

Brand mark



Introduction to our brand mark

The Experian brand mark is our most important visual asset. It is our brand's signature and embodies our brand strategy and what we stand for. The styling of the brand mark gives it a sense of fluidity, resourcefulness and optimism. It has a simplicity and elegance that feels smart and contemporary.

The tiles – squircles – radiating out around the wordmark are a representation of the opportunities that our brand creates for our customers, today and in the future.

Brand mark colours

The blues create a sense of reliability and authority. The purple and violet tones are associated with energy and optimism.

The lower case wordmark together with the rounded letter shapes create a friendly and contemporary look and feel.

Experian in text

When Experian is written in text, it should appear in sentence case as shown in this sentence and not in all capitals or lower case.

Note: The word *Experian* is a registered trademark and the *Experian brand mark* is a trademark of Experian.

When mentioning Experian for the first time in body text (e.g. on the first page of a document), add a registered ® symbol or ™ symbol, depending on the legal requirements in your region as shown in these examples:

We are Experian®.
We are Experian™.

Do not use the symbols in headlines. Subsequent use of Experian does not require the registered ® or ™ symbol.



The primary Experian brand mark.

Brand mark elements and configurations

The Experian brand mark consists of two elements:

- the Experian squircles
- the Experian wordmark

These elements have a fixed size and position relative to one another, which have been specially created and exist as master artwork files. Our brand mark should only be reproduced from the master artwork files and should not be redrawn, reset or altered in any way.

Abbreviated brand mark

In special circumstances, such as restricted space in digital applications, the abbreviated brand mark can be applied. For practical reasons this version can be more useful, e.g. within social media profile pictures where space is restricted.

Note: A suite of brand marks is available for on-screen and print usage. In print, the brand mark is available for specific print processes and paper (stock). The following naming conventions apply to all artwork files:

C=coated stock

U=uncoated stock

N=newspaper stock

Ensure to use the correct brand mark version for your chosen stock.



The Experian brand mark (primary).



The abbreviated Experian brand mark.

Local market variations 1

Datacrédito Experian

There are three brand mark variations available, specific to local markets:

- Datacrédito Experian
- Serasa Experian
- Serasa Consumidor

Here, different names have been established. Artwork is available for these variations on request; stacked and landscape versions, plus an abbreviated version for online situations when there is limited space.

Note: Never recreate or mix any of the elements.



The Datacrédito Experian brand mark (primary).



The abbreviated Datacrédito Experian brand mark.



The Datacrédito Experian brand mark (landscape).

Serasa Experian

There are three brand mark variations available, specific to local markets:

- Datacrédito Experian
- Serasa Experian
- Serasa Consumidor

Here, different names have been established. Artwork is available for these variations on request; stacked and landscape versions, plus an abbreviated version for online situations when there is limited space.

Note: Never recreate or mix any of the elements.



The Serasa Experian brand mark (primary).



The abbreviated
Serasa Experian
brand mark.



The Serasa Experian brand mark (landscape).

Local market variations 3

Serasa Consumidor

There are three brand mark variations available, specific to local markets:

- Datacrédito Experian
- Serasa Experian
- Serasa Consumidor

Here, different names have been established. Artwork is available for these variations on request; stacked and landscape versions, plus an abbreviated version for online situations when there is limited space.

Note: Never recreate or mix any of the elements.



The Serasa Consumidor brand mark (primary).



The abbreviated Serasa Consumidor brand mark.



The Serasa Consumidor brand mark (landscape).

Clear space – primary brand mark

To ensure maximum standout, clarity and legibility for the Experian brand mark, an area of clear space has been defined that should remain free of any elements such as text, graphics or imagery.

The minimum clear space of the primary Experian brand mark is defined by two pink squircles as shown.

The minimum clear space of the abbreviated brand mark is defined by the smallest squircle. This is useful, especially within the digital environment.

The clear space shown is only a minimum and can be increased if necessary.

Note: The clear space does not take the TM symbol into consideration. The edges of the squircles and the wordmark define the clear space.

See the next page for the clear space rules applied to the Datacrédito Experian, the Serasa Experian and the Serasa Consumidor brand marks.



The Experian brand mark clear space (primary).



The Experian abbreviated brand mark clear space.

Clear space – local market variations

The same clear space principles as outlined in section 2.1.6 also apply to the Datacrédito Experian, the Serasa Experian and the Serasa Consumidor brand marks.

An area of clear space has been defined that should remain free of any elements such as text, graphics or imagery.

The minimum clear space of the primary brand marks is defined by the two pink squircles as shown.

The minimum clear space of the abbreviated brand marks are defined by the smallest squircle. This is useful, especially within the digital environment.

The clear space shown is only a minimum and can be increased if necessary.

Note: The clear space does not take the TM symbol into consideration. The edges of the squircles and the wordmark define the clear space.



The Datacrédito Experian brand mark clear space.



The Serasa Experian brand mark clear space.



The Serasa Consumidor brand mark clear space.



The abbreviated brand marks clear space.

Minimum size

A minimum size for our brand mark has been defined to ensure maximum quality reproduction in print and on-screen. The brand mark is always measured across the overall width of the brand mark (excluding the TM symbol).

In print, the minimum size is 15 mm (0.6 in) in width and 70 pixels when used on-screen.

The abbreviated brand mark can be used when space is restricted, especially online. The minimum size of the abbreviated brand mark in print is 5 mm (0.2in) in width and 20 pixels when used on-screen.

Local market variations:

- The minimum size of the Datacrédito Experian brand mark in print is 17 mm (0.7 in).
- The minimum size of the Serasa Experian brand mark in print is 17 mm (0.7 in).
- The minimum size of the Serasa Consumidor brand mark in print is 25 mm (1.0 in).

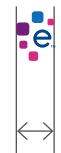


Always measure from the left edge of the largest squircle across to the right edge of the wordmark as shown above.



15 mm (0.6 in) in print
70 pixels on-screen

Minimum size primary Experian brand mark.



5 mm, (0.2 in) in print
20 pixels on-screen

Minimum size abbreviated Experian brand mark.

Brand mark colourways 1

Our brand mark can be used in the following three colourways:

Positive full-colour brand mark (preferred)

This version should be used on the majority of applications.

Black brand mark

Should be used on a light background when the reproduction process doesn't permit full-colour or only single-colour use, e.g. embossing or black and white newspapers.

White brand mark

Should be used on a dark background or when the reproduction process doesn't permit a full-colour brand mark, e.g. embossing.

A white or light-coloured background is defined as the tonal equivalent of a 0% – 20% tint of black. A darker-coloured background is defined as the tonal equivalent of a 20% – 100% tint of black.

White or light-coloured backgrounds



The Experian brand mark (full-colour).



The Experian brand mark (black).
For single-colour printing and embossing only.

Black or dark-coloured backgrounds



The Experian brand mark (white).

Brand mark colourways 2

The same colour principles as outlined in section 2.1.9 also apply to the Datacrédito Experian, the Serasa Experian and the Serasa Consumidor brand marks.

These brand marks can be used in the following three colourways:

Positive full-colour brand mark (preferred)

This version should be used on the majority of applications.

Black brand mark

Should be used on a light background when the reproduction process doesn't permit full-colour or only single-colour use, e.g. embossing or black and white newspapers.

White brand mark

Should be used on a dark background or when the reproduction process doesn't permit a full-colour brand mark, e.g. embossing.

A white or light-coloured background is defined as the tonal equivalent of a 0% – 20% tint of black. A darker-coloured background is defined as the tonal equivalent of a 20% – 100% tint of black.

White or light-coloured backgrounds



The Serasa Consumidor brand mark (full-colour).



The Serasa Consumidor brand mark (black).



The Datacrédito Experian brand mark (full-colour).



The Datacrédito Experian brand mark (black).



The Serasa Experian brand mark (full-colour).



The Serasa Experian brand mark (black).

Black or dark-coloured backgrounds



The Serasa Consumidor brand mark (white).



The Datacrédito Experian brand mark (white).



The Serasa Experian brand mark (white).

Brand mark on flat-coloured backgrounds

The examples show which brand mark should be applied to light and dark flat-coloured backgrounds.

Where we are in control of the design, we always avoid dark flat-coloured backgrounds and dark photography. We also aim to use the primary brand mark in full colour where possible.

A white or light-coloured background is defined as the tonal equivalent of a 0% – 20% tint of black. A darker-coloured background is defined as the tonal equivalent of a 20% – 100% tint of black.

Note: Although this page only shows the primary Experian brand mark, all rules also apply to other brand mark variations such as the abbreviated brand mark and the local translations.

Examples of light flat-coloured backgrounds



Black or dark-coloured backgrounds



Examples of the Experian brand mark applied to light-coloured backgrounds.



Examples of the Experian brand mark applied to dark-coloured backgrounds.

Brand mark on light photographic backgrounds

The examples show how to apply the brand mark on different photographic backgrounds.

The brand mark should always be applied to white or light photographic backgrounds. We define a light-coloured photographic background as the tonal equivalent of a 0% – 20% tint of black.

Always try to create compositions with the placement of the brand mark in mind. Our photography should feature bright areas that are flooded with light.

Note: Always avoid placing the brand mark in busy or dark areas of the image or footage. The Experian brand mark used on a dark photograph may need to be coloured white. Where only single-colour reproduction is available, such as in newspapers, then an Experian brand mark on a light photograph may need to be coloured black.

These are considered exceptional uses and should be avoided.

Examples of light photographic backgrounds

Background behind brand mark has a tonal range equivalent to 5 – 10% tint of black.



Background behind brand mark has a tonal range equivalent to 5 – 10% tint of black.



Background behind brand mark has a tonal range equivalent to 5 – 10% tint of black.



Background behind brand mark has a tonal range equivalent to 5 – 10% tint of black.



Brand mark on dark photographic backgrounds

Wherever possible, we avoid placing the Experian brand marks on dark or black backgrounds. The Experian brand is all about Powering Opportunities and therefore we use light and bright photography that depict scenes in a friendly and positive manner.

In certain situations we may not have control over a supplied photograph. Here it is possible to apply the white brand mark as shown. However, this should be seen as an exception and be avoided where possible.

The example shows the brand mark applied to a dark photographic background. We define a dark-coloured photographic background as the tonal equivalent of a 20% – 100% tint of black.

Note: Only apply the white brand mark to dark backgrounds, never the primary full-colour version.

Examples of dark photographic backgrounds (exceptional use)

Background behind brand mark has a tonal range equivalent to 80 – 100% tint of black.



Background behind brand mark has a tonal range equivalent to 50 – 70% tint of black.



Never apply the primary full-colour brand mark to dark photographic backgrounds.



Brand mark placement

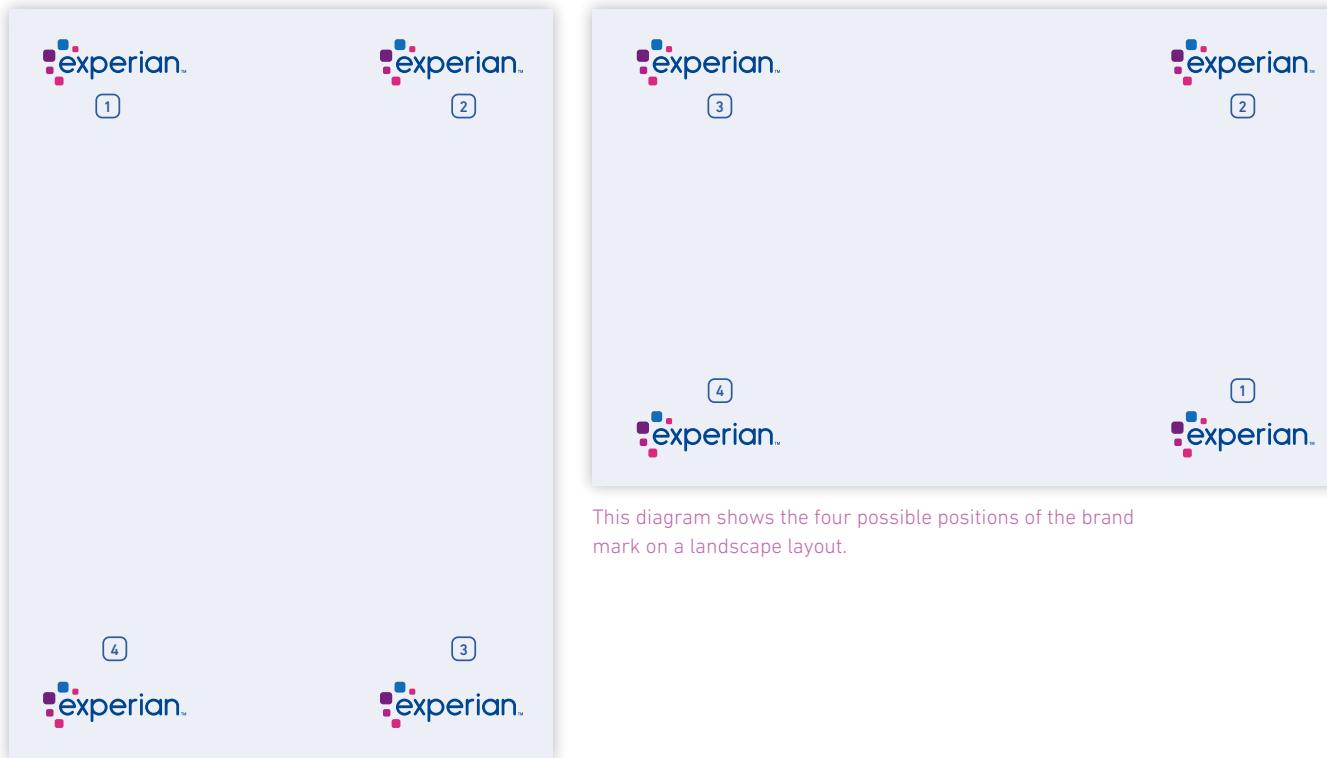
We allow great flexibility when placing our brand mark on our communications. The layout, design and established conventions dictate the best placement.

In many cases, positioning the brand mark in one of the top corners of the layout can create the maximum standout. This is particularly useful for printed matter such as brochures. However, we recommend standardising the position of the brand mark as part of a range of brochure covers.

When producing outdoor advertising the top or bottom right-hand corner creates most standout.

In certain instances such as websites, follow the usual convention of placing the brand mark in the top left position.

Whenever possible avoid centring the brand mark.



This diagram shows the four possible positions of the brand mark on a landscape layout.

This diagram shows the four possible positions of the brand mark on a portrait layout.

A strong brand is applied consistently. It is important our brand mark is never altered. Here are a few simple things to avoid.

Please follow the principles outlined in these guidelines. Always use the master artwork and never recreate any elements of the brand mark.

The misuse examples are also applicable to all local market variations: Datacrédito Experian, Serasa Experian and Serasa Consumidor.



When using the Experian brand mark, always adhere to regional legal requirements. In some instances, a ™, ® symbol or no symbol at all is required.



Never place the Experian brand mark on dark pink flat-coloured backgrounds or similar.



Always avoid using black-coloured backgrounds.



Never reverse elements of the brand mark out of a colour nor place in a holding shape.



Never recolour parts of the brand mark.



Never use the wordmark on its own.



Don't rotate the brand mark, it should only be used horizontally.



Never rearrange any of the brand mark elements.



Nothing should be added or locked up with the Experian brand mark. (This includes straplines, marketing messages, division or product names, etc.)



Don't change any elements of the brand mark. Always use the master artwork.

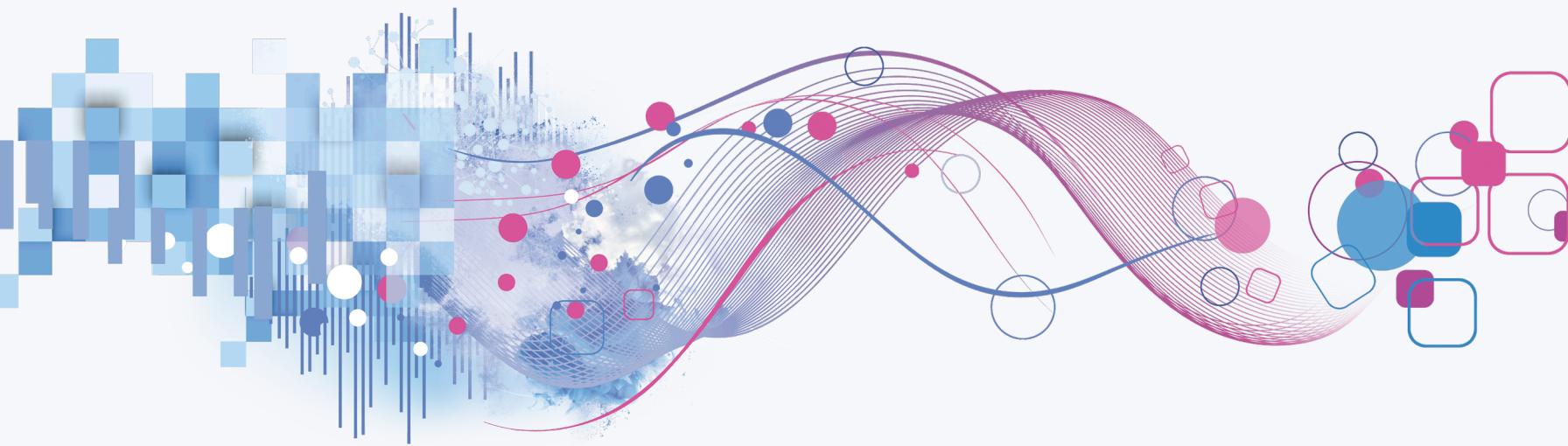


Do not typeset the wordmark in any other font.



Never apply any styling or effects such as drop shadows or glows to the brand mark.

Colour



Primary colour palette

We are a blue and purple brand. This simple, yet distinctive palette of colours makes us stand out and plays a critical part in what makes us look and feel different.

Blue is a core brand colour. It is used in the Experian wordmark and acts as a consistent thread running through all of our brand material. A selection of warm pink and purple tones also plays an important part in our palette and should be used generously across all our brand communications.

Grey is a neutral colour we mainly use for text. In most instances this will be a 80% tint of black. For small text (below 8pt) we use black to ensure good reproduction.

White is an essential element of our brand. In compositions and layouts, the deliberate, generous use of white space provides a sense of calm and confidence and a canvas against which the other brand colours have greater impact.

Note: All brand colours have specific values that should be used depending on the paper stock. CMYK colour values are for print only. RGB and HEX colour values are for on-screen use only.

Experian Dark Blue
Pantone®* 7686 C

CMYK Coated: 100/73/0/10
CMYK Uncoated: 100/61/0/10
CMYK Newsprint: 100/73/0/10
RGB: 38/71/141
HEX (HTML): 26478d

Experian Light Blue
Pantone 7683 C

CMYK Coated: 87/51/0/0
CMYK Uncoated: 95/43/0/0
CMYK Newsprint: 95/47/0/0
RGB: 64/110/179
HEX (HTML): 406eb3

Experian Violet
Pantone 259 C

CMYK Coated: 67/100/4/5
CMYK Uncoated: 59/100/4/5
CMYK Newsprint: 67/100/4/5
RGB: 99/38/120
HEX (HTML): 632678

Experian Purple
Pantone 241C

CMYK Coated: 34/96/0/0
CMYK Uncoated: 26/96/0/0
CMYK Newsprint: 34/96/0/0
RGB: 152/40/129
HEX (HTML): 982881

Experian Pink
Pantone 2039 C

CMYK Coated: 0/92/0/0
CMYK Uncoated: 0/92/3/0
CMYK Newsprint: 0/92/0/0
RGB: 186/47/125
HEX (HTML): ba2f7d

White

Pantone –
CMYK: 0/0/0/0
RGB: 255/255/255
HEX (HTML): ffffff

Grey

Pantone Cool Grey 10
CMYK: 0/0/0/80
RGB: 87/87/86
HEX (HTML): 575756

Black

Pantone –
CMYK: 0/0/0/100
RGB: 0/0/0
HEX (HTML): 000000

Note to designers and artworkers:

All artwork has been created using the 'Europe Prepress 3' colour settings within the Adobe® Creative Suite®. For correct colour reproduction always use this profile.
*Pantone® is a registered trademark of Pantone, Inc.

Support colours

Our support colours are derived from our primary colours. We use a selection of tints ranging between 80% and 20% opacity. For digital applications and backgrounds we use very subtle tints of 10% and 5%. This gives our brand more flexibility, without changing the overall look and feel.

Text on colours:

- Black text can be used on tints ranging from 5% – 60%.
- Grey text (80K) can be used on tints ranging from 5% – 50%.
- White text can be used on tints ranging from 100% – 40%.

Note: The 10% and 5% tints of the support colours should only be used for full-colour backgrounds (as well as rounded corner rectangular backgrounds), not for small graphics or to colour holding shapes such as squircles. On screen, the lower values can be used for smaller areas if needed.

Experian Dark Blue	Experian Light Blue	Experian Violet	Experian Purple	Experian Pink	Grey
100%	100%	100%	100%	100%	100%
80% tint Coated: 80/59/0/8 RGB: 81/108/164 HEX (HTML): 516CA4	80% tint Coated: 70/41/0/0 RGB: 102/139/194 HEX (HTML): 668BC2	80% tint Coated: 54/80/3/4 RGB: 130/81/147 HEX (HTML): 825193	80% tint Coated: 27/77/0/0 RGB: 173/83/154 HEX (HTML): AD539A	80% tint Coated: 0/74/0/0 RGB: 200/89/151 HEX (HTML): C85997	80% tint Coated: 0/0/0/64 RGB: 121/121/120 HEX (HTML): 797978
60% tint Coated: 60/44/0/6 RGB: 125/145/187 HEX (HTML): 7D91BB	60% tint Coated: 52/31/0/0 RGB: 140/168/209 HEX (HTML): 8CA8D1	60% tint Coated: 40/60/2/3 RGB: 161/125/174 HEX (HTML): A17DAE	60% tint Coated: 20/58/0/0 RGB: 193/126/179 HEX (HTML): C17EB3	60% tint Coated: 0/55/0/0 RGB: 214/130/177 HEX (HTML): D682B1	60% tint Coated: 0/0/0/48 RGB: 154/154/154 HEX (HTML): 9A9A9A
40% tint Coated: 40/29/0/4 RGB: 168/182/209 HEX (HTML): A8B6D1	40% tint Coated: 35/20/0/0 RGB: 179/197/225 HEX (HTML): B3C5E1	40% tint Coated: 27/40/2/2 RGB: 192/168/201 HEX (HTML): C0A8C9	40% tint Coated: 14/38/0/0 RGB: 214/169/205 HEX (HTML): D6A9CD	40% tint Coated: 0/37/0/0 RGB: 227/172/203 HEX (HTML): E3ACCB	40% tint Coated: 0/0/0/32 RGB: 188/188/187 HEX (HTML): BCBCBB
20% tint Coated: 20/15/0/2 RGB: 212/218/232 HEX (HTML): D4DAE8	20% tint Coated: 18/10/0/0 RGB: 217/226/240 HEX (HTML): D9E2FO	20% tint Coated: 13/20/1/1 RGB: 224/212/228 HEX (HTML): E0D4E4	20% tint Coated: 7/19/0/0 RGB: 234/212/230 HEX (HTML): EAD4E6	20% tint Coated: 0/18/0/0 RGB: 241/213/229 HEX (HTML): F1D5E5	20% tint Coated: 0/0/0/16 RGB: 221/221/221 HEX (HTML): DDDDDD
10% tint Coated: 10/7/0/1 RGB: 233/237/244 HEX (HTML): E9EDF4	10% tint Coated: 9/5/0/0 RGB: 236/240/247 HEX (HTML): ECF0F7	10% tint Coated: 7/10/0/0 RGB: 239/233/242 HEX (HTML): EFE9F2	10% tint Coated: 3/10/0/0 RGB: 245/233/242 HEX (HTML): F5E9F2	10% tint Coated: 0/9/0/0 RGB: 248/234/242 HEX (HTML): F8EAFF	10% tint Coated: 0/0/0/8 RGB: 238/238/238 HEX (HTML): EEEEEE
5% tint Coated: 5/4/0/0 RGB: 244/246/249 HEX (HTML): F4F6F9	5% tint Coated: 4/3/0/0 RGB: 245/248/251 HEX (HTML): F5F8FB	5% tint Coated: 3/5/0/0 RGB: 247/244/248 HEX (HTML): F7F4F8	5% tint Coated: 2/5/0/0 RGB: 250/244/249 HEX (HTML): FAF4F9	5% tint Coated: 0/5/0/0 RGB: 252/245/248 HEX (HTML): FCF5F8	5% tint Coated: 0/0/0/4 RGB: 247/247/247 HEX (HTML): F7F7F7

Tertiary colours

Five colours make up the tertiary palette. Their role is to enhance our primary and support colours and to extend the range of our palette – especially for information graphics, charts and graphs.

Note: For examples on how to apply the tertiary palette, please see section 2.5.12.

Experian Red
Pantone®* 1935 C

CMYK Coated: 0/100/55/6
CMYK Uncoated: 0/100/43/6
CMYK Newsprint: 0/100/63/6
RGB: 187/0/72
HEX (HTML): bb0048

Experian Orange
Pantone 1495 C

CMYK Coated: 0/42/90/0
CMYK Uncoated: 0/42/90/0
CMYK Newsprint: 0/42/90/0
RGB: 226/162/53
HEX (HTML): e2a235

Experian Yellow
Pantone 108 C

CMYK Coated: 0/4/96/0
CMYK Uncoated: 0/4/100/0
CMYK Newsprint: 0/4/100/0
RGB: 253/231/35
HEX (HTML): fde723

Experian Green
Pantone 583 C

CMYK Coated: 22/0/100/10
CMYK Uncoated: 14/0/100/10
CMYK Newsprint: 26/0/96/10
RGB: 200/201/34
HEX (HTML): c8c922

Experian Sapphire
Pantone 2391 C

CMYK Coated: 86/23/16/9
CMYK Uncoated: 98/11/16/9
CMYK Newsprint: 98/11/16/9
RGB: 61/135/175
HEX (HTML): 3d87af

Thank you for reading these guidelines.
Applying the guidelines' principles correctly and consistently
helps to build a stronger Experian brand.