



# CHEKKD

# BRAND GUIDE

RULES AND GUIDELINES FOR THE CHEKKD BRAND



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



2X

2X



CHEKKD

2X

2X

43198C

1F5993

6066D1

29AECC

7591DB

708EA0



B63DD4

6B05FE

285EDD

1A62E1

# Stara Medium

---

FONT SIZE 8 PT

SUBTITLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

FONT SIZE 22 PT

TITLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Stara

# Bold

---

FONT SIZE 8 PT

BODY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

FONT SIZE 22 PT

Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Fonts Style Guide

---

neo  
cosmic

---

FONT SIZE 8 PT

BODY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

FONT SIZE 22 PT

Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz