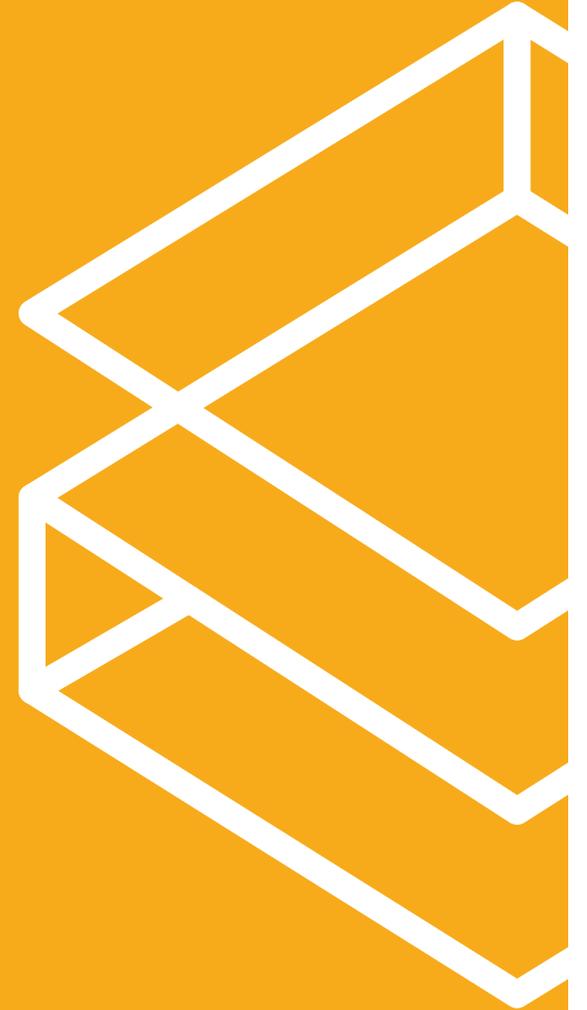


TRUELAYER

BRAND BOOK

2017



Last Revision: Set2017

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OUR BRAND

4 We are TrueLayer

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We are TrueLayer: a London based fin-tech company.

Our identity is focused on simplicity, security and transparency.

Our Brand Book is essential to creating the TrueLayer experience. This guide helps communicate our identity consistently internally and externally for partners featuring TrueLayer. It defines what makes TrueLayer special and gives us tools to describe, express and endure ourselves in the changing world. It helps us have one voice.

If you have questions as you work with our brand, feel free to get in touch with our creative department at creative@truelayer.com.

Mission

Our commitment: providing secure, reliable and easy access to banking infrastructure.

Banking is the first tool we're developing in a complete toolkit needed to build a modern financial application. We're building all the financial infrastructure developers need so they don't have to.

Tone

We want our brand to be associated with the idea of simplifying the complexity that lies in financial infrastructures in meaning, action and design. We want developers to build freely, without permission or restriction.

Simplicity is our master keyword and it guides all the work we do at TrueLayer.

TrueLayer

true

Adjective

Real; authentic; not deceitful; loyal; exact; precise; accurate; correct; such as it should be; proper; conforming to reality or fact; consistent with a standard, pattern.

layer

Noun

A depth or level; a substance or things grouped together and lying between two other strata; a level of material that is different from the material above or below it.

Our Brand | Tagline

Powering the new era of financial innovation.

This is our tagline. It represents our products, our vision, and our people.
We are very attached to it, since every member of the team participated in its creation.

LOGO & VISUAL

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The Logo

Our logo is made up of two elements: the layered isometric mark and the “TrueLayer” logotype set in Bariol Regular.

The icon and logotype can be set both vertically and horizontally depending on the use.

The logo should be used in these colors, in full black, or full white. It’s also possible to use other color combinations available in the next page.

Download our [logo](#).

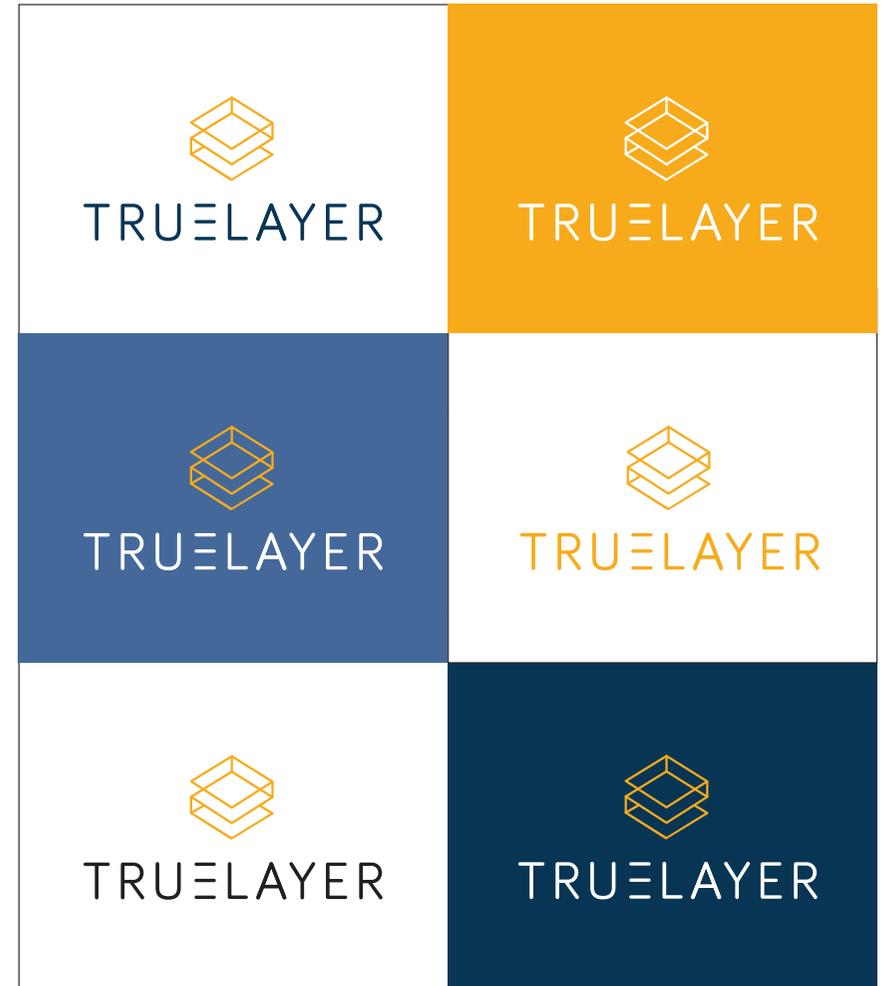


Variations

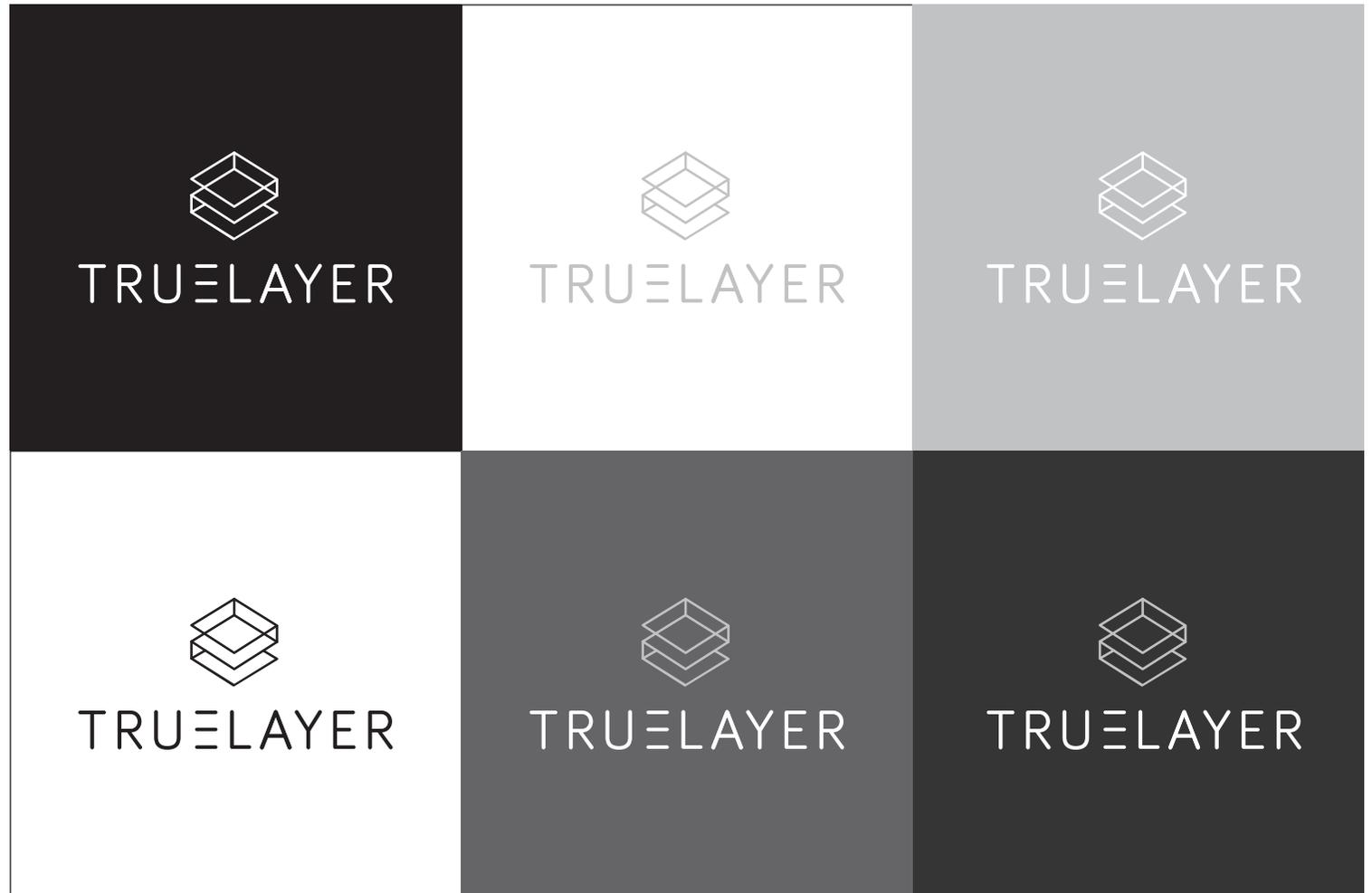
The color variations on this page are the only official and acceptable color combinations used by TrueLayer.

They are applicable also to the vertical version of the logo.

Feel free to use whichever combination is most clear on your background color or design.



B&W and
Grayscale



Size and Spacing

Please make our logo easy to read all of the time.

Keep the size legible and always give it enough spacing: half the height/weight of the mark on every side is the standard spacing we use.



PRINT 3 cm
SCREEN 85 px



PRINT 3 cm
SCREEN 150 px



PRINT 8 mm
SCREEN 32 px



Sun

Uplifting and illuminating.
Awakes greater confidence
and optimism.

CMYK 0, 31, 98, 0
RGB 247, 171, 27
HEX #F7AB1B
Pantone 1235 C

Our **Primary** Colors

Kashmir Blue

Trust and peace.
Determined to succeed in
whichever endeavors it pursues.

CMYK 80, 48, 6, 30
RGB 68, 104, 154
HEX #44689A
Pantone 7462 C

Cloud Burst

Reliable and responsible.
Suggests loyalty and integrity
as well as conservatism.

CMYK 100, 48, 12, 58
RGB 9, 53, 84
HEX #093554
Pantone 302 C

Secondary Colors

Our secondary palette features appropriate tints to be used on UI/UX elements, gradients, backgrounds, or simply as an accent to complement and balance a specific design

RGB 05, 143, 217
HEX #058ed8

RGB 135, 186, 252
HEX #87bafc

RGB 66, 69, 143
HEX #42448e

RGB 122, 128, 255
HEX #7a7ff

RGB 244, 235, 201
HEX #f4ebc9

Tertiary Colors

Our tertiary palette includes grays to be used for typographic elements such as bodycopy, but also our green and red for success and error elements.

! IMPORTANT:

We don't use any black.

Please always use our #2d2d2d instead of pure black.
(This also applies to plain text in documents and presentations).

RGB 57, 153, 71
HEX #399847

RGB 44, 45, 45
HEX #2d2d2d

RGB 170, 170, 170
HEX #aaaaaa

RGB 238, 238, 238
HEX #eeeeee

RGB 192, 0, 35
HEX #c00023

Aa Bariol Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&*

Aa Proxima Nova Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#%&*

Aa Consolas Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890@#%&*

Typefaces

Bariol Regular is the font used for our logo. It can be possibly used for headlines, but only in moderation.

Proxima Nova is the designed font for everything else (both printed materials and web).

Consolas is the font used to show code. We use it in our documentation, in the Console, for input fields, etc.

Fonts, tracking, spacing & more

Titles



PROXIMA NOVA LIGHT
LINE HEIGHT 1.5
TRACKING 0

SUBTITLES



PROXIMA NOVA LIGHT
LINE HEIGHT 1.5
TRACKING 0
UPPERCASE
PADDING-TOP: 50PX
PADDING-BOTTOM: 10PX

Body copy



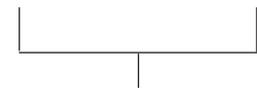
PROXIMA NOVA LIGHT
LINE HEIGHT 1.5
TRACKING 0

code



CONSOLAS REGULAR
LINE HEIGHT 1.5
TRACKING 0
COLOR: #3E3E3E

identifiers



CONSOLAS REGULAR
LINE HEIGHT 1.5
TRACKING 0
BACKGROUND: #F7AB1B
OPACITY: 0.15
BORDER- RADIUS: 3PX

Common Mistakes

When using our logo, please don't:

1. Change the logo orientation
2. Change the font, the letterspacing, or the caps
3. Change the size of the mark
4. Scale the logo un-proportionately
5. Use our palette with different color combinations from the ones provided at p. 10
6. Completely change the colors
7. Place the logo on busy photography
8. Change the stroke of the mark



LANGUAGE & STYLE

- 21 Our name
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Our Name

There's only one way to write our name: TrueLayer.

Capital T and L; everything else is lowercase.

Don't write truelayer, Truelayer, TRUELAYER, trueLAYER, trueLayer, or other.

TrueLayer is always singular.

Copy Tone

Our tone is how we say what we want to say. This encompasses the words we choose, and their order, rhythm and pace.

Our tone is technical, helpful and honest. It follows the tone in our documentation. It is also encouraging, open and modern.

We want our tone to build trust with our users. We write the way we speak. We use everyday language everybody can understand easily. We're also open to ideas, feedback and criticism. TrueLayer is a product which is getting better everyday.

Graphic Style & Illustrations

Our design and visual tone want to recall the logo's geometry and meaning in every possible way. We like to remark the importance of transparency and the concept of layers. In order to do that there are some things we like to use.

THINGS WE LIKE TO USE

gradients - transparencies - overlaps - isometric projections - material design

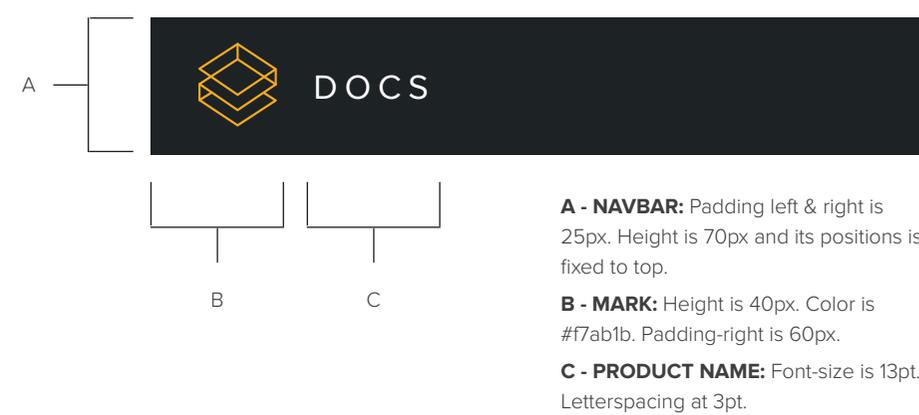
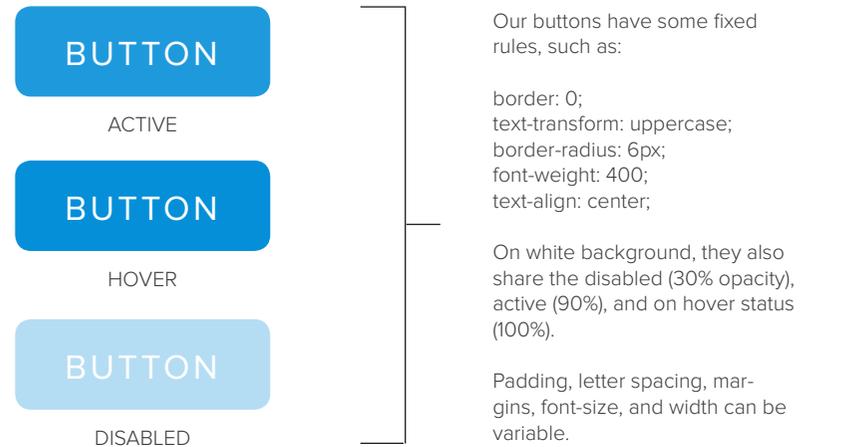
UI Web Components

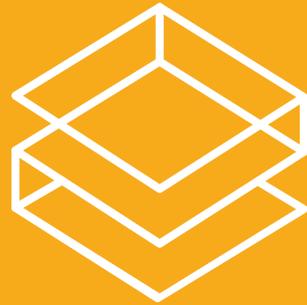
We do have some web components that are used in different context. Even if the context is different though, their look is always the same.

These components are:

- Buttons
- Navbars
- Product names

Please refer to this page to follow the general guidelines, but get in touch with creative@truelayer.com for further details and specific use cases.





TRUELAYER