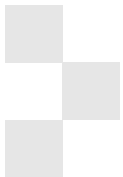
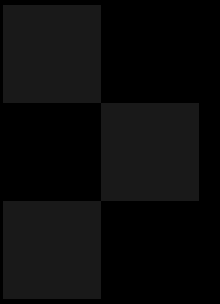


Credible

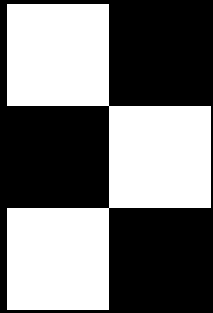


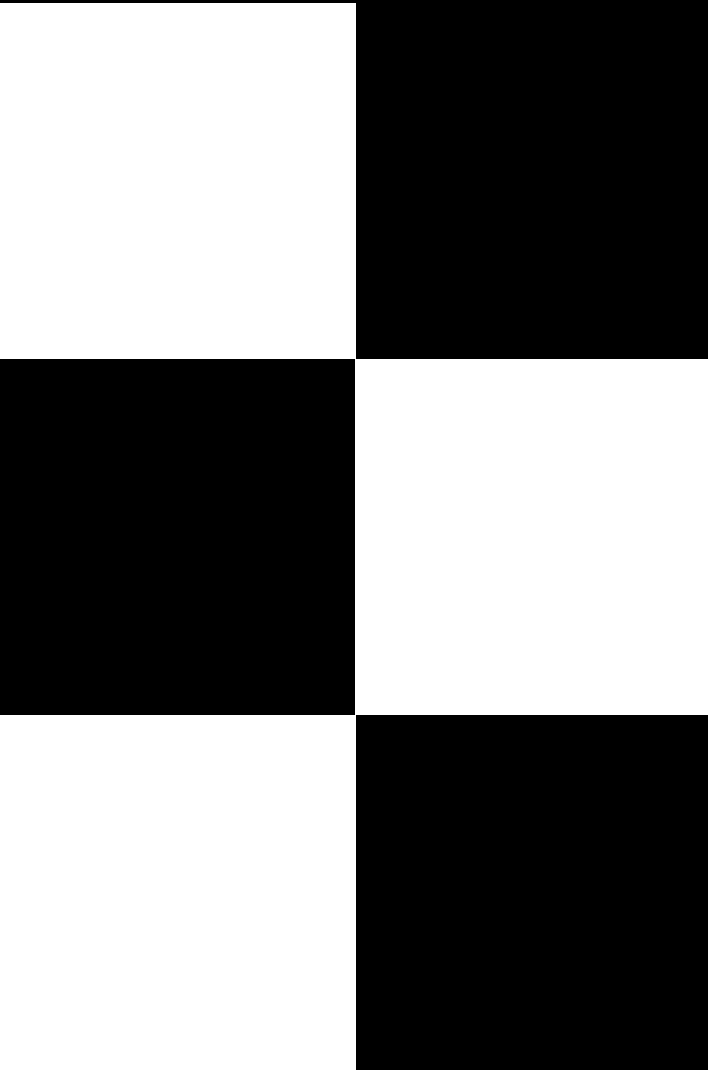
01.



Brand Logo

Credible





Logo Construction

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.

Credible 

Credible 

Logo on Alternative Backgrounds

Alternative color combinations

Credible 

Credible 

Credible 

Avoid horizontal skewing

Avoid vertical skewing

Avoid rotating

Avoid rearranging

Avoid changing brand colors

Avoid using strokes

Avoid boxing in Logo

Avoid moving logomark

Avoid using only type

02.

COLOUR



Colours

The core palette will cover the majority of your needs. It's intentionally small in variety so as to not dilute the brand visuals, which adds confusion.

HEX: #CCFF00HEX: #FFFFFFHEX: #1D1E22HEX: #17181CHEX: #000000

03.

TYPOGRAPHY

Montserrat

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

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

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () _ + { } < > []

Prior to beginning this design sprint we had

H1 70 PX Montserrat

Prior to beginning this design sprint we had

H2 48 PX Montserrat

Prior to beginning this design sprint we had

H2 36 PX Montserrat

Prior to beginning this design sprint we had

H2 32 PX Montserrat

Prior to beginning this design sprint we had

H2 24 PX Montserrat

Prior to beginning this design sprint we had

H2 20 PX Montserrat

Prior to beginning this design sprint we had

H2 20 PX Montserrat

Prior to beginning this design sprint we had

H2 16 PX Montserrat

Label Large	Label Large Bold	Prior to beginning this design sprint, we had already created a basic style guide, that we called the foundation. This foundation loosely defined our typography, colors, icons, spacing and information architecture.
Label Medium	Label Medium Bold	Prior to beginning this design sprint, we had already created a basic style guide, that we called the foundation. This foundation loosely defined our typography, colors, icons, spacing and information architecture.
Label Small	Label Small Bold	Prior to beginning this design sprint, we had already created a basic style guide, that we called the foundation. This foundation loosely defined our typography, colors, icons, spacing and information architecture.
Label XSmall	Label XSmall Bold	Prior to beginning this design sprint, we had already created a basic style guide, that we called the foundation. This foundation loosely defined our typography, colors, icons, spacing and information architecture.