

Accredible Brand Guidelines.

Powering the World's Credentials

The world's most comprehensive badge and certificate service.



UK Office

33 High Street Back
Ely / Cambridgeshire
CB7 4WH



US Office

800 West El Camino Real, Suite 180
Mountain View
CA 94040

Brand Guidelines Content.

Introduction	5
Brand Elements Overview	7
Logo	8
Color Palette	14
Typography / Font	15
Patterns	21
Icons	22
Presentations	24
Email Signature	25

Welcome to Accredible's Brand Guidelines.

Introduction.

Our Accredible brand directly conveys who we are as a company, reflecting the products and services that we bring to market, the spirit and talent of our people, and the relationships that we share with our customers.

To build the Accredible brand, it is important for us to boldly embrace our brand in everything that we do and to consistently communicate what it means.

We developed these brand guidelines to help accomplish this goal. They outline the basic elements to visually communicate our brand and to demonstrate how these elements come together to create a compelling and unified expression. By adopting and applying these guidelines, we ensure that our communications—both visual and verbal—align with our essence and attributes, and help us to successfully build our Accredible brand and our business.

Our Brand Elements

Brand Elements Overview

Our brand elements are the key ingredients that we use to create our communications. The combination of elements—logo, taglines, color, imagery, typography, icons —helps us express, both powerfully and uniquely, the Accredible brand.

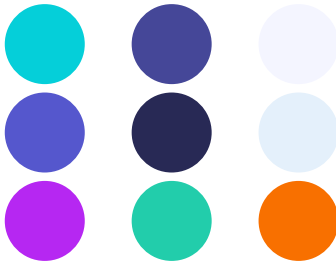
LOGO



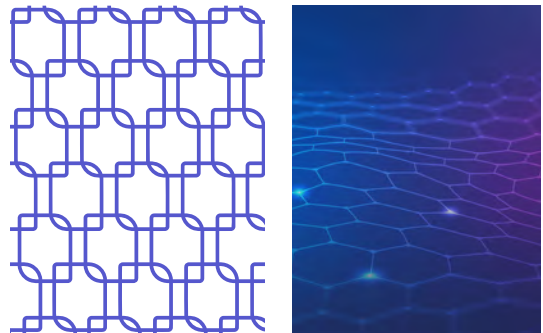
TAGLINE

Powering the World's Credentials

COLOR PALETTE



PATTERNS

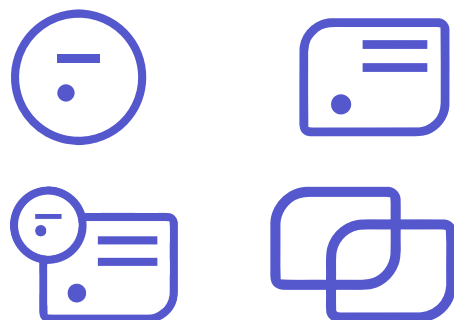


TYPOGRAPHY

LEXEND DECA LIGHT
LEXEND DECA REGULAR
LEXEND DECA SEMIBOLD
LEXEND DECA BOLD

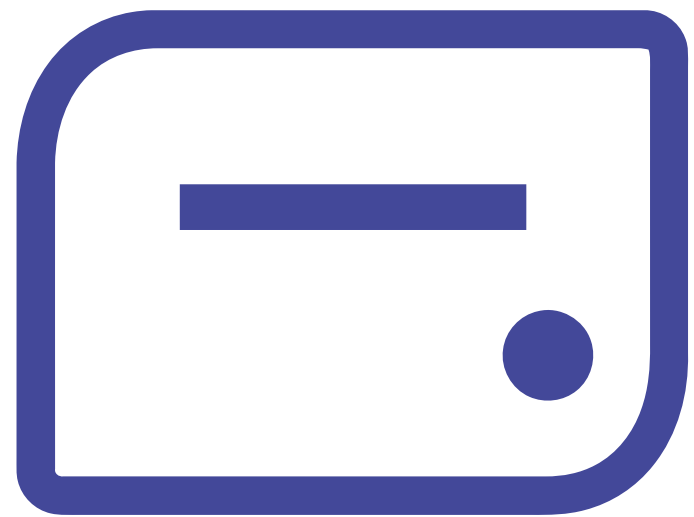
SOURCE SANS PRO (SECONDARY)

ICONS



Logo

The Accredible logo evokes the supportiveness of our brand. Infused with innovation and inspiration, the logo 'uplifts' the viewer with vibrant color variations.



Accredible

Logo: Color Variations & Backgrounds











A set number of color variations and recommended backgrounds for the logo ensure its clarity, legibility and impact in our communications.

The Accredible logo may only be used in the below color variations. The Purple logo is the preferred logo used on a white background. Alternatively, the Accredible

logo may appear in White on a background using a dark color with strong contrast.

For black and white print materials, the logo may be used in black and appear on a white or light background.

We have two logo variations: vertical and horizontal.

	Horizontal	Vertical
Purple logo	 Accredible	 Accredible
Blue logo	 Accredible	 Accredible
Teal logo	 Accredible	 Accredible
Reverse logo	 Accredible	 Accredible
Black logo	 Accredible	 Accredible

Logo: Incorrect Use

Accredible policy prohibits the alteration of the Accredible logo. Respect the integrity of the Accredible logo at all times. Do not stretch, condense, or otherwise morph it. Any modification of the logo confuses its meaning and diminishes its impact.



DO NOT distort or alter the logo.



DO NOT recreate the logo in another typeface.



DO NOT add a drop shadow to the logo.



DO NOT alter the color of the logo.



DO NOT place the logo on a busy background or on a photographic background with insufficient contrast.



DO NOT place the Purple logo on a dark-color background.

Logo: Clear Space

Nothing may be placed above, below or beside the Accredible logo. Keep plenty of room between the Accredible logo and other elements such as graphics, text and the outside edges of printed materials. In general, a large amount of visually uninterrupted space should remain clear for optimal visibility.

The Accredible logo is an important asset of our brand. Always position the logo for maximum impact and surround it with a healthy amount of breathing room to ensure its presence and legibility.

Exhibits below illustrate the clear-space requirements.

Standard Clear Space

Standard clear space on all sides of the Accredible logo is equal to the height of the “e” in Accredible. When possible, allow more clear space.



Digital Clear Space

To accommodate space restraints in digital applications, the minimum clear space on all sides of the logo is equal to half of the height of the “e” in Accredible. When possible, allow more clear space.



Vertical Logo Clear Space

Standard clear space on all sides of the vertical Accredible logo is equal to half of the height of the “e” in the Accredible logo. When possible, allow more clear space.

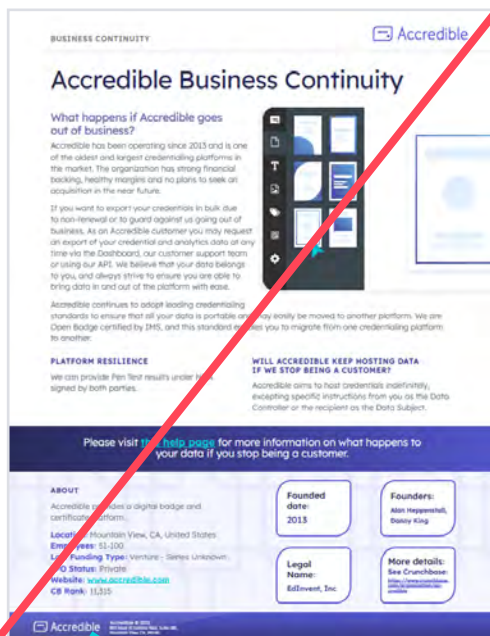


Logo Clear Space: Incorrect Use

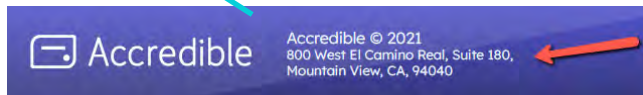
Accredible policy prohibits placing items above, below or beside the logo. Text or imagery should be placed as far away from the logo as possible.

Respect the integrity of the Accredible logo at all times. Always surround the logo with a healthy amount of breathing room (clear space) to ensure its presence and legibility.

Before



After



DO NOT place elements near the logo when space allows for more distance.

Align legal copy, web addresses, and headlines to the left/right of the page or format with plenty of space between.

Logo: Minimum Size

Minimum size is the smallest size at which to safely reproduce the logo for both print and digital applications.

Exhibit below illustrate the minimum-size requirements.

Minimize Size

When reproducing the logo, be aware of its size and legibility. To ensure quality reproduction, the horizontal logo must appear no smaller than 0.75 inch wide and the vertical logo must not appear smaller than 0.5 inch wide.



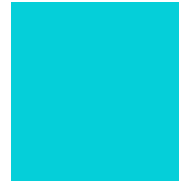
Color Palette.

Accredible Brand Colors

Primary
Color

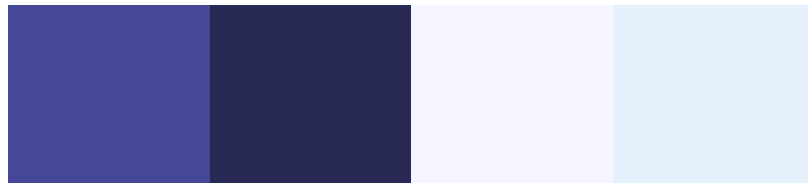


HEX: #5557cd
RGB: r85 g87 b205
CMYK: c75 m71 y0 k0
PMS: 2725 C



HEX: #05cfd9
RGB: r5 g207 b217
CMYK: c65 m0 y20 k0
PMS: 311 C

Secondary
Color



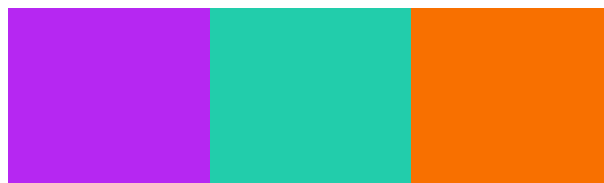
HEX: #454798
RGB:
r69 g71 b152
CMYK:
c87 m84 y3 k1

HEX: #282955
RGB:
r40 g41 b85
CMYK:
c95 m91 y37 k32

HEX: #f4f5ff
RGB:
r244 g245 b255
CMYK:
c3 m2 y0 k0

HEX: #e4f0fb
RGB:
r228 g240 b251
CMYK:
c9 m2 y0 k0

Note: these
colors should be
used sparingly,
as supporting or
complementary
colors



HEX: #b627f2
RGB:
r182 g39 b242
CMYK:
c50 m80 y0 k0

HEX: #22cdab
RGB:
r34 g205 b171
CMYK:
c67 m0 y46 k0

HEX: #f87000
RGB:
r248 g112 b0
CMYK:
c0 m69 y100 k0

Gradient Examples

Teal > Purple
Gradient



Blue > Dark
Blue Gradient



Purple > Blue
Gradient



Typography

Typography.
Primary Typeface

Aa

Lexend Deca.

Rorum nimmeriam
quiam, conet
ommoditas aliassit
fugit, eost occum
facipsam faccum in
eatem eossunt etur
sapis rerspid estem qui
ad moluptati volenis
aborecabore pa nimod.

AaBbCcDd EeFfGg
HhIi0123456789
+;%@*

Typography.

Primary Typeface Weights

Light

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

SemiBold

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Bold

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Context Text and Headlines

Headline

Powering the World's
Credentials

Lexend Deca Light
10/13 pt Type / 12 Leading

Headline

**Powering the World's
Credentials**

Lexend Deca SemiBold
10/13 pt Type / 12 Leading

Headline

Powering the World's
Credentials

Lexend Deca Regular
10/13 pt Type / 12 Leading

Headline

**Powering the World's
Credentials**

Lexend Deca Bold
10/13 pt Type / 12 Leading

Typography

Typography.
Secondary Typeface

Aa

Source Sans Pro.

Rorrum nimperiam quiam,
conet ommoditias alia
fugit, eost occum facipsam
faccum in eatem eossunt
etur sapis rerspid estem
qui ad moluptati volenis
aborecabore pa nimod.

AaBbCcDd EeFfGg

HhIi0123456789

+;%@*

Typography.

Secondary Typeface Weights

Light

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:-_*")

Regular

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:-_*")

Bold.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:-_*")

Light.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost, totassum facepe natur? Udit veliciet exerumenim que non nesecum entotam ilit as nosae nullaccae pelitiis molupisit.Ferciat accatis ciendit dolut. ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost, totassum facepe natur?

Bold.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost, totassum facepe natur? Udit veliciet exerumenim que non nesecum entotam ilit as nosae nullaccae pelitiis molupisit. ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost, totassum facepe natur?

Regular.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost, totassum facepe natur? Udit veliciet exerumenim que non nesecum entotam ilit as nosae nullaccae pelitiis molupisit. ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost, totassum facepe natur?

Typography: Specifications

The use of slightly larger Lexend Deca Regular font for key information gives our messages a bold and confident tone, while the use of sentence case for body copy helps make our content easy to read. Use the guidelines below when setting typography, but always consider the type of application and how the content is presented to ensure readability and impact.

HEADLINES & CALLOUTS

- Use Lexend Deca Bold Type size varies, depending on the application
- Use type at 100% opacity for headlines appearing on white or color backgrounds

Page Headline Lexend Deca

Body copy ¹⁰/₁₃ pt. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud si ut.

Callout Copy
Lexend Deca Regular
Exerat Venis Sed Ma Ipis
Ipsum Sit Dolor.

SUBHEADLINES

- Use Lexend Deca Semibold, minimum of 10/13 pt, 12 Leading

Subheadline Lexend Deca ¹⁰/₁₃ PT

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

- Bullet point copy
- Bullet point copy
- Bullet point copy
- Bullet point copy

Diagram
Name

BODY COPY

- Use Lexend Deca Regular, minimum of 10/13 pt, 12 Leading

Subheadline Lexend Deca ¹⁰/₁₃ PT

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco

Subheadline Lexend Deca ¹⁰/₁₃ PT

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco



Typography: Incorrect Use

Always use typography in a clear and organized manner so that our messages will be better understood.

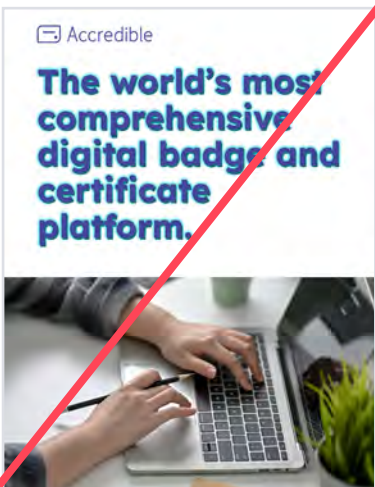
Displayed below are some examples of the incorrect use of typography.



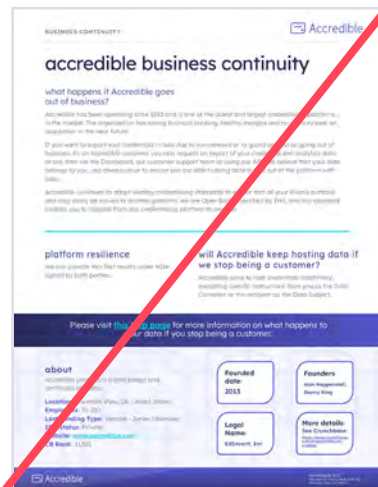
DO NOT apply messaging on photos without strong contrast.



DO NOT use unapproved typefaces.



DO NOT add effects to the text.

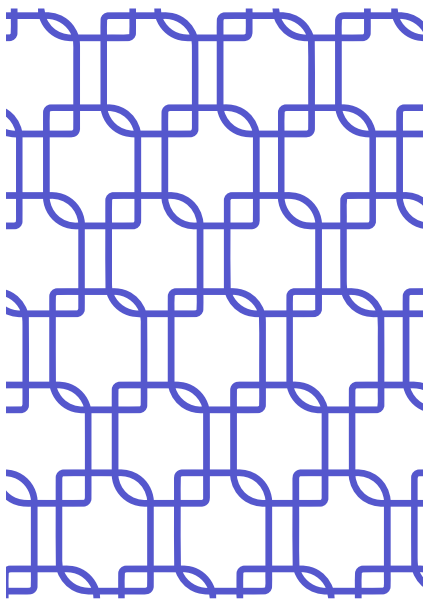


DO NOT use sentence case or lowercase for headlines & subheadlines.

Patterns

Our patterns are clean, simple and include a flavor of “nature”. When creating new patterns, avoid using shapes with sharp, straight edges.

Instead, use patterns that resemble nature, with soft, rounded edges.



Icons

Our icons are used across multiple mediums & collateral, including web pages, brochures, presentations, video and more.

When creating icons, try to create them in a “line” style where the icon is comprised solely of line art.

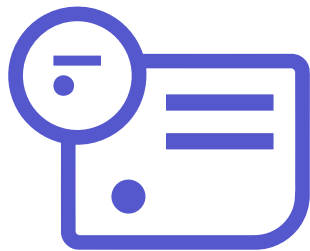
Below are some examples of approved icons as a reference.



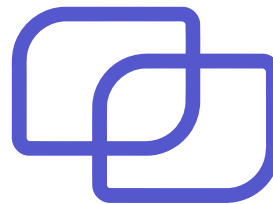
Badges



Certificates





















Digital
Credentials



Blockchain
Credentials

Icons - continued

Below are additional examples of approved icons as a reference.

Integrations		Blog	
Spotlight Directory		Case Studies	
Digital Wallet Cards		Guide and Checklists	
Branding Features		Videos	
Premium White Labeling		Webinars	
Job Market Insights		Customers	
More Features		Badge Designer	
Example Credential		Data Security and Privacy	
FAQs		Knowledgebase	

Presentations

In slide presentations, brevity of text is essential. Slides should highlight the audio presentation, not repeat it word-for-word.

Multiple points are best made with short, bulleted items or, using multiple slides, revealed as the speaker makes each point. Simple, strong visuals are recommended for supporting graphics.

Simple & subtle animations are encouraged when allowed.

Keep the principles below in mind when creating presentations.

Link to master slide deck and instructions:

[Master Slide Deck \(Click Me\)](#)

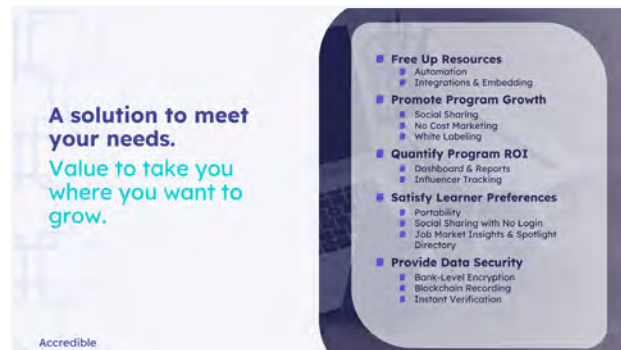
Cover Slide

For cover slides, use imagery that resonates with the industry and audience.



Text Slide Example 1

Keep the layout clean, open and organized so that our messages and information are easy to read and understand.



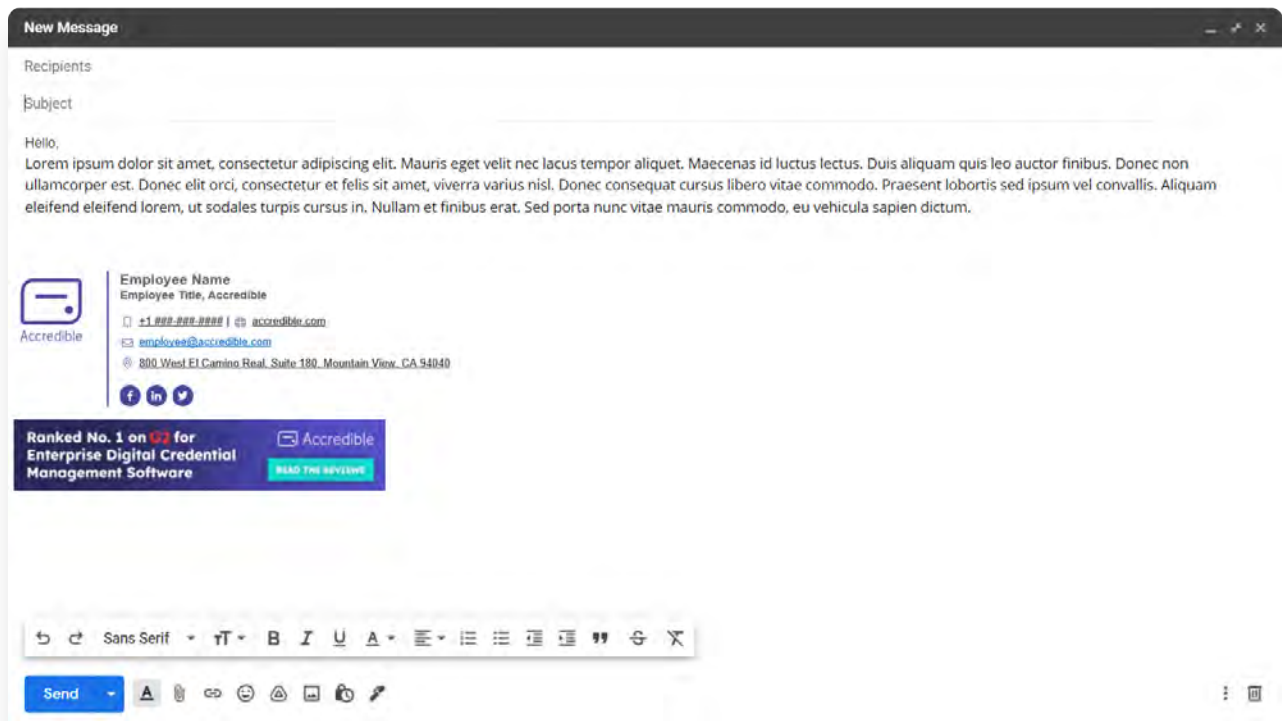
Text Slide Example 2

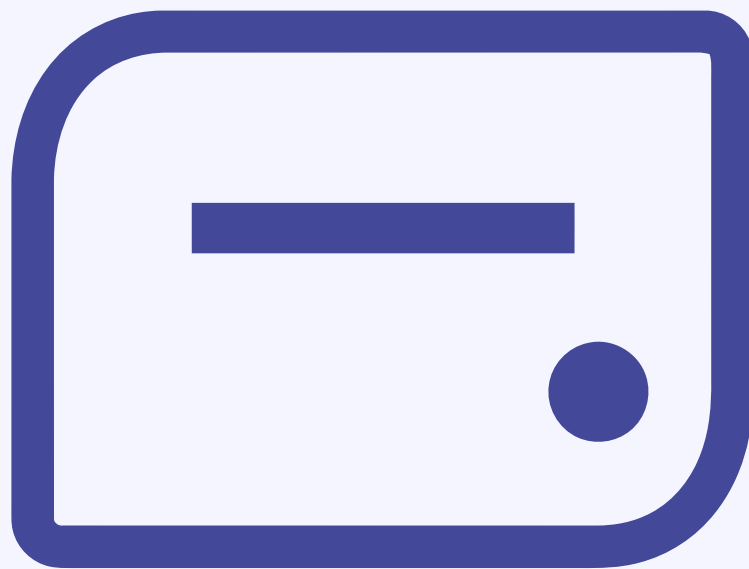
Try to integrate our brand shapes, patterns and color into each slide.



All Accredible employees should use the same email signature structure as illustrated below for consistency.

Accredible uses WiseStamp to manage and distribute all employee signatures. Please contact [Steve Smith](#) with any questions.





Accredible