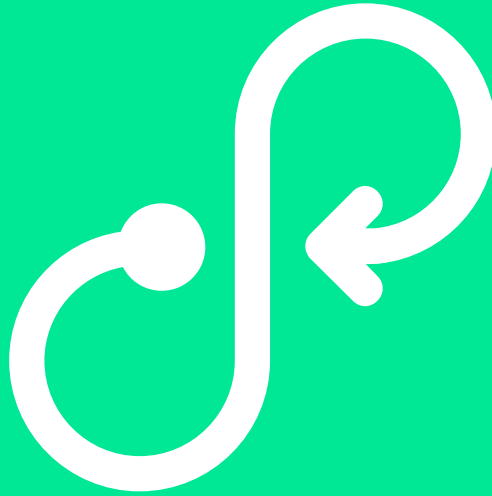




Passport



THIS IS US

Modern:

innovative, tech-driven, new, robust under-the-hood

Trustworthy:

dependable, timely, accountable, thoughtful, knowledgeable

Friendly:

approachable, empathetic, helpful, customer-centric

Simple:

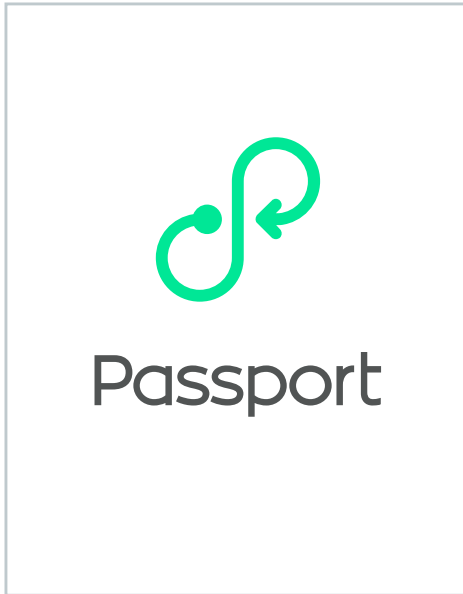
easy, hassle-free, seamless (relevant for integrations)

Squeaky clean:

bright & polished



logo lockups



light ground



dark ground

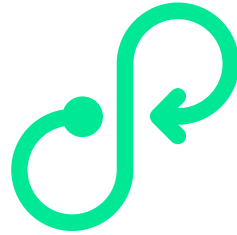


colored ground

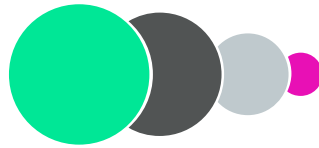


monochromatic

brand palette



Passport



R: 0
G: 231
B: 150

HEX: 00e796

C: 63
M: 0
Y: 62
K: 0

R: 81
G: 84
B: 84

HEX: 515454

C: 66
M: 56
Y: 56
K: 32

R: 191
G: 201
B: 205

HEX: bfc9cd

C: 25
M: 15
Y: 15
K: 0

R: 232
G: 16
B: 181

HEX: e810b5

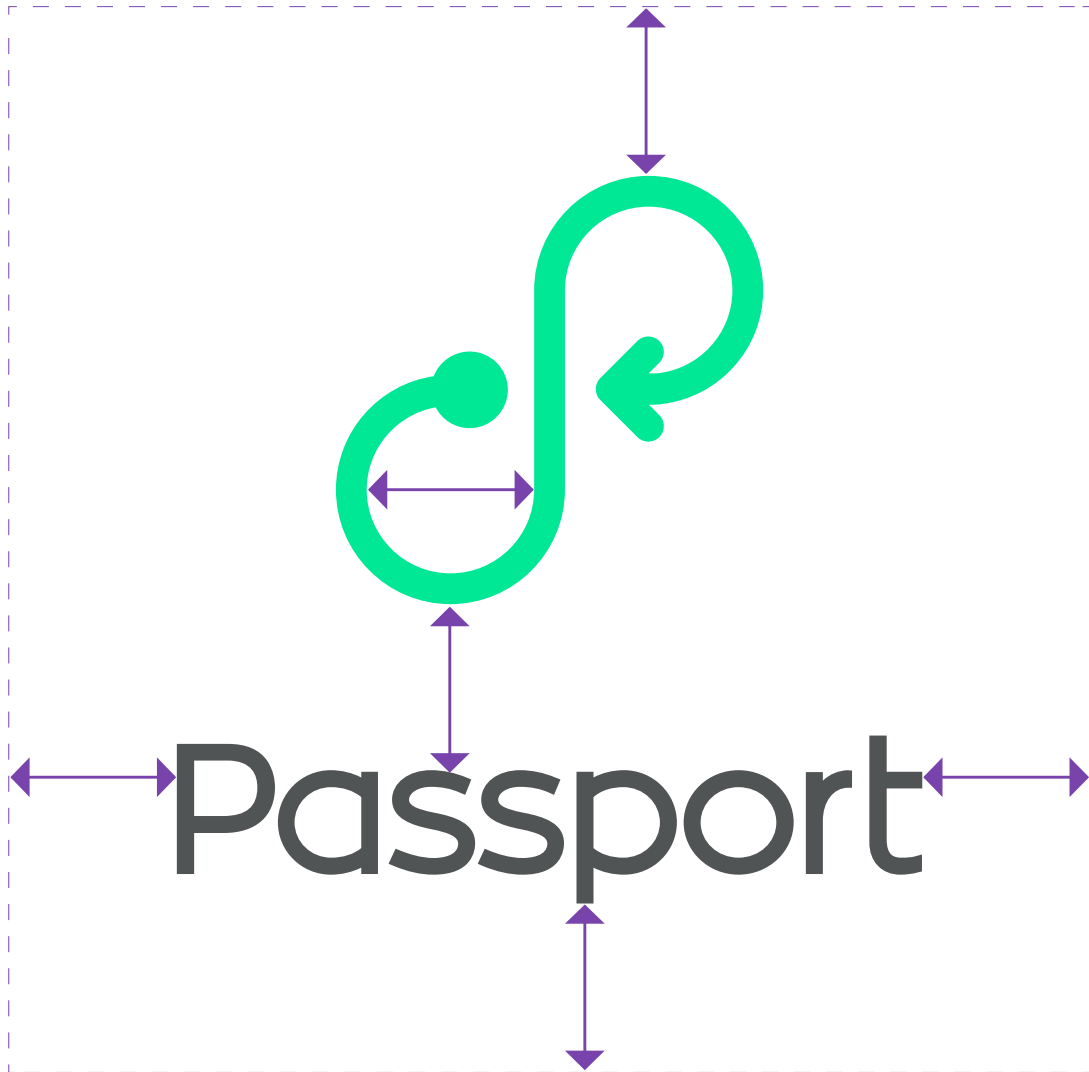
C: 16
M: 89
Y: 0
K: 0

to be used as primary brand colors

tertiary brand color

to be used sparingly
as a call-out color

logo padding



appropriate padding where no other graphic elements
or typography should appear within

logo type



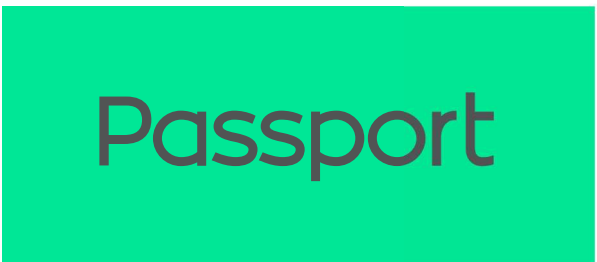
Passport

light ground



Passport

dark ground



Passport

colored ground



Passport

monochromatic

logo type padding



appropriate padding where no other graphic elements
or typography should appear within

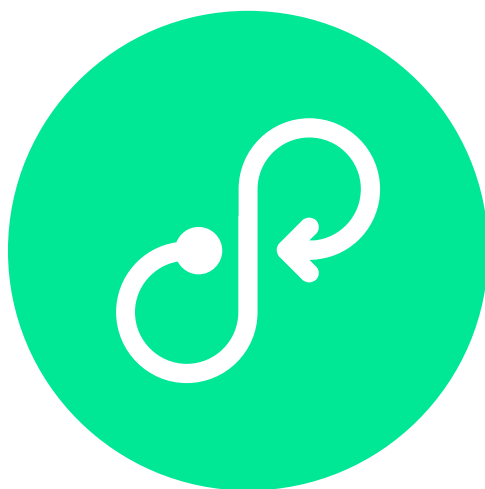
alt. logo



Passport



favicon



alt. favicon
(based on backgrounds)



guarantee stamp



typography

Titillium Web type family

Extra Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic:

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Semi Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold:

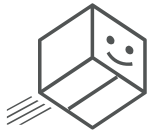
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Black:

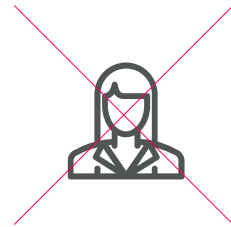
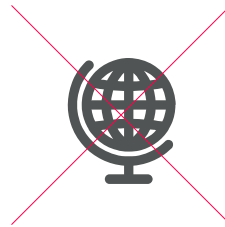
**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

illustration/iconography

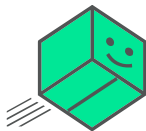
style attributes:
should appear minimalist, light-weight, and playful



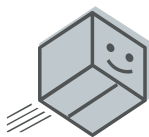
should not appear:
complex, heavy, or formal



partial or full color fills:
can be used to activate or bring attention to an icon

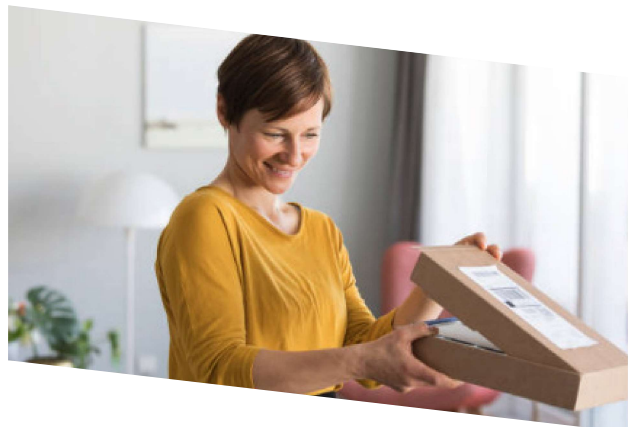


5% offset fills:
can be used to bring depth to an icon
offset fill should follow the path of the icon to maintain it's integrity



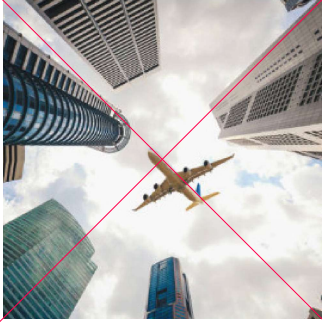
photography

style attributes:
framing should have considerable negative space
have a sense of movement/keneticism
(stock) imagery that is believable/natural

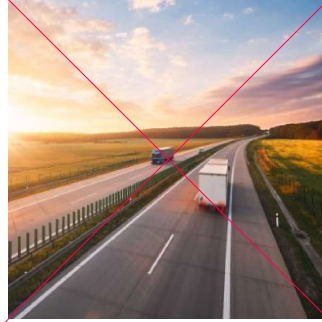


photography

not on brand



not believable



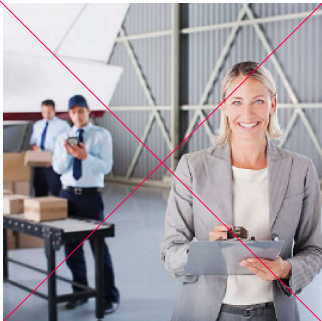
*unnatural
(too perfect)*



stuffy



business attire



staged



uncomfortable/awkward



graphic augmentation



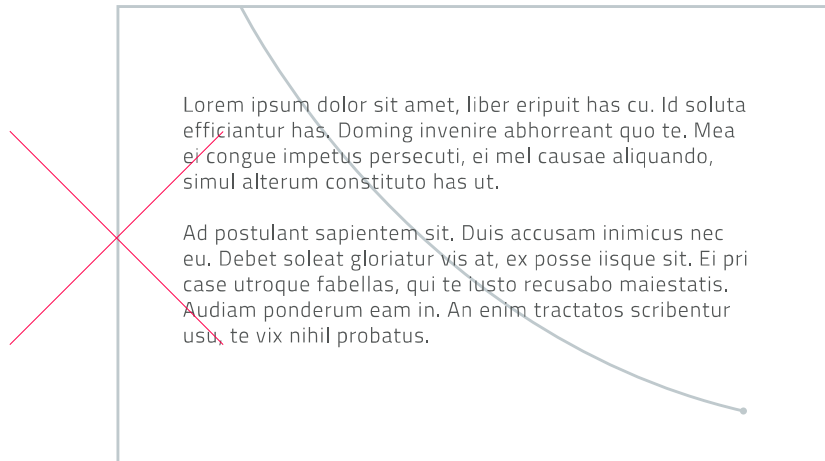
complex

node usage

node stroke should be 50% width of node



when used as a textural element, graphic *should not* be used behind body copy



node stroke should always have a curve and never be used with abrupt angles





Passport