

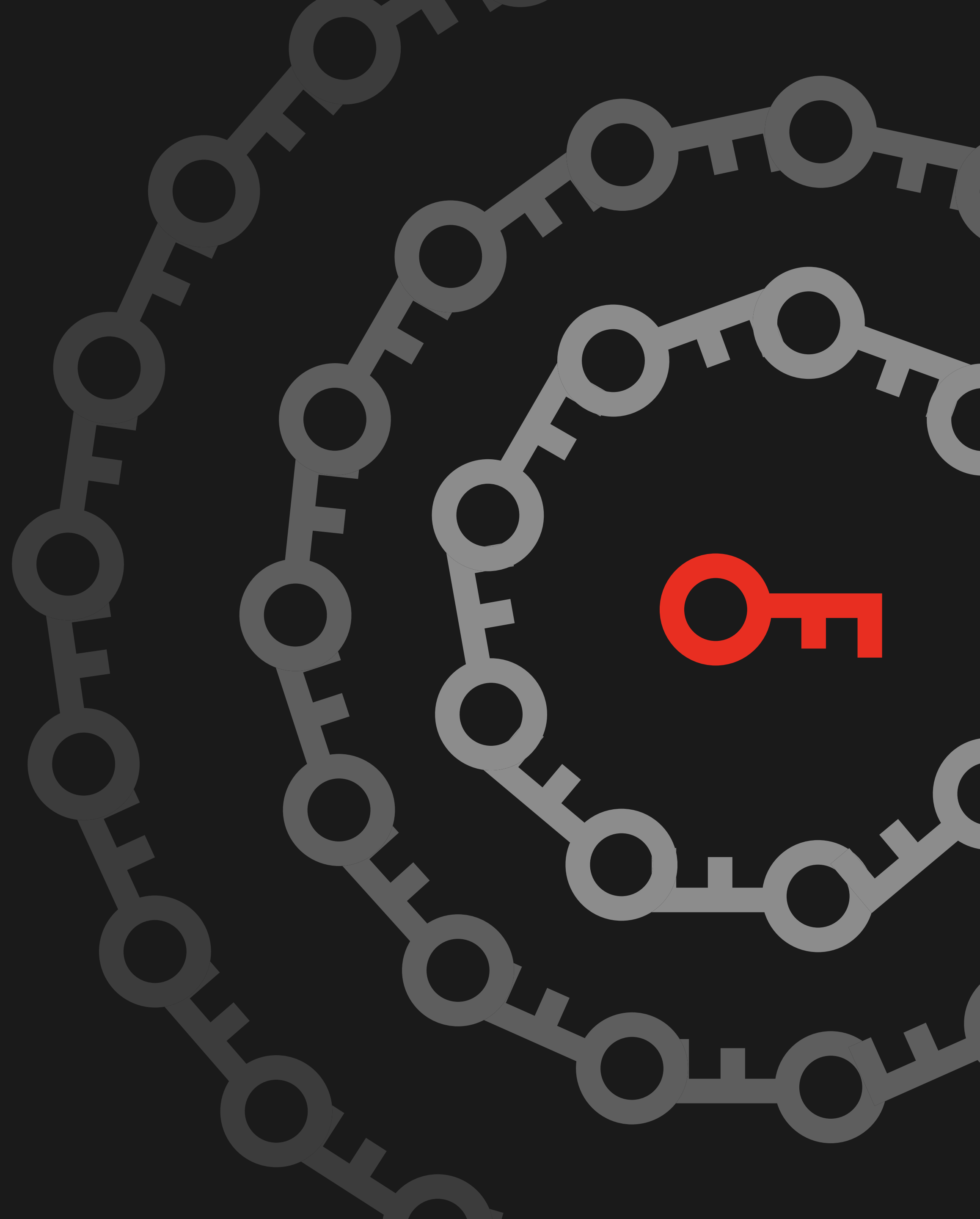


FACTOR

Brand Guidelines

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BRAND INSPIRATION

BRAND INSPIRATION

Symbolism

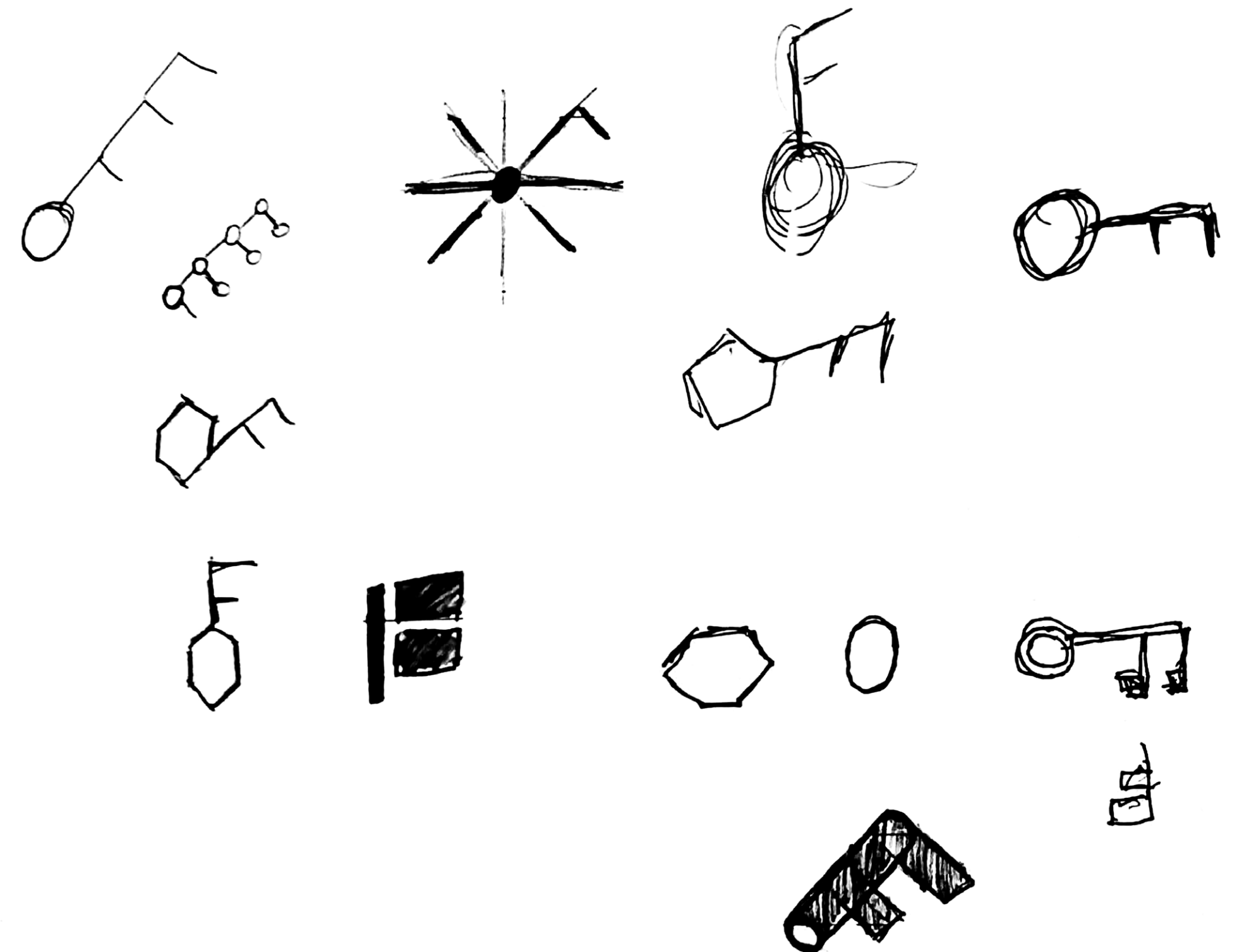
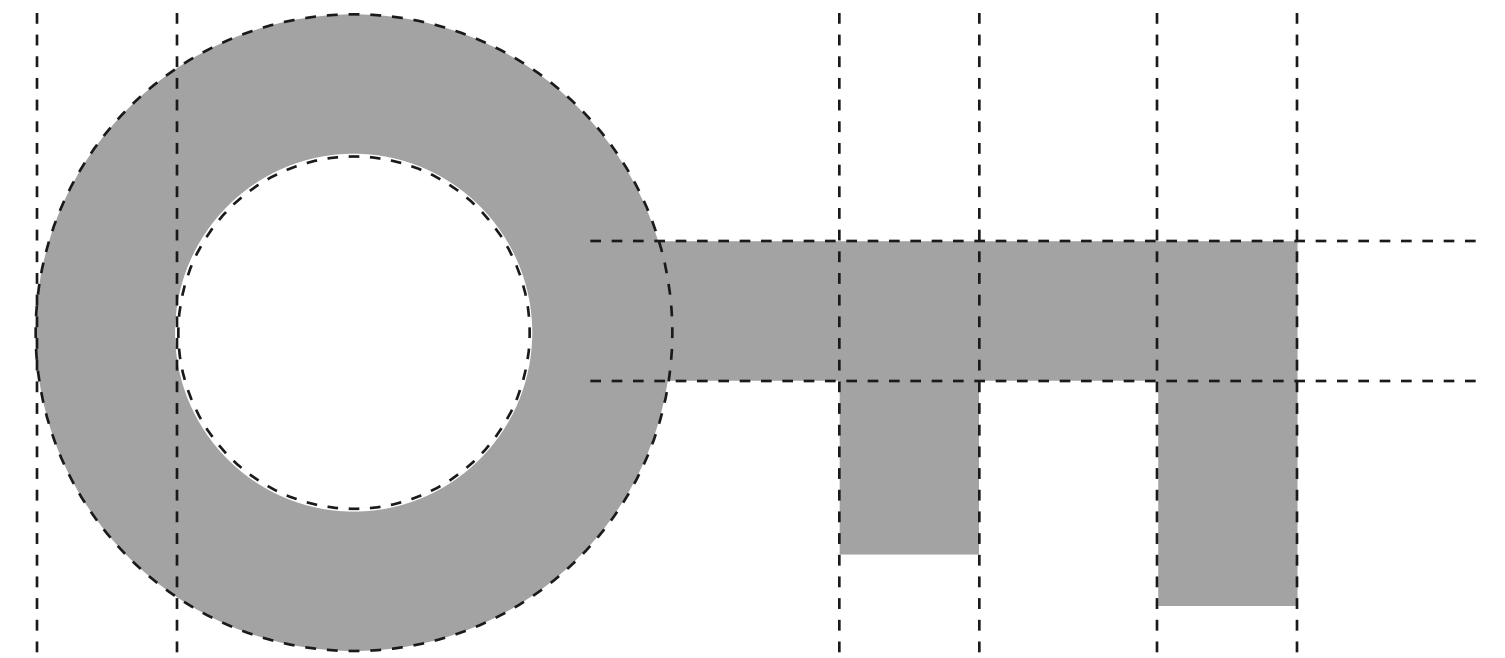
A key is the universal sign of unlocking, access, and security. The teeth naturally form the letter F, tying directly to the name Factor.

Connection to the Project

Factorization is about unlocking what is hidden inside large numbers, just as a key opens a lock. The metaphor makes the brand approachable while also highlighting its role in cryptographic breakthroughs.

Narrative

Factor is the key that turns the impossible into the accessible. Like the teeth of a lock, its algorithms unlock mathematical complexity to reveal what is behind the number. In a world where security depends on complex, secure hidden factors, this symbol reminds us that Factor is the one that can unlock it, or prove it infallible, providing the security we all need.



LOGO

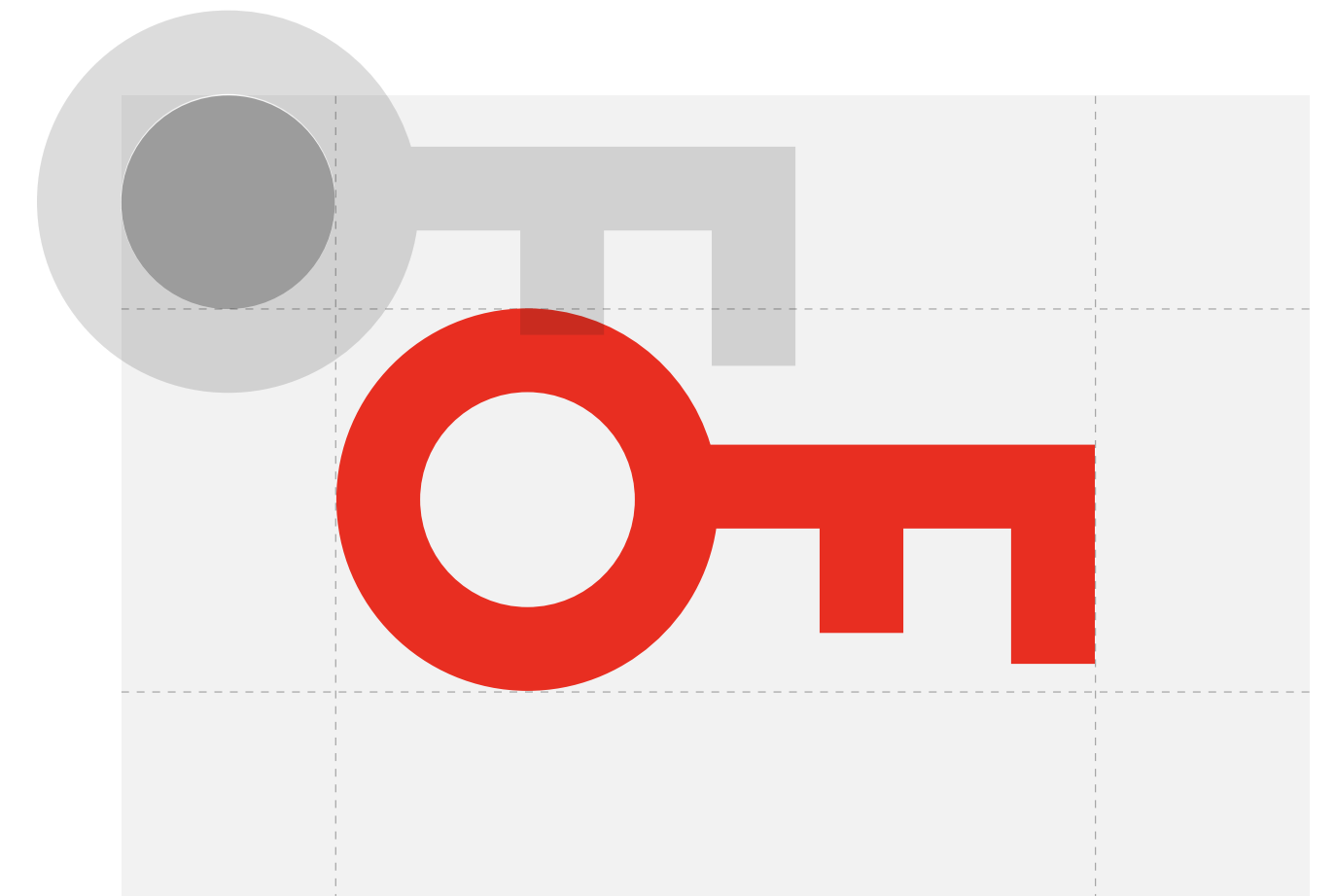


SIMPLE ICON

The Factor Simply Icon has been designed to be simple and effective for print, web and small applications.

Icon Clear space

- Minimum clear space: inner circle from the key icon
- No other logos, type, or other graphic elements should infringe on it's space



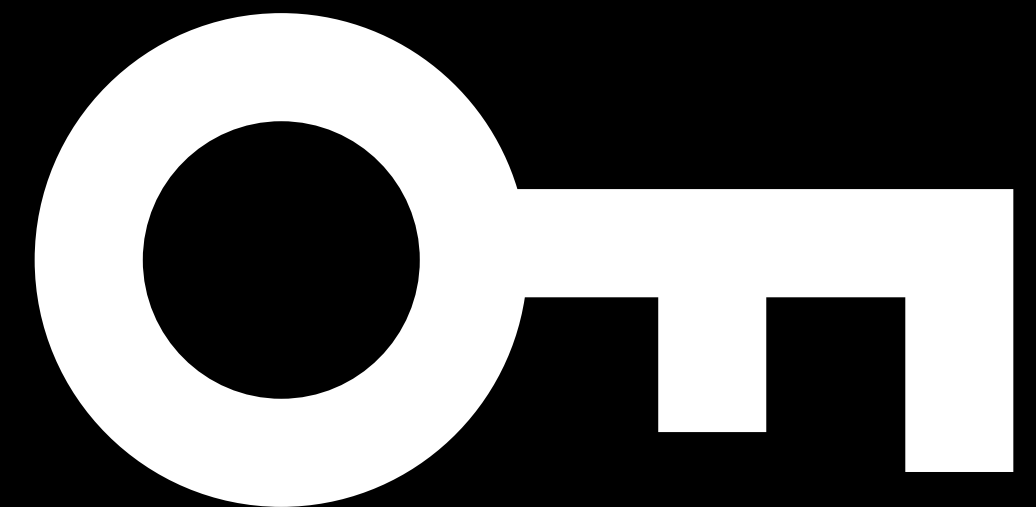
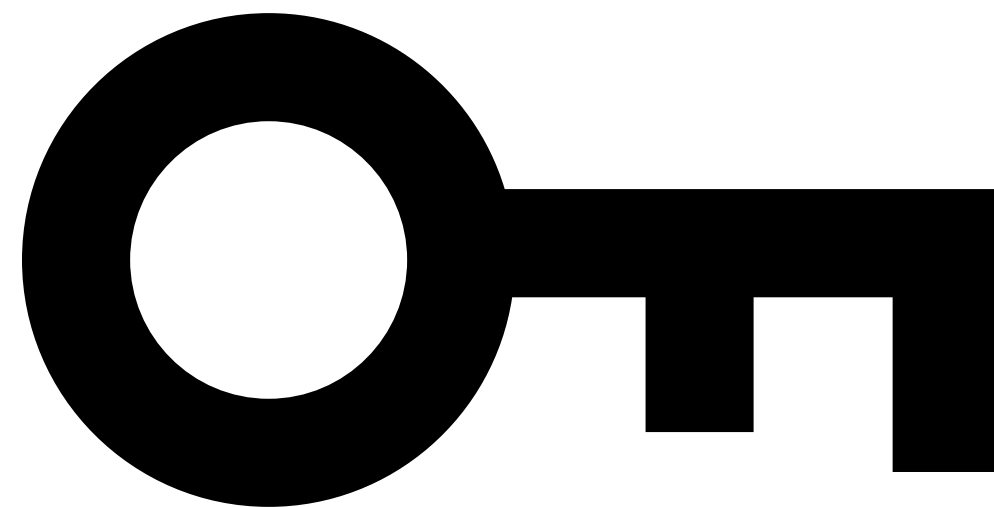
Digital 40px height minimum

Print 0.5 inches height minimum

SIMPLE ICON FAMILY

These are the Factor Simple Icon family.
These are the different uses for the Icon.

Please refer to the Incorrect Use page for
further details.



CIRCLE ICON

The Factor Circle Icon has been designed to be simple and effective for print, web and small applications.

Icon Clear space

- Minimum clear space: inner circle from the key icon
- No other logos, type, or other graphic elements should infringe on it's space



Digital 40px height minimum

Print 0.5 inches height minimum

CIRCLE ICON FAMILY

These are the Factor Circle Icon family.
These are the different uses for the Icon.

Please refer to the Incorrect Use page for
further details.



LANDSCAPE LOGO

The Factor Landscape Logo has been designed to be simple and effective for print, web and small applications. This should be the main landscape logo you use for marketing.

Icon Clear space

- Minimum clear space: inner circle from the key icon
- No other logos, type, or other graphic elements should infringe on it's space



FACTOR



Digital 20px height minimum

Print 0.5 inches height minimum

LANDSCAPE FAMILY

These are the Factor Landscape Logo family.

These are the different uses for the logo.

Please refer to the Incorrect Use page for further details.



STACKED LOGO

The Factor Stacked Logo has been designed to be simple and effective for print, web and small applications. This should be the main stacked logo you use for marketing.

Icon Clear space

- Minimum clear space: inner circle from the key icon
- No other logos, type, or other graphic elements should infringe on it's space



Digital 40px height minimum

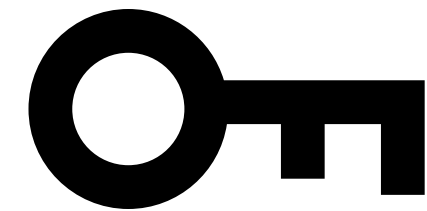
Print 0.5 inches height minimum



STACKED LOGO FAMILY

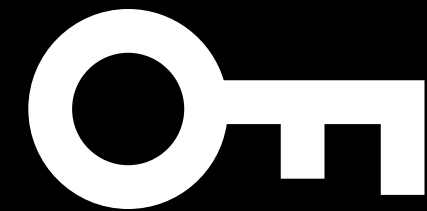
These are the Factor Stacked Logo family.
These are the different uses for the logo.

Please refer to the Incorrect Use page for
further details.



FACTOR

FACTOR



FACTOR

FACTOR

CIRCLE LANDSCAPE LOGO

The Factor Circle Landscape Logo has been designed to be simple and effective for print, web and small applications. This should be used as a secondary logo for marketing materials.

Icon Clear space

- Minimum clear space: inner circle from the key icon
- No other logos, type, or other graphic elements should infringe on it's space



FACTOR



Digital 40px height minimum

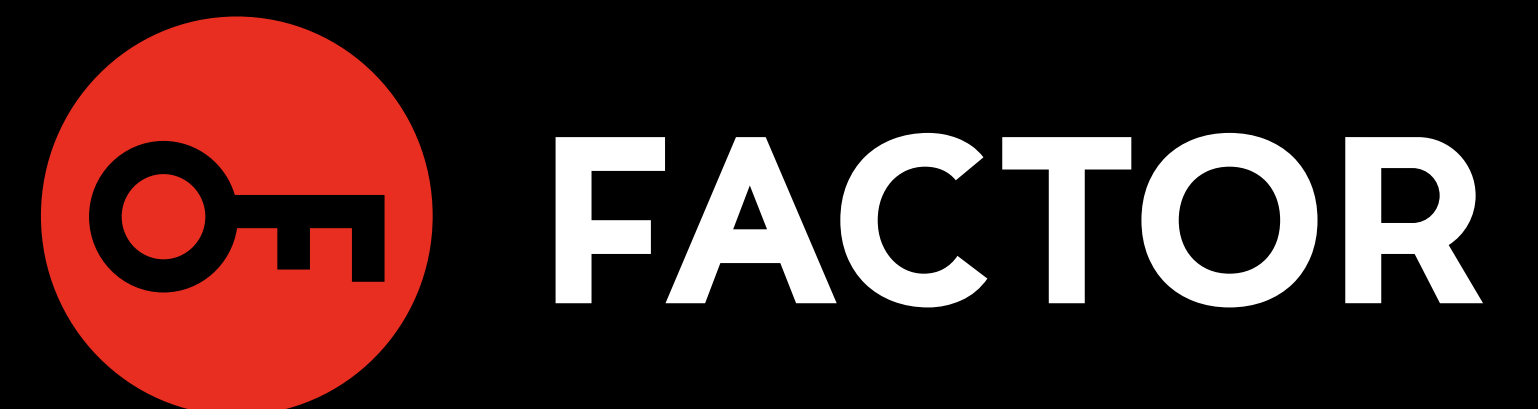
Print 0.5 inches height minimum



CIRCLE LANDSCAPE LOGO FAMILY

These are the Factor Circle Landscape Logo family. These are the different uses for the logo.

Please refer to the Incorrect Use page for further details.



CIRCLE STACKED LOGO

The Factor Circle Stacked Logo has been designed to be simple and effective for print, web and small applications. This should be used as a secondary logo for marketing materials.

Icon Clear space

- Minimum clear space: inner circle from the key icon
- No other logos, type, or other graphic elements should infringe on it's space



FACTOR



Digital 40px height minimum

Print 0.5 inches height minimum

CIRCLE STACKED LOGO FAMILY

These are the Factor Circle Stacked Logo family. These are the different uses for the logo.

Please refer to the Incorrect Use page for further details.



FACTOR



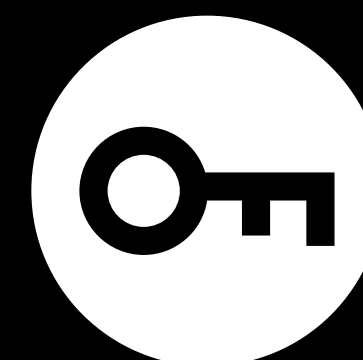
FACTOR



FACTOR



FACTOR



FACTOR



INCORRECT USE

INCORRECT USE

Don't change colors

~~Key FACTOR~~

Don't add effects

~~Key FACTOR~~

Don't rearrange
lookup layout

~~FACTOR Key~~

Don't skew or shear

~~Key *FACTOR*~~

Don't place similar colors
on top of each other

~~Key FACTOR~~

Don't place on complex
background/patterns

~~Key FACTOR~~



TYPOGRAPHY

TYPOGRAPHY

All headers can use one of the many weights from Avenir. However, Avenir Heavy is the most common and looks the best without being too thick or too thin. But feel free to play around on each project made and what looks best.

Avenir Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir Heavy (frequently used)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ABCDEFGHI

TYPOGRAPHY

All paragraphs can use one of the many weights from Muli. Muli provides a huge range of font styles. Shown on this page are some of the more well used fonts. Commonly used is Open Sans Regular. However, if can't get access to the Muli font family you can use Montserrat. Which is a free font from Google Fonts.

Muli Extra Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Muli Light (frequently used)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Muli Regular (frequently used)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Muli Semi Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Muli Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Muli Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

A B C D E F G H

COLORS



COLORS

This is the official Factor color palette. Avoid deviating from these core set of colors for main/key graphic elements. For print collateral, please use the CMYK codes.

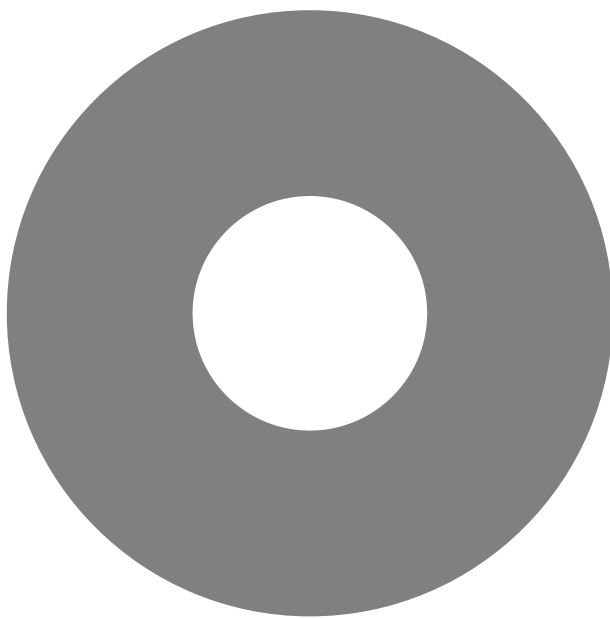
For web, please use either the RGB codes or HEX#.

For printing with Spot colors, please use the accurate PANTONE shades.



Factor Red
#E82E21

RGB 232 / 46 / 33
CMYK 3 / 95 / 100 / 0
Pantone 1788 C



Factor Grey
#808080

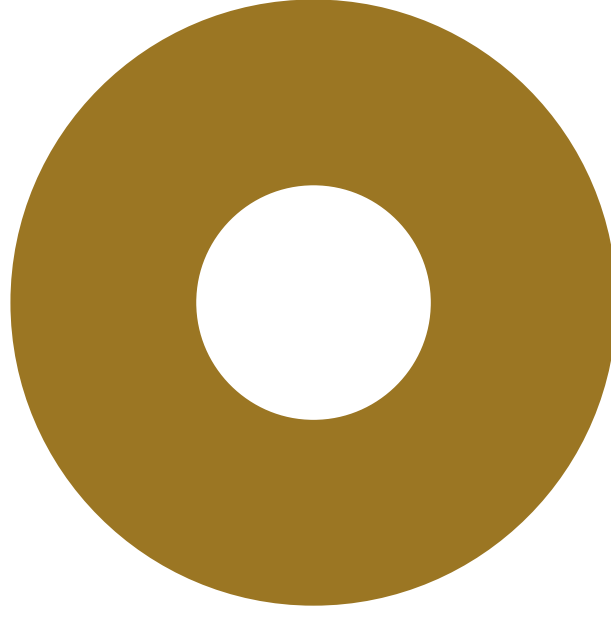
RGB 128 / 128 / 128
CMYK 52 / 43 / 43 / 8
Pantone 424 C



Factor Black
#1A1A1A

RGB 26 / 26 / 26
CMYK 73 / 67 / 65 / 78
Pantone Black 6 C

For marketing/
design use only;
not part of core
brand identity.



Factor Gold
#9B7623

RGB 155 / 118 / 35
CMYK 35 / 48 / 100 / 14
Pantone 7557 C



BRAND APPLICATION











Congratulations
on your new brand!



705.252.2432

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