



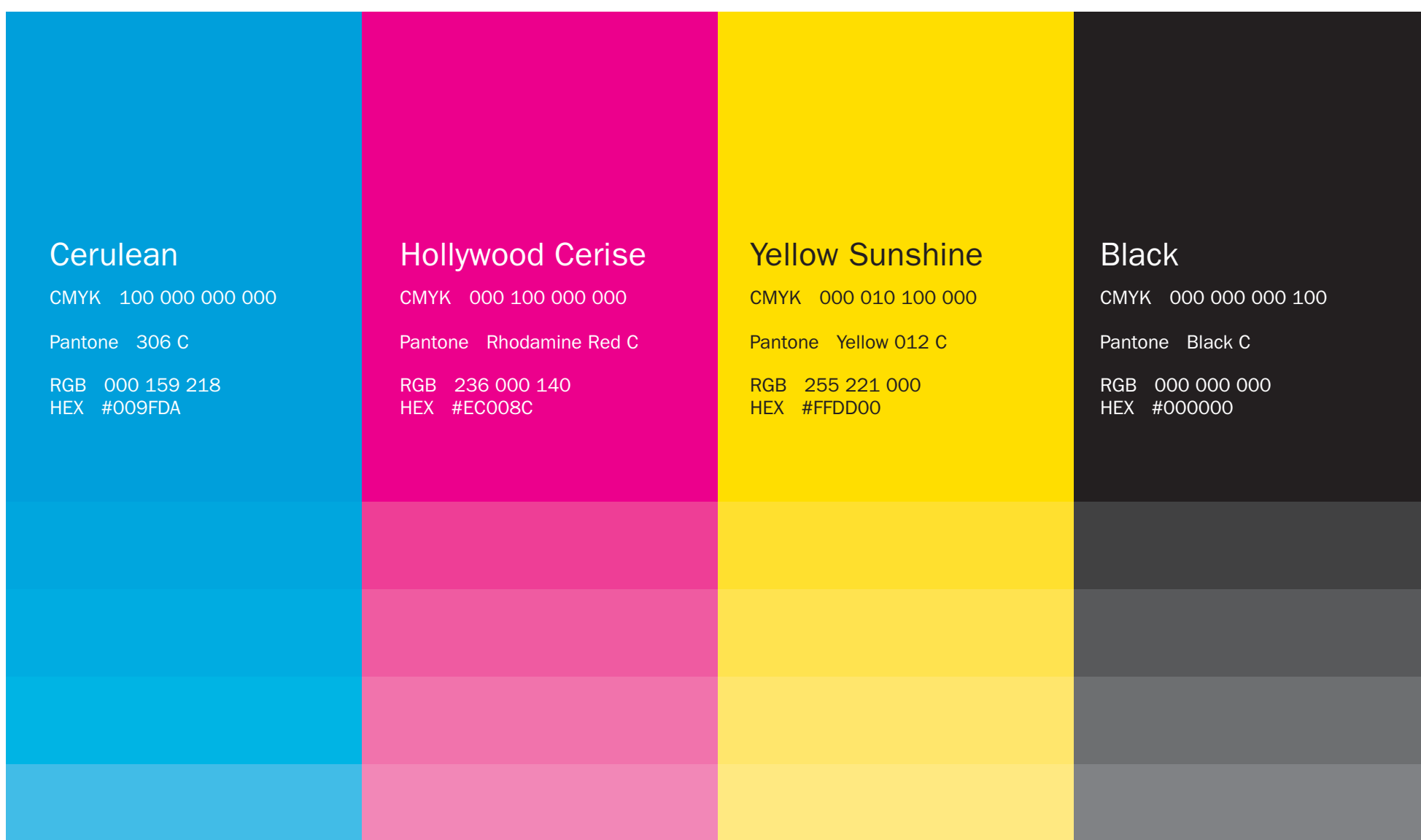
Brand Identity Guide

LOGOTYPE



Welcome to the official brand guidelines of the IDLine brand and assets. This document is intended to educate anyone who is responsible for creating internal or external communications using the IDLine brand. It is important that we all share a basic understanding of how and when to use our identity. These Identity Standards are intended to introduce you to the basic usage. We want to make it easy for you to integrate IDLine in all media formats while respecting our brand and legal/licensing restrictions.

BRAND COLORS



ABOUT US

Vision

At IDLine, our vision is to empower businesses by simplifying personalization for our customers and their clients. We strive to create innovative solutions that enhance user experiences, foster meaningful connections, and drive success in a rapidly evolving digital landscape. By prioritizing ease of use and customer satisfaction, we aim to be the trusted partner that transforms the way personalization is approached, making it accessible and effective for everyone.

Mission

At IDLine, our mission is to revolutionize personalization by simplifying the process for our customers and their clients. We strive to empower businesses with innovative solutions that enhance customer experiences, foster meaningful connections, and drive success through tailored interactions.

Core Values

Customer Satisfaction: Achieving high levels of customer contentment is our priority, fostering positive experiences and feedback.

Efficiency: Optimizing performance and resource use, we aim for peak productivity and minimal waste.

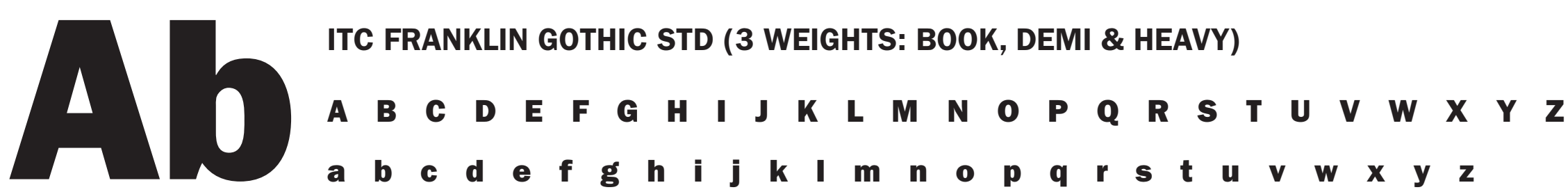
Trust: Confidence in the integrity and reliability of our team and offerings is foundational.

Excellence: Striving for the pinnacle of quality and performance, we set the standard in all our endeavors.

LOGO APPLICATION



TYPOGRAPHY



NEGATIVE POSITIVE LOGO



LOGO PHILOSOPHY

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best. The IDLine Logo should be used mostly with the Hollywood Cerise and Cerulean colors. The negative IDLine Logo can be used on dark image backgrounds with high contrast between them. The Monochrome version logo should be used on documents that are printed in black & white. The IDLine icon should be used as the official Favicon only in IDLine Hollywood Cerise. The negative icon should be used for social as user/company image such as Whatsapp, Facebook, LinkedIn etc'. The IDLine Logo has a neat proportion of 2:1 width. These proportions were chosen carefully and they are not to be changed. The icon has a perfect square proportion of 1.3:1 and acts as the Favicon as well. Clear space is the area surrounding the global signature and icon that must be kept free of any elements, including text, graphics, borders, or other logos. The minimum clear space required for the preferred global signature is equal to "x", or the height and width of the IDLine icon. It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter the logo in any way. Its orientation, colour and composition should remain as indicated in this document there are no exceptions. The colors selected for the IDLine signature reflect the company's values. The colors have been specifically chosen to represent the brand and should not be altered under any circumstance. For Printing instances, a Rich Black should be used for text with C40 M10 Y0 K100.

Note that by using these resources, you accept our Terms of Service. Usage of these resources may also be covered by the IDLine End User Agreement and our Privacy Policy.