

Brand Guidelines

Version 3.0 November 2022



Overview

This document contains tools to help maintain the integrity and spirit of our brand in all media.

Clearly articulating the mission, values and persona for the design of all brand deriverables.

Verbal Identity

About Us



*The Golden Circle Model by Simon Sinek

Why

Create a better experience for customers and make it harder for bad actors.

How

Device research, open source projects, and API distribution model.

What

Identify devices with the highest possible accuracy.

Personality

Authoritative

We are experts at device identification and want to spread our knowledge.

Not *too* serious

We believe in what we say but use casual language and can laugh at ourselves.

Innovative

We try new approaches to solve problems.

Rebel

We aren't afraid to go against the grain in our opinions or solutions.

Audience Persona

Leaders at tech-forward startups

All developers!

“Problem owners” at large,
high-traffic product or tech companies

Values

Reliable

Cutting-Edge

Transparent

Vision

We aim to create the
most **developer friendly**
anti-fraud API solutions

Mission

Empowering developers
to stop online fraud

Tone of Voice

Concise: we avoid flowery language, and get the point across in the fewest words possible.

Insightful: we aim for high information density - new ideas presented clearly.

Simple: we use basic language and sentence structure, avoiding complexity that may confuse lower proficiency English speakers and readers.

Precise: we use exact lanugage to describe technical topics in order to avoid confusion, and often link out to related docs or definitions as needed.

Casual: while we use proper spelling and grammar, we do not try to be overly formal in communication style.

Visual Identity

Logo

Primary Logo



Secondary Logo



Fingerprint

Proportions and usage

Horizontal

Horizontal logo should be used as primary logo.



Vertical

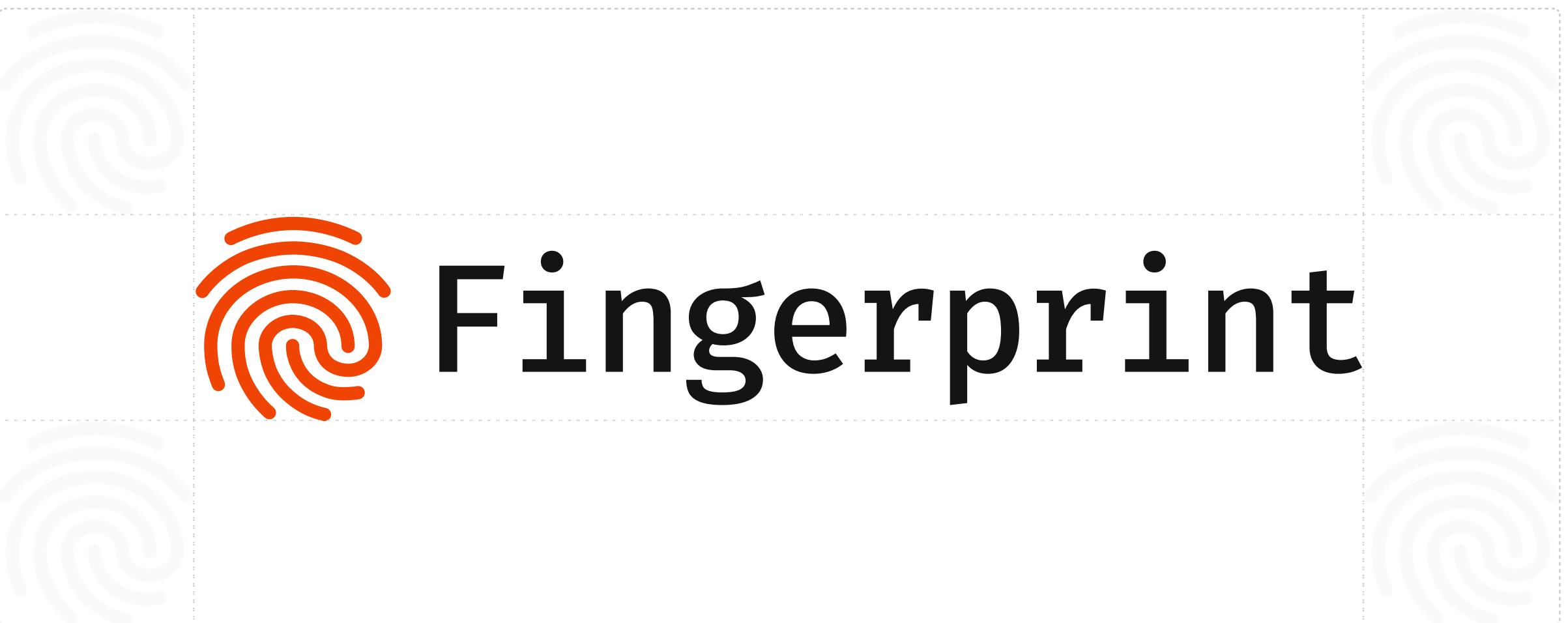
Vertical logo should be used as secondary logo, when width is smaller than height.



Clearspace

Clearspace around the logo is equal to the Fingerprint Symbol

Exceptions to the clearspace rules may be made in certain circumstances like social icons, avatars or other specific use cases where space is limited.



Minimum Size

The logo should never be smaller than 160 width pixels wide for digital and 1.125 inches wide for print.

Horizontal



Vertical



Dos and don'ts

Don'ts

- Don't use the old logo.
- Don't use the wordmark by itself.
- Don't rotate, skew or shear.
- Don't change established color or font.
- Don't add any effects or outline the logo.
- Don't modify established spacing, proportions or order.
- Don't use gradients on logo.

Do's

- Logo should be positioned on top left corner in all institutional documents.
- Icon can be used alone, without wordmark.
- Keep logo consistent throughout the communications.
- Make white space predominant in all compositions.

Logo In Color



Symbol In Color



Color

Primary Palette

Marketing and design materials for Fingerprint should feel sober, modern and concise.

The Oranges, Grays and White should be the primary colors with supporting accents in the Gradients when necessary.

MAIN #FA7545
Accent Color/CTAs

Orange8 #FB8358
Illustrations + Marketing

Orange7 #FB916A
Illustrations + Marketing

Orange6 #FCAC8F
Illustrations + Marketing

Orange5 #FCBAA2
Illustrations + Marketing

Orange4 #FDC8B5
Illustrations + Marketing

Orange3 #FED6C7
Illustrations + Marketing

Orange2 #FEE3DA
Illustrations + Marketing

Orange1 #FFF1EC
Illustrations + Marketing

Orange0 #FFF8F6
Illustrations + Marketing

Gray9 #202021
Secondary Background on Dark Mode

Gray8 #434344
Tertiary Background on Dark Mode

Gray7 #5B5B5B
Paragraph Text on Light Mode

Gray6 #727273
Illustrations + Marketing

Gray5 #89898A
Illustrations + Marketing

Gray4 #A1A1A1
Illustrations + Marketing

Gray3 #B9B9B9
Illustrations + Marketing

Gray2 #D0D0D0
Dark Strokes + Paragraph Text on Dark Mode

Gray1 #E8E8E8
Backgrounds + Dividers + Light Strokes

Gray0 #FAFAFA
Backgrounds + Headers on Dark Mode

Black #141415
Backgrounds on Dark Mode + Headers on Light Mode

White #FFF

Logo Orange #F04405

Gradients

Orange Gradient should be used primarily for some call-to-actions, links and accent.

Gray Gradients should be considered for marketing materials, backgrounds or illustrations.

Orange Gradient

#FA7545

#F5614B

Gray Gradient Dark

#141415

#202021

Gray Gradient Medium

#5B5B5B

#434344

Gray Gradient Light

#B9B9B9

#89898A

Typography

Primary Font

Inter is a variable font family carefully crafted & designed for computer screens. Inter features a tall x-height to aid in readability of mixed-case and lower-case text. The Inter project is led by Rasmus Andersson.

Inter is our primary font.

See the project [here](#).

Download the font [here](#).

We use inter as our main font for website and marketing derivables.

Typographical hierarchy should be achieved by contrasting size and color rather than weight.

Inter Regular

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % &

Inter Medium

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % &

Inter Semibold

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % &

Inter Bold

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % &

Font Example

Font Example

Font Example

Font Example

Secondary font

JetBrains Mono has an increased letter height for better reading experience. It has slightly wider letters in contrast to other Mono Spaced fonts.

JetBrains Mono is Fingerprint secondary font.

See the project [here](#).

Download the font [here](#).

We use JetBrains Mono when we need to highlight any content, as a Display font for marketing graphics and for some special links on website.

JetBrains Mono Regular

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % &

JetBrains Mono Medium

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % &

JetBrains Mono Semibold

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % &

JetBrains Mono Semibold

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
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % &

Font Example

Font Example

Font Example

Font Example

Thank you!