

trustingocial

# Brand Manual Guidelines

# 2018

**00. Introduction**

**01. Logo specifics**

**02. Corporate typography**

**03. Text hierarchy**

**04. Corporate color system**

# Introduction.

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## **Advancing Data Science and Technology to Deliver Financial Access to All**

Our founding team experienced first hand how global banking was stuck with archaic credit data and scoring technologies of the 70s. They were not designed for emerging countries, underbanked consumers or non-banking businesses.

We knew it would take a different kind of company to rebuild Big Data scoring technology from ground up for the Information Age. We founded TrustingSocial to help banks redefine relationship with customers, and connect to billions of unbanked consumers in the world.

# 01 Logo Specifics.

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## Logo Clear Space:

**Light blue striped area indicates Safe Zone.** Other graphical and visual elements can be safely positioned up to the adjoining white area.

**White indicates Clear Space.** The white area must be kept free of all other graphical and visual elements.

*The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the lowercase letters, known as the 'x-height'. The width is equal to the height.)*



### The Logo Dark Version

will be used when the background color is light colored.

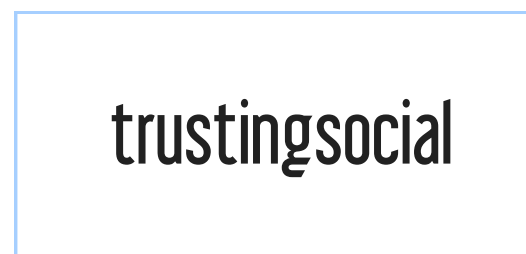


### The Logo Light Version

will be used when the background color is dark colored.

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

## Application on a background :



### Attention

Use of any stylized, animated, hand drawn or other versions of an official logo is not permitted. This undermines the logo system and brand consistency

### Recommended formats are:

.eps | .ai | .png | .jpg | .tif

# Corporate Typography

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Trustingsocial layouts.

Only 1 font style’s used for the logo:

# Libel Suit

Libel Suit is a narrow, hardworking sans serif typeface. It comes in 6 weights and italics. A conventional g and y can be accessed using your application's stylistic alternates feature. OpenType numerical ordinals and fractions are included as well as Greek, Extended Cyrillic and Pan-Nigerian characters.

This font includes a license that allows free commercial use: sometimes referred to as a desktop license. This allows you to install the font on a computer and use it to create posters, web graphics, game graphics, t-shirts, videos, signs, logos and more.

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

Uppercase

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

Lowercase

0 1 2 3 4 5 6 7 8 9 0

Figures

! @ # \$ % ^ & \* ( ) - + \ ] [ { } ' ; / . , = > ® © \$ € £ ¥  
¢ : ; , . \*

Special Characters

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## The Typeface Family

# Roboto

Roboto designed by Christian Robertson, this font has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

This is the Condensed family, which can be used alongside the normal Roboto family and the Roboto Slab family.

Google's signature family of fonts, the default font on Android and Chrome OS, and the recommended font for Google's visual language, Material Design.

The font family supports all Latin, Cyrillic, and Greek characters in Unicode 7.0, as well as the currency symbol for the Georgian lari, to be published in Unicode 8.0.

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

Uppercase

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

Lowercase

0 1 2 3 4 5 6 7 8 9 0

Figures

! @ # \$ % ^ & \* ( ) - + \ ] [ { } ' ; / . , = > ® © \$ €  
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Special Characters

# 03 Typography And Text Hierarchy

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## CONTEXT TEXT AND INNER HEADLINES

Caption Text	Trustingsocial.com - Roboto Regular 6 pt Type / 14 pt Leading
Copy Text	Trustingsocial.com - Roboto Regular 12 pt Type / 19 pt Leading
Headlines Copytext	<b>TRUSTINGSOCIAL.COM</b> - Roboto Bold - Capital Letters 14 pt Type / 22 pt Leading

## HEADLINES AND TYPOBREAKS

Sublines Sections	<b>TRUSTINGSOCIAL</b> - Roboto Bold - Capital Letters 6 pt Type / 14 pt Leading
Big Headlines and Title	<b>TRUSTINGSOCIAL</b> - Roboto Regular 34 pt Type / 30 pt Leading
Sequencer and Title for Marketing	<b>TRUSTINGSOCIAL</b> - Roboto bold - Capital Letters 48 pt Type / 48 pt Leading

# 04 Corporate Color System

Color plays an important role in the Trustingsocial corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Trustingsocial brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

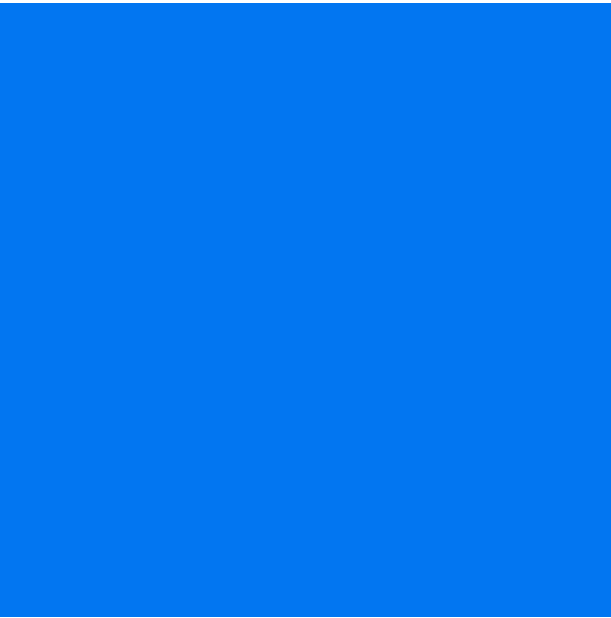
## PRIMARY COLOR SYSTEM

### Explanation:

The Trustingsocial Company has three official colors: Blue, Gray and white. These colors have become a recognizable identifier for the company.

### Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

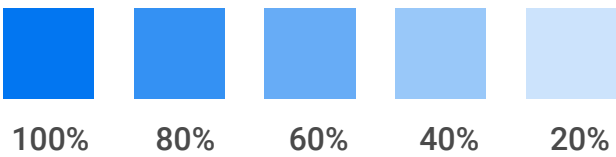


### PRIMARY COLOR BLUE

#### COLOR CODES:

**CMYK** : C99 M51 Y00 K05  
**HSL** : H211 S098 L048  
**HSB** : H211 S099 B095  
**RGB** : R002 G118 B241  
**Hex** : #0276F1

#### COLOR TONES



#### COLOR GRADIENT

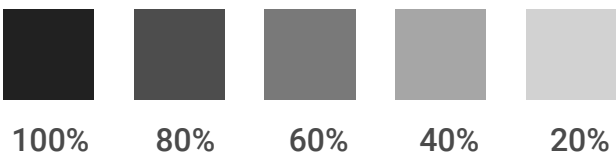


### PRIMARY COLOR DARK GRAY

#### COLOR CODES:

**CMYK** : C00 M00 Y00 K87  
**HSL** : H000 S000 L013  
**HSB** : H000 S000 B013  
**RGB** : R033 G033 B033  
**Hex** : #212121

#### COLOR TONES



#### COLOR GRADIENT



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### PRIMARY COLOR BLUE

#### Color codes :

**CMYK** : C99 M51 Y00 K05

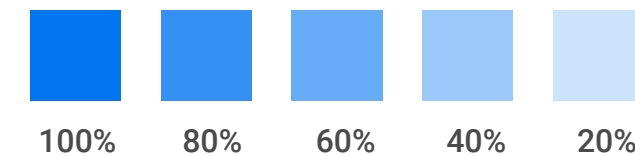
**HSL** : H211 S098 L048

**HSB** : H211 S099 B095

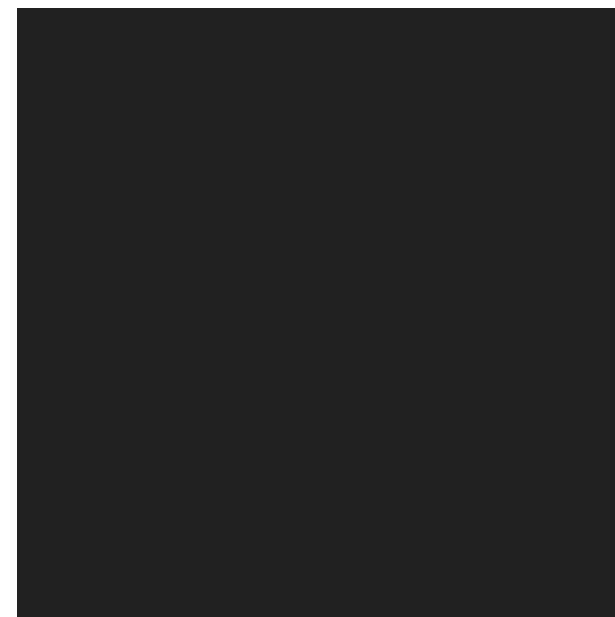
**RGB** : R002 G118 B241

**Hex** : #0276F1

#### Color tones :



#### Color gradient :



### PRIMARY COLOR DARK GRAY

#### Color codes :

**CMYK** : C00 M00 Y00 K87

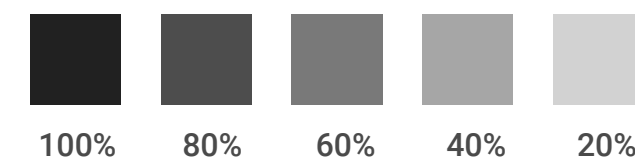
**HSL** : H000 S000 L013

**HSB** : H000 S000 B013

**RGB** : R033 G033 B033

**Hex** : #212121

#### Color tones :



#### Color gradient :

