



FICO™

BRAND STYLE GUIDE





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# Brand Manifesto

## **Why FICO Decisions?**

More information allows for more precise decisions. FICO analytics use available data to produce the best decisions possible. FICO's proven science leverages the latest technology to drive consumer behavior insights and optimize business processes.

**That's powering decisions.**

**That's the power of FICO.**

## **What this means for...**

### **Consumers**

FICO helps me stay safe, make smarter financial choices, and live better.

### **Businesses**

With FICO, we're using data to make the best decisions possible.

### **Employees**

We believe our science helps customers make the best decisions ***ever***.

# Brand Attributes

## Objective

We push people to think differently about how to succeed.

## Scientific

We build and employ innovative tools that help people compete and win.

## Efficient

We empower people to make critical decisions that are driven by data.

## Insightful

We make sense of massive quantities information in an ever-evolving landscape.

## Precise

We inspire people to move forward with confidence.

# FICO Logo

Our logo is the key building block of our identity, the primary visual element that identifies us. The logo is a fixed graphic that should never be embellished, outlined or altered in any way. The logo may be scaled to fit a specific use, but must always be scaled proportionally so the aspect ratio is not altered in any way. Always use an approved electronic version.

## Recommended size for use on the web

The standard recommended size of the FICO logo on the web is 108 pixels in width.

If reproduction of the logo is required at a size of less than 108 pixels, please contact the Creative Services team.

## Recommended sizes in print

The standard recommended size of the FICO logo in print is 1 inch in width.

The minimum recommended size of the FICO logo in print is .5 inches wide.

If reproduction of the logo is required at a size of less than .5 inches, please contact the Creative Services team.



# Logo: Color Treatments

Our primary corporate color is FICO Blue. The logo should be reproduced in FICO Blue whenever possible.

The logo should not be reproduced in any other color than FICO Blue. In special cases, the logo may be reproduced in other colors pending Creative Services team review and approval.

## FICO Blue color specs:

Pantone 3015 C

## CMYK

100 / 58 / 20 / 4

## RGB

0 / 96 / 156

## Web

00 60 9C

When circumstances dictate, the logo may also be reproduced in black & white.

## Logo shown in FICO Blue (preferred)



## White logo on FICO Blue background



## Black on white; white on black



# Logo: Correct / Incorrect Usage

The FICO logo is a wordmark and must appear as a stand alone graphic element. It may not be used in place of text as part of a sentence or in combination with text as part of a product name.

## Correct Usage

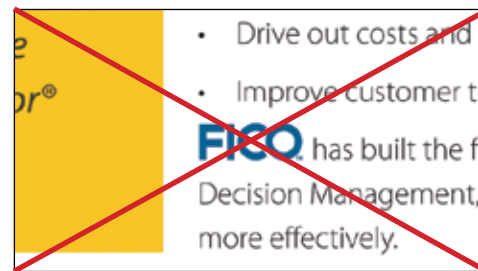


on web



in print

## Incorrect Usage



Do not use logo in line with text



Do not use logo in close proximity to other elements

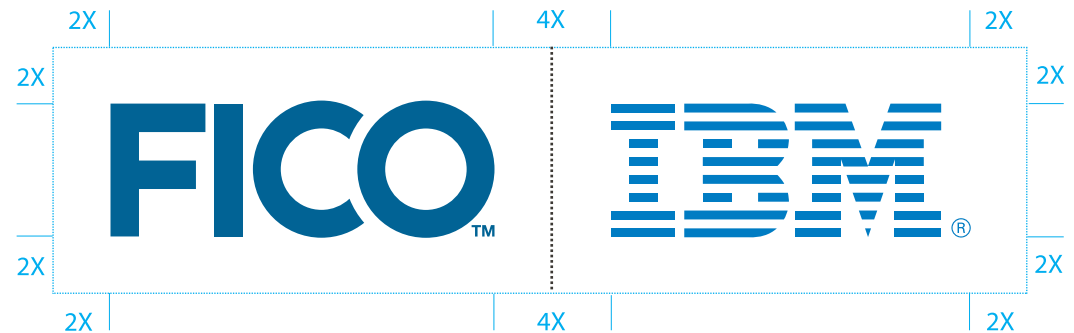
# Logo: Co-Branding Treatments

The FICO logo may be used in combination with other company logos in “co-branding” situations.

Care should be taken to determine the correct visual balance between logos, not only in terms of size, but also color, texture and complexity. All these factors contribute to the visual prominence of each individual logo.

Taglines should not be used in co-branding applications, for any brand, as this will add more information than is necessary to an already complicated and sensitive situation.

The 2x clear space guideline applies to co-branding situations as well. Clear space is defined by the width of the character stroke. (shown as x)



Separating Rule

Line Weight: 1 pt.

Dashed Line: 1 pt. dash, 1 pt. gap

Color: Pantone Cool Gray 11 (convert to CMYK/RGB/HEX per specs on page 11)



Correct usage on collateral



# FICO Decisions lockup

FICO Decisions is our brand “platform” and tagline, and shall be used as the opening brand visualization on every market-facing asset or brand-forward communication.

Artwork has been created for the FICO Decisions lockup. It should never be embellished, outlined or altered in any way. The lockup may be scaled to fit a specific use, but must always be scaled proportionally so the aspect ratio or relationship of the elements is not altered in any way.

The FICO Decisions lockup shall be used on presentations, product sheets, white papers, eBooks, tradeshow displays, videos and most other marketing materials.

Exceptions to this rule include places where the logo needs to stand alone as the leading brand element, such as the header area on the fico.com website.

The FICO logo should be used wherever notation at an official capacity is required. This is especially true in the case of legal disclosures.



# Area of Clear Space

It is important to keep the FICO logo clear of any other graphic elements. To ensure this, "clear space" has been established around the logo. This clear space indicates the closest any other graphic element or message can be positioned in relationship to the logo.

Clear space is defined by the width of the character stroke. (shown as x)

Find the x value by measuring the vertical stroke of the F as shown in the diagram.  
Draw horizontal rules aligned to both the top and bottom of the F.

Draw vertical rules aligned to the outside of the F and O. The clear space should extend by 2x from each rule.

The FICO Decisions lock up follows the same "clear space" rules as the logo.

## 2x Clear Space



## FICO Decisions Lock-up Clear Space



# Graphic Treatment: Ticker-Tape

We have developed a graphic treatment we are calling the **"ticker-tape"** for use in all branding and marketing materials. The ticker-tape treatment is used primarily for titles, headings and sub-headings where emphasis is needed. For readability, it is not recommended to put more than 12 - 15 words in the ticker-tape treatment.

## Specs:

Roboto Regular, -15 tracking

White bars with total height of 2-times the cap height of the text.

Copy layer is "subtracted" from white bar layer so background image shows through.

Special care should be taken when choosing background image to ensure readability of words.

Word count: 12-15 words maximum



## How to create the ticker-tape treatment using Adobe Illustrator:

In Adobe Illustrator, create a headline using Roboto Regular in the target size for the finished layout. Adjust the size and position of the registered trademark symbols (if needed) to a height of .75 X and the overall tracking to -15. Then convert the fonts to outline.

Create the white bar proportional to the headline as specified above, and send it behind the text. Select both the copy and the bar and open the Pathfinder tool.



In the Pathfinder palette, "option" click the button called "Minus Front" to subtract the text from the bar. You are now ready to use the ticker-tape treatment in your layout.

# Color Palette

The FICO color palette reflects the new brand: objective, scientific, efficient, insightful and precise.

Each color provides a visceral embodiment of the distinct energy and vibrancy of the brand.

The primary blue should be used predominantly, with the support of the secondary and tertiary palettes to provide emphasis and delineation where needed.

Both secondary and tertiary palettes shouldn't be used together, but more as exceptions when the primary blues won't do to communicate the required levels and depth. The exceptions to this rule are graphs and complex illustrations that may require a broader palette.

Additionally, cool grays can be used to contain elements or provide softer, more subdued design accents. Black can be used to ground text or other stylistic elements.

## Primary Color

**Pantone 3015C**  
RGB 0 / 96 / 156  
CMYK 100 / 58 / 20 / 4  
00 60 9C

## Accent Color

**Pantone 306C**  
RGB 0 / 179 / 228  
CMYK 80 / 3 / 4 / 0  
00 B3 E4

## Secondary Colors

**Pantone 1235C**  
RGB 253 / 181 / 40  
CMYK 0 / 32 / 94 / 0  
FD B5 28

**Pantone 2593C**  
RGB 135 / 55 / 149  
CMYK 56 / 94 / 0 / 0  
87 37 95

**Pantone 382C**  
RGB 195 / 214 / 46  
CMYK 28 / 1 / 100 / 0  
C3 D6 2E

## Neutral Colors

**Black**  
RGB 0 / 0 / 0  
CMYK 0 / 0 / 0 / 100  
00 00 00

**Pantone Cool Gray 11**  
RGB 90 / 91 / 93  
CMYK 0 / 0 / 0 / 79  
5A 5B 5D

**Pantone Cool Gray 2C**  
RGB 230 / 231 / 232  
CMYK 0 / 0 / 0 / 10  
E6 E7 E8

## Tertiary Colors

**Pantone 144C**  
RGB 243 / 140 / 32  
CMYK 1 / 54 / 100 / 0  
F3 8C 20

**Pantone 206C**  
RGB 217 / 30 / 62  
CMYK 9 / 100 / 78 / 1  
D9 1E 3E

**Pantone 320C**  
RGB 0 / 157 / 169  
CMYK 100 / 11 / 37 / 0  
00 9D A9

**Pantone Purple C**  
RGB 172 / 67 / 153  
CMYK 34 / 88 / 0 / 0  
AC 43 99



# Typography

FICO's main typeface is the Roboto family. It is mechanical in nature, yet friendly with open curves. It is a free font from the Google family and also the main font for the Android platform. This also makes it an excellent choice for web browsing, be it on desktop or mobile platforms. It is available here: <http://www.google.com/fonts/specimen/Roboto>

## Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ01234567890  
abcdefghijklmnopqrstuvwxyz01234567890

Roboto Light is used primarily for body text and small format copy and extra large headers.

## Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ01234567890  
abcdefghijklmnopqrstuvwxyz01234567890

Roboto Regular should mostly be used for small to medium headers, used to create drama and impact. It should not be used for body type or less than 18pt, as it is too heavy.

## Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ01234567890  
abcdefghijklmnopqrstuvwxyz01234567890

Roboto Medium should be used to create emphasis to highlight portions of body text or delineate second or third level headings.

# Typographic Layout

Roboto Regular should mostly be used where small to mid size headlines or executions are required. Light can be used for larger execution work, where the regular size would be deemed to think to be used, as in large quotes or large ad copy. The light style and medium style should be used for smaller body copy and link structures.

## Sample headline could be about this long.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus eget felis nec dolor vehicula volutpat. Integer at ante nec orci eleifend sollicitudin. Nam imperdiet metus non sodales porta. Donec feugiat nibh a maximus eleifend. **Mauris ut nunc non nisl condimentum** ornare eu eget orci. Morbi nisl lacus, vestibulum hendrerit risus non, volutpat tempor nulla. Suspendisse venenatis ligula in ultricies rutrum. Donec eget ligula ut nisi bibendum congue at sed massa.

Quote Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus eget felis nec dolor vehicula.

# Alternative Typography

In the event that Roboto cannot be used, Arial is an alternative option (PowerPoint/webfont backup). Arial is not an alternative to replacing Roboto in FICO taglines or lock-ups in ad executions or branding elements.

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ01234567890  
abcdefghijklmnopqrstuvwxyz01234567890

## Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ01234567890**  
**abcdefghijklmnopqrstuvwxyz01234567890**

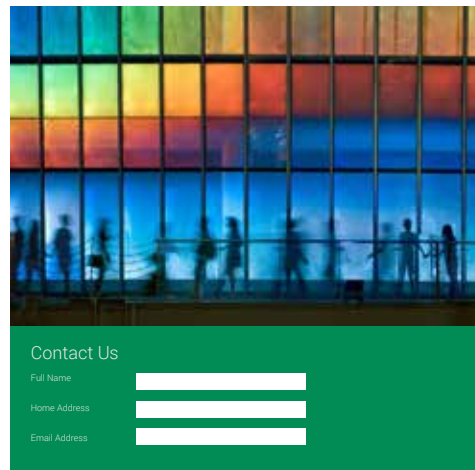
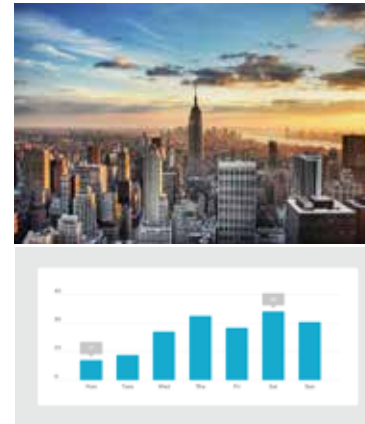
# Imagery / Photography / Iconography

Photography should endeavour to communicate a vibrant, energetic world, conveying a sense of motion or activity, where possible.

Images for people should be participatory in nature and never posed, trite or stereotypical.

Complimentary images and graphs should strive for a clear, clean sensibility, attempting to communicate as simply and as elegantly as possible, the concept or data at hand.

Iconography should be styled in that same fashion, using a thin line and simple shapes to compliment the brand attributes — particularly clear, bold and scientific.





# Execution

Print Ad Example

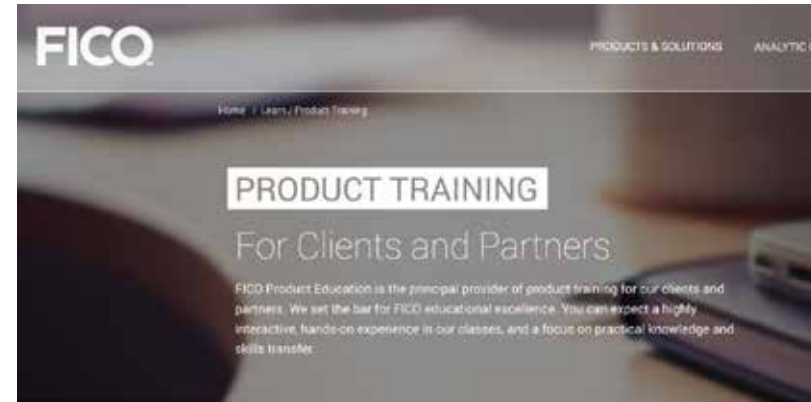


Ever wonder how  
3/4 of the world's top  
banks make smarter  
lending decisions?

**FICO** Decisions  
www.fico.com

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Web Page Example



**FICO** PRODUCTS & SOLUTIONS ANALYTIC S

Home / Learn / Product Training

## PRODUCT TRAINING

### For Clients and Partners

FICO Product Education is the principal provider of product training for our clients and partners. We set the bar for FICO educational excellence. You can expect a highly interactive, hands-on experience in our classes, and a focus on practical knowledge and skills transfer.