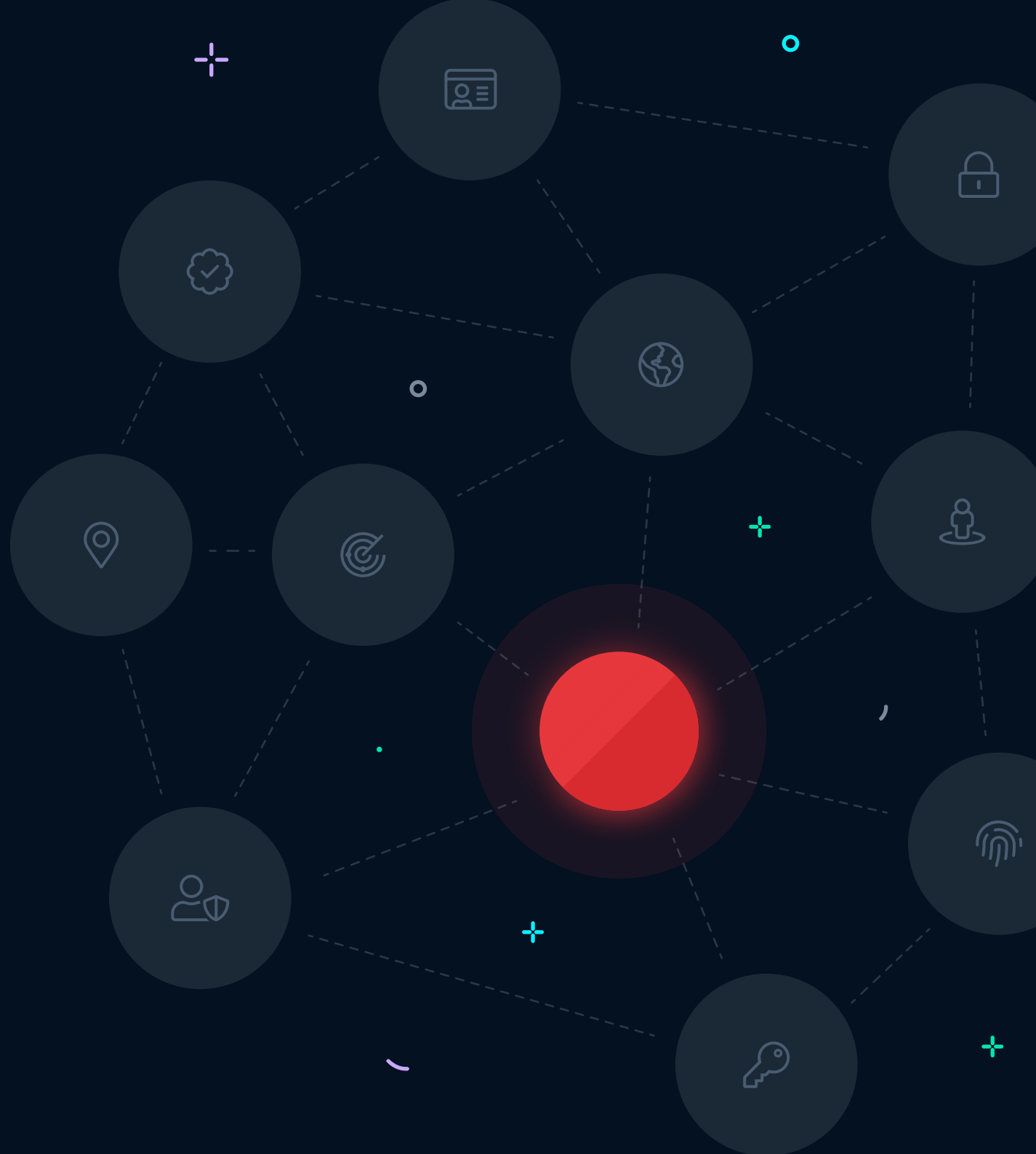


# NOFRAUD

Brand Guide



## Logo Usage & Variations

This is the primary visual form of the NoFraud logo. It's important to associate the name with the mark, and vice versa.

The logo consists of two elements—the text and the NoFraud "Dot".

The logo should be used in full color on a white background or dark background whenever possible. On the following pages we have provided grayscale and single-color versions of the logo as well.

The NoFraud logo is displayed on a dark navy blue background. The word "NOFRAUD" is in a bold, white, sans-serif font. A red circle, representing the "NoFraud Dot", is positioned between the "O" and "F".The NoFraud logo is displayed on a white background. The word "NOFRAUD" is in a bold, dark navy blue, sans-serif font. A red circle, representing the "NoFraud Dot", is positioned between the "O" and "F".

## Grayscale Usage

This version of the logo can be used when color is not an option. However, since the color of the NoFraud Dot is so crucial to the design, we recommend not using the grayscale version unless it's necessary.



## Single Color Usages

This version of the logo uses only one color. We recommend using the red version when restricted to a single-color logo. If red is not an option, you can use the all dark or all white version.

The logo consists of the word "NOFRAUD" in a bold, sans-serif typeface. The letter "O" is replaced by a solid red circle. The entire logo is rendered in red against a white background.The logo consists of the word "NOFRAUD" in a bold, sans-serif typeface. The letter "O" is replaced by a solid dark blue circle. The entire logo is rendered in dark blue against a white background.The logo consists of the word "NOFRAUD" in a bold, sans-serif typeface. The letter "O" is replaced by a solid white circle. The entire logo is rendered in white against a dark blue background.



A photograph of two women sitting at a table in a cafe, looking at a laptop. The woman on the left is wearing a grey top and the woman on the right is wearing a patterned top. They are both smiling. A Starbucks cup is on the table next to the laptop. The background is blurred, showing other people and cafe interior.

**NO FRAUD**

**Prevent Fraud While Elevating  
The Customer Experience**

# Logo Misuse

Here are a few examples of what NOT to do with the NoFraud logo.

✗ Do not change the font, capitalization, or spacing.

NOFRAUD

✗ Do not stretch or distort.

NOFRAUD

✗ Do not use colors outside of brand guidelines.

NOFRAUD

✗ Do not resize or adjust the layout.

NOFRAUD

✗ Do not place the logo on busy backgrounds.





# Colors

The following palette has been selected for use in all communications. Lighter shades of these colors are also appropriate but the logo should only be used with a 100% saturation of brand colors.

The red color can be used to draw attention if used intentionally. Minimal use of color in the design will help to guide people towards action items that use red color.

The three product accent colors should be used in conjunction with the products they represent.



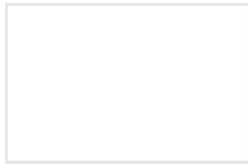
**NoFraud Red**

Hex: #D82B30  
RGB: 216, 43, 48  
CMYK: 0, 80, 78, 15



**Midnight**

Hex: #00E5B0  
RGB: 3, 17, 33  
CMYK: 91, 48, 0, 87



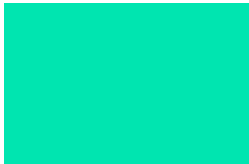
**White**

Hex: #031121  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0



**Checkout Blue**

Hex: #0BF0FF  
RGB: 11, 240, 255  
CMYK: 96, 6, 0, 0



**Protection Green**

Hex: #00E5B0  
RGB: 0, 229, 176  
CMYK: 100, 0, 23, 10



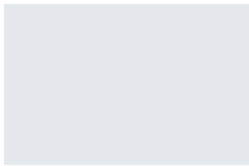
**Managed Purple**

Hex: #C9A8FE  
RGB: 201, 168, 254  
CMYK: 21, 34, 0, 0



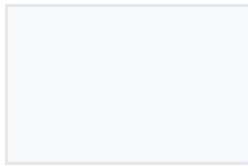
**Body Text**

Body Text  
Hex: #1B2D42  
RGB: 27, 45, 66  
CMYK: 59, 32, 0, 74



**Medium Gray**

Strokes and Lines  
Hex: #E4E8EC  
RGB: 228, 232, 236  
CMYK: 3, 2, 0, 7



**Lightest Gray**

Light Background  
Hex: #F6F8FA  
RGB: 246, 248, 250  
CMYK: 2, 1, 0, 2

# Typography

A b

## Europa

Europa is a modern sans serif combining geometric reduction and humanistic vitality. Despite the distinct geometrical touch and characterful roughness, it can be used for both text and headline purposes, due to optical modulation rather than metrical construction.

**Designer:** Fabian Leuenberger

**Source:** [Adobe Fonts](#)

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

0 1 2 3 4 5 6 7 8 9

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## Questions?

This brand guide was created by [Fixel](#) for NoFraud.

If you have questions please reach out at [vin@wearefixel.com](mailto:vin@wearefixel.com).

