Brand Guidelines
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 deliverables.
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

<table>
<thead>
<tr>
<th>Authoritative</th>
<th>We are experts at device identification and want to spread our knowledge.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not too serious</td>
<td>We believe in what we say but use casual language and can laugh at ourselves.</td>
</tr>
<tr>
<td>Innovative</td>
<td>We try new approaches to solve problems.</td>
</tr>
<tr>
<td>Rebel</td>
<td>We aren’t afraid to go against the grain in our opinions or solutions.</td>
</tr>
</tbody>
</table>
Audience Persona

Leaders at tech-forward startups

All developers!

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

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 language 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
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.
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.
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.
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.
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.
Thank you!