

A photograph of a young Black man with a short haircut, wearing a plaid shirt over a dark t-shirt. He is sitting at a table outdoors, smiling broadly as he looks at a smartphone in his hands. In front of him is a laptop and a white coffee cup on a saucer. The background is bright and slightly out of focus, showing a brick wall and some greenery. The entire image has a light blue-green tint.

**ID.me**

# 2019 ID.me Brand Guidelines

LAST UPDATED: 11/22/19



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WHO WE ARE

We Make Identity Easy.

Identity touches all sectors of the economy. But revealing the information that identifies us can be risky. At ID.me, we're simplifying how individuals prove and share their identity online. Hundreds of retail partners and clients in regulated sectors like government, healthcare, and financial turn to us to help verify identities for sensitive transactions. Today, we're building a digital identity network where users verify their identity once, and never have to re-verify their identity again across any organization where ID.me is accepted.

**ID.me gives individuals and companies an easy and secure way to:**

- ✔ Verify and Control Your Digital Identity
- ✔ Securely Access Government Services
- ✔ Verify Identity for Healthcare
- ✔ Verify Group Affiliation Status
- ✔ Authenticate ID Documents
- ✔ Securely and Simply Open New Online Accounts
- ✔ Reduce Organizational Exposure to Identity Threats with SCRA Monitoring
- ✔ Qualify for Discounts



HOW TO USE THIS GUIDE

# Unifying the ID.me Brand.

## **One Brand. One Voice.**

The ID.me Brand Guidelines document sets the standard of quality, tone and identity for the ID.me brand. The document is intended for all ID.me team members to read, internalize, and reference when creating any new internal or external collateral or when presenting ID.me capabilities to potential clients. All team members in all departments must adhere to the guidelines contained within so that the ID.me brand can remain powerful, consistent and distinct across all collateral and channels, now and as the company continues to grow.

Any questions on brand guidelines should be directed to the marketing team. Any new collateral and any exceptions to the guidelines must be approved by the CMO.

**ID.***me*

Our Logo



ID.me

OUR LOGO

ID.me Logo

ID.me

The ID.me logo is the center of the ID.me visual identity, encapsulating both the company name, our service and our domain. The type and mark concisely represent what we do, who we are and where to find us. The full logo and logo mark must be consistently applied wherever they are used.

The logo for ID.me, featuring the letters "ID" in a bold, dark blue sans-serif font, followed by a small green dot, and the letters ".me" in a dark blue script font. The background is a green-tinted photograph of two people holding smartphones.

# ID.me

## LOGO

# Logo Details

## Rationale

The ID.me mark is a sleek visual depiction of the company name and domain. It's as simple, straightforward and bold as the solutions ID.me provides. Colors are modern and vibrant, with a bright, approachable feel that graphically conveys how ID.me makes the identity verification process accessible and easy for individuals and businesses. Overall, the logo reinforces ID.me's forward-thinking, practical approach to educating target audiences in a simple, engaging way — which represents the core of ID.me itself.

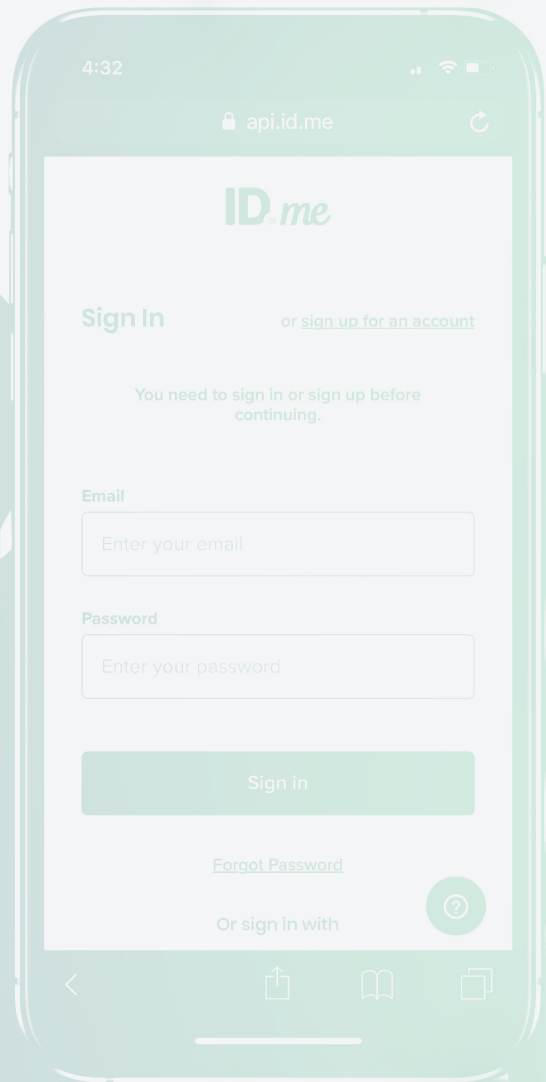
## Type

The logo uniquely blends a modern, rounded sans serif with a more playful script font that illustrates the approachability of ID.me's solutions, while reinforcing the reliability and expertise behind the brand. The type can be thought about as two interrelated components of the brand, joined by the distinct period.



## Clear Space

The clear space surrounding the logo should be equal to or greater than the height of the capitalized "I" in "ID". This allows for the appropriate scaling.



**ID.me**

**ID.me**

### Corporate Color Application

- ✔ Two-color logo should be used in all contexts where a light or white background is present
- ✔ One-color reverse logo should be used over a dark background
- ✔ One-color logo should be used over light backgrounds only when color is not available
- ✔ One-color reverse logo should be used over a bright blue/green gradient background or dark background when full color is not an option

**ID.me**

**ID.me**



## Incorrect Uses



DO NOT ALTER COLORS



DO NOT APPLY EFFECTS



DO NOT USE OUTLINES



DO NOT STRETCH OR COMPRESS

**ID.***me*

Colors

## COLORS

# Primary Color Palette

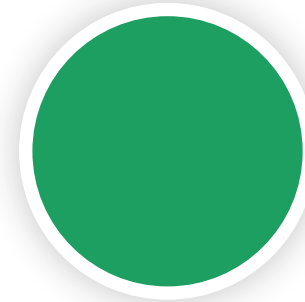
## Representing Innovation, Security and Simplicity

These core colors were carefully selected to represent key themes and aspects of the ID.me brand. The Emerald/Aloe tones represent the rich innovation and growth behind the ID.me brand. The richness found in August/Seaworthy is a modern take on the familiar use of tonal blues to convey expertise and trust, while the dark depth of Ink invokes confidence and integrity. Finally, the more playful Tradewind/Windbreaker tones lightens the brand palette and brings in a feeling of accessibility and openness that weaves in the simplicity and ease of ID.me's approach to the identity verification process. The core color palette is supported by supplementary colors. In combination, these palettes represent ID.me's energetic, accessible approach to supporting individuals and businesses ready to take control of their digital identity.

The ID.me color palette is comprised of four core tones:

- ✓ Emerald/Aloe
- ✓ August/Seaworthy
- ✓ Ink
- ✓ Tradewind/Windbreaker

## PRIMARY COLORS



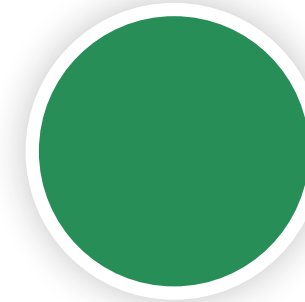
### EMERALD

#1D9F61

CMYK: 95, 4, 90, 0

RGB: 29, 159, 97

Pantone: 7482 C



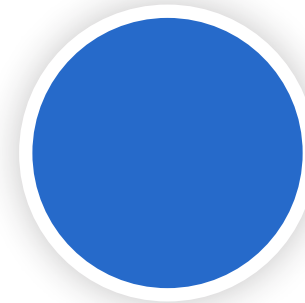
### ALOE

#288E58

CMYK: 94, 16, 92, 3

RGB: 40, 142, 88

Pantone: 348 C



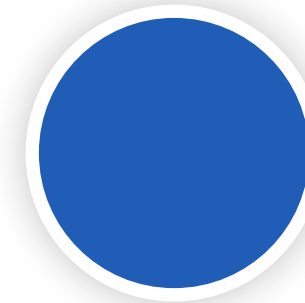
### AUGUST

#266ACA

CMYK: 87, 59, 0, 0

RGB: 38, 106, 202

Pantone: 300 C



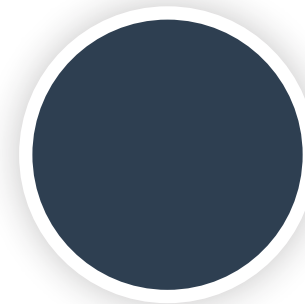
### SEAWORTHY

#1F5DB6

CMYK: 92, 67, 0, 0

RGB: 31, 93, 182

Pantone: 2935 C



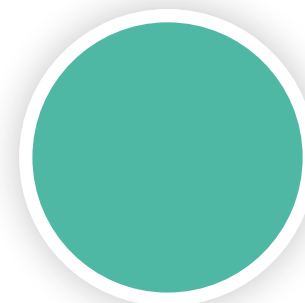
### INK

#2E3F51

CMYK: 87, 69, 46, 37

RGB: 46, 63, 81

Pantone: 7546 C



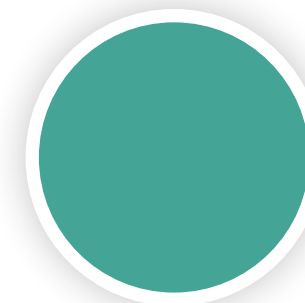
### TRADEWIND

#4EB8A4

CMYK: 77, 0, 48, 0

RGB: 78, 184, 164

Pantone: 3265 C



### WINDBREAKER

#1D9F61

CMYK: 82, 9, 51, 0

RGB: 68, 164, 149

Pantone: 7473 C

## COLORS

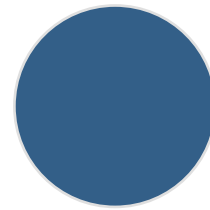
### Secondary Color Palette

The ID.me secondary color palette is used as “secondary” or “accent” colors. These colors are most often used for icons, UI elements and photos to add more color depth to designs and UI features. These colors should always be paired with primary colors in a single view. Exceptions would be for certain sections of a website/print piece that are meant to stand out from the primary palette. These should be used sparingly and with approval from marketing. Some of the secondary colors are also used as the “other” spectrum of the ID.me gradient suite.

The ID.me color palette is comprised of four secondary tones:

- ✓ Gothic
- ✓ Polar
- ✓ Cinnabar
- ✓ Marigold

## SECONDARY COLORS



**GOTHIC**

**#335F88**

CMYK: 87, 62, 26, 7

RGB: 51, 95, 136

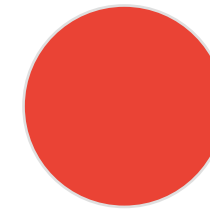


**POLAR**

**#F2FAFF**

CMYK: 4, 0, 0, 0

RGB: 242, 250, 255

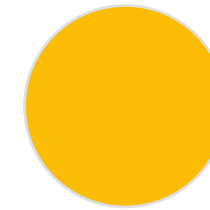


**CINNABAR**

**#EA4335**

CMYK: 2, 89, 87, 0

RGB: 234, 67, 53



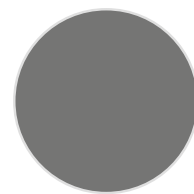
**MARIGOLD**

**#FBBC05**

CMYK: 2, 28, 100, 0

RGB: 251, 188, 5

## GRAYS

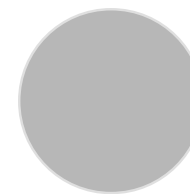


**BOULDER**

**#757574**

CMYK: 55, 47, 47, 12

RGB: 117, 117, 116



**STONE**

**#B7B7B7**

CMYK: 29, 23, 23, 0

RGB: 183, 183, 183



**ASH**

**#DFDFDF**

CMYK: 11, 8, 9, 0

RGB: 223, 223, 223



**SMOKE**

**#F5F5F5**

CMYK: 3, 2, 2, 0

RGB: 245, 245, 245



**SNOW**

**#F9F9F9**

CMYK: 2, 1, 1, 0

RGB: 249, 249, 249



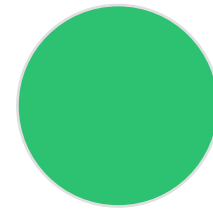
## COLORS

# Group Verification Color Palette

Whether you're a member of the military, a student, a teacher or a first responder, you're part of an exclusive group. With ID.me, you can verify your group status and gain access to amazing group discounts from hundreds of the most popular brands.

The ID.me groups are as follows:

- Verified Identity
- Military
- First Responder
- Teacher
- Student
- Nurse
- Medical
- Government Employee
- Company Employee
- Alumni
- Verified Age
- Resident

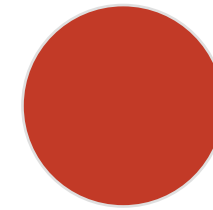


**VERIFIED IDENTITY**

**#2DC172**

CMYK: 71, 0, 76, 0

RGB: 45, 193, 114

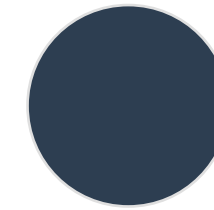


**MILITARY**

**#C23A27**

CMYK: 17, 91, 97, 7

RGB: 194, 58, 39

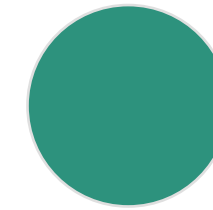


**FIRST RESPONDER**

**#2D3E51**

CMYK: 88, 70, 46, 37

RGB: 45, 62, 81

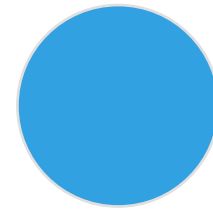


**TEACHER**

**#2D927D**

CMYK: 90, 17, 63, 2

RGB: 45, 146, 125

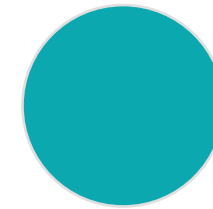


**STUDENT**

**#32A1E1**

CMYK: 79, 18, 0, 0

RGB: 50, 161, 225

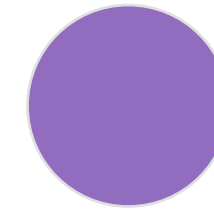


**NURSE**

**#0BA8AF**

CMYK: 90, 3, 36, 0

RGB: 11, 168, 175

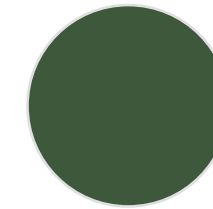


**MEDICAL**

**#926CBF**

CMYK: 46, 67, 0, 0

RGB: 146, 108, 191

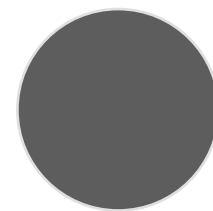


**GOVERNMENT EMPLOYEE**

**#3D583B**

CMYK: 78, 41, 85, 36

RGB: 61, 88, 59

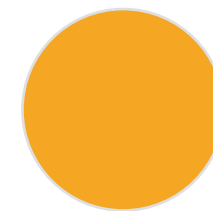


**COMPANY EMPLOYEE**

**#5D5D5D**

CMYK: 62, 54, 53, 26

RGB: 93, 93, 93

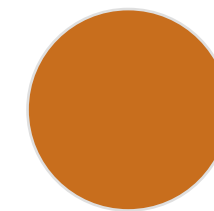


**ALUMNI**

**#F5A623**

CMYK: 0, 42, 100, 0

RGB: 245, 166, 35

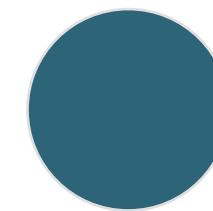


**VERIFIED AGE**

**#C86E1D**

CMYK: 18, 65, 100, 4

RGB: 200, 110, 29



**RESIDENT**

**#2E6478**

CMYK: 85, 51, 39, 15

RGB: 46, 100, 120



## COLORS

# Gradient

The ID.me gradient suite is a collection of gradient colors that are used primarily for graphic backgrounds and icons. These gradients should extend to the website, platform UI, trade show booths, slick sheets, pitch decks, infographics and photos. The primary angle of the gradient should be 45° and move from dark blue to green. A gradient opacity should not be manipulated.

#266ACA

#2DC172

Do not flip or reverse the gradient. May be used at 45 degree angle.

# Typography

# Typography

In order to maintain brand identity, we ask that the rules listed within this brand guideline are used. This set of typefaces best represents the brand.

## Headline 1

Open Sans Light

## Headline 2

Poppins Bold

## Headline 3

Open Sans Semibold

## HEADLINE 4

Poppins Bold | All Caps

## Headline 5

Open Sans Bold

## HEADLINE 6

Open Sans Bold | All Caps | Letterspacing: 200pt

The Body Copy is Open Sans Regular. This is an example paragraph to show the overall feel of the typography.



**ID.***me*

Styling

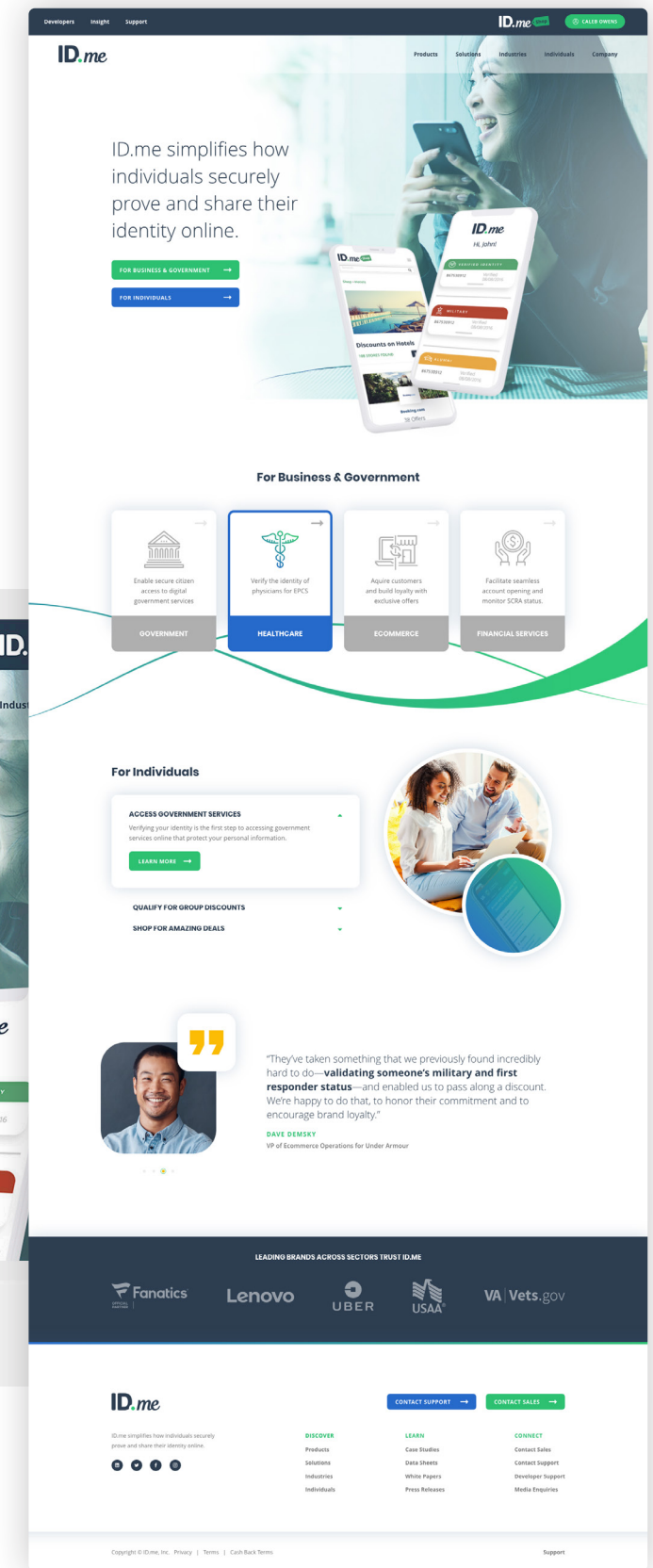
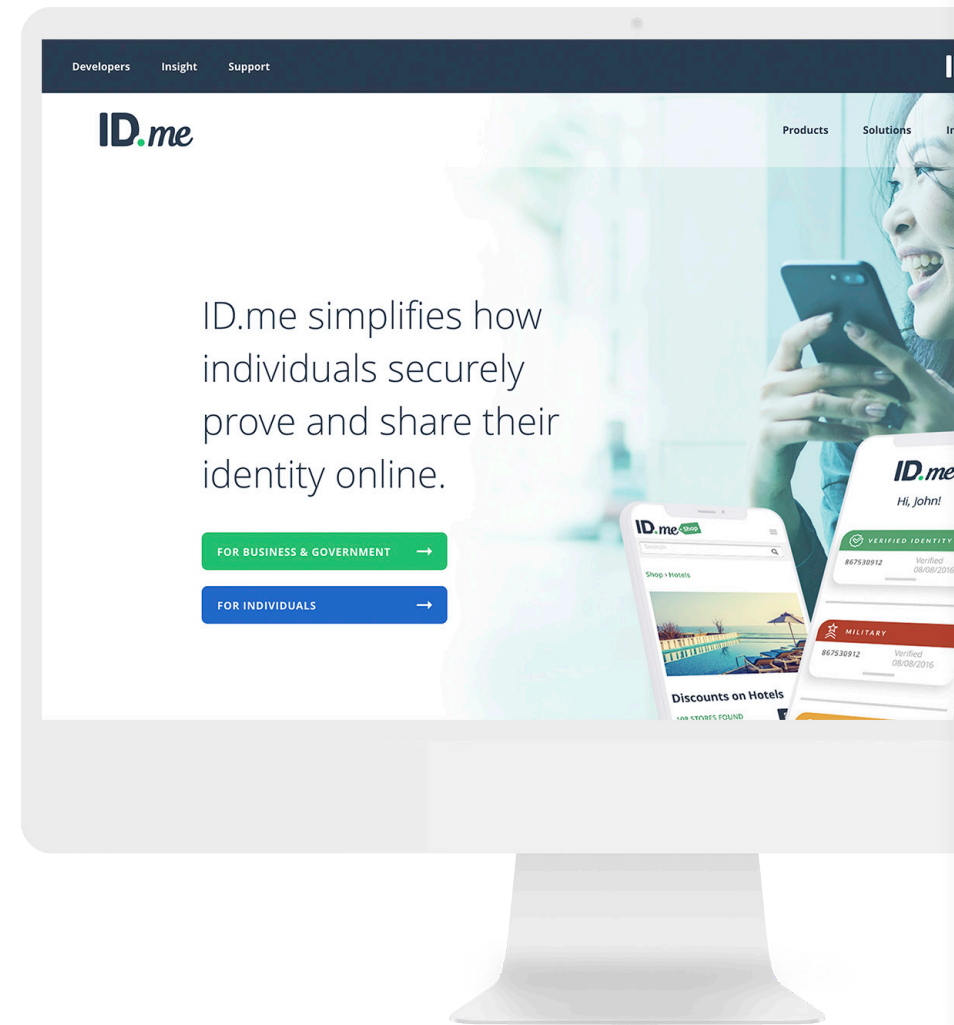


## STYLING

# ID.me Marketing Materials

The following includes examples of ID.me's marketing materials and the general styling that should be used for design. We use established brand templates for these items to ensure consistency but these can be adapted as needed to meet the goals or requirements of the marketing project. Contact the marketing team to determine how to best create marketing materials that align with the established ID.me brand.

## WEBSITE HOMEPAGE



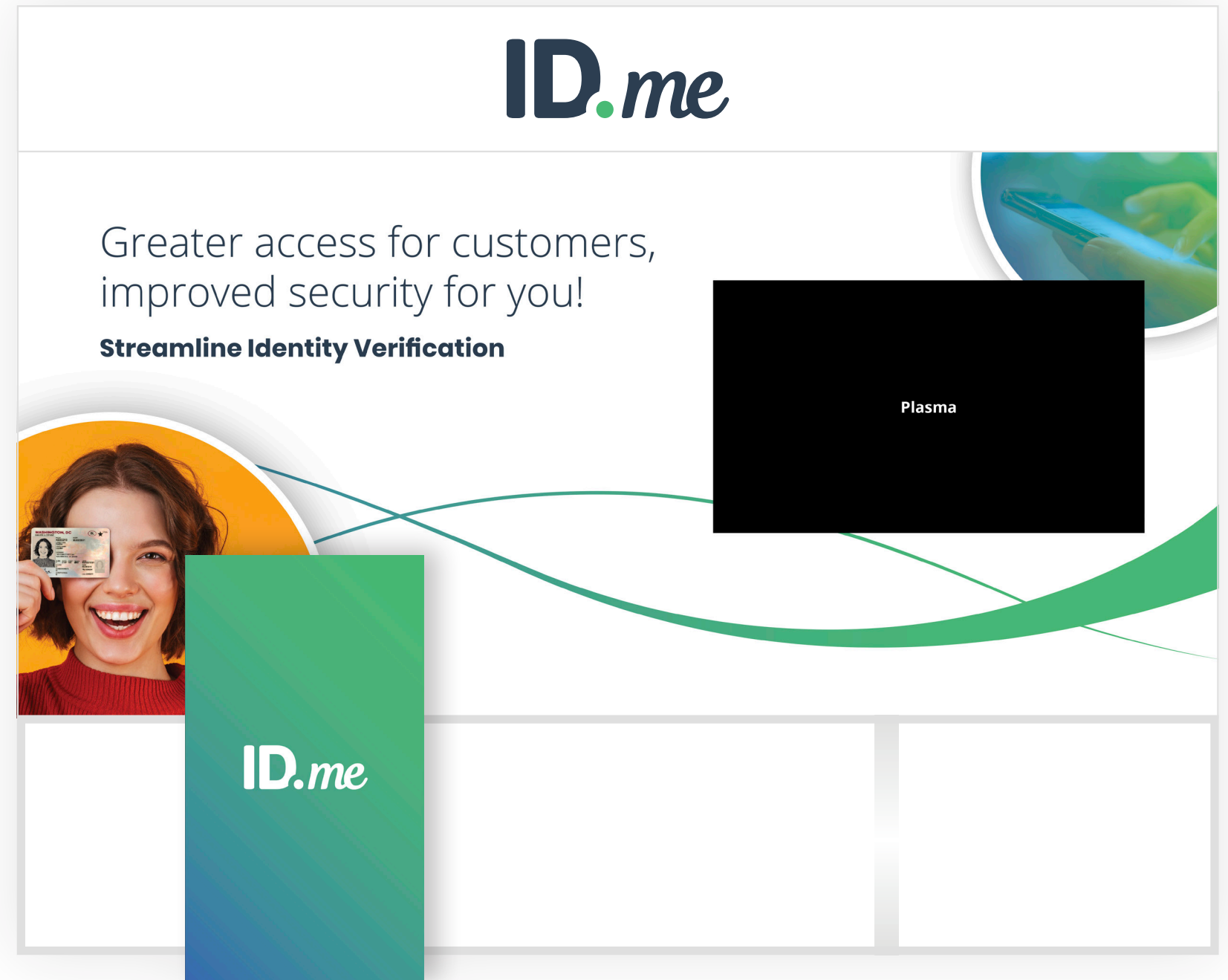


STYLING

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TRADESHOW BOOTH



## STYLING

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## SLICK SHEET / ONE-PAGER



## STYLING

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**ID.me**

## Security, Privacy, and Compliance






## Demonstration of Unified VA Experience

**ID.me**

2

### With ID.me, the

ID.me's **No Identity Left Behind** initiative pr  
populations that fail self-serve online verificati  
records, prepaid phone, homeless, r

- Online**  
  
User hits a roadblock verifying their identity online.
- Supervised Remote via Video Conference with Trusted Referee**  
  
Referee helps user complete identity proofing process via video conference
- In-Person Proofing with Trusted Referee**  
  
User goes to a Trusted Referee location and completes identity proofing process in person

**ID.me**

3

# Messaging

## Tone of Voice

### **Active, Simple Voice**

ID.me provides simple, secure identity proofing, authentication, and group affiliation verification for government and businesses in a variety of sectors. Our message reinforces a sense of approachability and ease by being concise and direct. Our written content and communication should feature a trustworthy and informed tone. All ID.me communications use active voice. For example: It is better to say, "ID.me uses active voice," rather than, "passive voice is used by ID.me." Whenever possible, ID.me writing and communication uses the present tense. For example: "ID.me delivers the identity verification experience that clients need" vs. "ID.me has delivered the identity verification experience..." or "ID.me will deliver the identity verification experience...". Present tense compliments active voice, creating a confident tone.

We avoid using complex sentences when a straightforward one will work. When we can split a complex sentence, we do. This also applies to punctuation. We do not use semicolons when a period will do. Currently, ID.me does not use the Oxford (aka "serial") comma. For example: "We list one thing, another thing and the Oxford comma."

We speak and write in the first-person plural, unless introducing ID.me for the first time in an article or section, which then we use third-person singular. For example: "ID.me's next-generation identity platform meets the highest federal and security standards. Our technology is used by more than 13MM individuals and 350 partners."

We speak directly to our audience on a personal level. A reader must get the impression that an ID.me team member is speaking directly to him or her, rather than speaking generally about "customers" and "users." For example: "You can easily verify your identity with ID.me."





## Company Description

### **ID.me Company Boilerplate**

ID.me simplifies how individuals prove and share their identity online. ID.me's next-generation identity platform provides identity proofing, authentication, and group affiliation verification for organizations across sectors. ID.me's technology meets the highest federal standards for online identity proofing, authentication, KYC and AML requirements and is approved as a NIST 800-63-3 IAL2 / AAL2 conformant Credential Service Provider by the Kantara Initiative. More than 13MM users and over 350 organizations use ID.me to verify identity, including healthcare organizations, federal and state government agencies, financial institutions, retailers and nonprofits.

### **Using the ID.me Boilerplate Statement**

ID.me's boilerplate should be used for media-facing purposes and all marketing events and collateral, including white papers, slick sheets and other marketing-specific activities. For brief applications, use the first paragraph of the boilerplate statement and the full two paragraphs for longer-format purposes.





# Design Elements



## GRAPHICS

# Photographic Style

## Textures, Patterns, Photography

The ID.me brand uses photography as a supporting element of digital print and collateral. Photography may be used in a variety of applications, such as a header image, as a graphical element within text-driven design, in addition to integrating into backgrounds and infographic concepts.

Photographs used in the ID.me materials can be featured in one of two ways —either as a full color image with high contrast and exposure filters applied or with a color overlay and/or color gradient overlay that utilizes the brand primary and secondary color palette.

Subjects in all photography should match the personas we target. (i.e. subjects should not be wearing suits or overly corporate attire and represent a broad variety of industries and ethnicities) Subjects in all photographs should look authentic, relatable and someone who would use this service. Photographs that don't include people should represent everyday life and items in a way that feels genuine and avoids ethereal or conceptual styling.



## GRAPHICS

# Graphics Style

## Illustrating Secure Identity Authentication

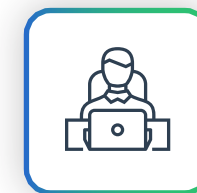
At ID.me, we strive to communicate our value proposition using the clearest possible terms. Sometimes, clarity is easier seen than read. This is why we have developed a suite of graphic icons and a distinct illustration style for visual communication. Graphics and icons can be a useful tool for our audience to understand the details and benefits of the ID.me platform. Icons can be used with one flat color, a brand-approved gradient or within a gradient circle. These icons, along with the variety of detail icons that represent attributes of the ID.me platform, form our graphics suite.

## Graphics Attributes

- ✔ Simple, clean lines
- ✔ Single concept per icon
- ✔ Avoid including typeface
- ✔ Vector format

## Application Icon Suite

The ID.me icon suite is ever-expanding based on innovation and creation of new products. These unique icons represent elements of our brand, our users, the benefits of our services and the features we provide. All future icons should be created as simple two-or-three color designs, with the ability to translate to grayscale as needed.



# ID.*me*

## We're Here to Help!

Feel free to contact us if you have any questions about how to best use this guide.

[xxx@id.me](mailto:xxx@id.me)