Clearspace

The clearspace around our wordmark should always be maintained when used in isolation of our symbol.
Our symbol can be used as shorthand on its own or locked up with our wordmark.
Online verification can be like jumping through hoops but we make it quick and easy with seamless integration.

Symbol Meaning

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.
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.
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 hierarchy.

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

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.
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.
Iconography

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

Verify

Customize

Detect
We use outlined and solid dots to visualize user verification and conversion success.
Dots in Motion

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