



Brand Guidelines

Hello.

We're happy you're here

Design elements

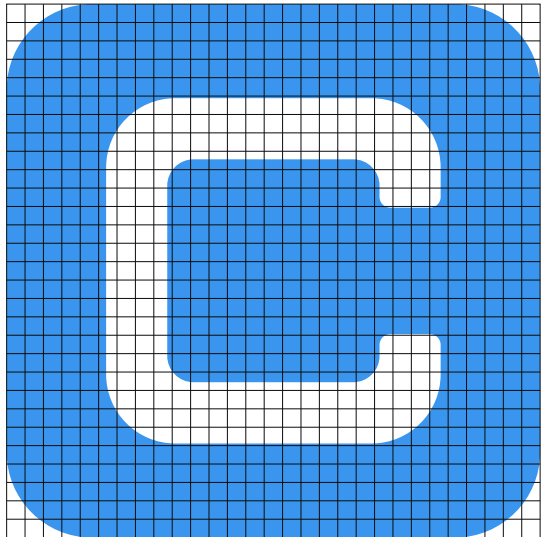
In this section, we outline best practices for the use of CERTIFY brand assets and offer usefull examples.

Logo Shape

Shape



28x28 grid



Our Logo

The CERTIFY logo is composed of an C shape and a logotype set in thinner.

The horizontal logo is the primary logo and should be used in most instances.

The CERTIFY logo is for large-scale use. Avoid using at small sizes, as it can become illegible.

Always use the logo files provided. Do not re-create.



Usage on backgrounds

The full-color logos should be used only on white, black or dark blue backgrounds.

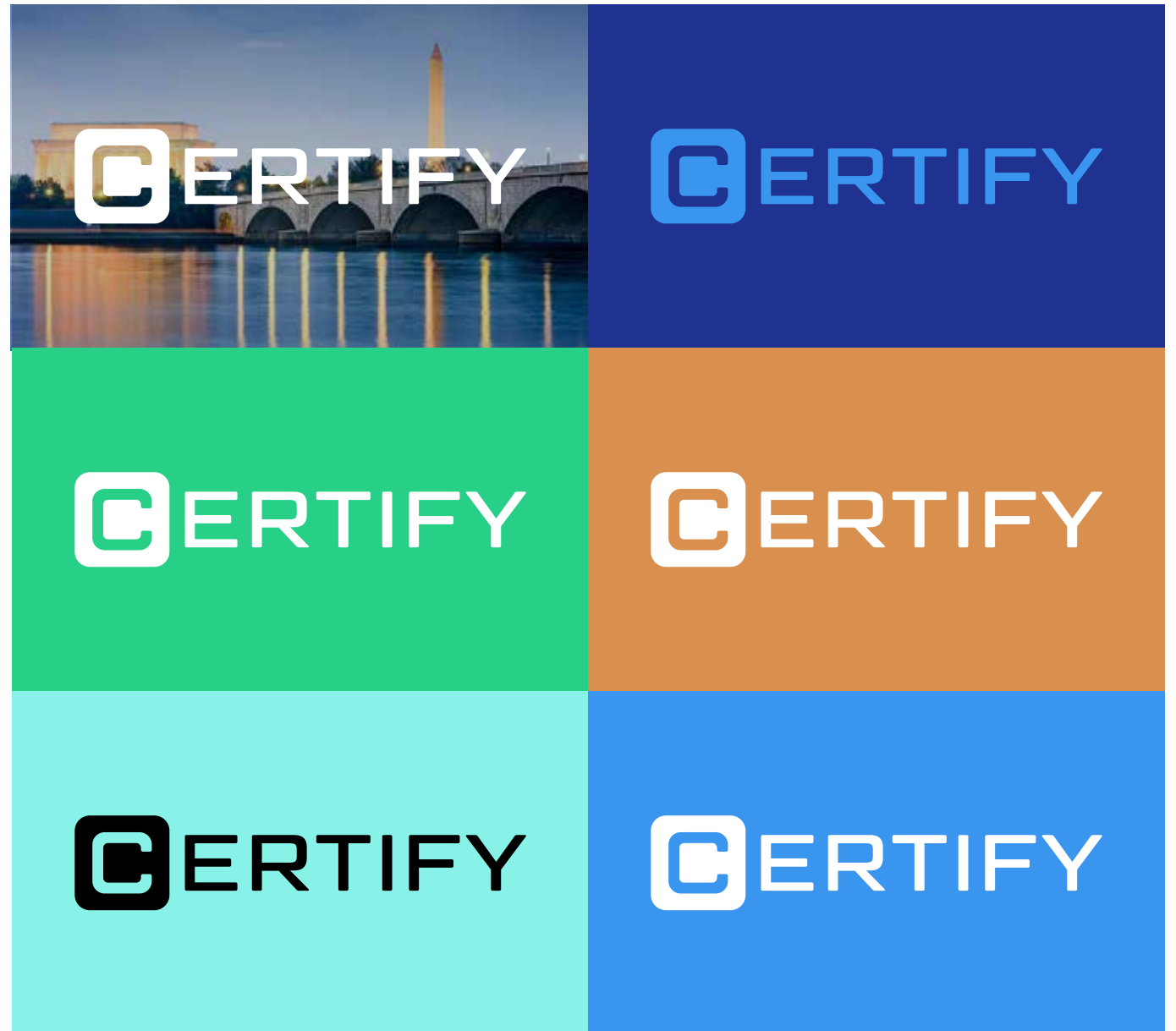


One-color use

The one-color logo should be used only on photographs and color backgrounds within the CERTIFY color palette.

The one-color logo should be only on black and white colorways.

If using an dark background, we strongly prefer to use the full-color logo. However, if design limitations conflict with this, then the logo should appear in white on dark.



Primary colors

Use these color proportions in any layout or collateral design. Text should always be set in same logo color.

Blue

CMYK
68-35-0-0

RGB
58-149-239

HEX
3A95EF

White

CMYK
0-0-0-0

RGB
255-255-255

HEX
FFFFFF

Aa Bc Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

Ultra Light

The quick brown fox jumps over the lazy dog

Light

The quick brown fox jumps over the lazy dog

Thin

The quick brown fox jumps over the lazy dog

Regular

The quick brown fox jumps over the lazy dog

Medium

The quick brown fox jumps over the lazy dog

Semi Bold

The quick brown fox jumps over the lazy dog

Bold