

Brand Guidelines

October 2022

Overview

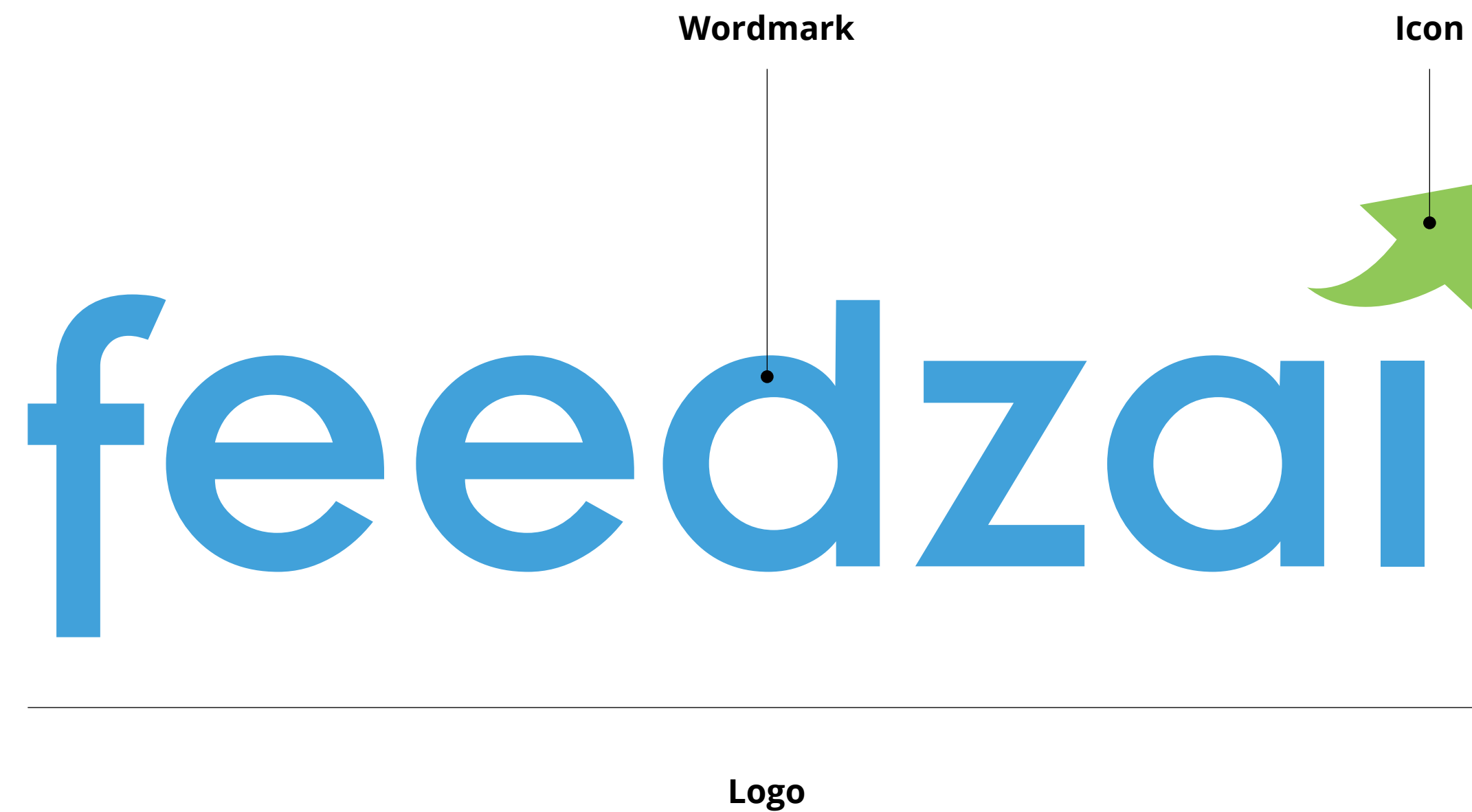
We have built these guidelines to outline the do's and don'ts of using Feedzai brand assets. If you'd like to use our brand assets in a way not covered by these guidelines, please reach out to us at creative@feedzai.com.

Our Logo

The Feedzai logo is the brand's most distinguishable and recognizable symbol. It is the base of Feedzai's visual identity and the primary representation of the brand.

It consists in the combination of the Icon - Arrow, with the Wordmark.

Used throughout all our touchpoints and works on both large and small scales.



Exclusion Zone

The exclusion zone ensures the legibility and impact of the Feedzai logo by isolating it from competing visual elements such as graphics and text.

This zone should be considered as the absolute minimum safe distance, but in most cases the logo should be given more room to breathe.



Minimum Sizes

The Feedzai logo must perform well in all sizes. Use the guidelines below for legible implementation in small sizes for digital and print formats.

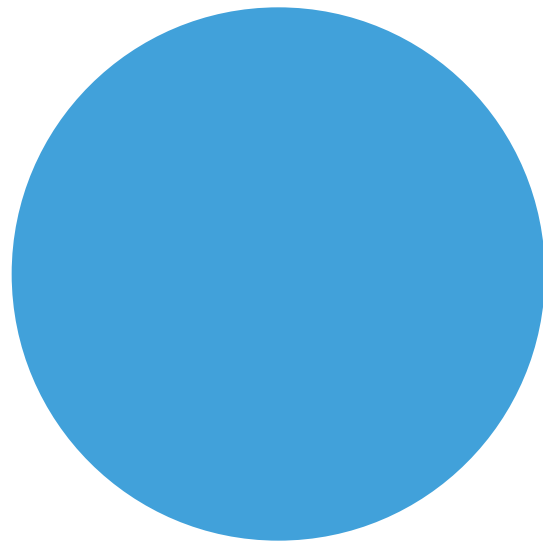


Digital - 70px

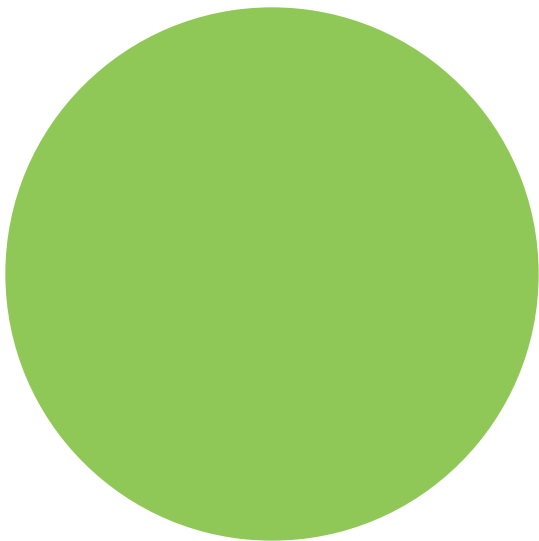
Print - 20mm/ 0.8 in

Our Palette

Main Colors

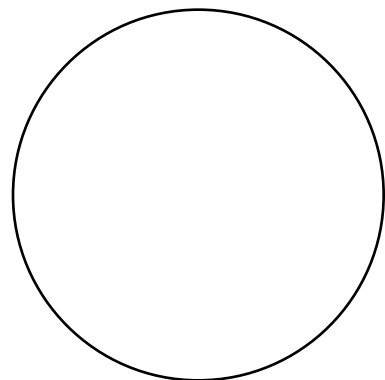


Blue
RGB 61 161 218
HEX #3DA1DA
CMYK 68 22 0 0
Pantone 2171C (Solid Coated)

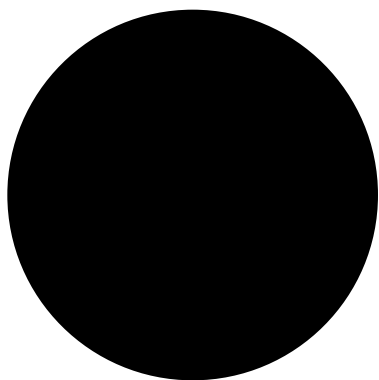


Green
RGB 105 183 69
HEX #69B745
CMYK 48 0 86 0
Pantone 360C (Solid Coated)

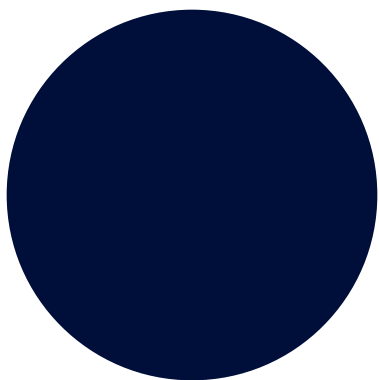
Complementary Colors



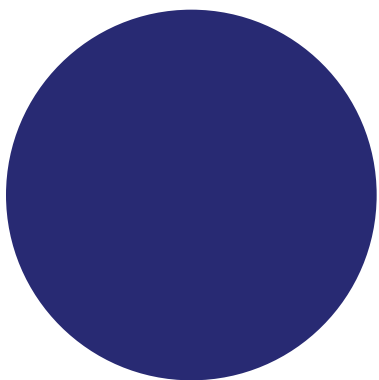
RGB 255 255 255
HEX #FFFFFF
CMYK 0 0 0 0



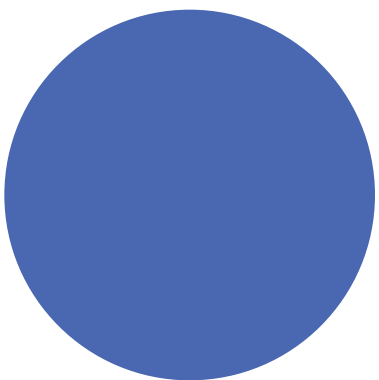
RGB 0 0 0
HEX #000000
CMYK 0 0 0 100



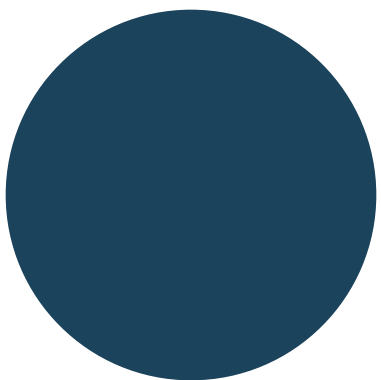
RGB 0 15 58
HEX #000F3A
CMYK 100 59 0 83



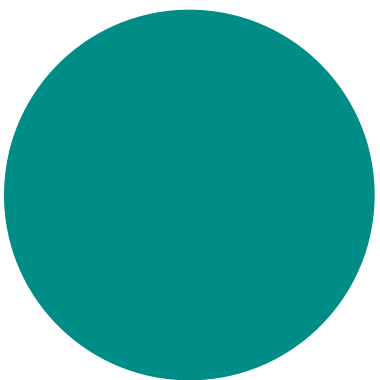
RGB 0 0 128
HEX #000080
CMYK 100 100 0 50



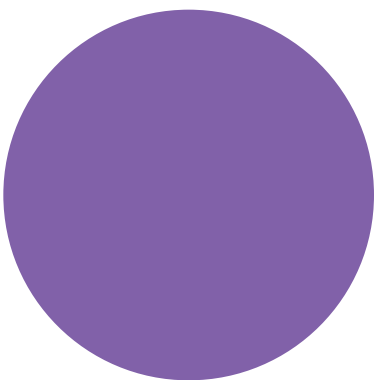
RGB 69 104 187
HEX #4568BB
CMYK 63 44 0 27



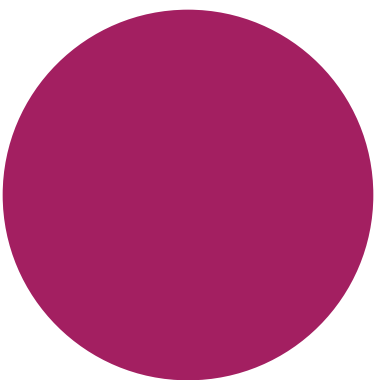
RGB 25 67 91
HEX #19435B
CMYK 73 26 0 64



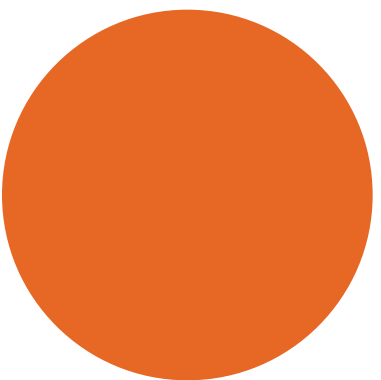
RGB 2 139 134
HEX #028B86
CMYK 99 0 4 45



RGB 135 95 193
HEX #875FC1
CMYK 30 51 0 24



RGB 164 12 94
HEX #A40C5E
CMYK 0 93 43 36

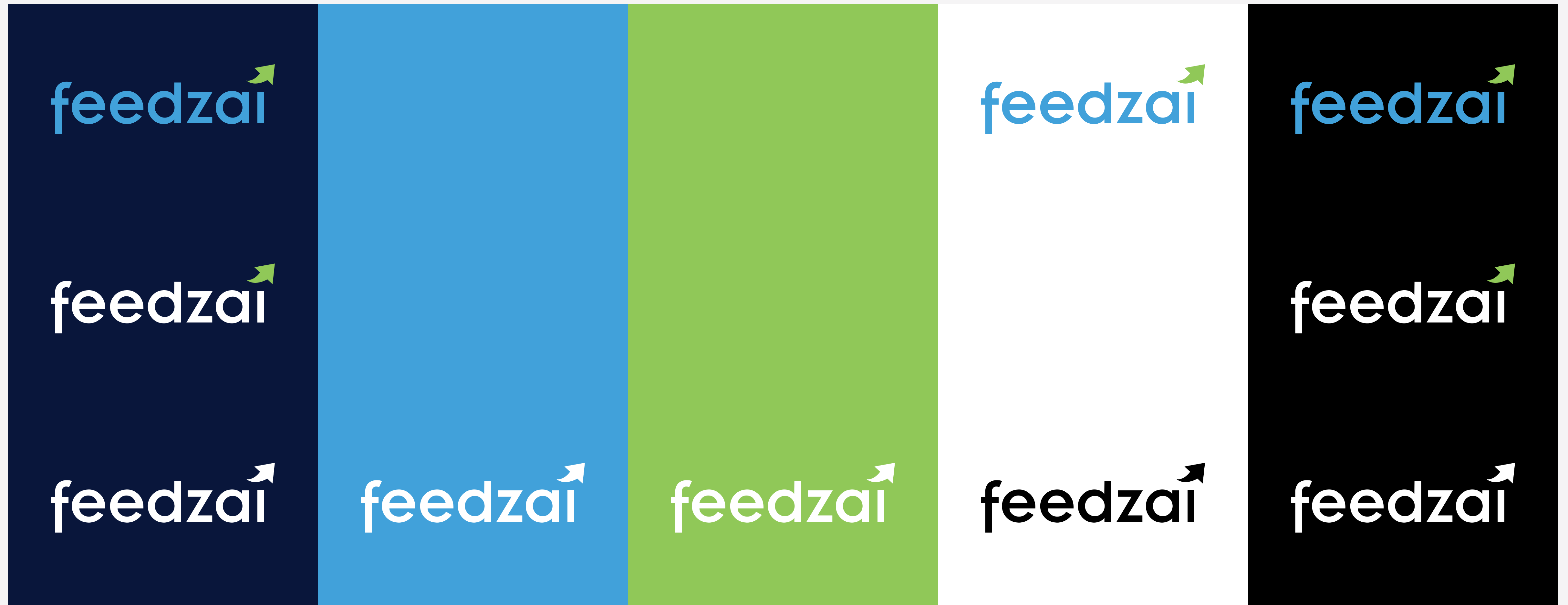


RGB 231 103 34
HEX #E76722
CMYK 0 55 85 9

Logo Behaviour in Color Background

The Feedzai logo with the main colors of the brand, pictured on the top left, is our primary option.

If the color is not an option for technical reasons, like printing in just one color or competes with other visual elements, you have permission to use the following options.



Logo Behaviour in Photographic Background

On photographic backgrounds, don't place the Logo over noisy areas to ensure its full and maximum visibility. Follow some of the below examples for best practices.



Logo Misuse

It is important that the appearance of the Logo remains consistent. The Logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the Logo in any way. Its orientation, color and composition should remain as indicated in this document — there are no exceptions. To illustrate this point, some of the more common mistakes are shown on this page.



Do not change the transparency of the logo



Do not shuffle the colors



Do not distort the logo



Do not use drop shadows or any other effects



Do not use different colors



Do not outline logotype



Do not change our arrow with any other icon



Do not change the size or orientation of the arrow and logotype in relation to each other



Do not center the arrow, we don't have vertical version of our logo.



Do not rotate any part of the logo



Do not use gradients



Do not use the wordmark without the arrow

Any Questions?

creative@feedzai.com

