

typing**dna**

Brand guidelines

VERSION 2.0



CONTENTS

→ **Logo**

- Color options
- Clear space
- Clear space – examples
- Size in relation to other logos
- Usage don'ts

→ **Color palette**

→ **Typography**

- Primary font
- Secondary fonts

→ **Illustrations**

→ **Videos**

→ **Contact us**

Hello! 🖐️

Thank you for taking an interest in our brand guidelines; we cannot emphasize enough the importance of brand consistency: it increases awareness, builds trust, and creates an emotional connection to a brand.

The downloads available on www.typingdna.com/press/Press_Kit_TypingDNA.zip are the only approved assets to represent the TypingDNA brand.

LOGO

The logo for TypingDNA, featuring the word "typingdna" in a blue, monospace-style font. The letters are lowercase, with "typing" in a regular weight and "dna" in a bold weight. The font is based on Courier New.

The logo

The TypingDNA logo is an important element of our brand. The main color we use is a shade of cobalt blue inspiring trust, reliability, and friendliness. It is a wordmark based on the monospace font Courier New, relating to our technology based on typing.

We are very proud of our logo and kindly ask you to follow these guidelines to ensure it always looks its best.

LOGO COLOR OPTIONS

typingdna

Main logo color, works best on white and light backgrounds



Dark blue logo, works best on midtone backgrounds



White logo, works best on dark backgrounds

Logo color options

The blue TypingDNA logo is our primary logo colorway. If there is not sufficient contrast with the background color, the dark blue or the white logos should be used. Using the logo consistently across all applications helps to establish and reinforce immediate recognition of the TypingDNA brand.

If you are unable to use the correct color due to technical limitations, you may revert to black and white.

LOGO CLEAR SPACE



Logo clear space

To ensure the logo's legibility, it must be surrounded with a minimum amount of clear space. This clear space insulates our logo from distracting visual elements, such as other logos, text, illustrations, or photography.

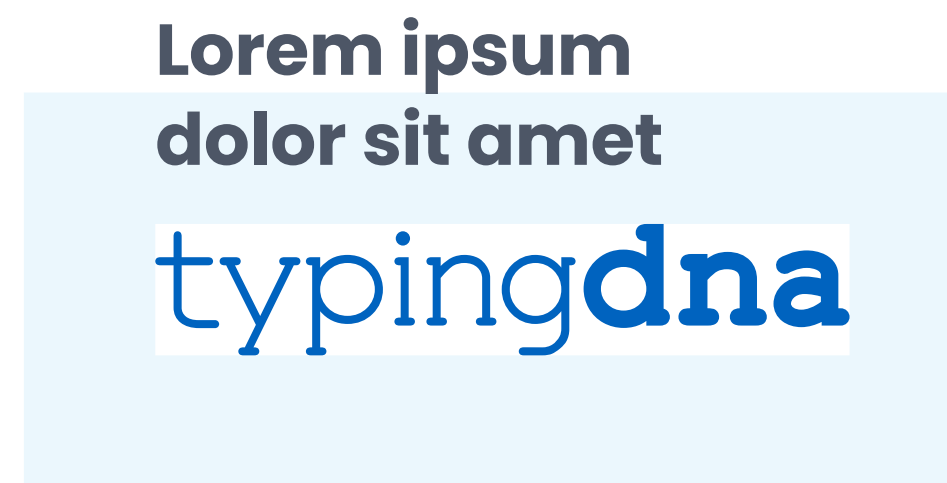
This zone should be considered as the absolute minimum safe distance. In most cases, the logo should be given even more room to breathe.

LOGO CLEAR SPACE - EXAMPLES



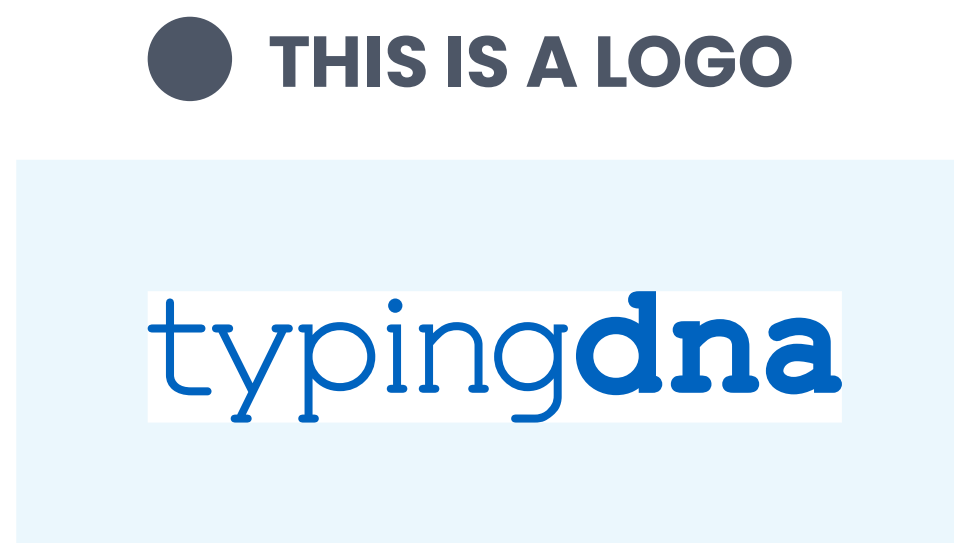
NO

The logo is too close to the TypingDNA logo



NO

The text is too close to the TypingDNA logo



YES

Both logos have enough room so they do not compete with each other



YES

The text has enough space and doesn't distract attention from the logo

Logo clear space - examples

Here you have two examples to illustrate why the minimum clear space is important.

In the top two examples, other elements are placed too close to the TypingDNA logo, and they create an overcrowded and messy visual.

The two examples from the bottom show a correct positioning of the elements; here you can see that you can create a harmonious arrangement by respecting the minimum clear space.

LOGO SIZE IN RELATION TO OTHER LOGOS

● LOGO

&

typingdna



● LOGO

&

typingdna



● LOGO

&

typingdna



Logo size

Be sure the logo is reproduced in a legible size and that it does not appear subordinate to any other partner logos included in the creative executions.

Similarly, do not present the logo in a way that makes it the most distinctive or prominent feature of what you're creating.

LOGO USAGE DON'TS



Do not change the logo color (whatever pretty :) outside those colors specified in the logo color section of this guide.



Do not distort or warp the logo in any way.



Do not rotate the logo.



Do not create outline around the logo.



Don't place the logo on a busy photograph or pattern, ensure to place it on a neutral background.



Don't add glow effects to the logo.



Don't add drop shadow effects to the logo.



Don't present the blue logo on vibrating colored backgrounds, use white or dark blue instead.



Do not change the typeface or otherwise recreate the wordmark



Don't reconfigure or change the size or placement of any logo elements.



Don't place the logo on similarly colored backgrounds, you can use the white or dark blue color instead, see the logo color section for recommendations.

Logo usage don'ts

It is essential that the appearance of the logo remains consistent. To ensure accurate and consistent use, never alter, rotate, embellish or attempt to recreate TypingDNA's brand assets. The proportions and shape of the logo should never be altered for any reason.

COLOR PALETTE

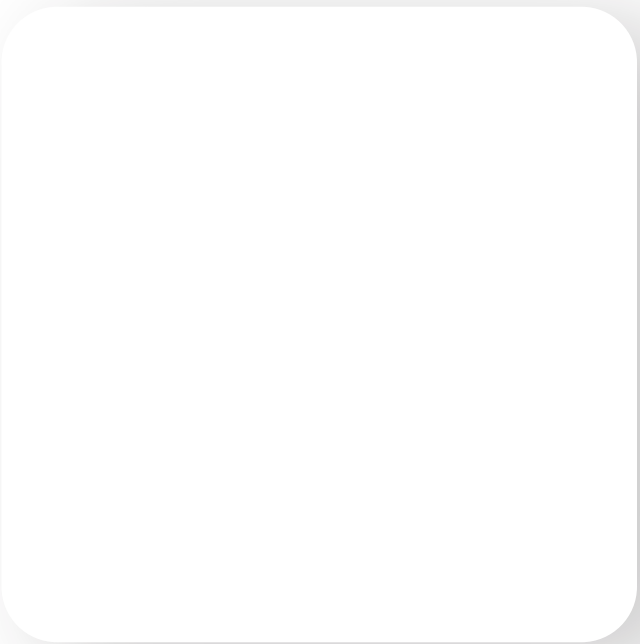
Main colors



HEX 0064C0
R: 0 G: 100 B: 192



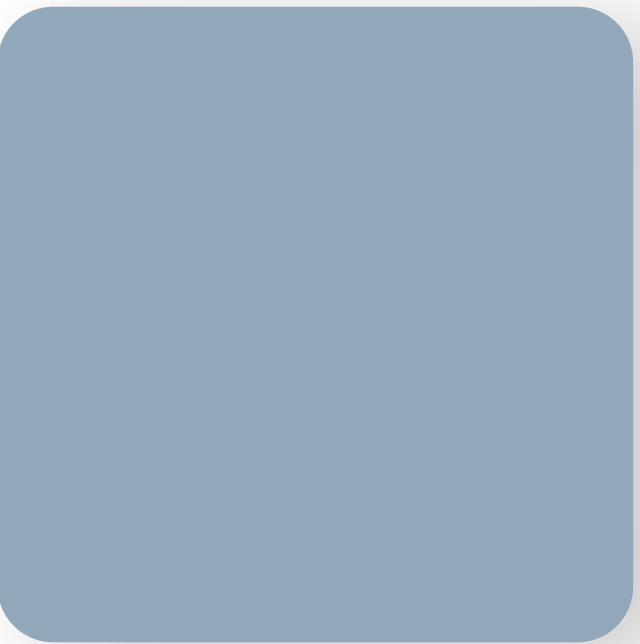
HEX FF7F00
R: 255 G: 127 B: 0



HEX FFFFFFFF
R: 102 G: 102 B: 102

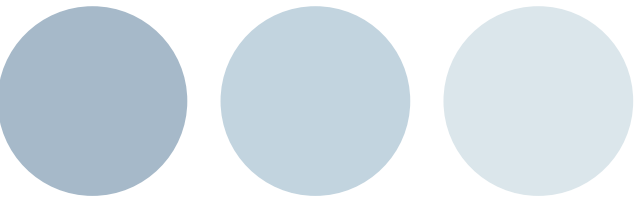
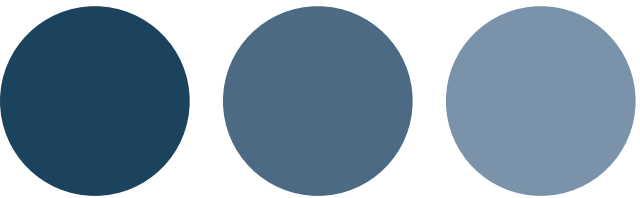
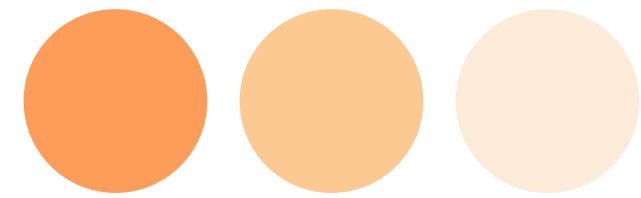
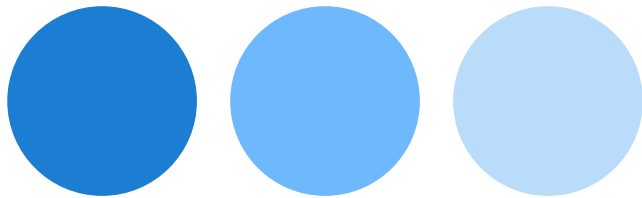


HEX 011C35
R: 1 G: 28 B: 53



HEX 8399B0
R: 131 G: 153 B: 176

Secondary colors



PRIMARY FONT

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

→ Poppins Extralight

→ Poppins Regular

→ **Poppins Semibold**

→ **Poppins Bold**

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

→ Proxima Nova Light

→ Proxima Nova Regular

→ Proxima Nova Semibold

→ Proxima Nova Bold

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

→ Roboto Light

→ Roboto Regular

→ Roboto Bold

ILLUSTRATIONS



The illustrations – devices

We strive to keep a consistent style in our illustrations, using rounded shapes to give a human touch and adhering to our color palette.



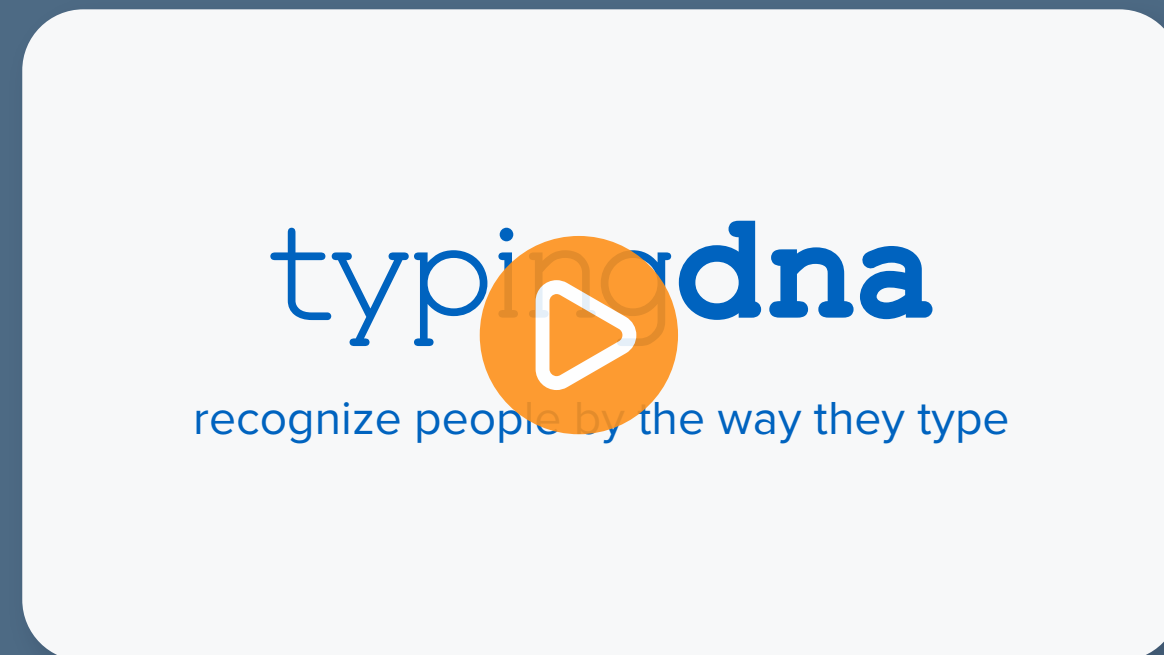
ILLUSTRATIONS



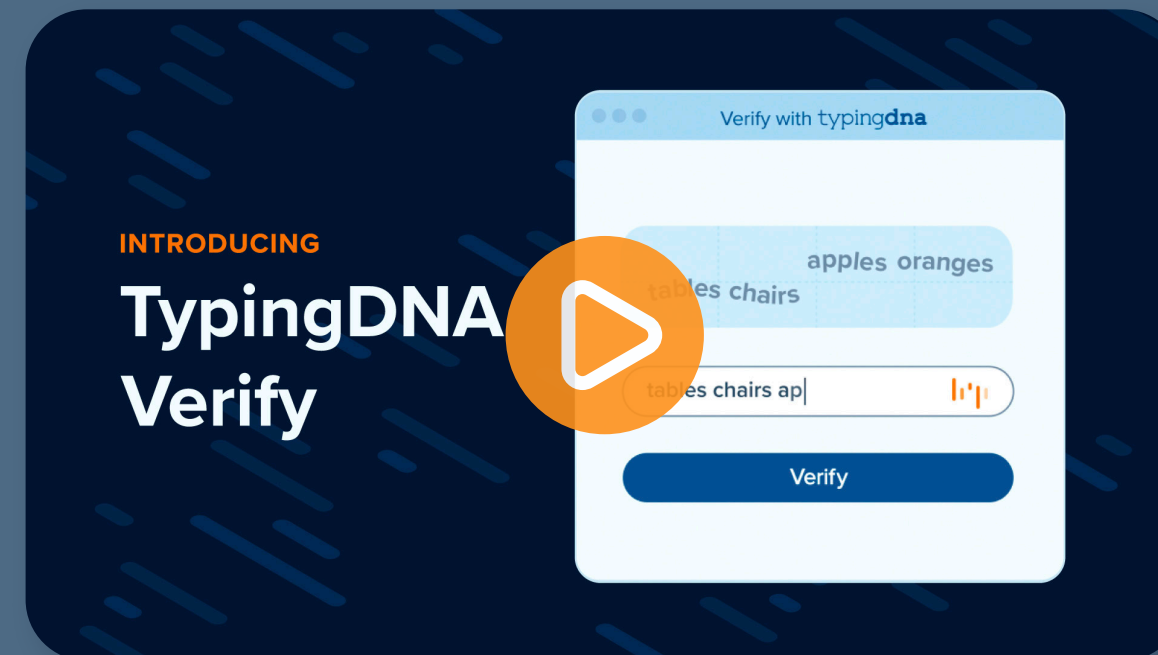
The illustrations – people, using the technology

The human characters help the viewer better connect to the messages we try to convey and give a humanistic touch to the graphics.

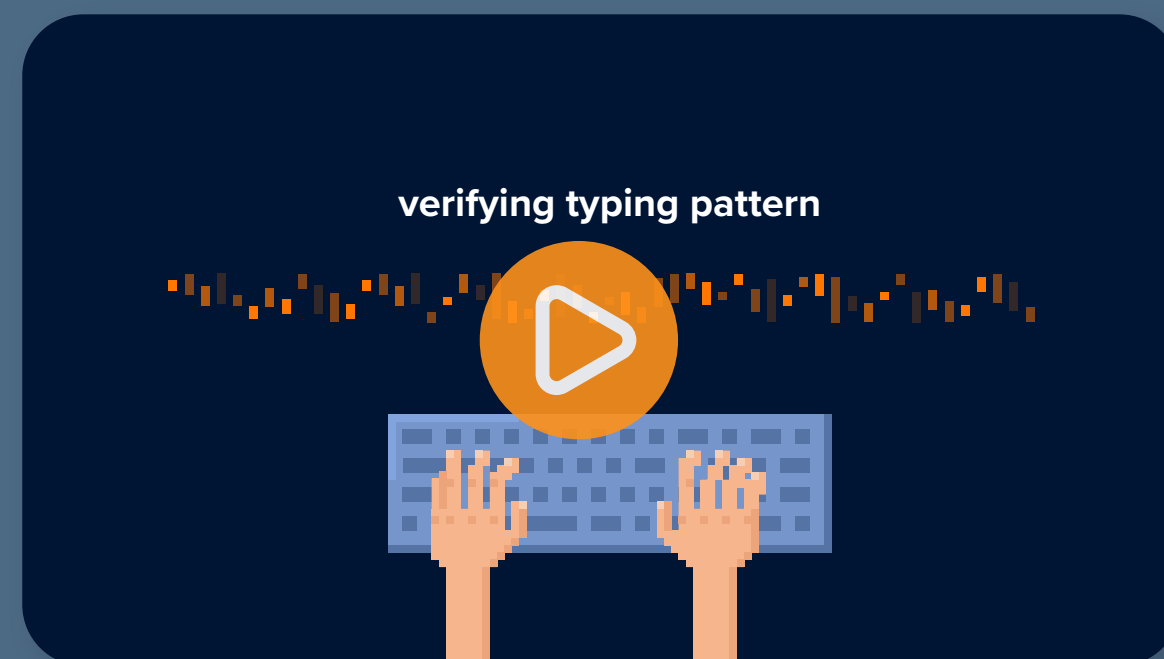
VIDEOS



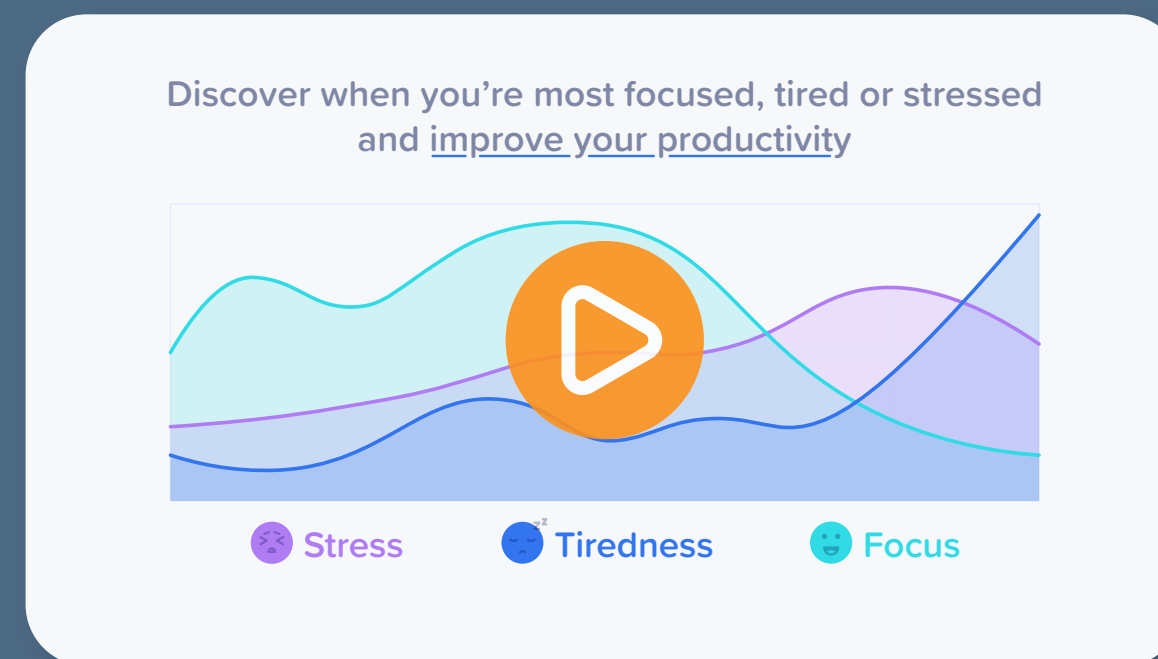
TypingDNA – short presentation



TypingDNA Verify



TypingDNA Authentication API



TypingDNA Focus

Videos

Here you can find links to our most important videos, presenting our typing biometrics technology and our products.

For more videos, visit our **YouTube channel**.

Thank you!

If you are having trouble with anything in this guide, you are missing brand elements from our press kit, or you are unsure if your communication best represents the TypingDNA brand, please contact us.

✉ contact@typingdna.com

💻 typingdna.com

🐦 [@typingdna](https://twitter.com/typingdna)

🌐 [@typingdna](https://www.linkedin.com/company/typingdna)

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