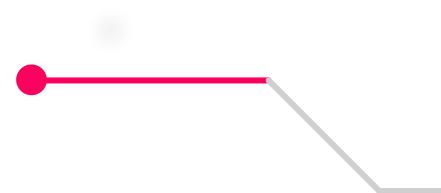


AUTH  
· MIND

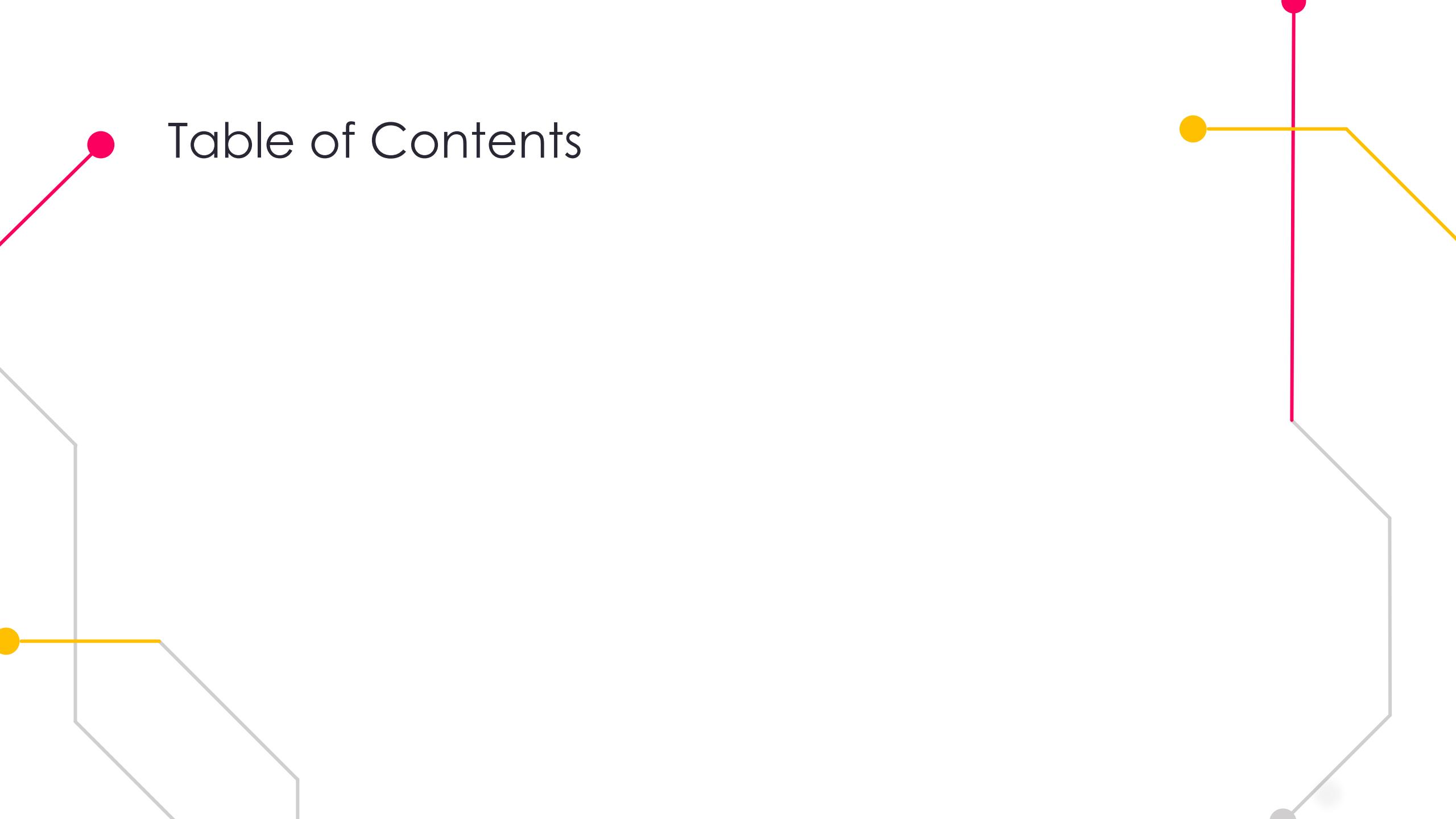


The word "AUTH" is in large, bold, dark blue capital letters. Below it, a small grey dot is positioned above a horizontal grey line segment. A vertical line segment connects the dot to the letter "M" in "MIND". The "M" is in dark blue capital letters. The vertical line segment has a red circle at the top and an orange circle at the bottom, where it meets the letter "M". The word "MIND" is in dark blue capital letters.

visual guide



# Table of Contents



# logo usage

# Primary Logo



**Full Color Logo**

This is the preferred version of the logo. Full Color should be used on white or lightly colored backgrounds.



**Knockout Logo  
With Color**

This version should be used against very dark backgrounds only



**Knockout Logo**

This version should be used on colored backgrounds to increase legibility



**Grayscale Logo**

In instances where printing in color is not an option, consider using the grayscale form.

# Secondary Logo



## Full Color Logo

It can be used interchangeably with the Primary Logo. Use the orientation of the application to determine the logo that will provide the best prominence and visibility. Full Color should be used on white or lightly colored backgrounds.



## Knockout Logo With Color

This version should be used against very dark backgrounds only



## Knockout Logo

This version should be used on colored backgrounds to increase legibility



## Grayscale Logo

In instances where printing in color is not an option, consider using the grayscale form.

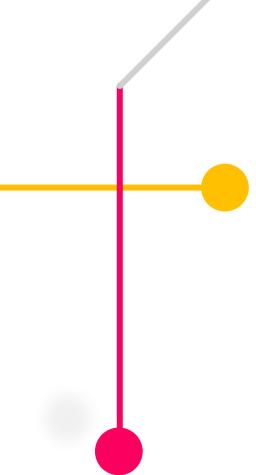
# Logo guides



The margin should consider the word "AuthMind" and reference area. The size of the margin equals half the height of the reference area and it's application should be around it, disregarding the dots and lines



Margin size should use the distance between the bottom of the AuthMind word and the gray line horizontal axis as reference. Application should be done around the area of the word AuthMind only, disregarding the dots and lines.



# Logo guides

The maximum reduction size should be:



- 10mm for domestic printing
- 7,5mm for professional printing
- 40px for web



- 20mm for domestic printing
- 1,5mm for professional printing
- 80px for web

Considering there is a wide variety of printing processes, it's recommended to make a legibility proof whenever the brand is applied in reduced sizes.

## Logo misuses



Do not stretch



Do not change the colors



Do not use effects



Do not rotate

# color palette

# Color Palette

## Primary Colors

The primary color palette should be the first choice of any visual asset. It's preferable to use them along a neutral color to keep the look&feel clean and light. They are supposed to highlight areas of visual and informational importance.



**CMYK** 1.26.100.0  
**RGB** 253.191.6  
**Hex** #fd8bf0  
**PMS** 7408C



**CMYK** 0.69.100.0  
**RGB** 253.113.34  
**Hex** #fd7122  
**PMS** 1585C



**CMYK** 0.99.44.0  
**RGB** 249.18.98  
**Hex** #f91262  
**PMS** 1925C

## Secondary Colors

The secondary color palette should be used as an extension of the primary palette when a wider color spectrum is necessary. Major usage is for: graphs, dashboards and other data-related visual assets. Green should be used only for practical, user-feedback situations (ex: confirmation screens)



**CMYK** 0.97.100.0  
**RGB** 250.30.27  
**Hex** #fa1e1b  
**PMS** Bright Red C



**CMYK** 20.100.40.2  
**RGB** 193.14.98  
**Hex** #c10e62  
**PMS** 214C



**CMYK** 38.100.33.10  
**RGB** 153.11.97  
**Hex** #990b61  
**PMS** 234C



**CMYK** 0.22.93.1  
**RGB** 250.191.17  
**Hex** #FEC001  
**PMS** 7408C

## Neutrals

Neutrals should always be used for text (body and title) and as complements for the primary colors.



**CMYK** 22.17.18.0  
**RGB** 198.198.198  
**Hex** #c6c6c6  
**PMS** 420C



**CMYK** 73.65.41.23  
**RGB** 73.65.41.23  
**Hex** #4d5166  
**PMS** 7545C



**CMYK** 83.78.46.45  
**RGB** 46.48.70  
**Hex** #2e3046  
**PMS** 533C



**CMYK** 83.79.52.64  
**RGB** 30.30.47  
**Hex** #1e1e2f  
**PMS** 532C