



Brand Guidelines

Verbal Identity

/ Introduction

/ Purpose

/ Personality

/ Audience Persona

/ Values

/ Vision

/ Mission

/ Tone of Voice

Visual Identity

/ Logo

/ Font

/ Color

/ Icons

/ Illustration Style

This document articulates the mission, values, and persona(s) for the Fingerprint brand.

It contains tools and guidelines to help maintain the integrity and spirit of Fingerprint's brand for all content deliverables and in all media.

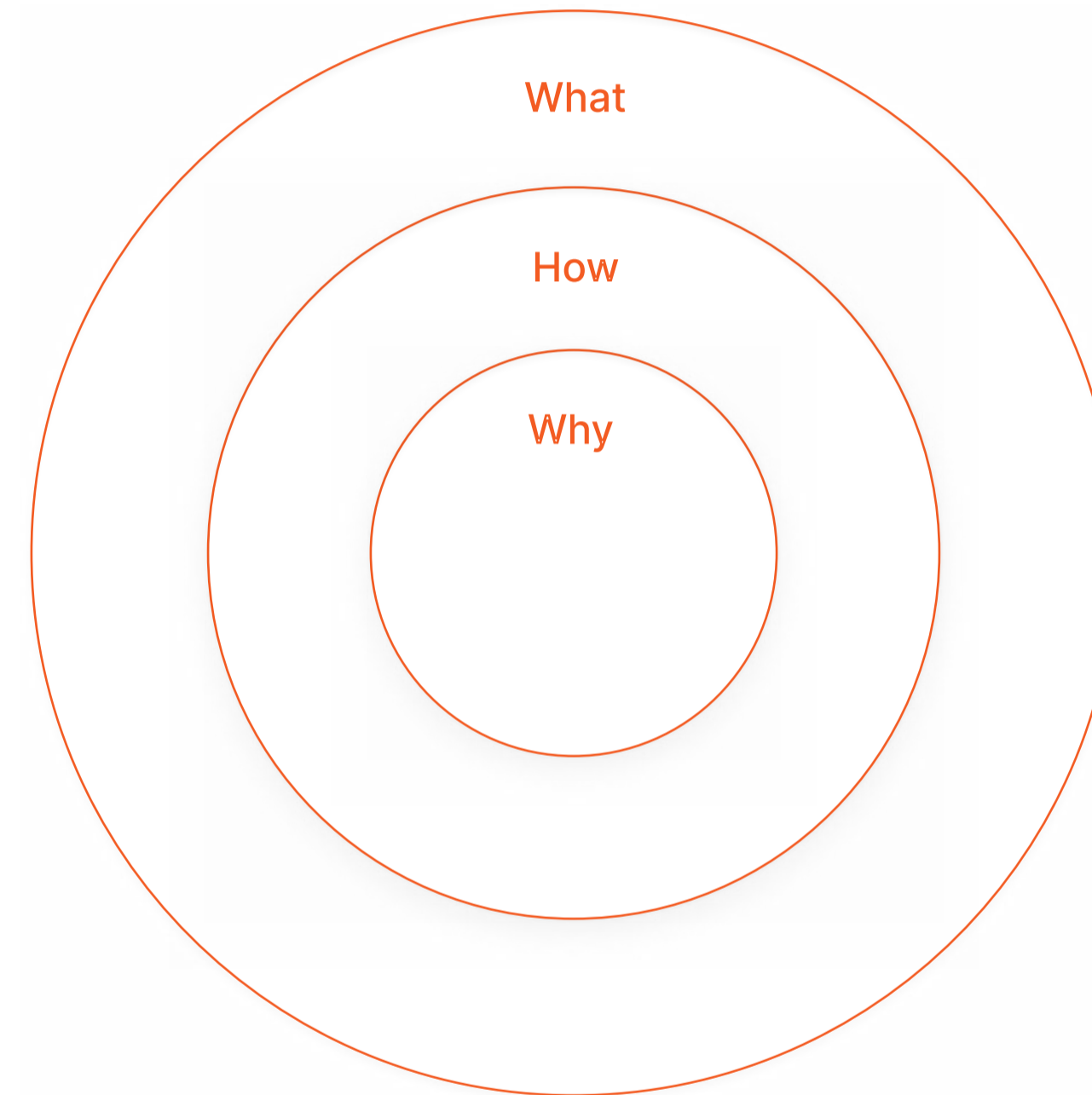


Verbal Identity



Purpose

Purpose is the fundamental reason why a company exists beyond making a profit. Having a purpose helps define the impact the company wants to have on its customers, community, and the world, providing a sense of direction and meaning.



**The Golden Circle Model by Simon Sinek*

Why_

Online fraudsters are always evolving their tactics and tools. Fingerprint wants to help stop them.

How_

Device research, open source projects, and API distribution model.

What_

Identify devices with the highest possible accuracy.



Personality

Personality is the set of human characteristics and traits that a brand adopts in its communication and interactions. It helps create a distinct and relatable identity, making the brand more memorable and engaging to its audience.

Authoritative

We are experts at device identification and want to share our knowledge.

Not *too* serious

We believe in what we say but use casual language and can laugh at ourselves.

Innovative

We try new approaches to solve problems.

Rebel

We aren't afraid to go against the grain in our opinions or solutions.



Audience persona

An audience persona is a detailed representation of a typical member of your target audience. It includes demographic information, behaviors, pain points, and motivations. This helps guide marketing strategies and content creation to better connect with and serve the audience.

Leaders at tech-forward startups

All developers!

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



Values

Values are the fundamental beliefs and principles that guide an organization's behavior and decision-making. They define the company's culture, shape its interactions, and influence how it conducts business.

Reliable

Cutting-edge

Transparent



Vision

This is the statement that describes our company's long-term goals and aspirations. It provides a clear picture of the desired future and serves as a source of inspiration and direction for the organization.

We aim to create the
most **developer-friendly**
anti-fraud API solutions



Mission

A mission statement defines a company's purpose and primary objectives. It outlines what the organization aims to achieve and the core values that guide its actions.

Empowering developers to
stop online fraud in real time



Tone of Voice

The tone of voice is how our brand communicates with our audience. It defines the personality and style in our messaging, ensuring consistency and relatability across all channels.

Casual_

While we use proper spelling and grammar, our communication style isn't overly formal.

Concise_

We avoid fluff and get the point across in the fewest words possible.

Insightful_

We aim for high information density and present new ideas 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 include links to related docs or definitions as needed.



Visual Identity



Logo



Primary Logo

Includes our company name and our icon.
It is our most important brand recognition
element.



Alternate logo

This logo uses the elements of the primary logo arranged in a different composition. It provides with more flexibility to use the logo in different design settings or context.



Fingerprint



Proportions and usage

Horizontal

Horizontal logo should be used as primary logo in squares or when width is longer than height.

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 160px width for digital and 1.125 inches wide for print

HORIZONTAL



160 WIDTH

VERTICAL



116 WIDTH



Logomark usage

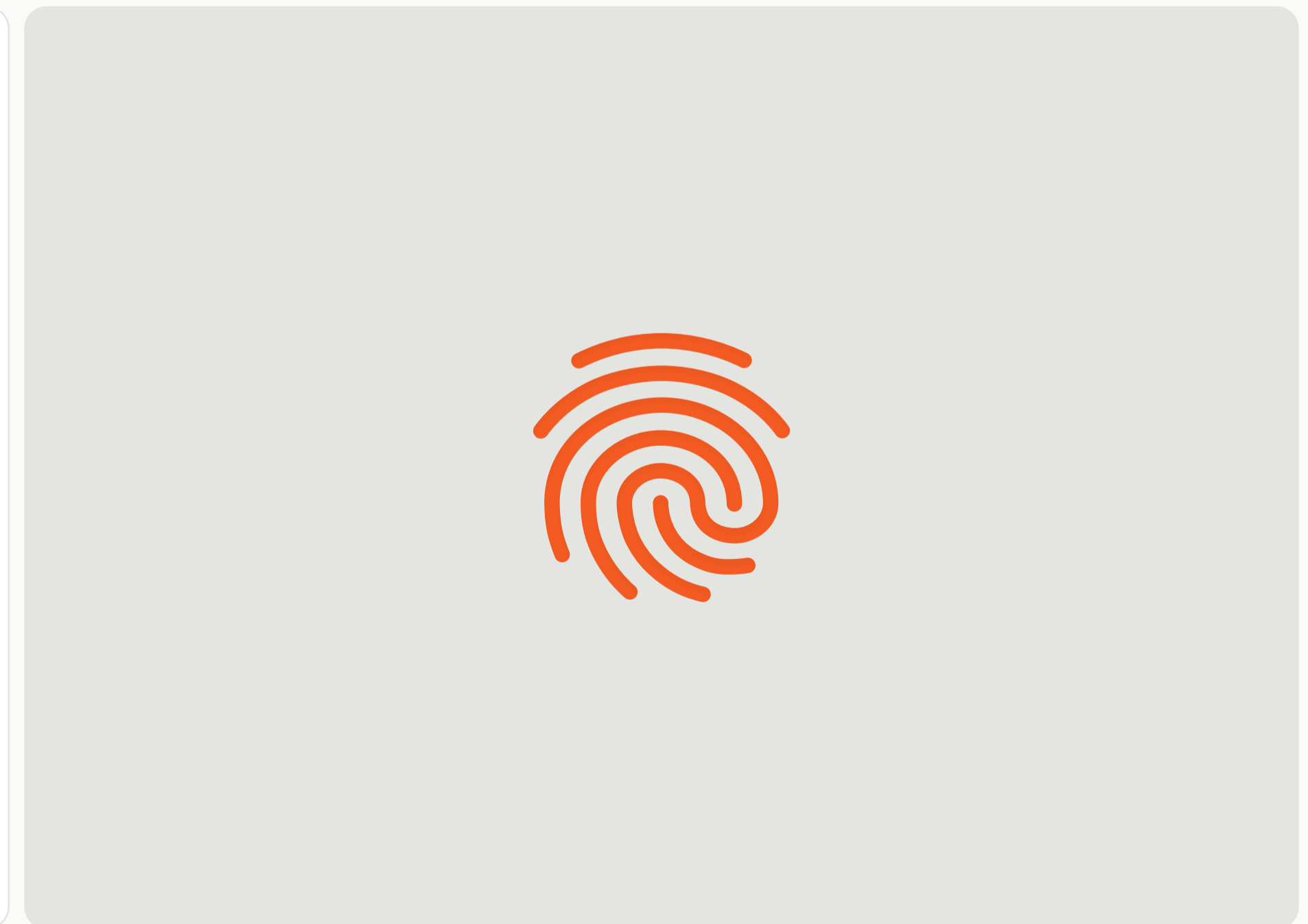
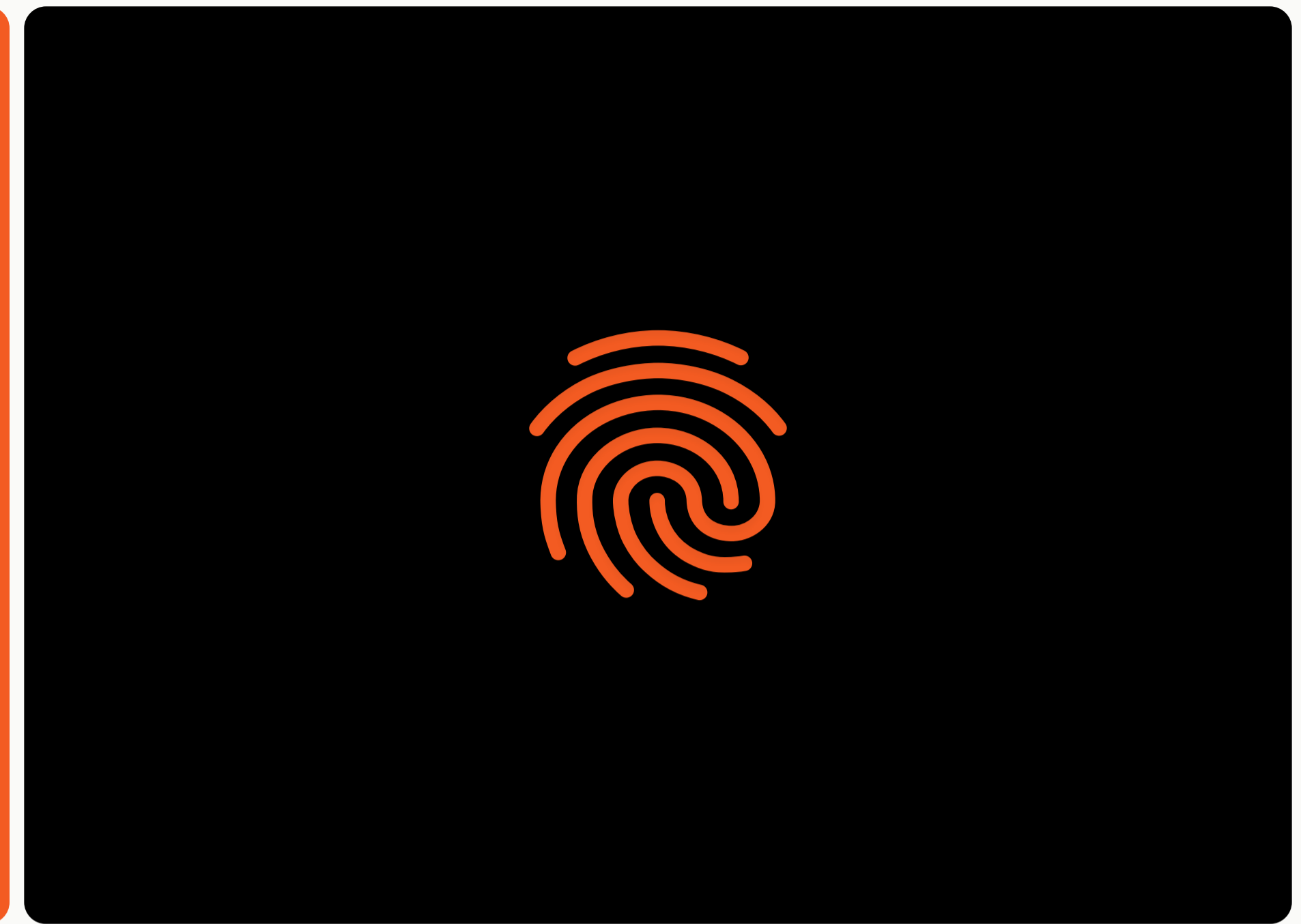
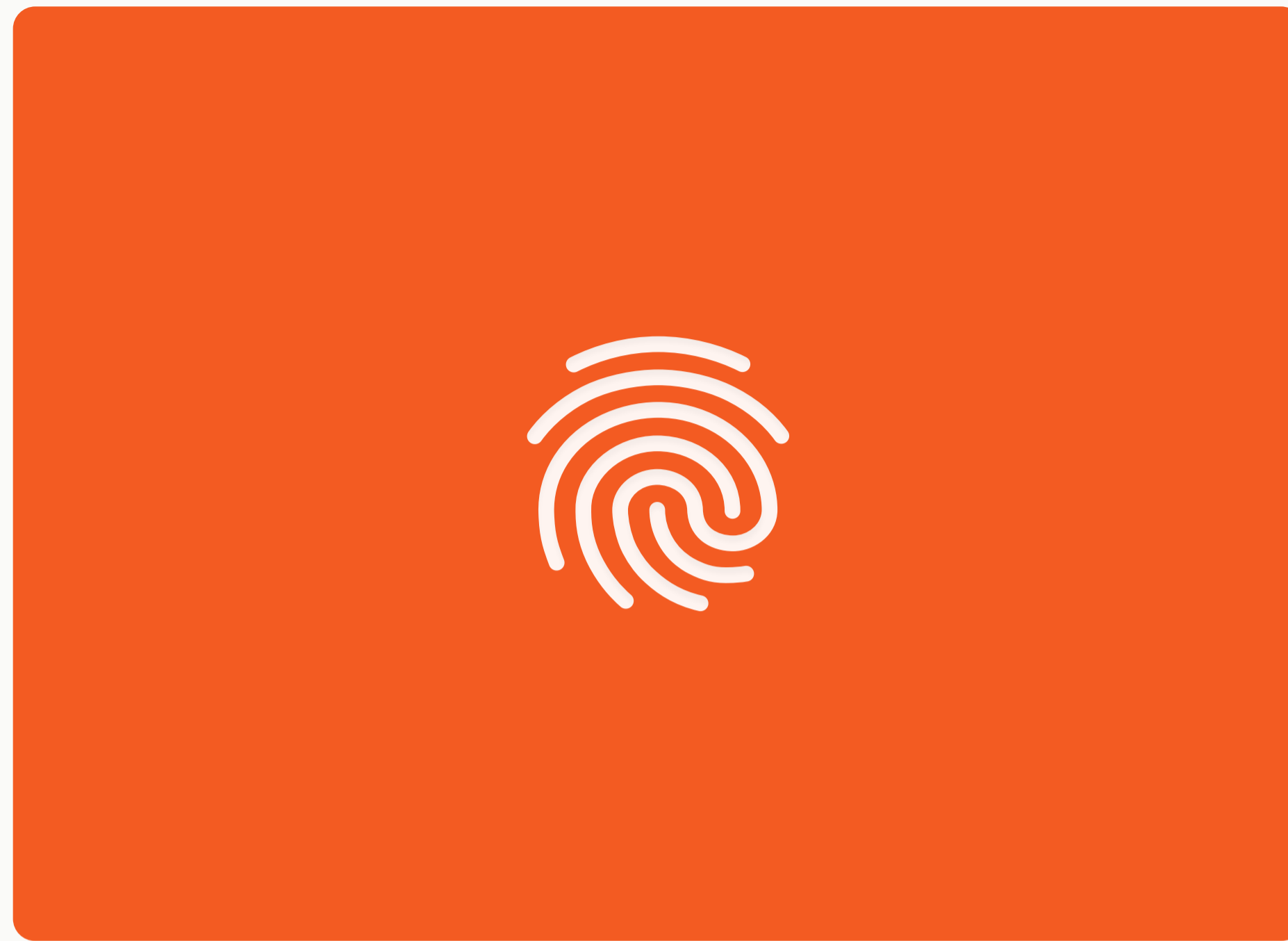
When space is limited or we just want to sign a document, it is acceptable to use the Fingerprint icon by itself. Always make sure it is centered in its background shape and leave sufficient space around the edges.



Logo in Color



Icon in Color



Dos and don'ts

Use the color or reversed versions of the logo when possible.

Dos

- / 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.

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.



Font



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.
Download the font [here](#).

We use inter as our main font for website and marketing deliverables.

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Font Example

Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Font Example

Inter Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Font Example



Secondary font

JetBrains Mono has an increased letter height for better reading experience. It has slightly wider letters compared to other Mono Spaced fonts.

JetBrains Mono is Fingerprint's 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.

JetBrains Mono Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Font Example

JetBrains Mono Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Font Example

JetBrains Mono Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

Font Example



Hierarchy

These are general guidelines for the Fingerprint type system. View this as a starting point and adjust based on size and purpose of the final deliverable.



For our website, we have our own complete font system we should always use to maintain coherence. [Find it here](#)



H1

Inter 500/600
size 64 / line-height 80

H2

Inter 500/600
size 42 / line-height 60

H3

Inter 500/600
size 28 / line-height 36

LABEL

JetBrainsMono
sizes 12,14,16 / 5% letter-spacing

Paragraph L

Inter 400
size 20 / line-height 28

Paragraph Small

Inter 400
size 16 / line-height 24

Solving big problems with device identity

Recognize your users across all touchpoints

Prevent Fraud
Understand your traffic
Improve UI/UX

Made for developers_

Fingerprint enables engineering, fraud, and product teams to quickly solve their toughest challenges within security, analytics, and UI/UX.

Highest identification accuracy using fingerprinting, fuzzy matching, and server-side techniques.

Font in use

Font size on marketing digital and printed collateral can be adapted to what's more convenient depending on the context or channel.


Use Cases_


Build **safe** and **seamless** products

The device intelligence platform for visitor intent.
Reduce friction for the good guys. Stop the bad guys.

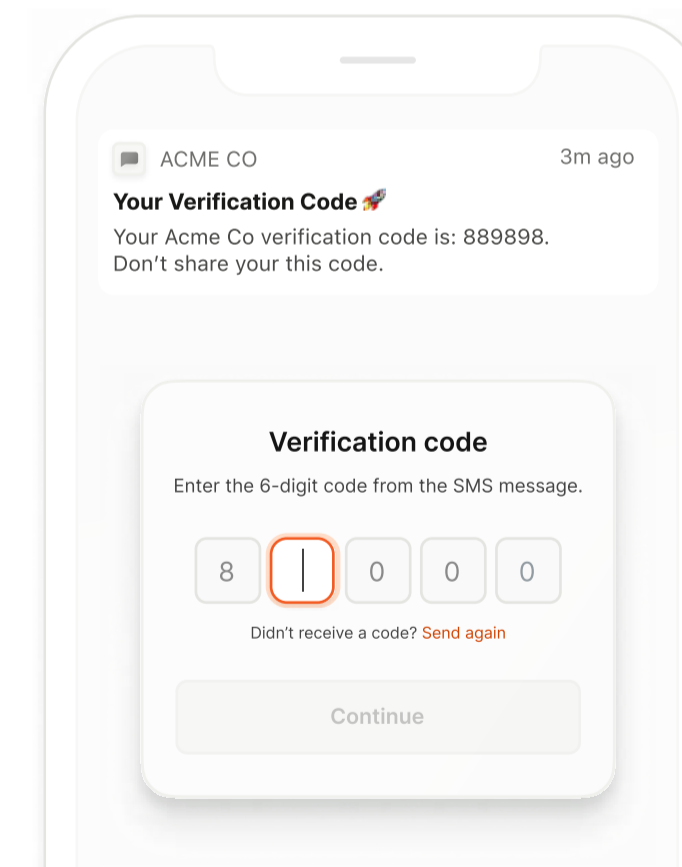
See all Use Cases

 Account Takeover ▼


 Payment Fraud ▼

 SMS Fraud ▲
Prevent SMS pumping fraud attacks and SIM swapping scams with mobile device intelligence.

 Bot Detection ▼



Visitor ID_
Ng6lpke6HPYJUdtH4suY

Suspect Score_
15 

GeoLocation_
Chicago, USA

Emulator_
Not Detected

Location Spoofing_
Detected

Rooted Device_
Detected



Color



Primary Color

Our Primary color is Orange and it is the core hue of our brand identity. It serves as the foundation for our color palette, ensuring consistency and recognition across all visual materials.

Usage: Logo icon, highlighted text, CTAs, decorative.

Orange 1	Orange 2	Orange 3	Orange 4	Orange 5	Orange 6	Orange 7	Orange 8	Orange 9	Orange 10
HEX #FDF4F1	HEX #FFEADC	HEX #FFDDC8	HEX #FFCAB5	HEX #FEA88C	HEX #F77C55	HEX #F35B22	HEX #BE400F	HEX #77361C	HEX #331105
RGB 253, 244, 241	RGB 255, 234, 220	RGB 255, 221, 200	RGB 255, 202, 181	RGB 254, 168, 140	RGB 247, 124, 85	RGB 243, 91, 34	RGB 190, 64, 15	RGB 119, 54, 28	RGB 51, 17, 5

Accent
Logo



Neutral Color

This is our gray palette. It has a saturated sub-tone, which provides a unique touch for brand recognition that combines excellently with our primary orange.

Usage: Neutral and supportive elements (backgrounds, text, borders, shadows).

Gray 1	Gray 2	Gray 3	Gray 4	Gray 5	Gray 6	Gray 7	Gray 8	Gray 9	Gray 10
HEX #F8F8F6	HEX #F0F0ED	HEX #E4E5E1	HEX #D9D9D6	HEX #C1C1BE	HEX #A0A09D	HEX #8C8C89	HEX #6B6C69	HEX #484946	HEX #181916
RGB 248, 248, 246	RGB 240, 240, 237	RGB 228, 229, 225	RGB 217, 217, 214	RGB 193, 193, 190	RGB 160, 160, 157	RGB 140, 140, 137	RGB 107, 108, 105	RGB 72, 73, 70	RGB 24, 25, 22
Background	Background	Border Background					Body text light	Body text dark	Header text Background



Secondary Colors

These secondary colors complement our primary palette, adding depth and flexibility. The colors are: Teal, Purple, and Pink.

The idea is for them to enhance visual interest while maintaining harmony with our brand's core identity.

Usage: Decorative; accents and details (gradients, illustrations, icons)

Teal 1 HEX #F3FBF9 RGB 243, 251, 249	Teal 2 HEX #DFF8F2 RGB 223, 248, 242	Teal 3 HEX #CBF2E9 RGB 203, 242, 233	Teal 4 HEX #B1E4D8 RGB 177, 228, 216	Teal 5 HEX #85CEC0 RGB 133, 206, 192	Teal 6 HEX #47B09D RGB 71, 176, 157	Teal 7 HEX #319D8C RGB 49, 157, 140	Teal 8 HEX #057D6E RGB 5, 125, 110	Teal 9 HEX #035347 RGB 3, 83, 71	Teal 10 HEX #09201C RGB 9, 32, 28
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Purple 1 HEX #F8F7FE RGB 248, 247, 254	Purple 2 HEX #F1F0FE RGB 241, 240, 254	Purple 3 HEX #E6E3FD RGB 230, 227, 253	Purple 4 HEX #D8D2F8 RGB 216, 210, 248	Purple 5 HEX #BEB4FC RGB 190, 180, 252	Purple 6 HEX #A394EB RGB 163, 148, 235	Purple 7 HEX #907FDA RGB 144, 127, 218	Purple 8 HEX #735FBF RGB 115, 95, 191	Purple 9 HEX #4D3B8B RGB 77, 59, 139	Purple 10 HEX #201342 RGB 32, 19, 66
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Pink 1 HEX #FEF7F9 RGB 254, 247, 249	Pink 2 HEX #FFE9EF RGB 255, 233, 239	Pink 3 HEX #FFDCE4 RGB 255, 220, 228	Pink 4 HEX #F8CBD6 RGB 248, 203, 214	Pink 5 HEX #F69FB8 RGB 246, 159, 184	Pink 6 HEX #F1739D RGB 241, 115, 157	Pink 7 HEX #E9588D RGB 233, 88, 141	Pink 8 HEX #C2336C RGB 194, 51, 108	Pink 9 HEX #8B1E4A RGB 139, 30, 74	Pink 10 HEX #631634 RGB 99, 22, 52
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Functional colors

Functional colors: Green, Yellow, Red and Blue; have intrinsic connotations.

Green: Success

Yellow: Warning

Red: Error

Blue: Info

Usage: In marketing, we use them as tertiary colors when we need to add certain connotations or to complement if we need extra colors.

Green 1 HEX #F3F9F4 RGB 243, 249, 244	Green 2 HEX #E8F7E9 RGB 232, 247, 233	Green 3 HEX #D7EDD8 RGB 215, 237, 216	Green 4 HEX #C1E2C4 RGB 193, 226, 196	Green 5 HEX #94CF9A RGB 148, 207, 154	Green 6 HEX #62B06D RGB 98, 176, 109	Green 7 HEX #37A04C RGB 55, 160, 76	Green 8 HEX #2A7E3B RGB 42, 126, 59	Green 9 HEX #165424 RGB 22, 84, 36	Green 10 HEX #06210B RGB 6, 33, 11
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Yellow 1 HEX #F9F5EA RGB 249, 245, 234	Yellow 2 HEX #FDF0D9 RGB 253, 240, 217	Yellow 3 HEX #F8E1BC RGB 248, 225, 188	Yellow 4 HEX #F2D5A3 RGB 242, 213, 163	Yellow 5 HEX #E8B86E RGB 232, 184, 110	Yellow 6 HEX #D0952B RGB 208, 149, 43	Yellow 7 HEX #C8880B RGB 200, 136, 11	Yellow 8 HEX #916607 RGB 145, 102, 7	Yellow 9 HEX #64420D RGB 100, 66, 13	Yellow 10 HEX #281801 RGB 40, 24, 1
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Red 1 HEX #FEF4F4 RGB 254, 244, 244	Red 2 HEX #FFEBEA RGB 255, 235, 234	Red 3 HEX #FEDBD8 RGB 254, 219, 216	Red 4 HEX #FFCDCA RGB 255, 205, 202	Red 5 HEX #F9AEA9 RGB 249, 174, 169	Red 6 HEX #F67976 RGB RGB: 246, 121, 118	Red 7 HEX #F84A52 RGB 248, 74, 82	Red 8 HEX #D42035 RGB 212, 32, 53	Red 9 HEX #882329 RGB 136, 35, 41	Red 10 HEX #3F0209 RGB 63, 2, 9
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Blue 1 HEX #F3F9FE RGB 243, 249, 254	Blue 2 HEX #E7F4FF RGB 231, 244, 255	Blue 3 HEX #D4ECFD RGB 212, 236, 253	Blue 4 HEX #BCDEF8 RGB 188, 222, 248	Blue 5 HEX #8BC5F3 RGB 139, 197, 243	Blue 6 HEX #52A5E1 RGB 82, 165, 225	Blue 7 HEX #2F94D7 RGB 47, 148, 215	Blue 8 HEX #0174B3 RGB 1, 116, 179	Blue 9 HEX #0A4C7B RGB 10, 76, 123	Blue 10 HEX #001D36 RGB 0, 29, 54
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Color + font

/ Accessibility is our priority, which is why we've picked out specific text and color pairings.

/ Orange is the most Fingerprint color of all, so we use it when we need to highlight words on our headers

/ For neutral backgrounds, we use three different tones of grays and their opposites for dark mode.

/ For more playful backgrounds, we can use orange shades.

/ We don't use secondary or tertiary colors for text.

Header
Color: Text Primary #181916
Font: Inter Medium + Inter Semibold for highlights.

Surface Dark
Color: Gray 2 #F0F0ED

Surface Medium
Color: Gray 1 #FAFAF8

Less hierarchy text
Color: Text Tertiary #484946
Font: Inter Regular

Subheader
Color: Text Secondary #484946
Font: Inter Regular + Inter Medium for highlights.

Surface Light
Color: White

Identify your web and mobile traffic in minutes

Collect visitor IDs and signals instantly for free, or reach out to our team for a demo.

[Start Free Trial](#) [Contact Sales](#)

No credit card required

GDPR

ISO 27001

AICPA SOC 2

High former FALL 2023

Momentum Leader FALL 2023

Leader Americas FALL 2023

Leader FALL 2023

High Performer FALL 2023



Icons



Icons

By Cole Bemis (@colebemis)

Smart Signals

- VPN Detection
- IP Geolocation
- Incognito
- Browser Bot Detection
- Browser Tamper Detection
- Android Tamper Detection
- Privacy Focused Browser
- High-activity device
- IP Blocklist matching
- Android Emulator Detection
- Virtual Machine detection
- Raw Device Attributes
- Suspect Score
- Cloned App Detection
- Jailbroken Device Detection
- Frida Detection
- Factory Reset Detection
- Geolocation Spoofing
- VPN Detection (mobile)

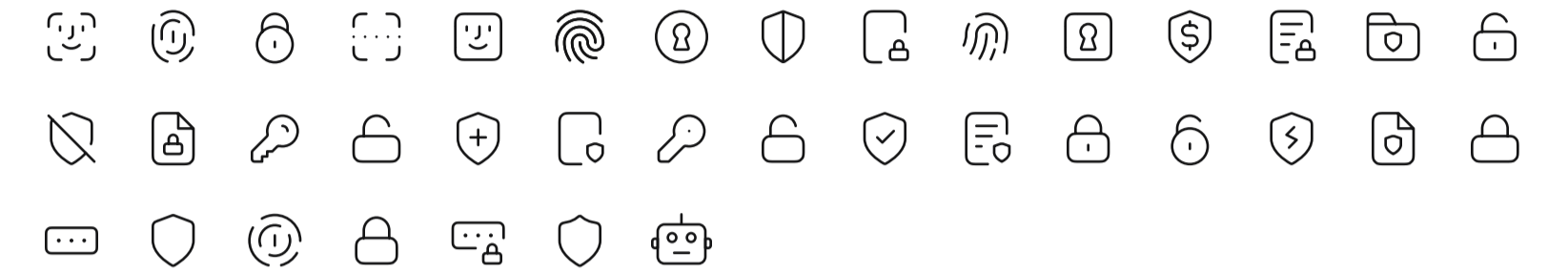
Use Cases

- Payment Fraud
- Account Takeover
- SMS Fraud
- Account Sharing Prevention
- Paywall Enforcement
- New Account Fraud
- Improve Conversion Rates
- Bot Detection

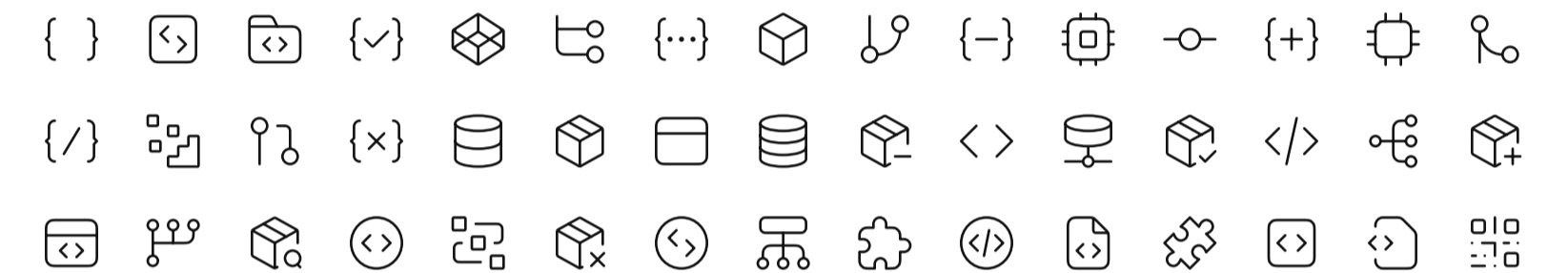
Industries

- Fintech
- eCommerce
- BNPL
- Gaming & Gambling
- Cryptocurrency

Security



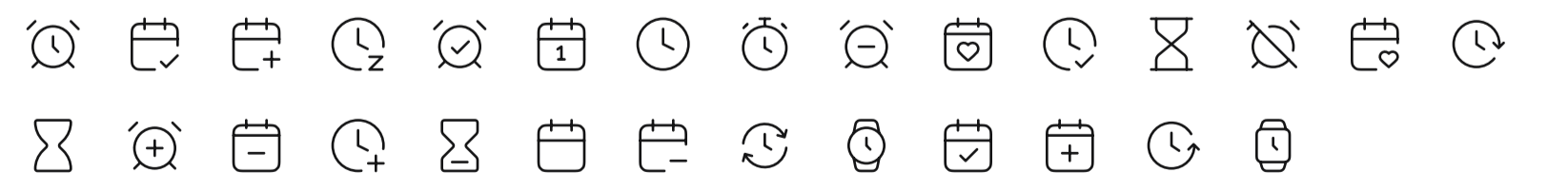
Development



Finance & eCommerce



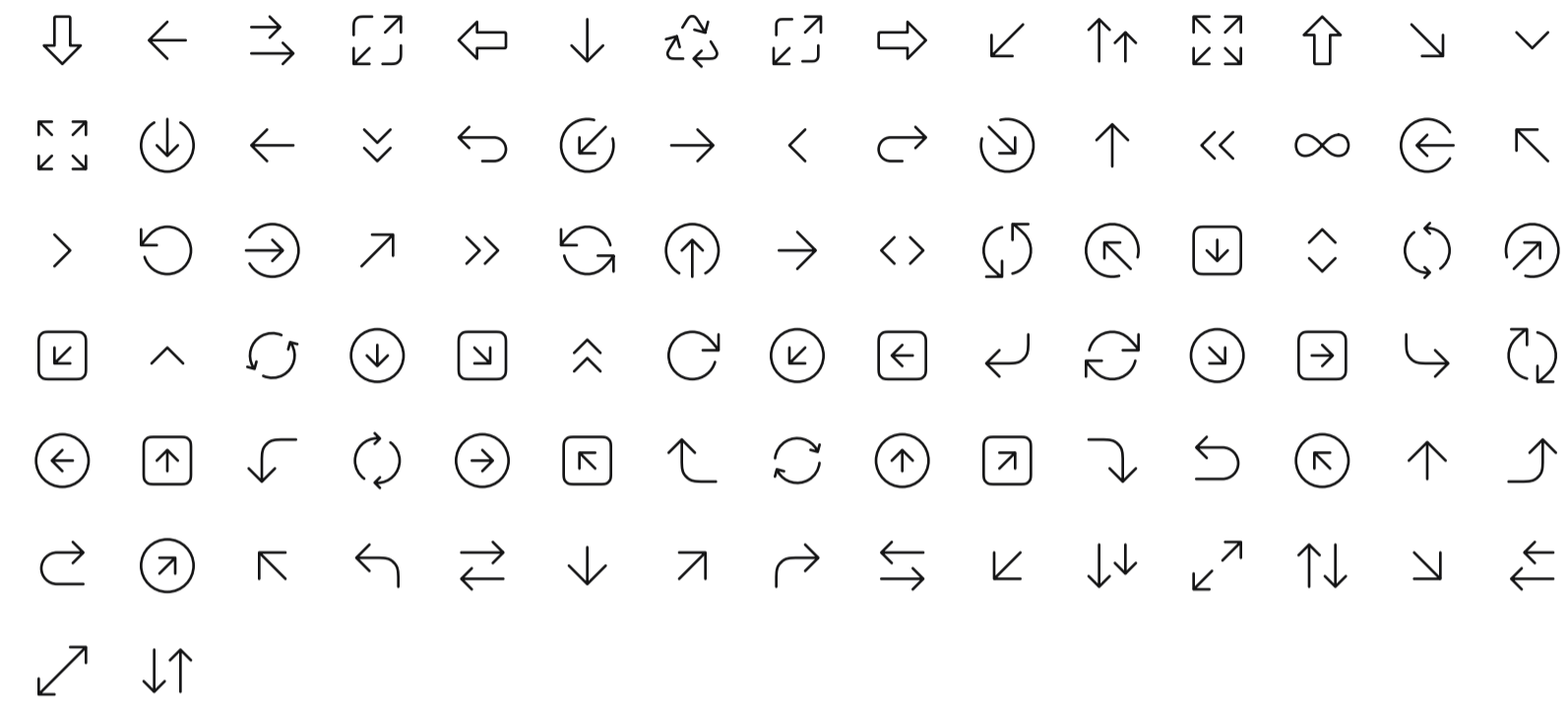
Time



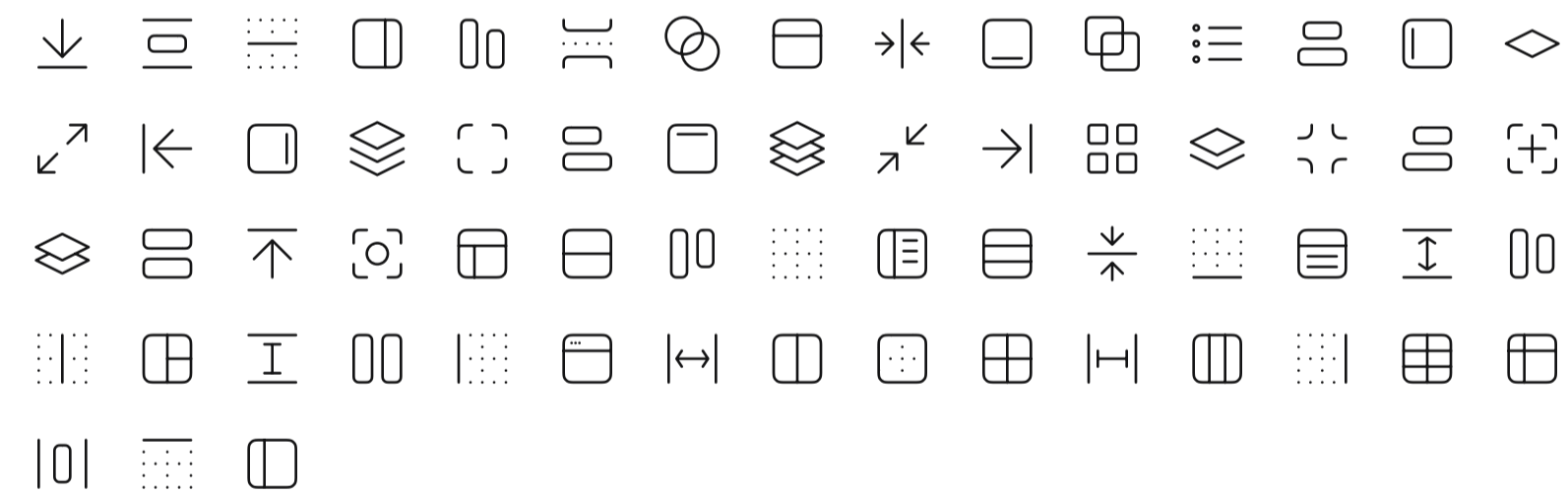
Icons

By Cole Bemis (@colebemis)

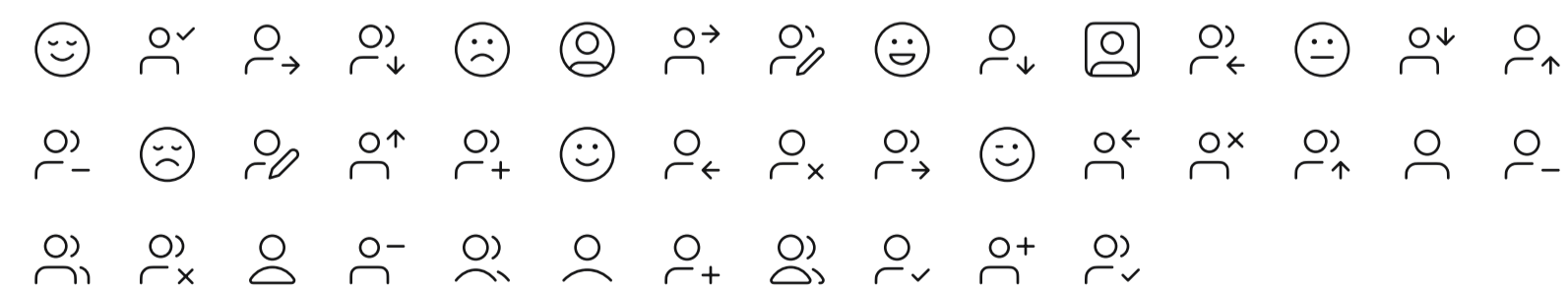
Arrows



Layout



Users



Charts



Devices & Media



Maps & Travel



Icons

By Cole Bemis (@colebemis)

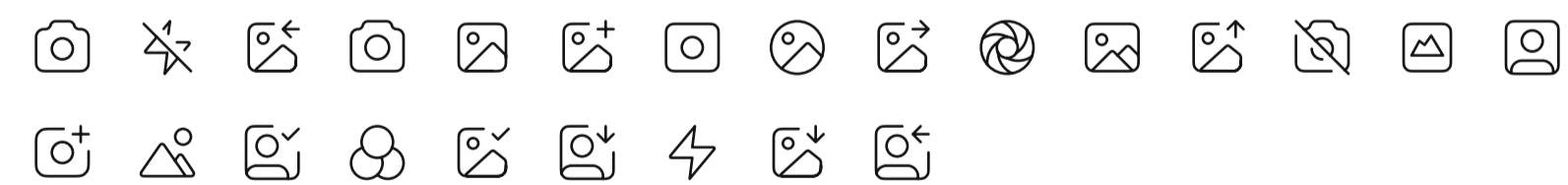
Files



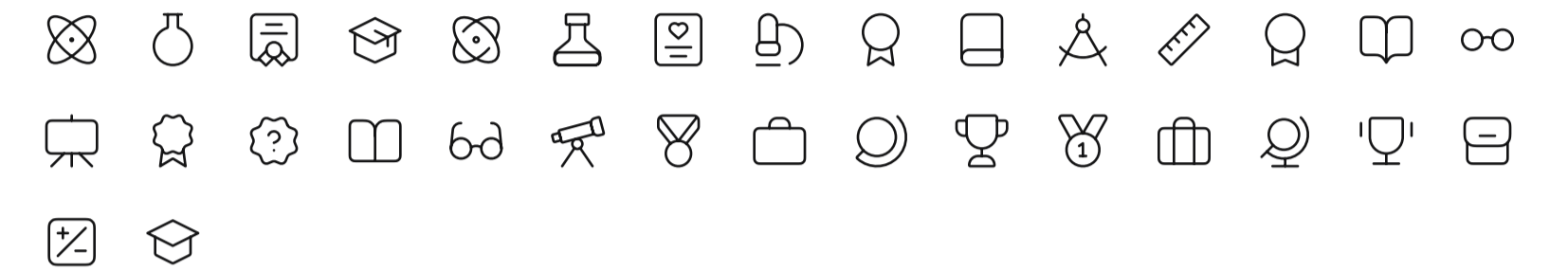
Weather



Images



Education



Alerts & Feedback



Editor



Illustration Style



Highlights

/ Filled or outlined, main color should always be orange.

/ Orange should always be the most prominent color on every deliverable.

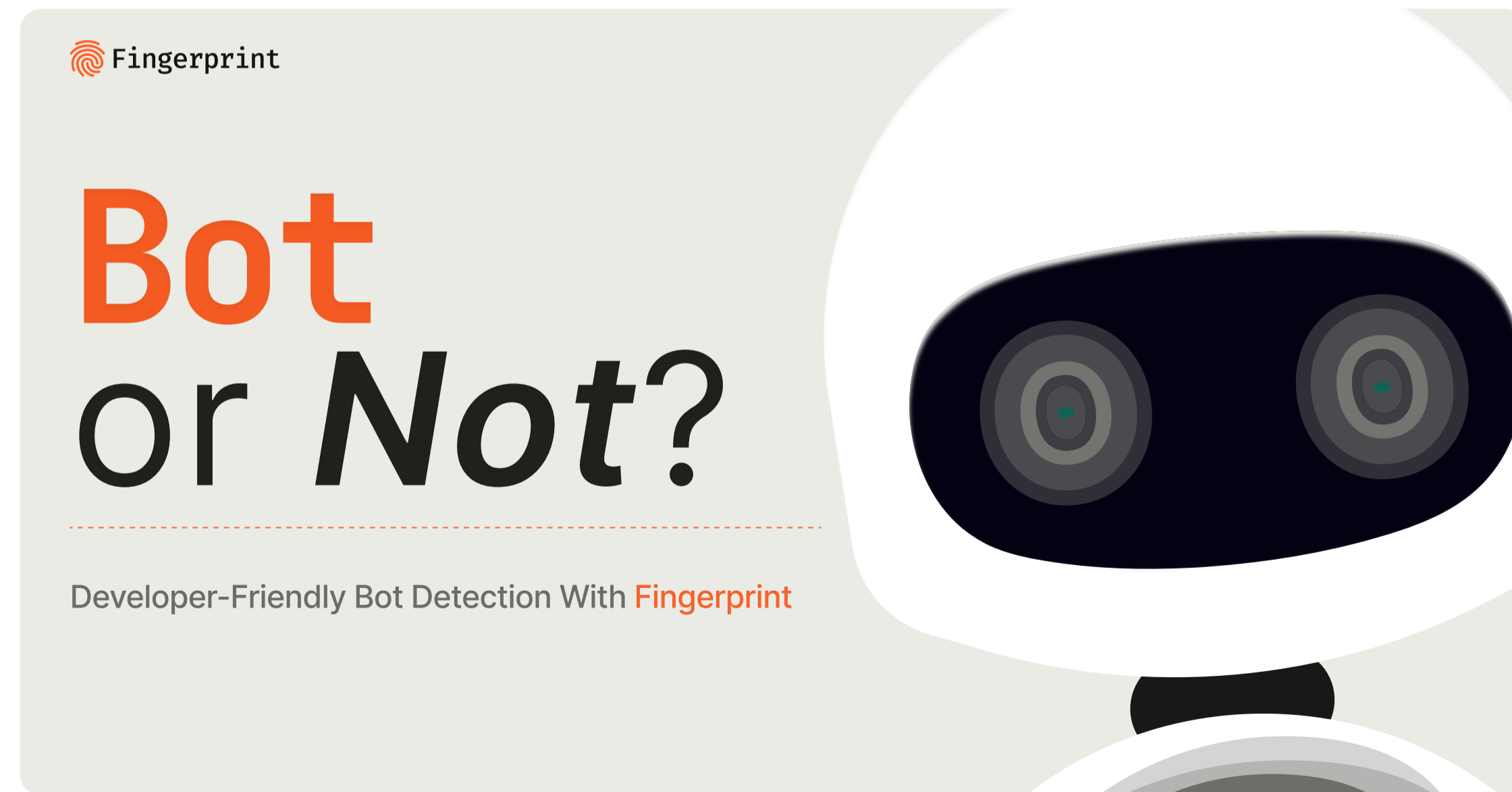
/ Our secondary palette should only be used for ornamental and complementary details. It can also be applied on data viz components.

/ We use drop shadows and inner shadows, created with our Neutral Gray with Gray 9 being the darkest shadow.

/ Illustrations for marketing purposes like blog, webinar promos, or social images, can handle a more friendly tone, while illustrations meant for website tend to be more technical and serious.



Avoid using Stock vectors



Grid lines

/ Dotted lines are a strong brand recognition element, that help us create consistency in style across different assets.

/ Lines are also functional, they assist with the creation of structure within layouts.

/ Usually, the dotted lines are conformed by 4 pixel dashes and 1px stroke width. But this depends on the asset size too.

