Do not change our arrow with any other icon



Do not change the size or orientation of the arrow and logotype in relation to each other



Do not center the arrow, we don't have vertical version of our logo.



Do not rotate any part of the logo



Do not use gradients

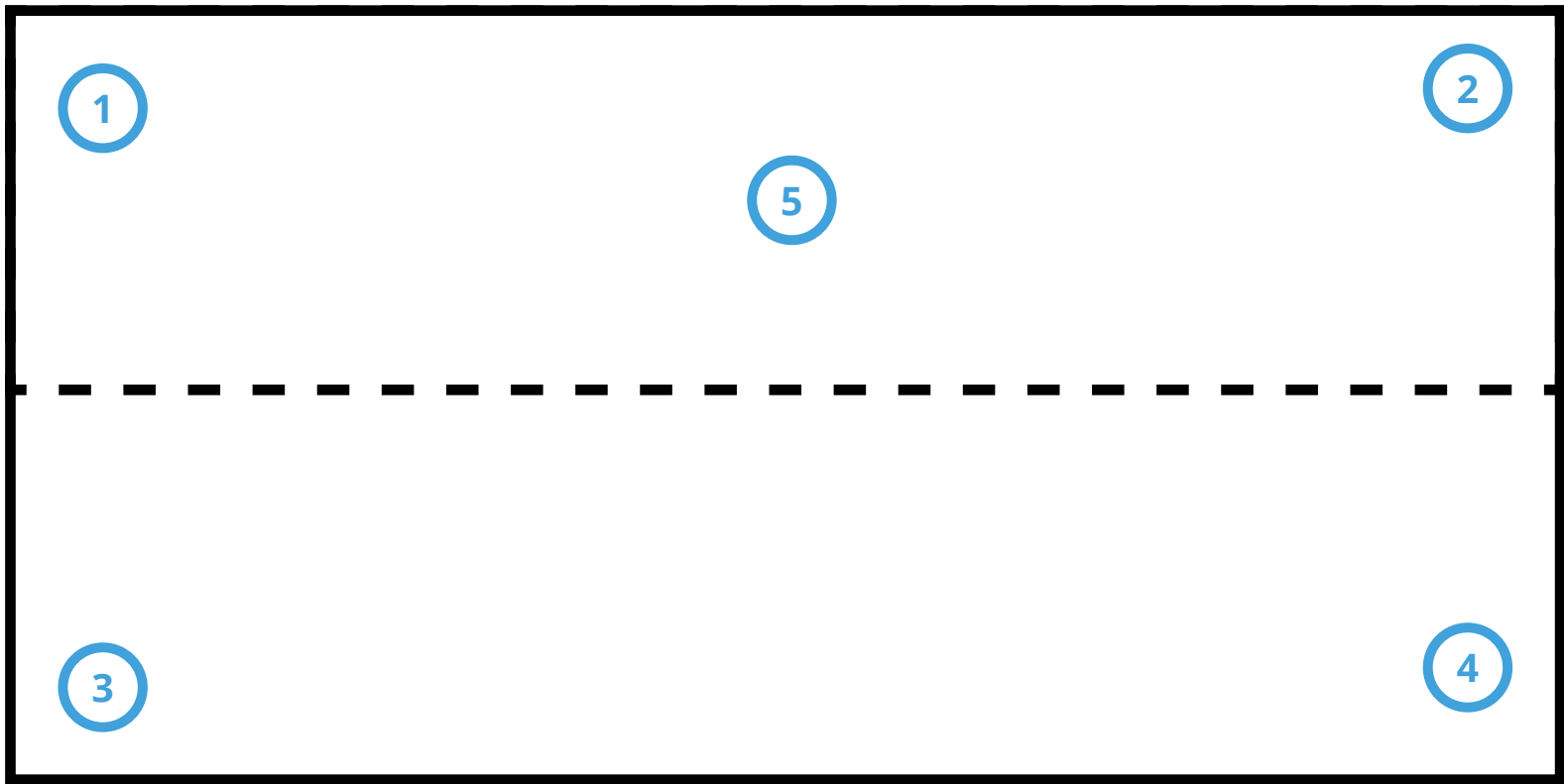
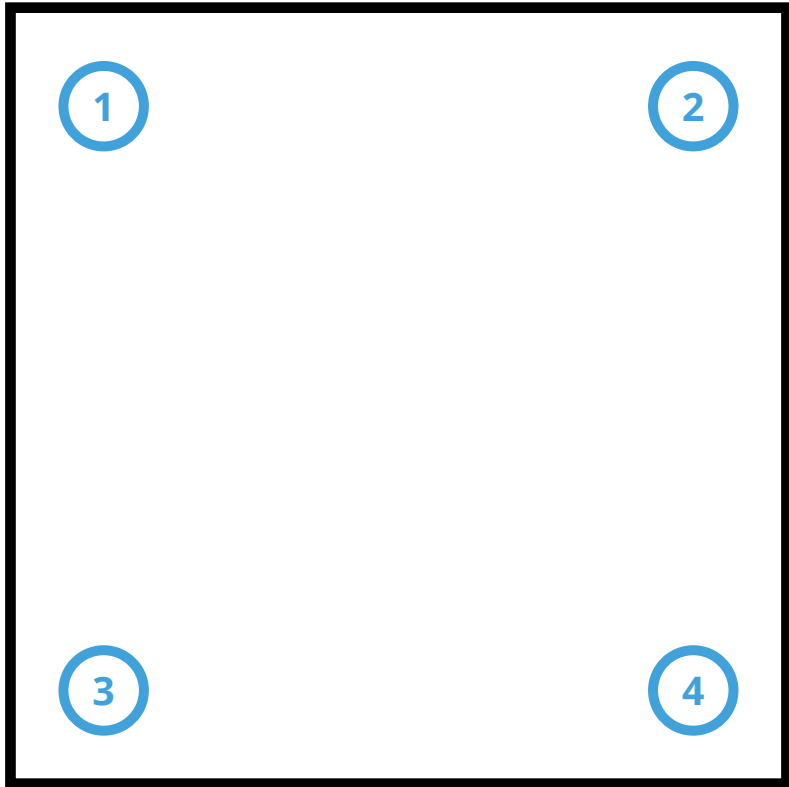
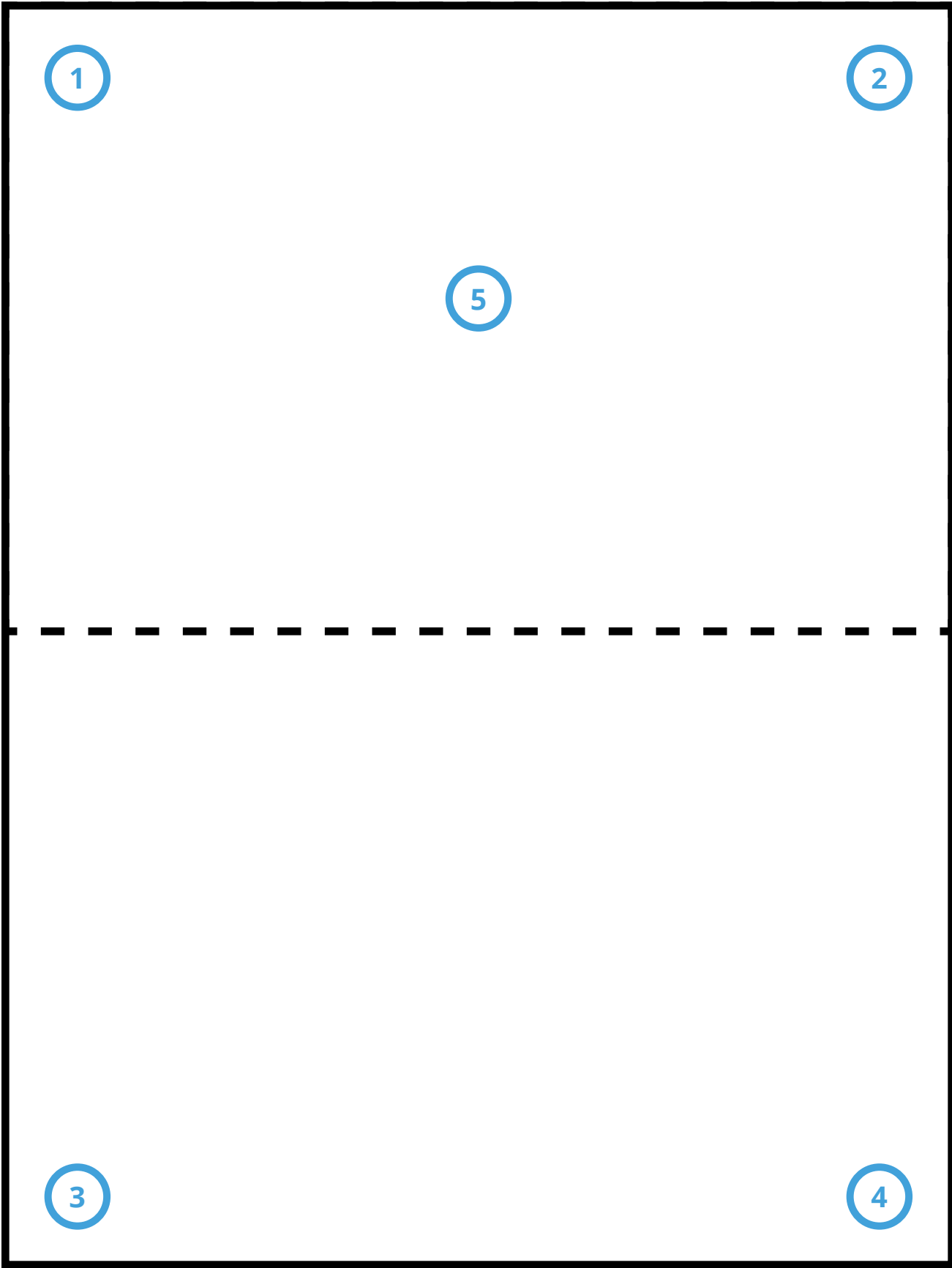


Do not use the wordmark without the arrow

Logo Placement

Regardless of communication size or dimension, the Logo can only ever be placed in five locations in our communication this includes decks, adverts, ebooks and banners.

This keeps Logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the Logo exclusion zone when placing the Logo in a corner.



Our Typography

This is our Typography for Print and Digital Assets.
Good typography can make a design tight and neat—and we like that.
Please follow our typographic standards and practices.

Eyebrow

Headline

Inter Semi Bold to be used when we need an Intro

Our Headline Type is Inter Bold

Subheadline

**We use Open Sans Bold is our Subheadline to be used
when we need to highlight our make a point.**

Body Copy

Open Sans is what we use for body copy text when we really need to say a lot. Which isn't that often, except when we are talking about our customers. We use this on print and digital formats.

A Guide for Challenger Banks

Protect your Growth from Financial Crime

**The challenger banks are picking up steam.
But are they safe from financial criminals?**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam tincidunt ex arcu, sit amet volutpat odio blandit et. Praesent mattis tempus diam, in vestibulum tellus scelerisque ac. Phasellus ac mi erat. Integer dignissim sed ligula ut gravida.

Our Typography in Google Decks

In our Feedzai deck is allowed the use of the Arial font and grey version of our logo.

Eyebrow _____

Open Sans Semi Bold to be used when we need an Intro

Headline _____

**Our Headline Type
is Inter Bold**

Subheadline _____

**We use Open Sans Bold is our Subheadline to be used
when we need to highlight our make a point.**

Body Copy _____

Open Sans is what we use for body copy text when we really need to say a lot. Which isn't that often, except when we are talking about our customers. We use this on print and digital formats.

Any Questions?

creative@feedzai.com

