TRUSTDOCK

DIGITAL STYLE GUIDE

CONTENT

BRAND

———

Every transaction is becoming digitalized, and this is an unstoppable force leading us into the future. Here at TRUSTDOCK, we are constantly exploring ways to make identity verification in a fully digital society technically and legally feasible, and safe and reliable for everybody. Through continuous discussion with various leaders from both public and private sectors, we are helping to shape the conversation about how a digital identity should be used to learn from the past and create the future.

We are releasing an ID shooting app that fully realizes online identity verification by linking with our APIs service. With this, TRUSTDOCK can speed up the account opening process for any digital service provider.

LOGO

The logo represents the company identity and is the visual representation of the brand.

The TRUSTDOCK logo must never be altered or recreated without the prior permission of TRUSTDOCK.
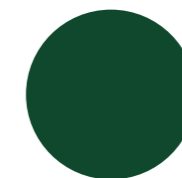
1. Primary Mark

2. Logotype

1

2

TRUSTDOCK

LOGO: COLOR

TRUSTDOCK logo consist of one flat color,

DARK GREEN #0C522C

mark/logotype should NEVER appear in colors other than shown here.

TRUSTDOCK

DARK GREEN
#0C522C

LOGO: CLEARSPACE

A minimum area of space must always surround the mark/logotype lockups.

ensuring that other visual elements are kept clear from the mark.

This area of isolation allows the identity to stand out by

This clear space is based on the height of space between Primarymark & Logotype

TRUSTDOCK

COLOR: PRIMARY

The brand colors consist of carefully selected colors, designed to stand outacross the competitive set.

TRUSTDOCK main brand colors consist of Dark Green, Light Green, Dark Grey, and White

• Dark Green on most dominant elements
• Light Green on small elements
• White on most background
• Dark Grey on text

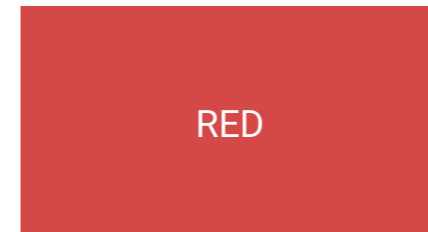|	
DARK GREEN	0C522C C: 91 M: 40 Y: 94 K: 42 R: 12 G: 82 B: 44
LIGHT GREEN	00BE7E C: 73 M: 0 Y:65 K: 0 R: 0 G: 190 B: 126
WHITE	FFFFFF C: 0 M: 0 Y: 0 K: 0 R: 0 G: 0 B: 0
DARK GREY	262626 C: 73 M: 63 Y: 59 K: 75 R: 38 G: 38 B: 38

COLOR: SECONDARY

The colors in the mark should stay consistent at all times, however, some situations call for adjustments.
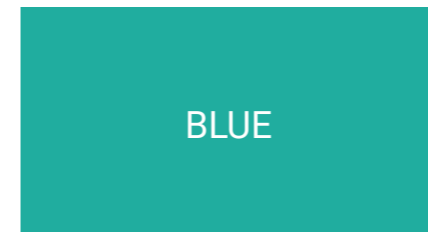
RED	E04141 C: 4 M:86 Y: 71 K: 0 R: 224 G: 65 B: 65
GREEN	5BBC4D C: 65 M: 0 Y: 85 K: 0 R: 91 G: 188 B: 77
BLUE	00A5A5 C: 74 M: 2 Y: 38 K: 0 R: 20 G: 175 B: 171

TRUSTDOCK

TYPOGRAPHY: HEADING

As an online alternative for Helvetica, Worksans font should be used as TRUSTDOCK's online communication materials' Headings wherever possible

WORKSANS

BOLD ——————
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 + = [ ] { } \ | ? > , . ( ) ! @ # $ % ^ * & "

MEDIUM ——————
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 + = [ ] { } \ | ? > , . ( ) ! @ # $ % ^ * &

REGULAR ——————
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 + = [ ] { } \ | ? > , . ( ) ! @ # $ % ^ * &

TRUSTDOCK

TYPOGRAPHY: BODY

Roboto font should be used as TRUSTDOCK's online communication materials' Body text wherever possible.

ROBOTO

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 + = [ ] { } \ | ? > , . ( ) ! @ # $ % ^ * & "

MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 + = [ ] { } \ | ? > , . ( ) ! @ # $ % ^ * & "

REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 + = [ ] { } \ | ? > , . ( ) ! @ # $ % ^ * & "
a b c d e f g h i j k l m n o p q r s t u v w x y z

TRUSTDOCK

TYPOGRAPHY

H1	**SIZE: 60PX	LINE HEIGHT: 72PX	SEMIBOLD**	Worksans
H2	**SIZE: 48PX	LINE HEIGHT: 60PX	REGULAR**	Worksans
H3	**SIZE: 34PX	LINE HEIGHT: 44PX	REGULAR**	Worksans
H4	**SIZE: 24PX	LINE HEIGHT: 34PX	REGULAR**	Worksans
H5	**SIZE: 18PX	LINE HEIGHT: 26PX	REGULAR**	Worksans
Body	**SIZE: 16PX	LINE HEIGHT: 24PX	REGULAR**	Roboto
Small	**SIZE: 14PX	LINE HEIGHT: 22PX	REGULAR**	Roboto

TRUSTDOCK

ELEMENTS

|			
Primary	BUTTON	✓ Icon & Text	Icon & Text →	✓
Secondary	BUTTON	✓ Icon & Text	Icon & Text →	✓
Negative	BUTTON	✓ Icon & Text	Icon & Text →	✓
Inactive	BUTTON	✓ Icon & Text	Icon & Text →	✓

TRUSTDOCK
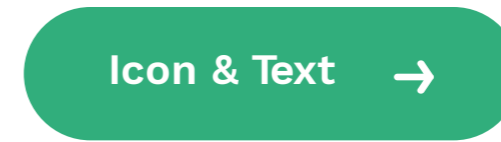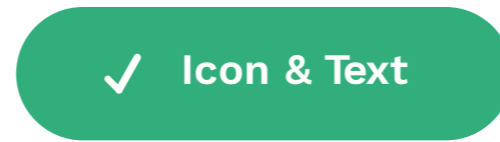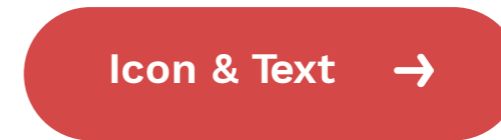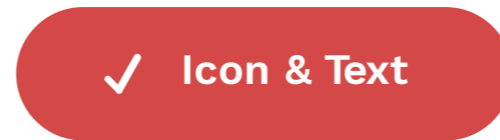
# SERVICES ICONS

Selfie video capture

3-sided ID document capture

Face Recognition/ Face Matching

Personal liveness check using motion & voice recognition

DOPA offline dip chip authentication

OCR
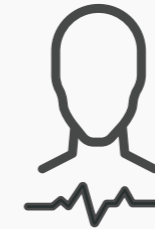
Document randomness check using motion and image recognition

AML/PEPs/ATF risk

DOPA online database verification

SERVICES ICONS (COLOR)

Selfie video capture
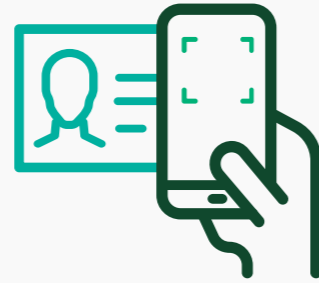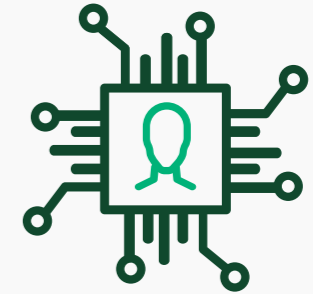
3-sided ID document capture
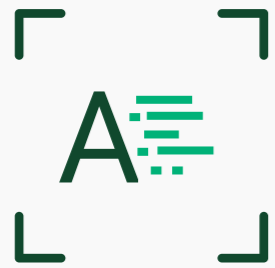
Face Recognition/ Face Matching

Personal liveness check using motion & voice recognition

DOPA offline dip chip authentication

OCR
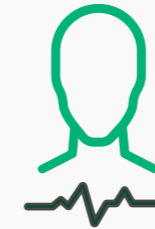
Document randomness check using motion and image recognition

AML/PEPs/ATF risk

DOPA online database verification

PHOTOGRAPHY

Use consistent, cohesive visual styles.

• Ensure imagery is high quality and high resolution.

• Images content should focus on service of security ID placement.

• Images composition should not be busy and complex, but rather minimal and symmmetrical

TRUSTDOCK

QUESTIONS?

For any questions with this style guide, please contact:

VIMI.
ask@vimi.co