

# Brand Guidelines



Berbix

v 1.0

## Wordmark

Our wordmark is carefully drawn and is unique to us.  
It should never be modified or manually typed out.

Berbix

# Clearspace

The clearspace around our wordmark should always be maintained when used in isolation of our symbol.



# Symbol

Our symbol can be use as shorthand on its own or locked up with our wordmark.



# Symbol Meaning

Online verification can be like jumping through hoops but we make it quick and easy with seamless integration.



B if for Berbix



Hoops



The dot of the i represents our users.



## Logo Lockup

While the wordmark and symbol can live separately, when they are locked up, it is important to maintain the appropriate clearspace and alignment.



## Logo Color



Our logo is primarily used in white with green dots on our brand colors Indigo or Cobalt. When we use our logo on white, the entire logo is use in Cobalt.



When we are not able to use color, we represent our logo locked up and in black or white.



## Indigo

C100 M99 Y20 K39

R0 G0 B91

#00005B

## Cobalt

C86 M75 Y0 K0

R23 G51 B255

#1733FF

## Green

C64 M0 Y74 K0

R0 G236 B133

#00EC85

Note: Green should only be used on Indigo or Cobalt.

## Color Palette

Our primary colors are Indigo, Cobalt and White. We use a pop of green to represent an active state of verification.

Grey 1-3 can be used to create visual heirarchy.

## White

C0 M0 Y0 K0

R255 G255 B255

#FFFFFF

## Grey 1

C3 M2 Y2 K0

R243 G243 B243

#F3F3F3

## Grey 2

C11 M8 Y9 K0

R224 G224 B224

#E0E0E0

## Grey 3

C43 M35 Y35 K1

R153 G153 B153

#999999

# Typography

Our brand typeface is Aeonik, in our color Indigo. We use it in two weights: Medium is used for headlines, subheadlines, captions and CTA's. Regular is used for all body copy.

# Aeonik

Aeonik Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Aeonik Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

# Headlines

Body Copy — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Captions

CTA 1

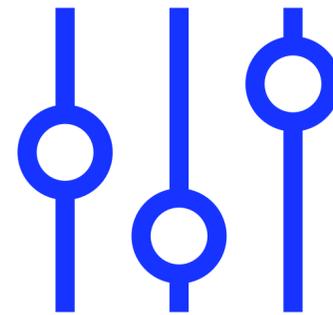
CTA 2

# Iconography

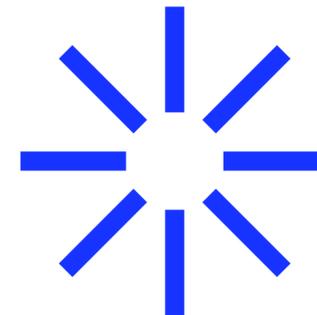
Our Iconography style, like our symbol, is simple with a mix of dots and lines.



Verify



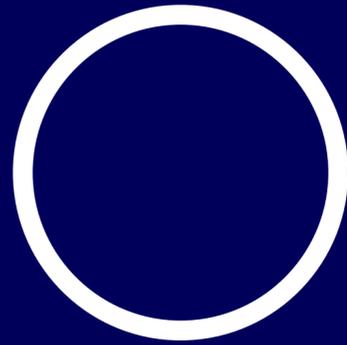
Customize



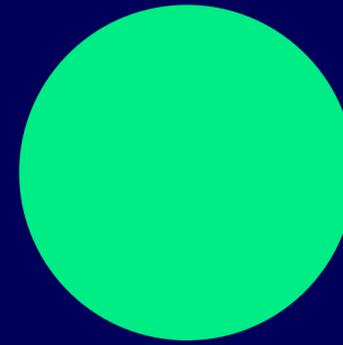
Detect

# Dots

We use outlined and solid dots to visualize user verification and conversion success.



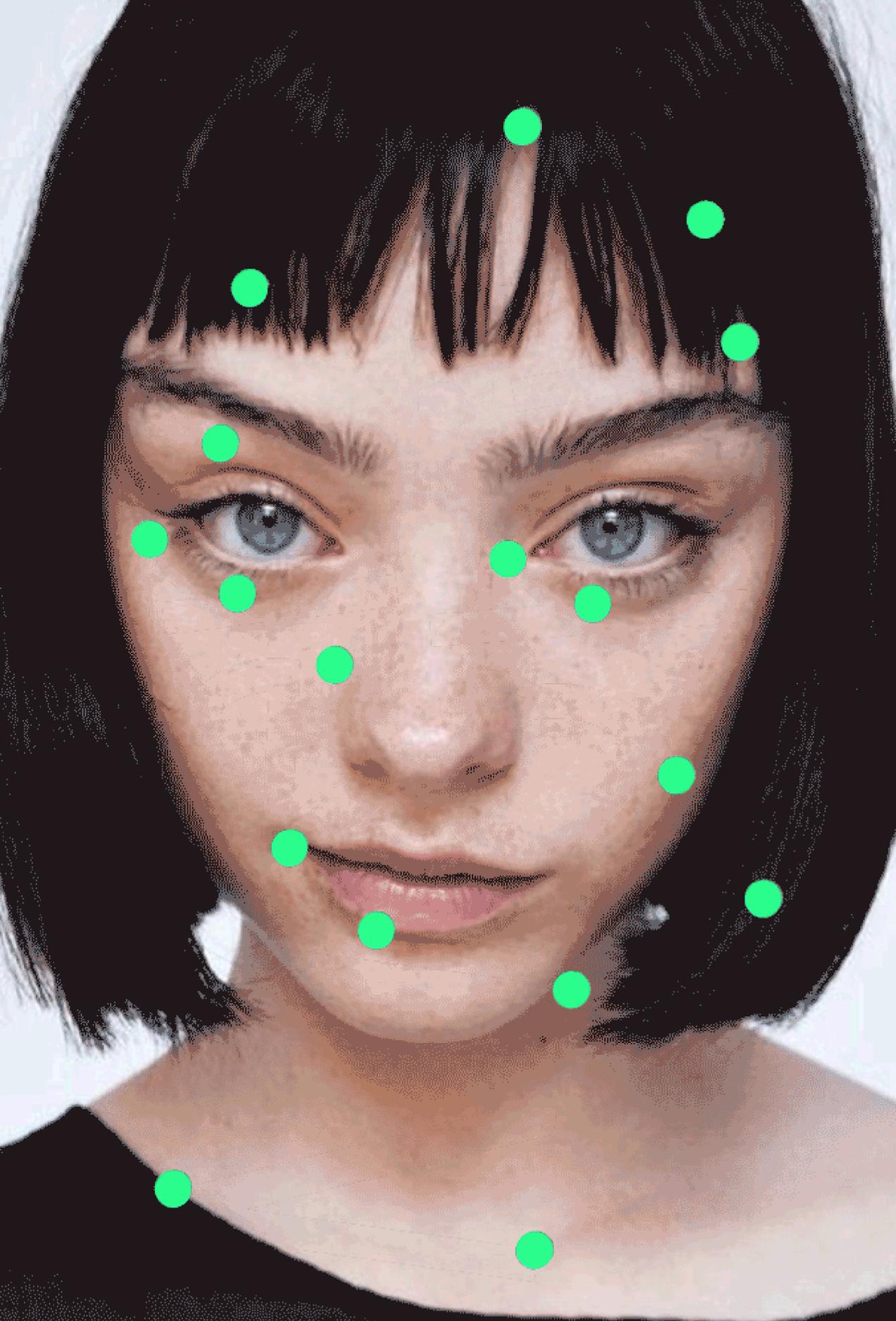
Unverified



Verified

# Dots in Motion

Dots can be use scattered and in motion to convey the inner-workings and activation of our product.





Berbix

v 1.0