

Brand and Logo Usage Guidelines

March 2024

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Brand Overview

General Overview

The FIDO Alliance is an innovative brand that supports interoperability to provide credible, thoughtful, and collaborative solutions to the password crisis.

Tone

Professional, cutting-edge, collaborative, and secure

Imagery/Graphics

Flat graphics are used across FIDO communication channels. Graphics leverage crisp and clean illustrations to depict real life objects in a simple, user friendly manner. Photography is avoided unless it depicts FIDO® Certified products.

fido[™]

fido[™]
ALLIANCE

fido[™] | simpler
stronger
authentication
ALLIANCE



Brand Colors

Apply FIDO Alliance brand colors in a clean, professional, and modern manner.

Primary



Gold Yellow
PMS 143 C
CMYK 5, 36, 100, 0
RGB 231, 172, 34
Hex #E7AC22

Black
RGB 32, 32, 32
Hex #202020

Dark Green
RGB 0, 75, 78
Hex #004B4E

Dark Gray
RGB 52, 57, 64
Hex #343940

Dark Blue
RGB 35, 51, 70
Hex #233346

Secondary



Teal
RGB 17, 148, 167
Hex #1194A7

Aqua
RGB 58, 190, 178
Hex #3ABEB2

Orange Red
RGB 240, 87, 73
Hex #F05749

Purple
RGB 11, 36, 114
Hex #6F2472

Typography

Lato Black and Lato Regular are the brand fonts.

WEBSITE/DIGITAL/PRINT

Lato Black | Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Lato Bold CAPS | Headers/Eyebrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*

Lato Regular | Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Mono – DM Mono Regular

```
<i class="fa-solid fa-camera-retro"
aria-hidden="true"></i>
```

MICROSOFT SUITE

Verdana Bold | Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Verdana Regular | Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*

Brand Language/Copy Guidelines

Standards/requirements for language usage

CONSISTENCY

- To maintain consistency when referring to the FIDO Alliance, the organization may also be referred to as the Alliance.
- “The” should also be included before the full name, where appropriate.
Ex. The FIDO Alliance is pleased to announce

“SPECIFICATIONS” USAGE

- When written as FIDO Specification or FIDO Specifications, “Specifications” should be capitalized. However, specification(s) when not used in conjunction with FIDO does not need to have an initial cap.
 - The same applies for FIDO Certification
- Products that have earned certification, should be referred to as FIDO® Certified; the ® must be included in the first use of the term in a communication.

TAGLINE

Stronger, Simpler Authentication

COPY GUIDELINES

- Dates: For consistency across external communications, the date should be listed as Month, Day, Year
- Times: The default time zone is Eastern (based on FIDO Alliance’s physical address)
- In text, numbers one through ten should be written out (one, two, three, etc.); Numbers 11 and up are written numerically (11, 12,100, 473)
- Leave on space after a period, colon or any end of sentence punctuation
- There should be no spaces before or after a hyphen.
- When in doubt, refer to the AP Stylebook

Quick Reference Guide

Find answers to the most commonly asked questions about the passkey icon.

ASSETS

- Download all logo files at <https://fidoalliance.org/overview/legal>

USAGE TIPS

- Changing the logo color from provided logo versions is not allowed.
- Present the logos at a minimum height of 8 mm / 0.3 in.
- Leave free space around the logo to ensure it is clearly visible.
- The word “passkey” is a common noun, and should be written in lowercase except when beginning a sentence.
- If used in product marketing and branding, make sure the logo is a secondary element and isn’t confused for part of the service provider’s brand.

ACCESSIBILITY

- Present the logo in a color with a contrast ratio of at least 3:1 to meet AA accessibility requirements.

PASKEY PROVIDERS

Passkey providers may work with the FIDO Alliance to create approved custom versions of the passkey icon to fit within their existing icon system or brand guidelines.

Follow the Icon Usage guidelines provided on page 21, and contact FIDO Alliance at info@fidoalliance.org to get approval for custom icons.

Logo Assets

Vector Files RECOMMENDED

Vectors are made up of mathematical formulas that can scale up or down infinitely, making them the preferred format for the icon in digital (SVG) and print (PDF).

SVG

 FIDO_Alliance_logo™_black.svg (RGB)

 FIDO_Alliance_logo™_white.svg (RGB)

EPS

 FIDO_Alliance_logo™_black.eps (CMYK)

 FIDO_Alliance_logo™_white.eps (CMYK)

Download all logo files at

<https://fidoalliance.org/overview/legal/>

Note: SVG does not support inner glow effect. SVG color files portray the Passkey box as a flat graphic.

Raster Files

Raster files can be used for digital applications. They are made up of pixels, so they can become distorted or blurry when resized.

JPG

 FIDO_Alliance_logo™_black.jpg (RGB)

PNG

 FIDO_Alliance_logo™_black.png (RGB)

 FIDO_Alliance_logo™_white.png (RGB)

TIF

 FIDO_Alliance_logo™_black.tif (CMYK)

 FIDO_Alliance_logo™_white.tif (CMYK)

JPG files have white backgrounds when one layer. When white versions of logo are required, recommend using other file versions so background is transparent.

FIDO Alliance Logos

COLOR
Gold Yellow Rule



REVERSED
Gold Yellow Rule



BLACK



GRAY



WHITE



FIDO Alliance Logos + Passkey Icon

COLOR
EPS, PNG, JPG, TIF



COLOR FLAT
SVG ONLY



REVERSED
EPS, PNG, JPG, TIF



REVERSED
FLAT
SVG ONLY



FIDO Alliance Logos + Passkey Icon



Size & Spacing Logo

Size and position the icon for optimal readability in your UI.

Minimum Height

The FIDO Alliance logo was designed for clarity at small sizes. For optimal readability, the logo should be presented at a minimum height of **8mm / 0.3 in.**



Free Space

To ensure that the integrity of the logo is preserved, leave an area of empty space around it which doesn't contain text, other icons, or other graphic elements that may divert attention. Reference the X height of the FIDO logo type



Improper Use

Avoid confusing users with unnecessary changes to the logo.



✘ Don't change the logo colors.



✘ Don't distort/stretch the logo.



✘ Don't add strokes or outline the logo.



✘ Don't rotate the logo.



✘ Don't apply drop shadows or decorative effects to the logo.



✘ Don't place the logo on photos or other busy background images.



✘ Do not use the logo on a background that doesn't provide adequate contrast.

Contact

For additional questions about the use of the FIDO Alliance logos, please contact info@fidoalliance.org

To get the passkey icon and style guide, visit
<https://fidoalliance.org/get-the-passkey-icon/>