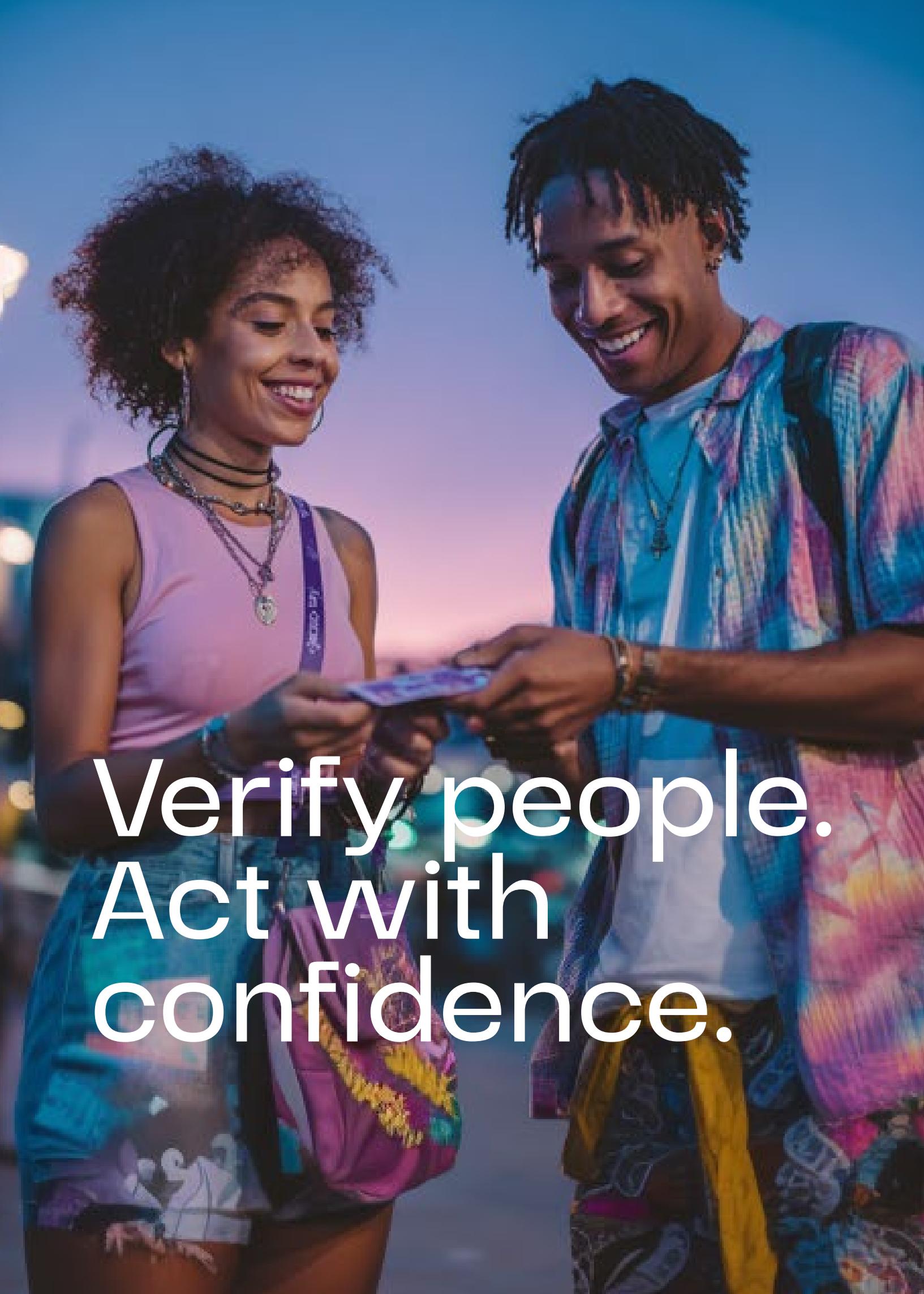




# CHEKKD

BRAND  
GUIDE

RULES AND GUIDELINES FOR THE CHEKKD BRAND

A young couple is smiling and holding hands at a festival. The woman has curly hair and is wearing a pink top and a necklace. The man has dark skin and is wearing a colorful tie-dye shirt. They are standing in front of a colorful mural.

Verify people.  
Act with  
confidence.



# Tone of Voice

## **HUMAN & HELPFUL**

Be a real person: warm, practical, and clear. Explain benefits simply and guide users through steps without jargon.

## **WITTY GUARDIAN**

Protective and clever with a light wink — keep it cheeky but never mean. Use short zingers to disarm and reassure.

## **CLEAR & CREDIBLE**

Be concise and evidence-first when it matters. Lead with facts and measurable outcomes, not hype.



Symbol  
Black on white



Symbol  
White on Black



VARIATION 01

Horizontal



VARIATION 02

Vertical



 CHEKKD

2X

2X

2X

2X

43198C

1F5993

6066D1

29AECC

7591DB

708EA0

B63DD4

6B05FE

285EDD

1A62E1

## Fonts Style Guide

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# Stara Medium

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FONT SIZE 8 PT

SUBTITLE

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

FONT SIZE 22 PT

TITLE

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

## Fonts Style Guide

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# Stara Bold

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FONT SIZE 8 PT

BODY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**FONT SIZE 22 PT**

**Headline**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## Fonts Style Guide

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NEO  
cosmic

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FONT SIZE 8 PT

BODY

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

FONT SIZE 22 PT

Headline

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