



LOGO BRAND GUIDELINES

2023

# The IDgo brand is based on simplicity, speed and security.

The identity is an extension of the product experience on an enterprise and consumer level, and should be utilized to amplify the core truths of the product.

The following document provides the assets and usage insights to build long-term equity and meaning for the brand through unifying consistency to cultivate trust.

## CONTENT

PART 1: BRAND ELEMENTS

PART 2: BRAND APPLICATIONS

# BRAND ELEMENTS

**The IDgo logo is based on clarity and simplicity to embody the product experience.**

The simplified “ID” is bold and confident making it easily readable at all scales and is conceptually punctuated by the clear forward-focused arrow to amplify our frictionless fast experience.

The approachable stylized “go” is a softer counter to the strength and security of the “ID” form to represent the human side of our end users while also supporting the secure message through the consolidated forms.



# LOGO SYSTEM

## Primary Color

### Use Base Blue

This combination to be used in initial brand engagements that establish and introduce the brand.



## Single Color

Use on White or Light Backgrounds



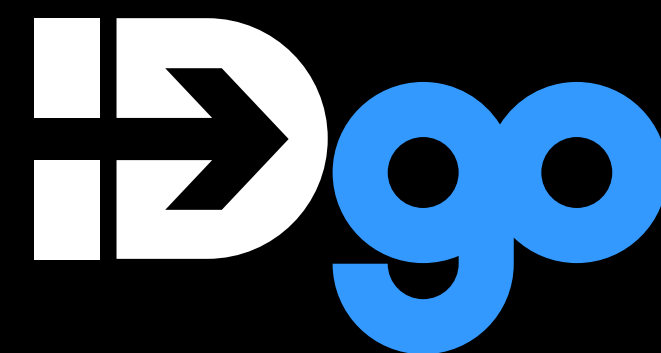
## Secondary Color

Use on White or Light Backgrounds



## Secondary Color

Use on Black or Dark Backgrounds



## Single Color

Use on Black or Dark Backgrounds



# LOGO SYSTEM

## Primary Color

### Use Base Blue

This combination to be used in initial brand engagements that establish and introduce the brand.



## Single Color

Use on White or Light Backgrounds



## Secondary Color

Use on White or Light Backgrounds



## Secondary Color

Use on Black or Dark Backgrounds



## Single Color

Use on Black or Dark Backgrounds



# LOGO SYSTEM



2023-521\_IDgo\_logo\_blue+lightblue



2023-521\_IDgo\_logo\_blue



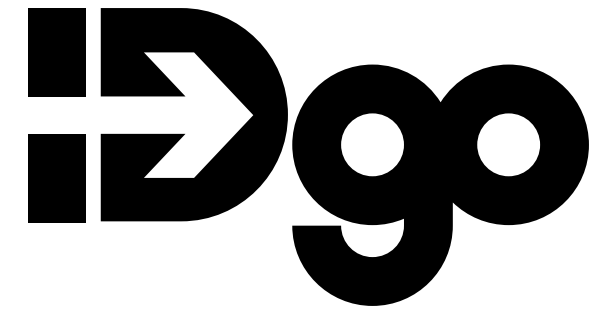
2023-521\_IDgo\_logo\_powered\_by\_blue+lightblue



2023-521\_IDgo\_logo\_powered\_by\_blue



2023-521\_IDgo\_logo\_lightblue



2023-521\_IDgo\_logo\_black



2023-521\_IDgo\_logo\_powered\_by\_lightblue



2023-521\_IDgo\_logo\_powered\_by\_black



2023-521\_IDgo\_logo\_white



2023-521\_IDgo\_logo\_gray+lightblue



2023-521\_IDgo\_logo\_powered\_by\_white



2023-521\_IDgo\_logo\_powered\_by\_gray+lightblue



# LOGO USAGE

Please respect the logo by following these guidelines that protect the trademark. Breaking the rules equates to poor branding, and weakens the ability to protect the legal ownership of the mark.

DO



**DON'T** modify the overall proportions of the logo in any way



**DON'T** add a drop shadow



**DON'T** place the logo on a background that causes poor legibility



**DON'T** use uppercase lettering



**DON'T** re-arrange the order



**DON'T** outline the logo



**DON'T** infringe on the logos margins



**DON'T** adjust the opacity



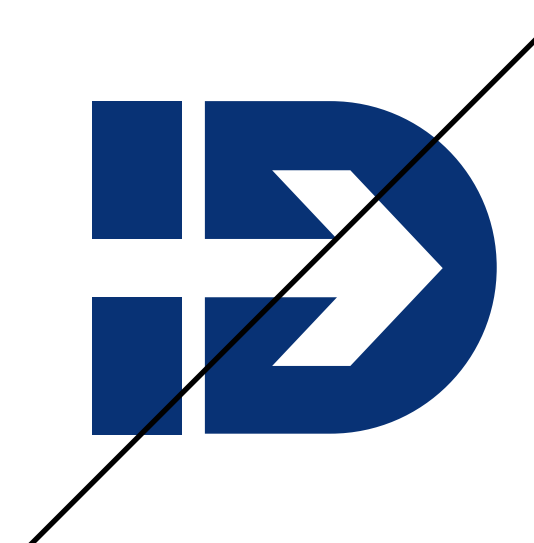
**DON'T** alter placement



**DON'T** use poor-quality



**DON'T** leave off part of the logo



**DON'T** alter color variations



# TAGLINE LOCKUP

## Primary Color

### Use Base Blue

This combination to be used in initial brand engagements that establish and introduce the brand.



### Messaging Construct:

Solve the Challenge

Provide the Solution

Land on the Benefit

Define the Product

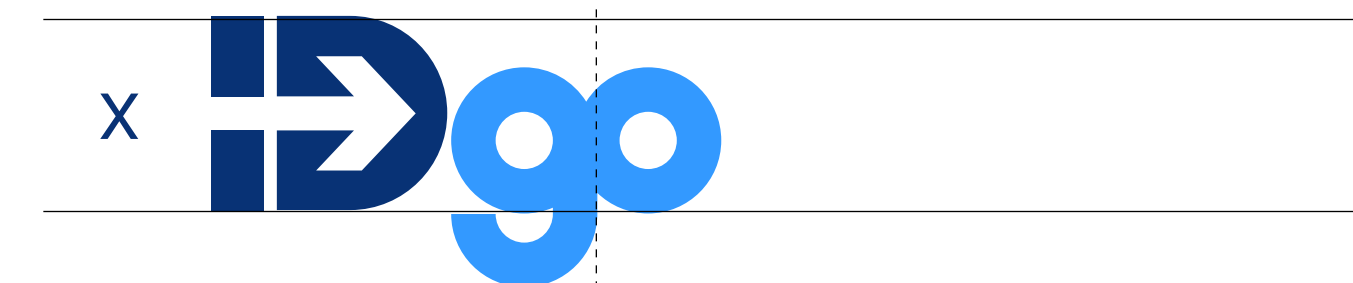
**Simple.  
Fast.  
Secure.  
Authentication.**

## Secondary Color

Use on White or Light Backgrounds



**Simple.  
Fast.  
Secure.  
Authentication.**



**Simple. Fast. Secure.  
Authentication.**

# COLOR PALETTE

## Base Blue

Grounded / Sophisticated / Secure / Confidence / Protection

The primary color to be used as a backdrop for the IDgo logo and key establishing moments for brand communication.



**PMS** 661 C  
**RBG** 8 50 117  
**CMYK** 93 57 0 54  
**HEX #** 083275

## Foundational Blue

Bold base color field used to highlight or bring emphasis to key messages and talking points within comms applications.

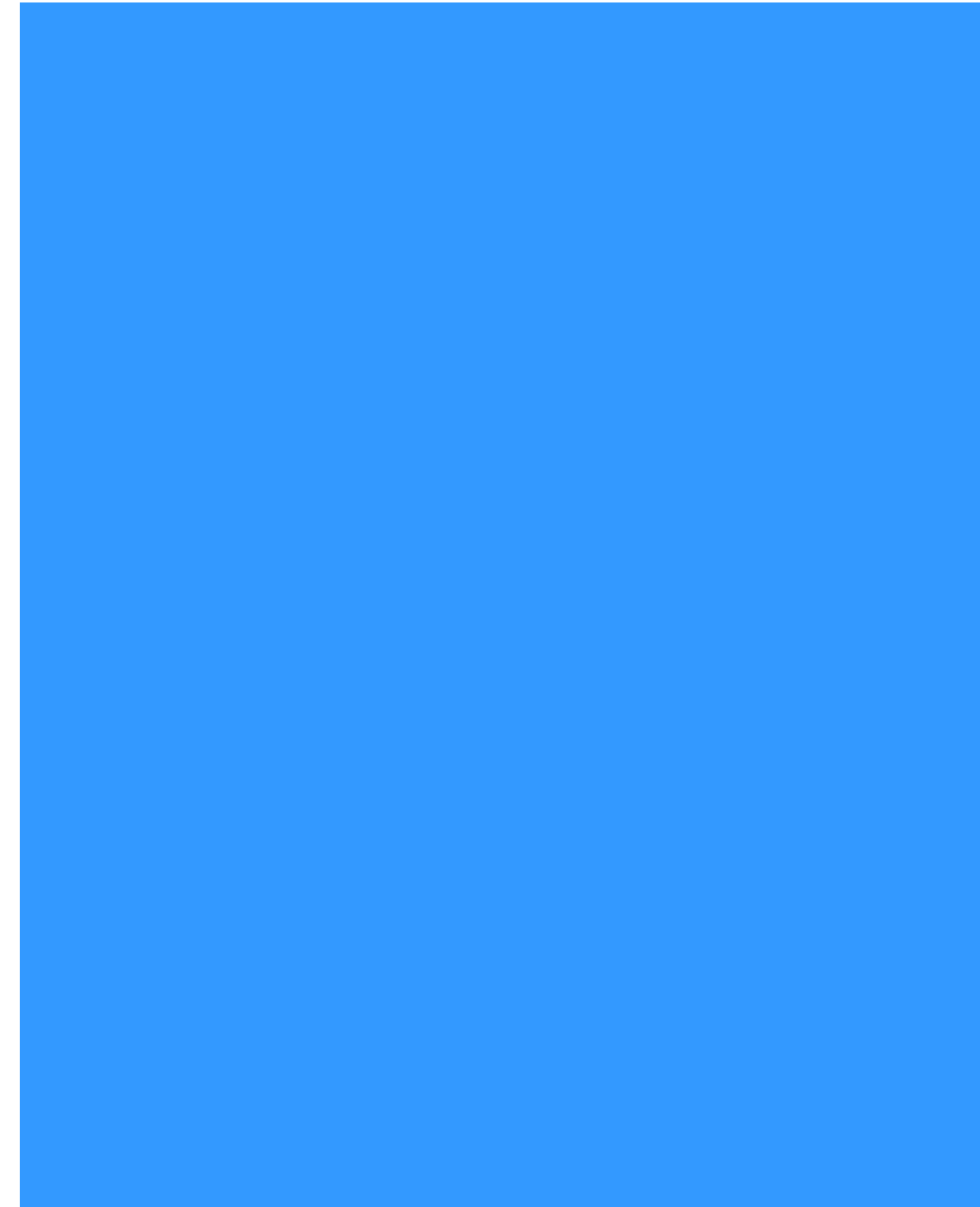


**PMS** 2766 C  
**RBG** 9 16 58  
**CMYK** 84 72 0 77  
**HEX #** 09103A

## ID Blue

Technical / Speed / Fresh / Trust

The energy and tone of the brand is delivered through its intensity and should be used as both a brand indicator and a mechanism for highlight focused information points.

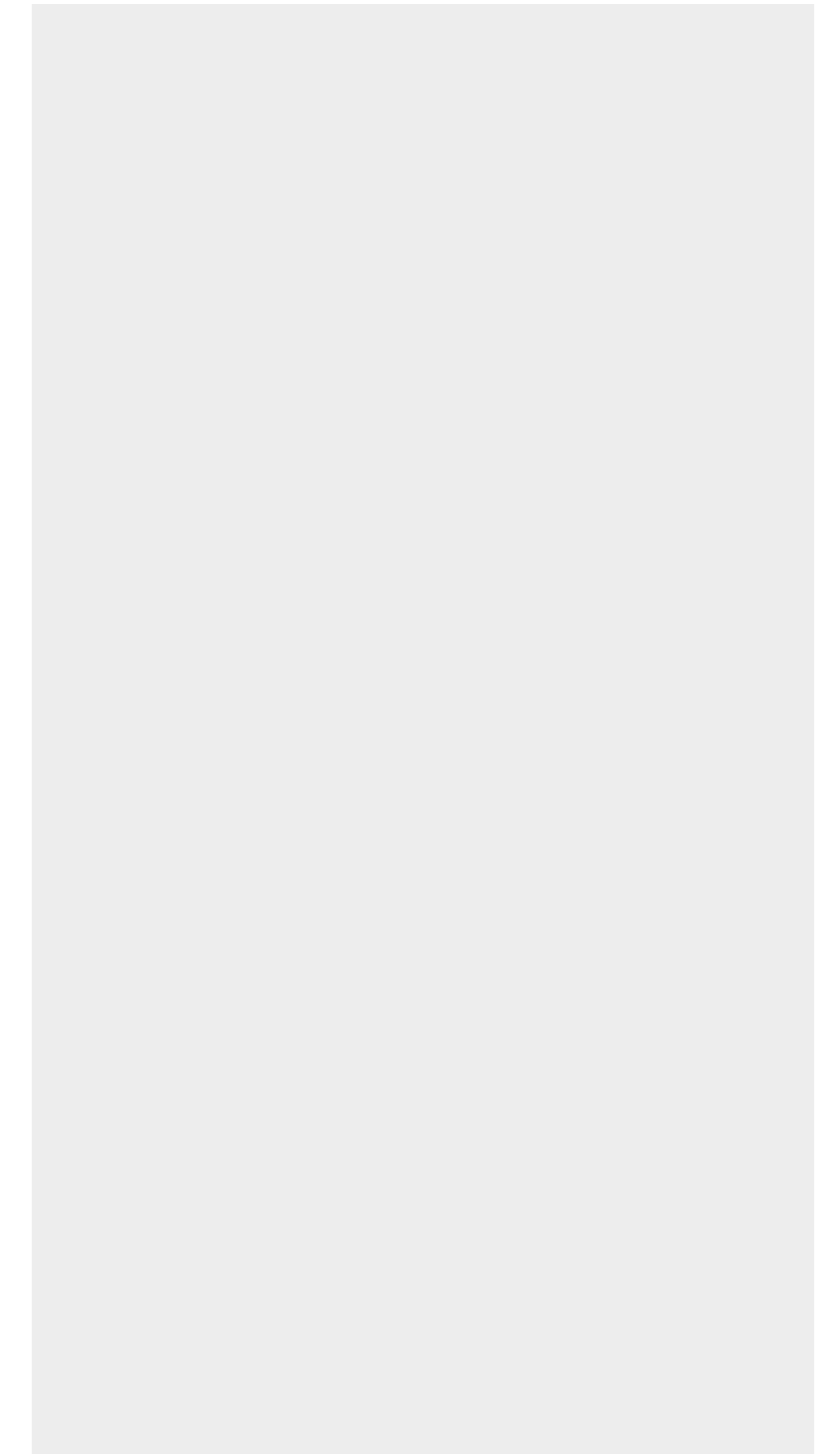


**PMS** 279 C  
**RBG** 51 153 255  
**CMYK** 80 40 00  
**HEX #** 3399FF

## Optimal White

Comfort / Trust / Light

A light and uplifting color compliment to maintain clarity and a sense of ease and sophisticated simplicity.



**PMS** 649 C  
**RBG** 241 242 242  
**CMYK** 0 0 0 5  
**HEX #** F1F2F2

# TYPOGRAPHY

## PRIMARY

### Circular Std

Our primary typeface amplifies the brand's bold and confident tone, yet provide a softness and ease that exemplifies the brand experience.

Multiple weights can be used to deliver visually organized content with clear hierarchical visual variations.

#### HEADLINE / DISPLAY

Circular Std Black

**ABCDEFGHIJKLMN  
OP  
abcdefghijklmnop  
1234567890 .,!?@#\$&\***

#### SUPPORT CONTENT / BODY

Circular Std Book

**ABCDEFGHIJKLMN  
OP  
abcdefghijklmnop  
1234567890 .,!?@#\$&\***

#### SUBHEADS AND HIGHLIGHTS

Circular Std Medium

**ABCDEFGHIJKLMN  
OP  
abcdefghijklmnop  
1234567890 .,!?@#\$&\***

#### ADDITIONAL SET VARIATION AVAILABLE FOR USE AS NEEDED:

*Circular Std Book Italic*

*Circular Std Medium Italic*

**Circular Std Bold Italic**

*Circular Std Bold Italic*

***Circular Std Medium Italic***

## SECONDARY

### Helvetica

For in-depth and larger copy blocks used for more intimate applications such as print or online, a lighter and universal complimentary face allow sfor increased hierarchy and ease of readability.

#### BODY

Helvetica Regular

**ABCDEFGHIJKLMN  
OP  
abcdefghijklmnop  
1234567890 .,!?@#\$&\***

#### BODY

Helvetica Light

**ABCDEFGHIJKLMN  
OP  
abcdefghijklmnop  
1234567890 .,!?@#\$&\***

## Imagery

Our visualizations of the product experience drive the clarity of our message. Our primary goal is to provide human moments that capture the ease, speed and satisfaction the translates into trust with the brand.

Imagery should be diverse in representation and capture emotional confidence.

### Narrative Categories

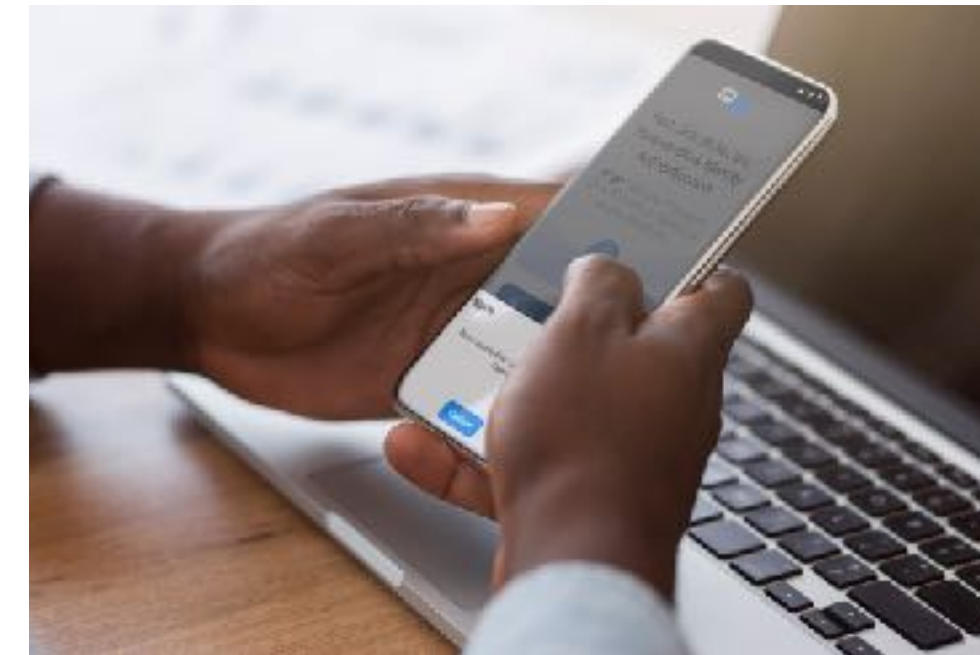
Images are organized into there storytelling components:

1. User Experience
2. Device in Use
3. Result

### 1. User Experience



### 2. Device in Use

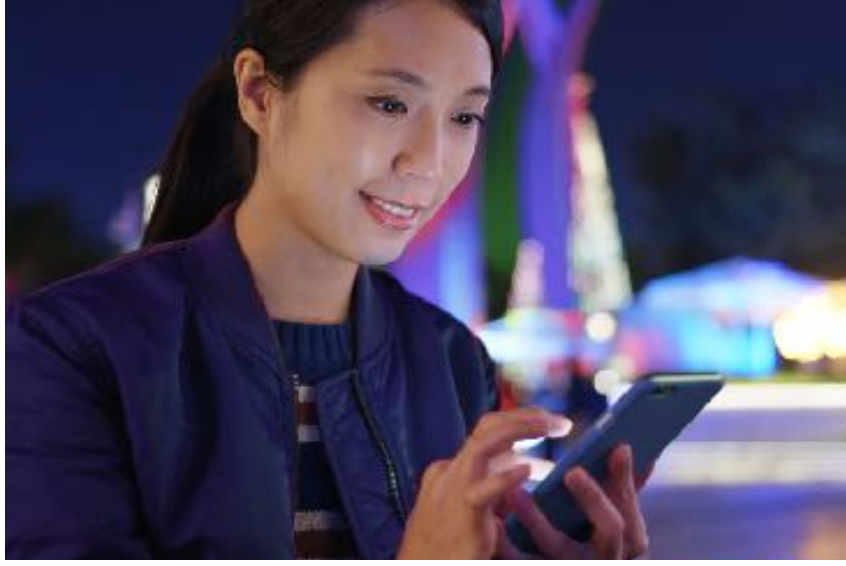


### 3. Result



# IMAGERY

## 1. User Experience



## 2. Device in Use



## 3. Result



## 4. Process



## Terms and Conditions

Please note that the imagery provided cannot be used for additional End Product materials beyond what Big-Giant has delivered (i.e Website, Presentation Template and Two-Pager).

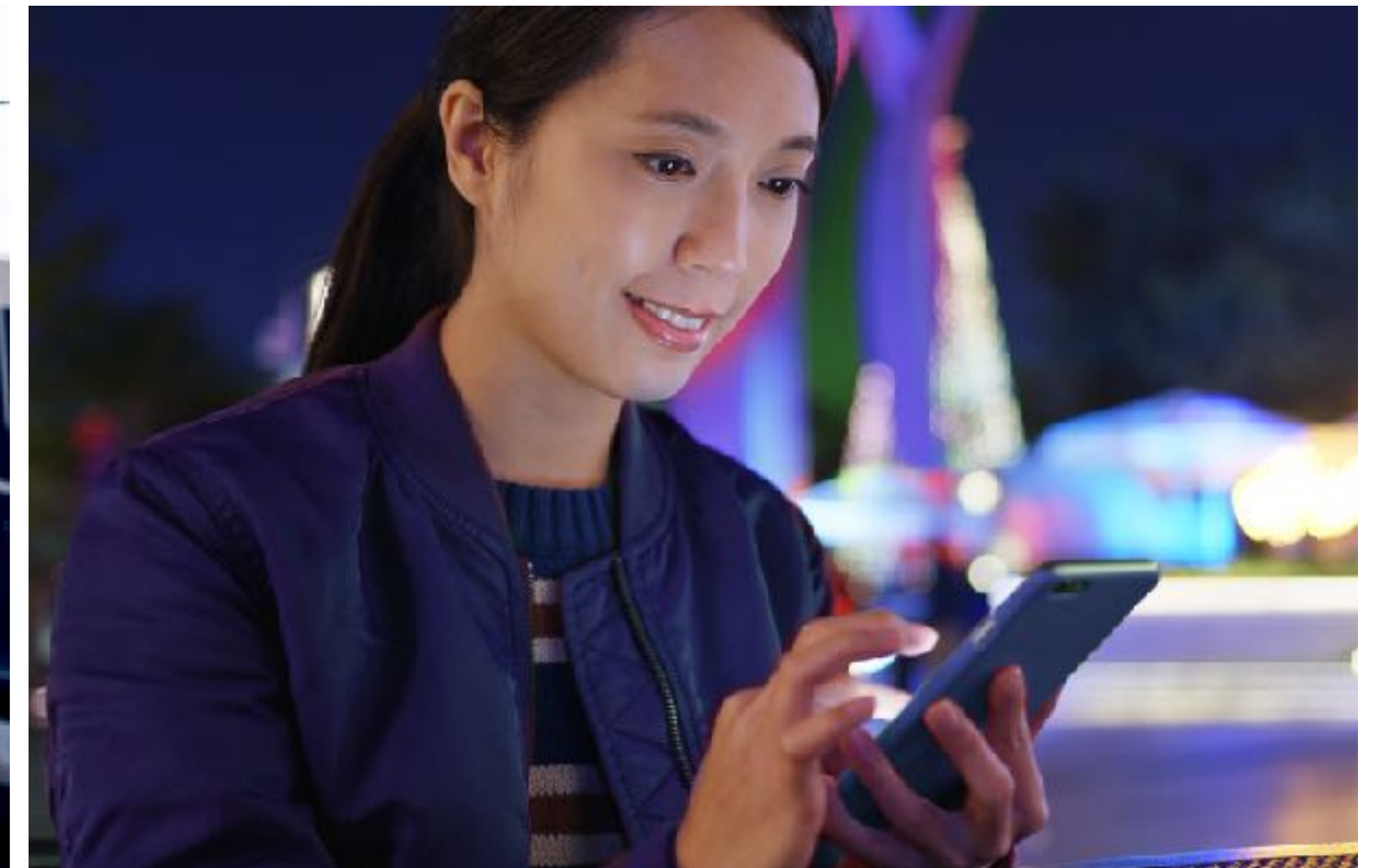
**Images must be registered through Envato for any additional End Products.**

- For each digital work (called an “Item”) that has been downloaded and Registered under Agency’s (Big-Giant) Envato Elements subscription, Big-Giant is granted a license to use the Item on a non-exclusive, commercial, worldwide and revocable basis, for one Single Use per Registration.
- A Single Use is the use of the Item to create an End Product (requiring an application of skill and effort) that incorporates the Item as well as other things, so that it is larger in scope and different in nature than the Item,
- The license starts as soon as Big-Giant Registers the use of the item and the license is only valid if the End Product is completed under an active subscription. The license then continues for the life of the End Product (even upon subscription termination). All Items are allowed more than one Single Use, but each must be registered.
- Each license includes the right to utilize the Item through communication to the public (performance), broadcast, display, distribution, and reproduction, but only as a part of the End Product which Big-Giant has created with the Item.
- Big-Giant will transfer End Products to Client (IDgo) by sublicensing these license rights in any Item within that End Product. The sublicense will only be granted on condition that use of the Item is limited to that use which is necessary in order to use the End Product, so the Item must not be extracted, reproduced or used in any other way (the Limited Sublicense).
- Any number of copies of the End Product created using an Item can be made. You can distribute the End Product through multiple media.
- Big-Giant is not permitted to redistribute the Item as stock, in a tool or template, or with source files. It is not permitted to do this with an Item either on its own or bundled with other items, and even if the Item is modified by superficial modifications.
- End users are not allowed to extract an Item and use it separately from the End Product created using that Item.
- Neither Big-Giant or IDgo can claim trademark or service mark rights over an Item within the End Product created using that Item.
- Should IDgo wish to create additional End Products using Items licensed to Big-Giant, IDgo must either a) Go through Big-Giant to Register these Items for the creation of any new End Product, or b) Obtain their own Envato account and Register these Items under that account.

## Color Correction

Imagery should be tuned to the brand palette pushing the blues a saturation while retaining the warm approachable skin tones of the users.

Clothing, accent elements and devices should be adjusted to be within the brand pallet to simplify the visual language and keep the focus on the IDgo product message.






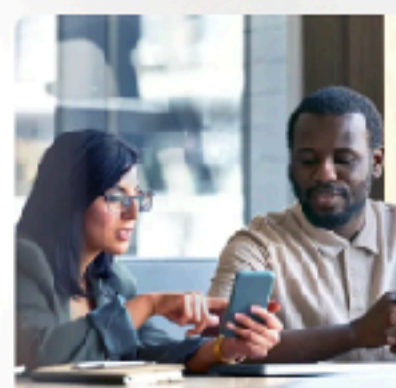


# Grid

The technical grid works with architecture or perspective of imagery to provide a feeling of protection and secure support within the user's identity footprint.

## One identity for any channel

A single re-usable identity reduces liability footprints and maximizes user efficiencies.

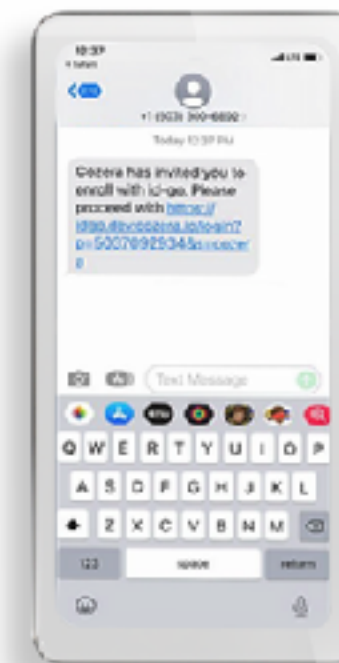
 <p><b>Contact Center</b></p> <p>A single re-usable identity reduces liability footprints and maximizes user efficiencies.</p>	 <p><b>Online</b></p> <p>A single re-usable identity reduces liability footprints and maximizes user efficiencies.</p>	 <p><b>Video and Chat</b></p> <p>Provide a secure and simple experience to your consumers to authenticate without sharing personal information. Easily integrate with chat or video channel.</p>	 <p><b>In Person</b></p> <p>A single re-usable identity reduces liability footprints and maximizes user efficiencies.</p>
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## How it works

Three Simple Steps  
To Authenticate in Seconds.

Time saving biometrics allow for .

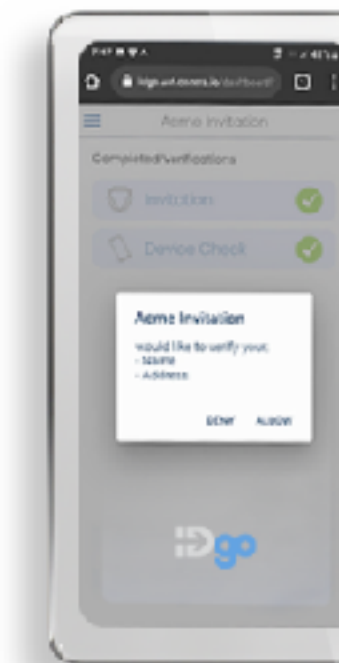
1 User receives SMS from enterprise



2 User signs in using biometric



3 User allows identity authentication from enterprise



# Grid

The technical grid works with architecture or perspective of imagery to provide a feeling of protection and secure support within the user's identity footprint.

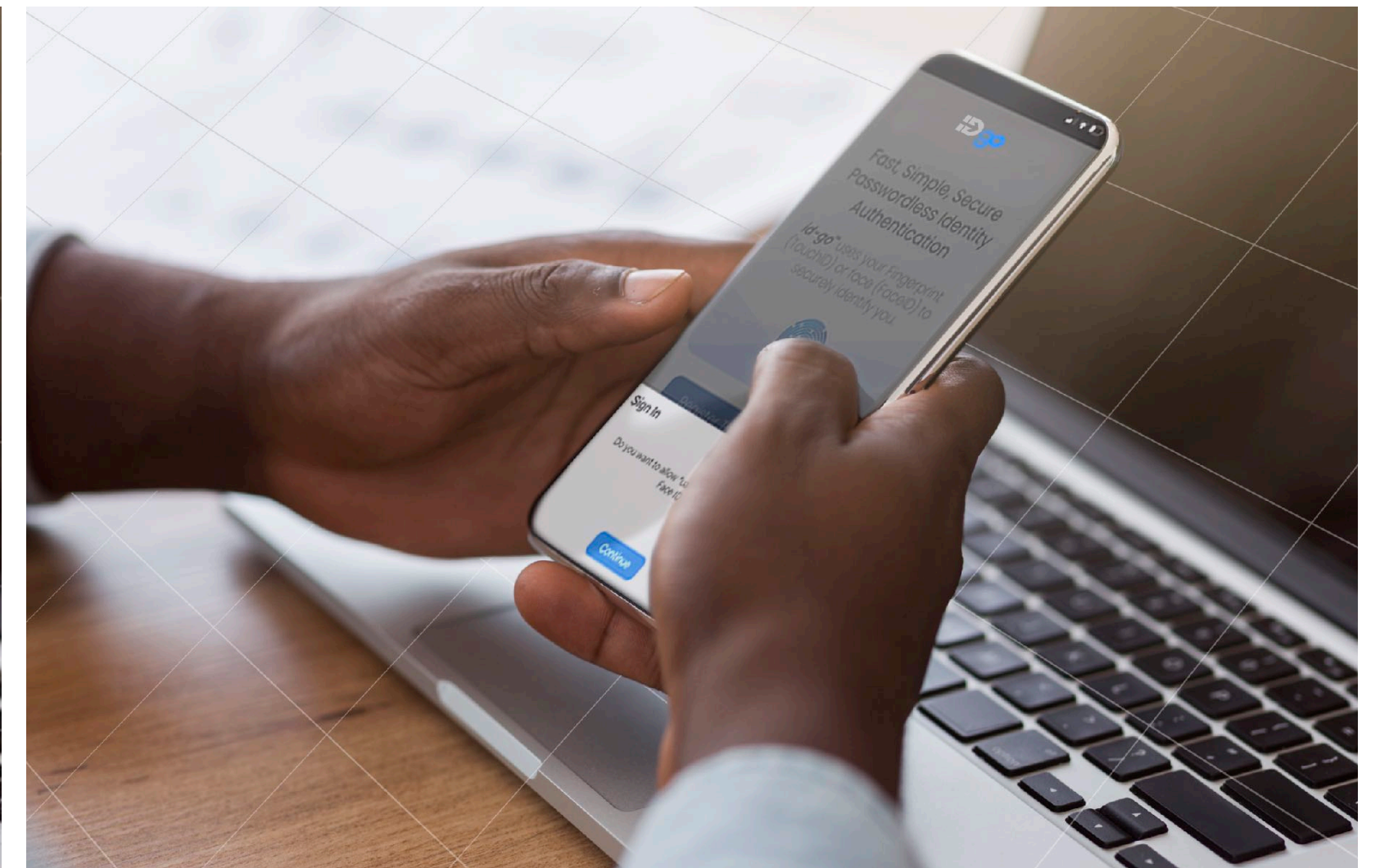
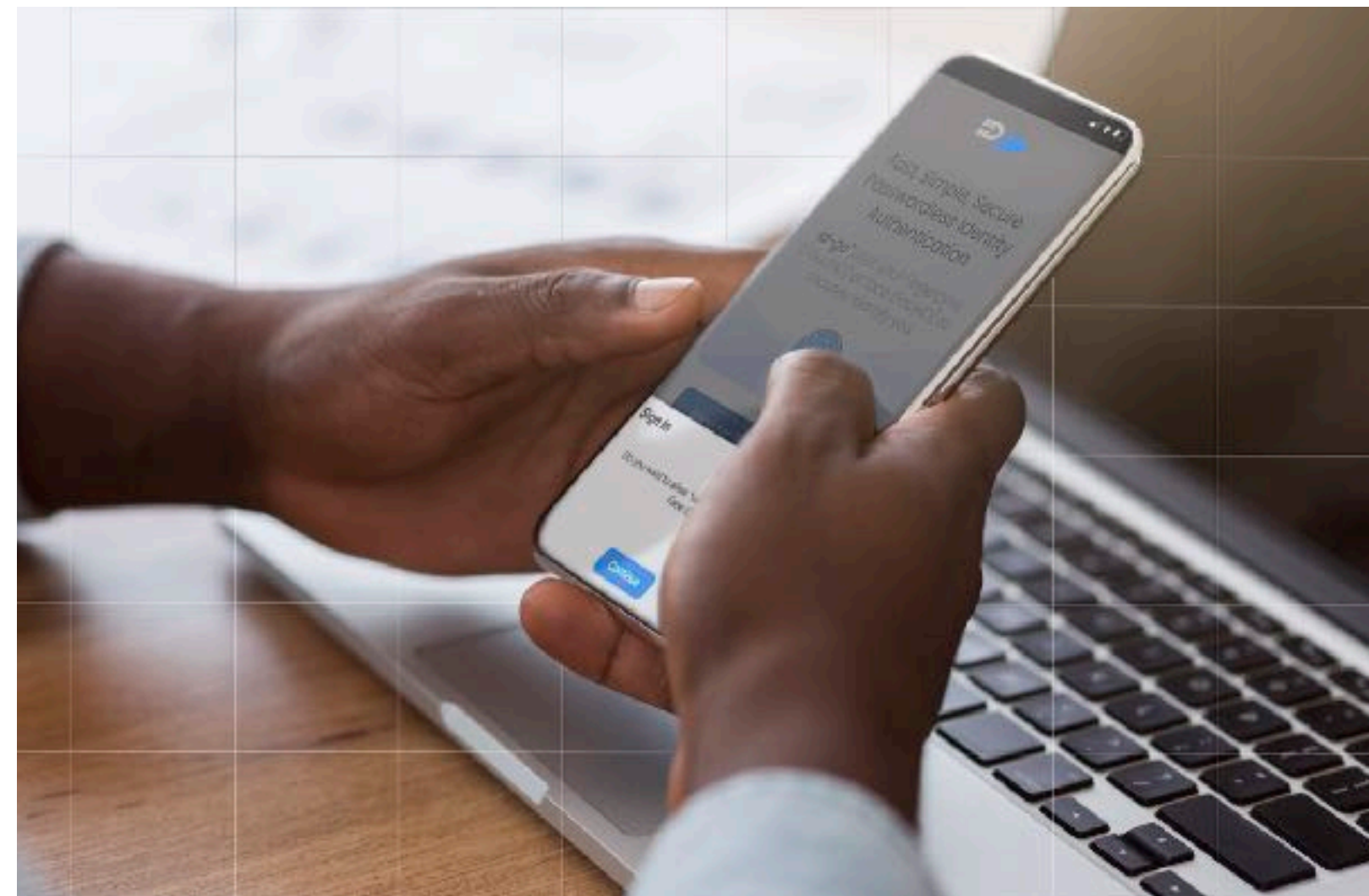
## Squared Grid

Implies fixed and unwavering overlay of protection within the user's world.



## Perspective Grid

Implies highly-responsive overlay of protection within the user's world.



## Glass Plane

Ideas an information that are in need of elevation can be placed on glass planes that provide containing forms that ground the content while remaining neutral.

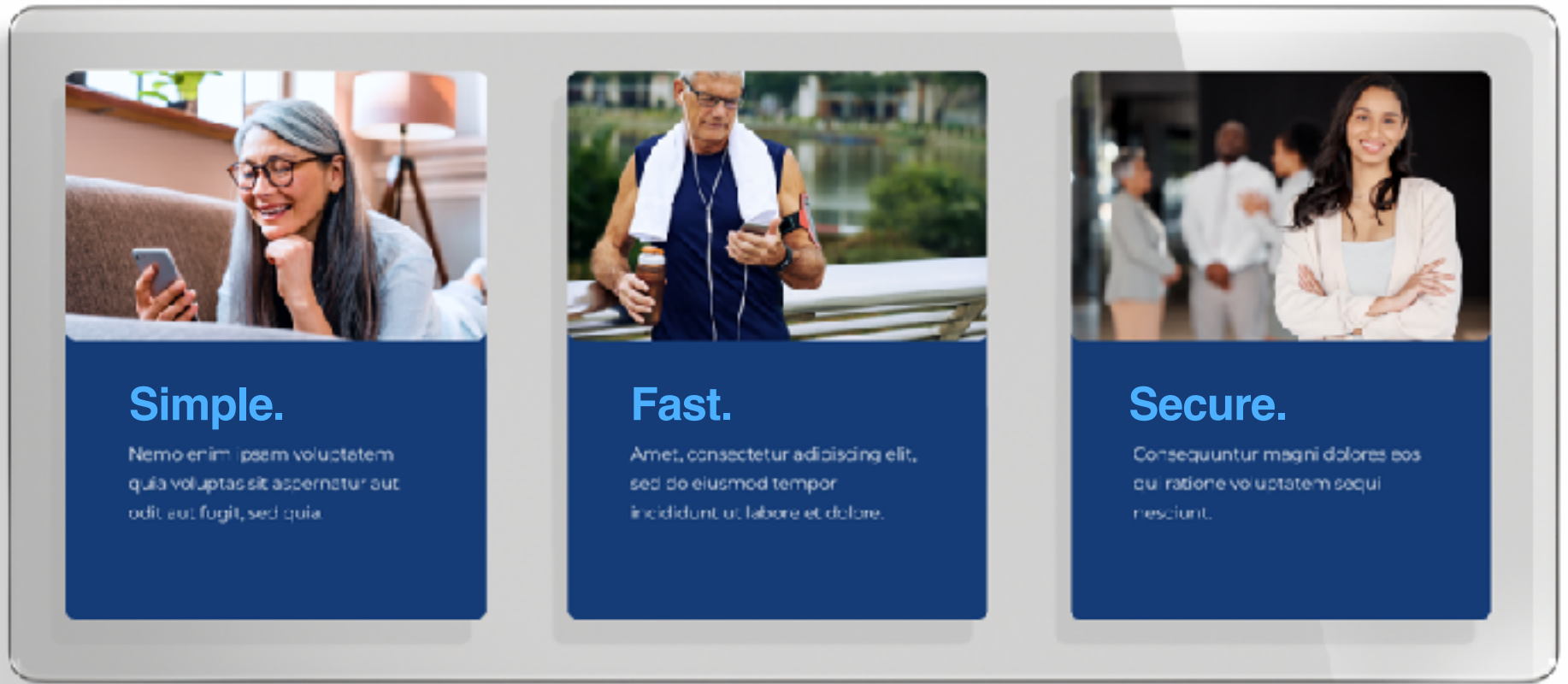
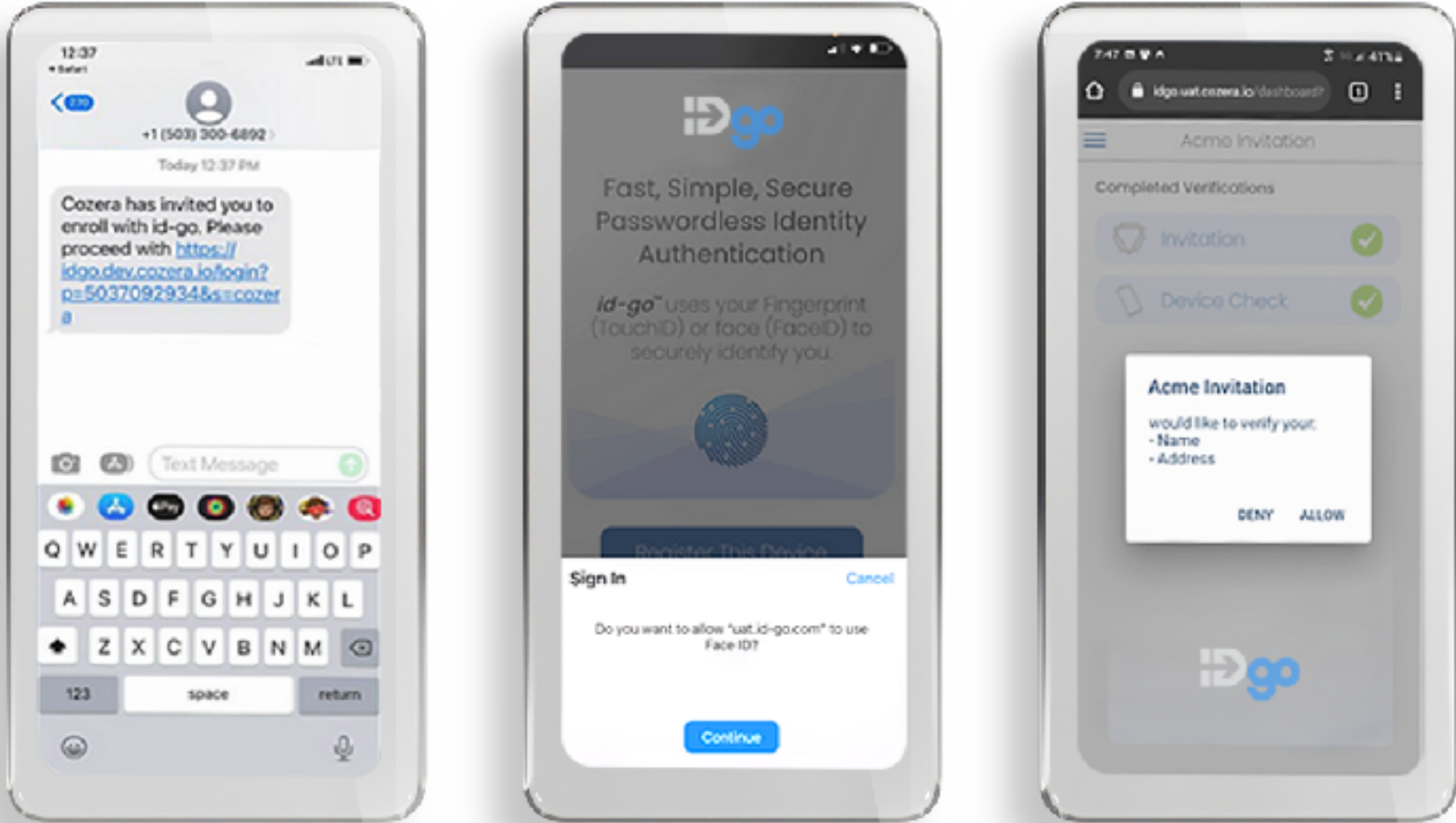
This element is intent to embody the products ease of use by feeling lightweight and highly technical as well as bringing an atmospheric quality that make the technology approachable and tactile.



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This element is intent to embody the products ease of use by feeling lightweight and highly technical as well as bringing an atmospheric quality that make the technology approachable and tactile.



# BRAND APPLICATIONS



**Secure authentication done simply.**



**Simple**

IDgo delivers the same simple authentication experience as "barrier" systems, easier, more secure. IDgo offers convenience and reduces liability of an identity footprint. IDgo does not require even loss of an application and works on internet-connected devices including mobile phones, laptops, tablets and desktops.



**Fast**

IDgo is an app-less, no-code / low-code complete identity authentication service for fast, seamless and consistent. Savings can be up to 50% and running in minutes without draining IT resources and without the overhead of maintaining development stacks.



**Secure**

IDgo protects discoverable assets like passwords and one-time passwords with strong passwordless, biometric authentication, so there are no secrets for attackers to steal. To protect privacy, authentication is executed with a central trusted server for the user login flow, not user's device.

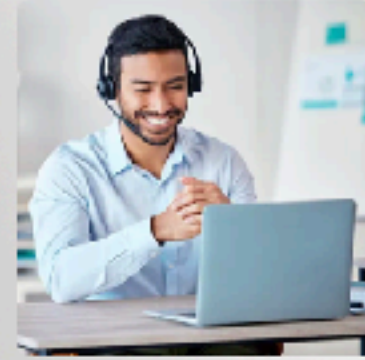


**Authenticate Identities, Not Passwords or Secrets**

Eliminate the use of passwords or storing of personal information - password loss

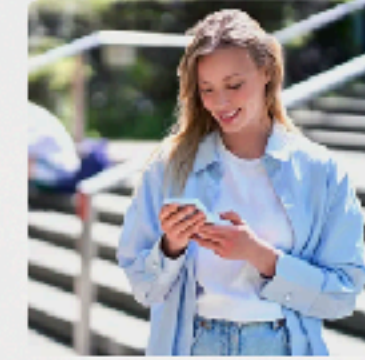
**One identity for any channel**

A single re-usable identity reduces liability footprints and maximizes user efficiencies.



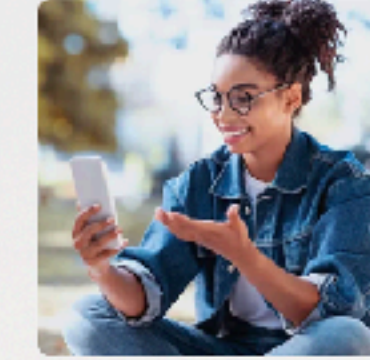
**Contact Center**

A single re-usable identity reduces liability footprints and maximizes user efficiencies.



**Online**

A single re-usable identity reduces liability footprints and maximizes user efficiencies.



**Video and Chat**

Provide a secure and simple experience to your consumers to authenticate without sharing personal information. Easily integrate with chat or video channel.



**In Person**

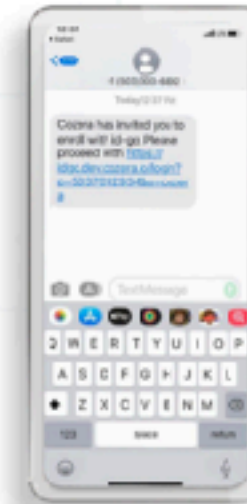
A single re-usable identity reduces liability footprints and maximizes user efficiencies.

**How IDgo works**

Three simple steps to authenticate in seconds

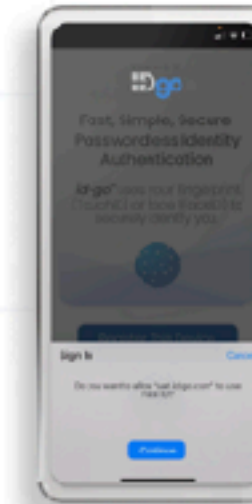
**1**

User receives SMS from enterprise



**2**

User signs in with biometrics



**3**

User allows identity authentication



**You Are In Good Company**







**IDgo**

BRAND GUIDELINES  
V1  
10.27


### User identity authentication service that is simple, fast & secure




**Secure**  
Passwordless with no secrets to share



**Simple**  
Device Biometric verification easy to use



**Efficient**  
Up to 100% reduction in authentication time



**Fast Deployment**  
No high IT resource to deploy and rapid GTM  
App-less No Code Lo Code

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### IDgo App-less Authentication as a Service

Simple, secure, and passwordless using FIDO™\*

- 1** User receives SMS from enterprise
- 2** User signs in with biometric
- 3** User allows identity authentication


\*FIDO  
A global cryptographic protocol supported by Apple, Google, Microsoft

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### The IDgo brand is based on simplicity, speed and security.

The identity is an extension of the product experience on an enterprise and consumer level, and should be utilized to amplify the core truths of the product.


The following document provides the assets and usage insights to build long-term equity and meaning for the brand through unifying consistency to cultivate trust.




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### Where can IDgo be used for authentication?


IDgo is designed as an "omni-channel" solution with the same experience for authentication in all channels.




Contact Center



Online



Video and Chat



In Person

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### Customers Love IDgo

**100%**  
Reduction in time to authenticate a user's identity with IDgo

**94%**  
of Customer Service Representatives would recommend IDgo

**91%**  
of users likely to recommend IDgo to a friend

**92%**  
of users felt secure using IDgo as a method of identity authentication

**90%**  
of Customer Service Representatives said IDgo had a positive effect on user experience

**82%**  
of users satisfied with using IDgo for identity authentication

"One of my members was telling me that she likes it because she doesn't want to answer the security questions the call center asks if she is around other people."

**Member Service Representative, Pioneer Federal Credit Union**

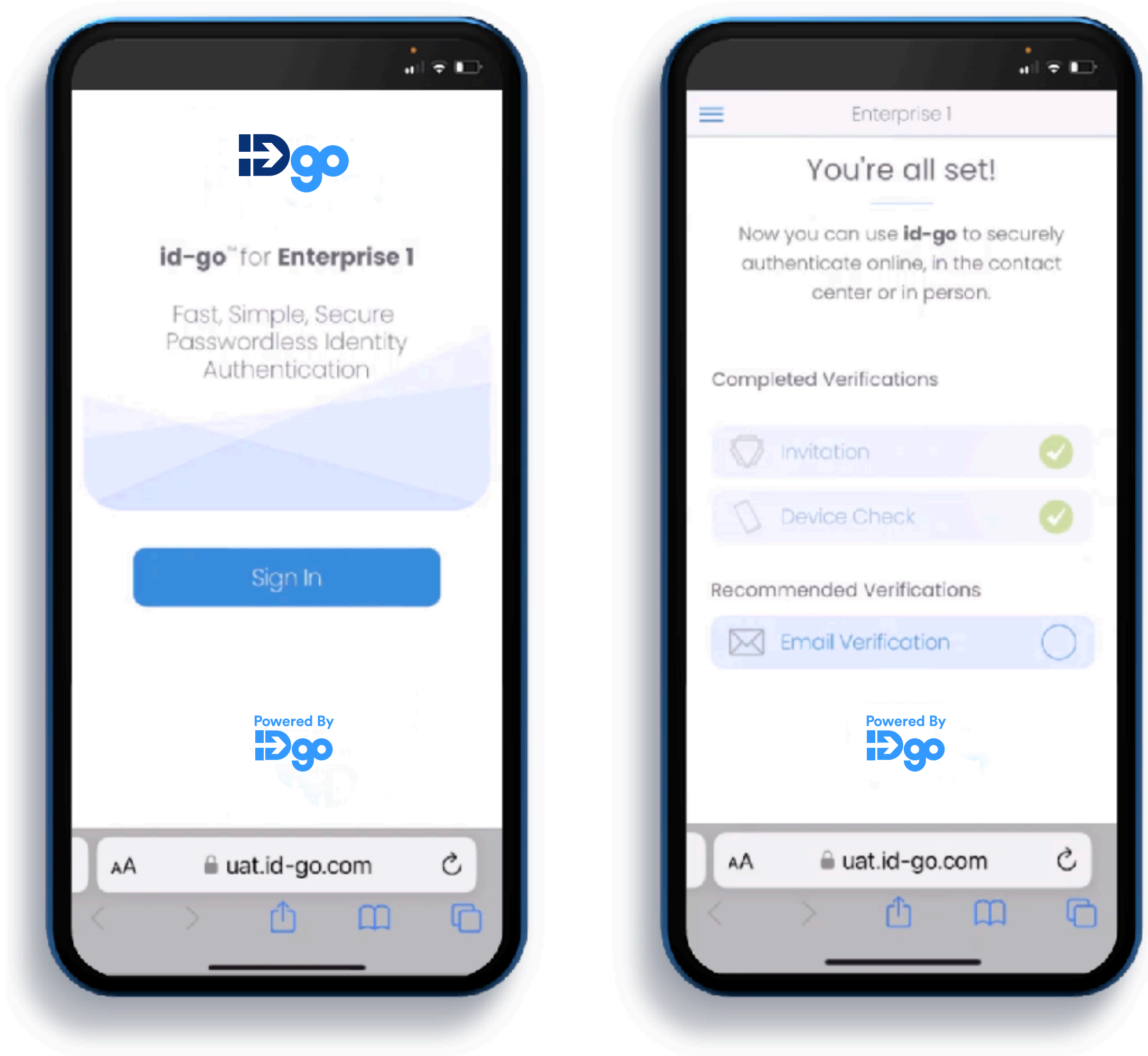
"IDgo has the potential to be a game changer for authentication of your members! For us, we achieved up to a min 22 second savings with IDgo over out of wallet questions and up to a 59 second savings with IDgo over our existing out-in multi-factor authentication."

**Enrique Olvera, AVP & Remote Member Experience Director, Rivermark Community Credit Union**

"Integrating the IDgo for Linkus call flow into the Genesys phone system took our product experience to the next level. Not only has this improved our member's experience, but also amplified our agent's confidence and support of IDgo within our Call Center."

**Char Sears, AVP & Remote Experience Manager, Linkus Community Credit Union**

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THANK YOU



[IDgo.io](https://IDgo.io)