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BRAND TOOLKIT

Our brand is one of the most important assets we own and we all have a role to play in both looking after it and helping it thrive.

This set of guidelines will help maintain a consistent approach to the various pieces produced, be they created in-house or externally by showing how you can use the different parts of our brand toolkit.



LOGO

PRIMARY LOGO

Our primary logo is the vertical lockup and should be used where possible, available as a colour, pure black and a pure white version it is flexible enough to use in all environments whilst maintaining the strongest impact. Available with a white wordmark for use in cases where the grey would not have enough contrast to be clearly visible.



SECONDARY LOGO

We also have a version of the logo available for applications where the primary logo would look awkward or appear to small. The horizontal lockup would be a good choice in these situations. Available with a white wordmark for use in cases where the grey would not have enough contrast to be clearly visible.



WORDMARK

There may be times when the wordmark alone is a suitable option, if the available space is limited then it may allow a more legible and impactful result. Available with a white wordmark for use in cases where the grey would not have enough contrast to be clearly visible.

cheqd

ICON

The icon alone is ideal for social media avatars, app icons and other uses where space is extremely limited yet visual impact needs to be retained.



ALTERNATIVE LOGO VERSIONS

There may be times when there is a need to use one of the alternative logos, this should only be done in circumstances where using the main logo would be detrimental to our brand identity. Examples of such cases include backgrounds where a colour clash would occur and applications with practical limitations such as the embroidery of garments.



LOGO CLEARSPACE

Where possible please leave a minimum clear space equal 50% of the height for the vertical lockup and 25% of the height for the horizontal lockup.



The wordmark should maintain the same clearspace as the horizontal version, the C icon is more flexible as its primary use case is avatars and scenarios of limited space.

LOGO TREATMENT

Please don't do any of these things to our logo.



The background is a vibrant, abstract composition. It features a gradient from a deep purple at the bottom to a bright red at the top. Overlaid on this are fluid, wavy lines in shades of red and pink. A prominent pattern of fine, parallel lines, some solid and some dotted, creates a sense of depth and movement, particularly on the left and right sides. The overall effect is dynamic and modern.

COLOURS

COLOUR PALETTE

To help convey our personality, and get our message across, we have a wide range of colours at our disposal, they don't all need to be used, less is after all more! But we have the choice to should we need it.

PRIMARY COLOURS



PMS 021
C:0 M:65 Y:100 K:0
R:254 G:80 B:0
Hex:#FE5000



PMS 307
C:100 M:22 Y:2 K:18
R:0 G:117 B:176
Hex:#0075B0



Cool Grey 7C
C:20 M:14 Y:12 K:40
R:151 G:153 B:155
Hex:#97999B

SECONDARY COLOURS



PMS 186
C:2 M:100 Y:85 K:6
R:200 G:16 B:46
Hex:#C8102E



PMS 187
C:7 M:100 Y:82 K:26
R:166 G:25 B:46
Hex:#A6192E



PMS 130
C:0 M:32 Y:100 K:10
R:242 G:169 B:0
Hex:#F2A900



PMS 109
C:0 M:9 Y:100 K:0
R:255 G:209 B:0
Hex:#FFD100



PMS 397
C:14 M:2 Y:100 K:15
R:191 G:184 B:0
Hex:#BFB800



PMS 356
C:91 M:4 Y:100 K:25
R:0 G:122 B:51
Hex:#007A33



PMS 639
C:99 M:1 Y:5 K:5
R:0 G:149 B:200
Hex:#0095C8



PMS 302
C:100 M:48 Y:12 K:58
R:0 G:59 B:92
Hex:#003B5C



PMS 275
C:100 M:100 Y:7 K:56
R:32 G:23 B:71
Hex:#201747



PMS 2622
C:65 M:100 Y:5 K:40
R:101 G:49 B:101
Hex:#653165



PMS 219
C:1 M:92 Y:4 K:0
R:218 G:24 B:132
Hex:#DA1884



PMS CG8
C:23 M:16 Y:13 K:46
R:136 G:139 B:141
Hex:#888B8D



Black 6
C:100 M:79 Y:44 K:93
R:16 G:24 B:32
Hex:#101820

COLOUR GRADIENTS

Working alongside our palette we have a range of gradients to play with, here are a few options you can try out.

The gradient should be used at an angle, either -45° or 315° depending on the software used.



TYPOGRAPHY

The background features a vibrant gradient from yellow-green to teal. Overlaid on this are fluid, wavy lines that create a sense of motion. A fine, grid-like pattern of small dots is visible, particularly concentrated along the curves of the waves, giving the design a digital or textured appearance.

PRIMARY TYPEFACE

Our primary typeface is Nunito which is available from Google (<https://fonts.google.com/specimen/Nunito>). Nunito is a well balanced, highly-readable sans-serif typeface. The characters have thin, uniform stroke widths that work well for both body and display copy.

NUNITO LIGHT
NUNITO REGULAR
NUNITO BOLD

SECONDARY TYPEFACE

Our secondary typeface is Arial, visually similar to Nunito it is a good choice for applications where font substitutions might occur, within HTML emails or Powerpoint and Word documents for example.

ARIAL REGULAR
ARIAL BOLD

HEIRARCHY

As a guide to using our typefaces consider these examples, they are not set in stone, and can be adapted as the usage case may require but will help show suitable combinations of font size, weight and colour combinations.

Sample breakdown for A4 page.

Nunito Light 18pt.
● Cool Grey 7 #97999B

Nunito Bold 12pt. Uppercase
● Pantone 021 #FE50000

Nunito Regular 12pt.
● Black #000000

Nunito Light 18pt.
● Pantone 307 #006BA6
Nunito Regular 14pt. Uppercase
● Cool Grey 7 #97999B

Nunito Regular 12pt.
● Black #000000

Personal data does not need to be siloed to be valuable, there is a better way.

DECENTRALISED & INCENTIVISED

We're building the incentivised credentials network to reward all parties in the ecosystem, whether institutional or individual.

Fraser Edwards
CEO

Fraser has a rare skillset, blending technology and business acumen and rarer experience. He has deep consortium and self-sovereign identity knowledge through leading the Known Traveller Digital Identity project with the World Economic Forum and Dutch and Canadian governments amongst the stakeholders and separately, blockchain payments expertise through architecting cross-blockchain payments on the Jasper-Ubin project with the Singaporean and Canadian Central banks.

EXAMPLE A4 PAGE

● Nunito Regular 26pt.
● Cool Grey 7 #97999B

● Nunito Light 20pt.
● Cool Grey 7 #97999B

Nunito Regular 10pt.
● Black #000000

● Nunito Bold 10pt.
● Pantone 021 #FE50000



EXAMPLE SLIDE DECK

Nunito Light 22pt.
○ White #FFFFFF

Nunito Light & Bold 14pt.
○ White #FFFFFF

Nunito Light 12pt.
○ White #FFFFFF

Lack of commercial models are constraining SSI growth

We've worked on some of the leading SSI projects globally:

- Known Traveller Digital Identity (**KTDI**)
- Department of Homeland Security (**DHS**)
- National Health Service (**NHS**)
- **IDunion**
- Open Credentialing Initiative (**OCI**)
- European Self-Sovereign Identity Framework Lab (**eSSIF-lab**)
- **Covid credentials**

We've noticed recurring problems...

- Clients asking what the commercial model is
- Firms building dedicated, private networks
- Projects stuck in pilot mode

cheqd (.io)

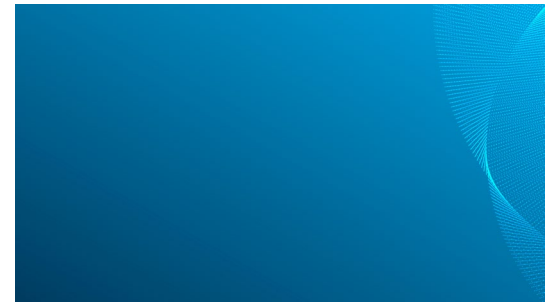
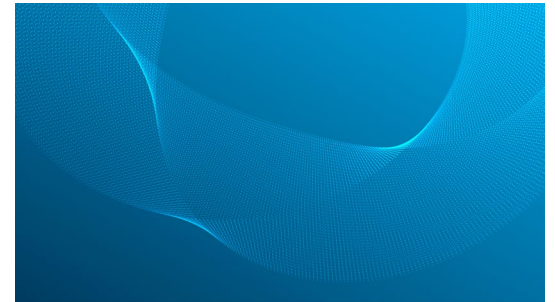
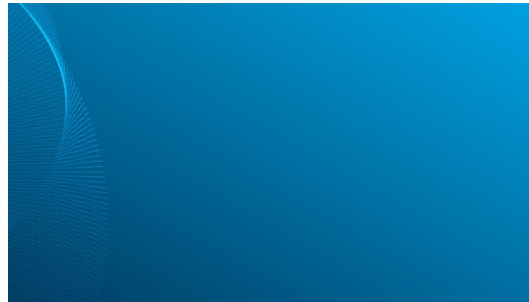
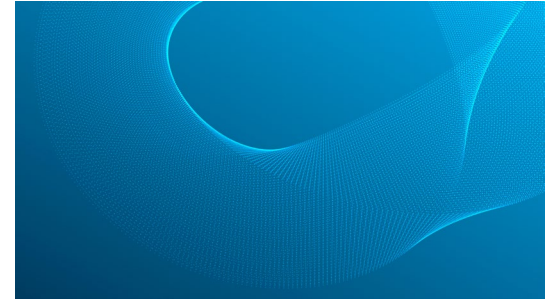


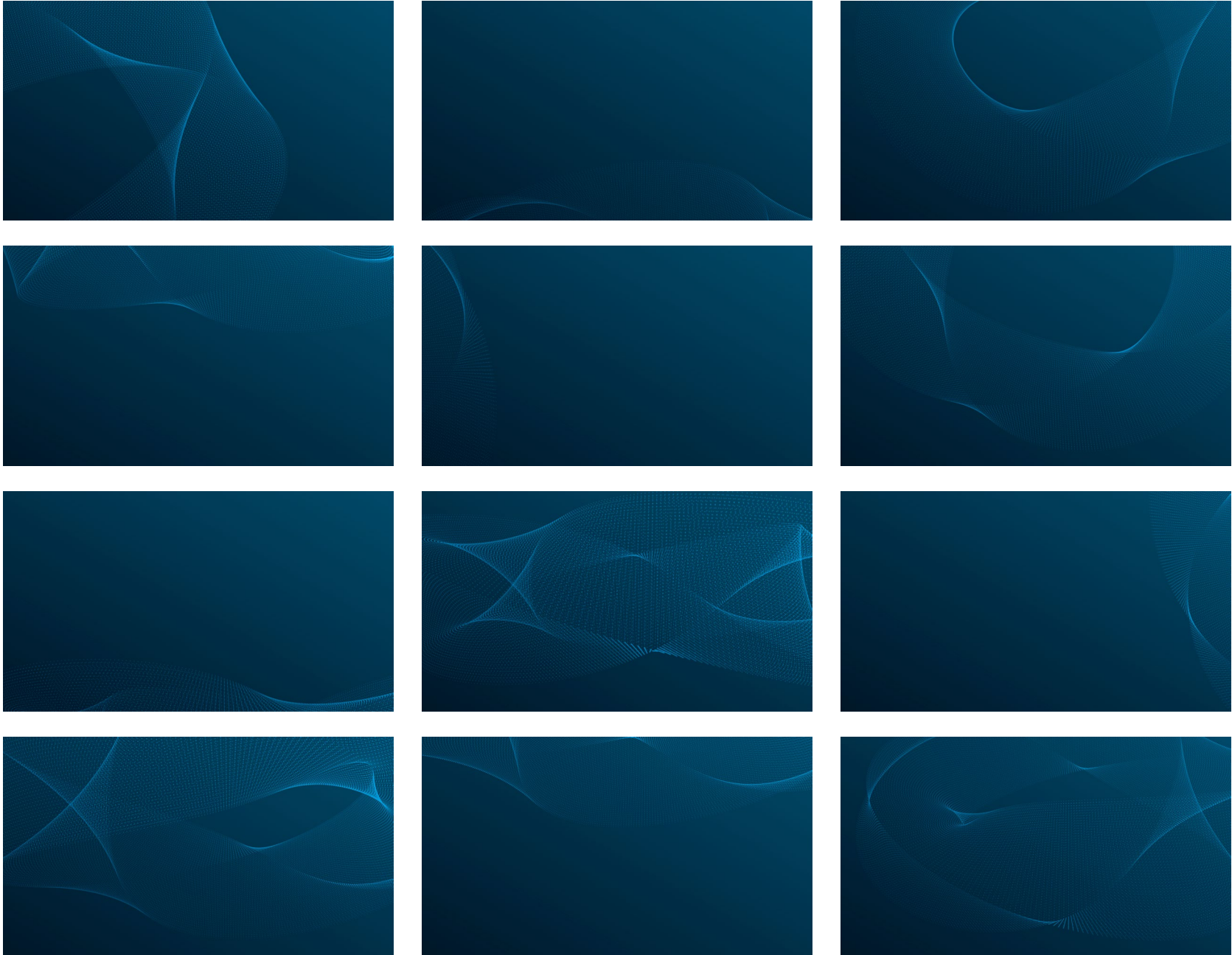
IMAGERY

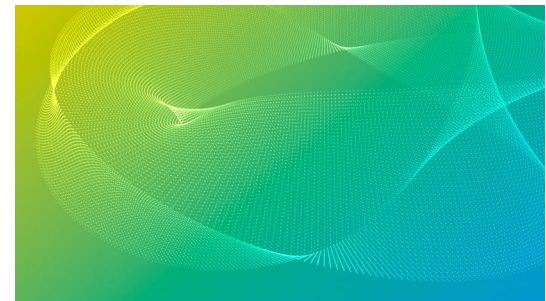
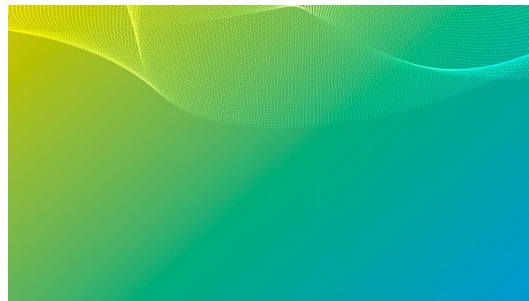
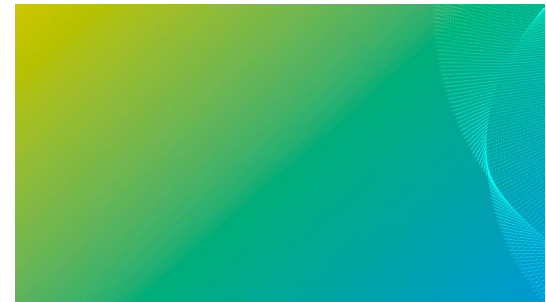
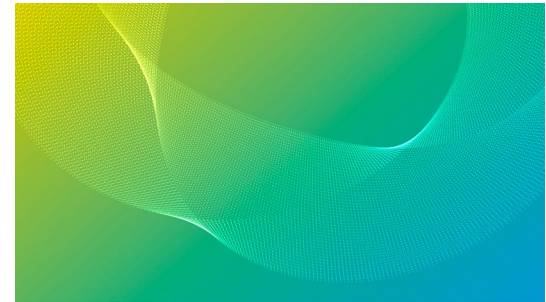
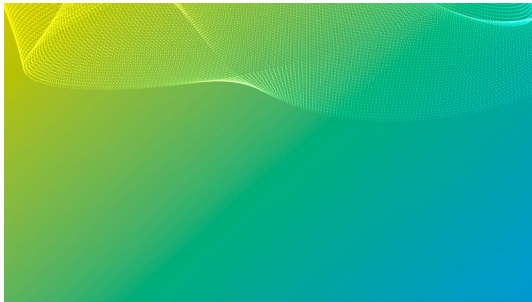
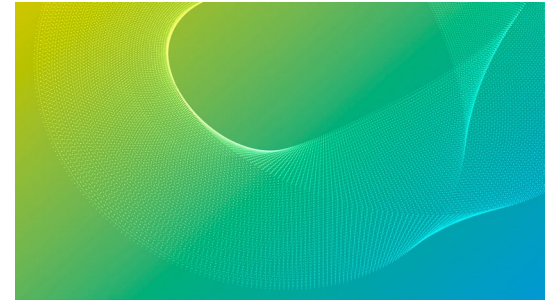
BACKGROUND IMAGERY

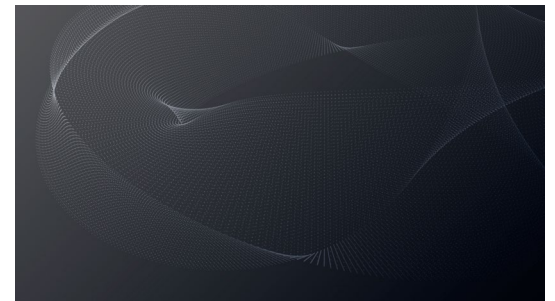
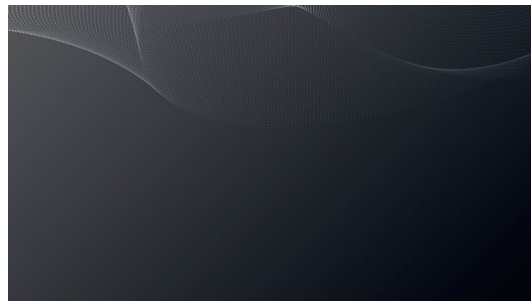
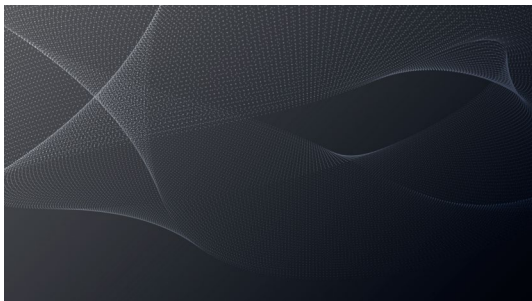
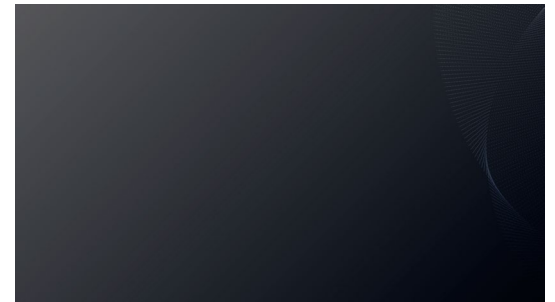
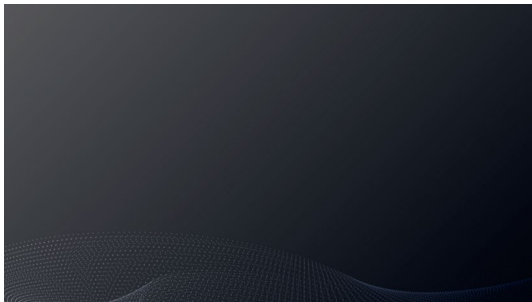
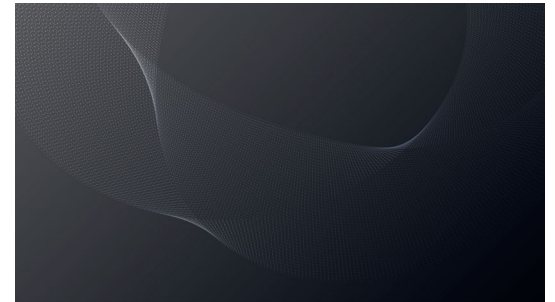
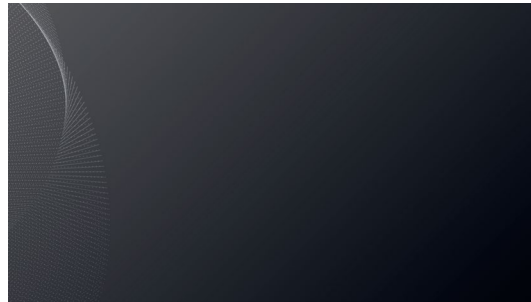
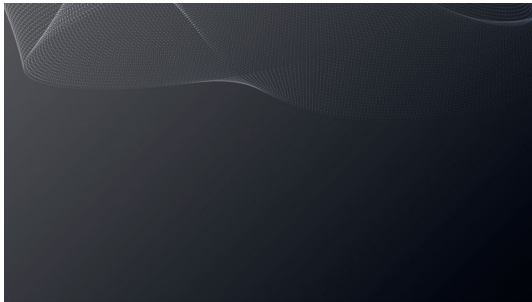
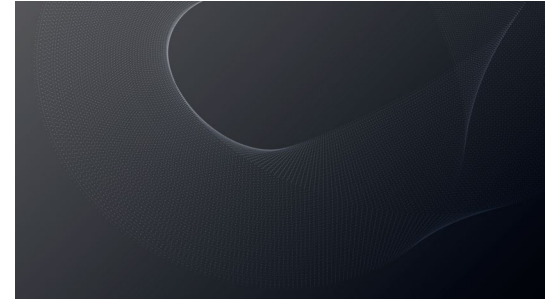
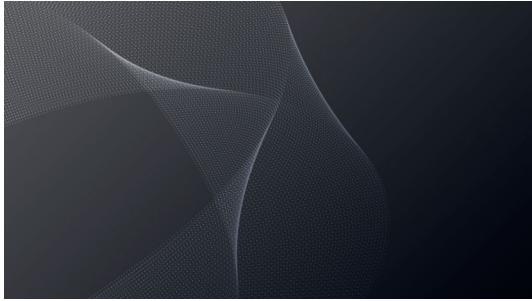
We have a collection of 14 looping particle animations from which various frames have been captured to create a library of background images which can be used within presentations and print documents as appropriate. The typography section showed a few examples of the imagery in practical application, here are a few more of the 130 images at your disposal.

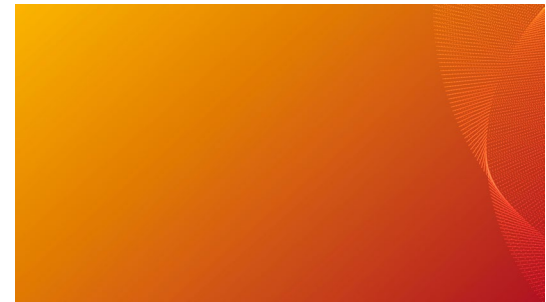
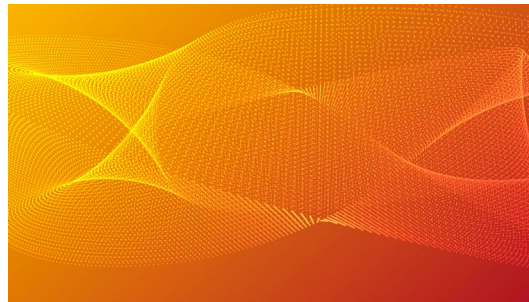
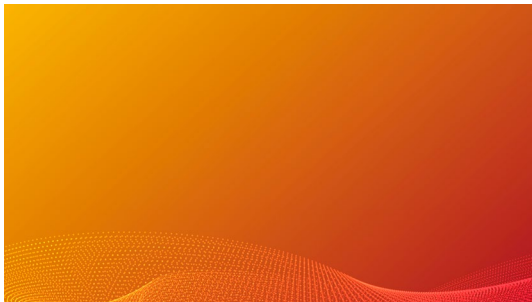
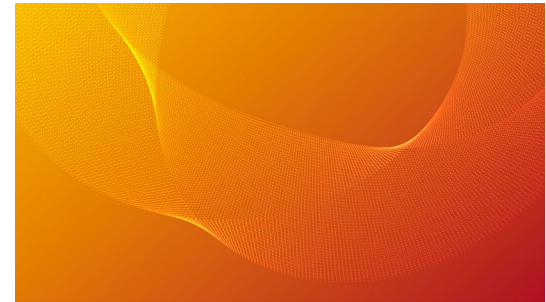
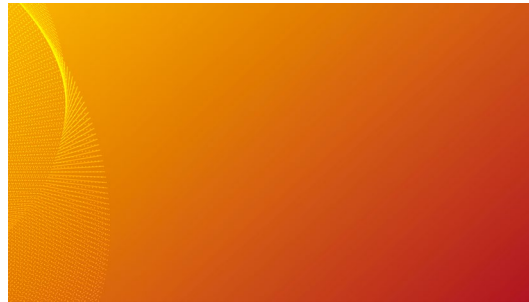
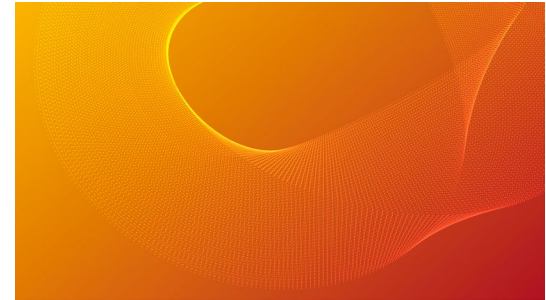
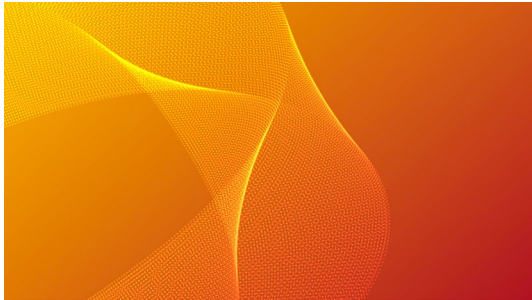
















The background is a vibrant orange with a subtle gradient. It features several wavy, undulating lines that create a sense of movement and depth. Overlaid on these waves is a fine, light-colored dot grid pattern, which adds a textured, technical feel to the design.

WORDS

OUR NAME

Our company name is cheqd. The 'c' should always be lowercase, even when it's in the beginning of a sentence.

Our network is called cheqd network. This one was easy.

The name of our token is cheq (\$CHEQ), the plural is cheqs. We use the International System of Units to name the unit structure of \$CHEQ, as an example, the smallest unit is called nanocheq.

OUR TONE OF VOICE

Casual, informative, trustworthy, respectful and passionate. The use of emoji is acceptable and in social media it's encouraged.

CHARACTERISTIC

DON'T

DO

INFORMATIVE

Patronise people.
Ignore people.
Replay information elsewhere but pretend it's our own.
Say people "haven't got it".

Provide facts, figures and citations.
Provide guidance and be friendly.
Listen to people, learn from them.

TRUSTWORTHY

Obfuscate and hide.
Ditch responsibilities.
Expose client information to each other.

Be transparent.
Position as partners, take hits to get to the right outcome if needed.
Be a safe pair of hands.

RESPECTFUL

Use snarky language.
Be defensive.
Spread gossip or rumours.

Admit we make mistakes.
We will not trash-talk frenemies.

PASSIONATE

Focus entirely on data, privacy, security, blockchain - it's a turn off for users as well as veterans in the business.

Be passionate about the authentic data economy, not just for our own company but the entire industry.
Champion the successes of frenemies.
Be proactive with being ethical and charitable.

We hope that this set of guidelines will help you create awesome assets, from ads to social media posts, while keeping everything consistent to our brand. If there is something that is not clear, or if you have any questions or suggestions, please get in touch: marketing@cheqd.io

Oh, and don't forget to join our groups and channels.

Telegram: <https://t.me/cheqd>

Twitter: https://twitter.com/cheqd_io

YouTube: <http://cheqd.link/youtube>

Website: <https://www.cheqd.io>

LinkedIn: <https://www.linkedin.com/company/cheqd-identity>