BRAND STYLE GUIDE **2023**

Table of Contents
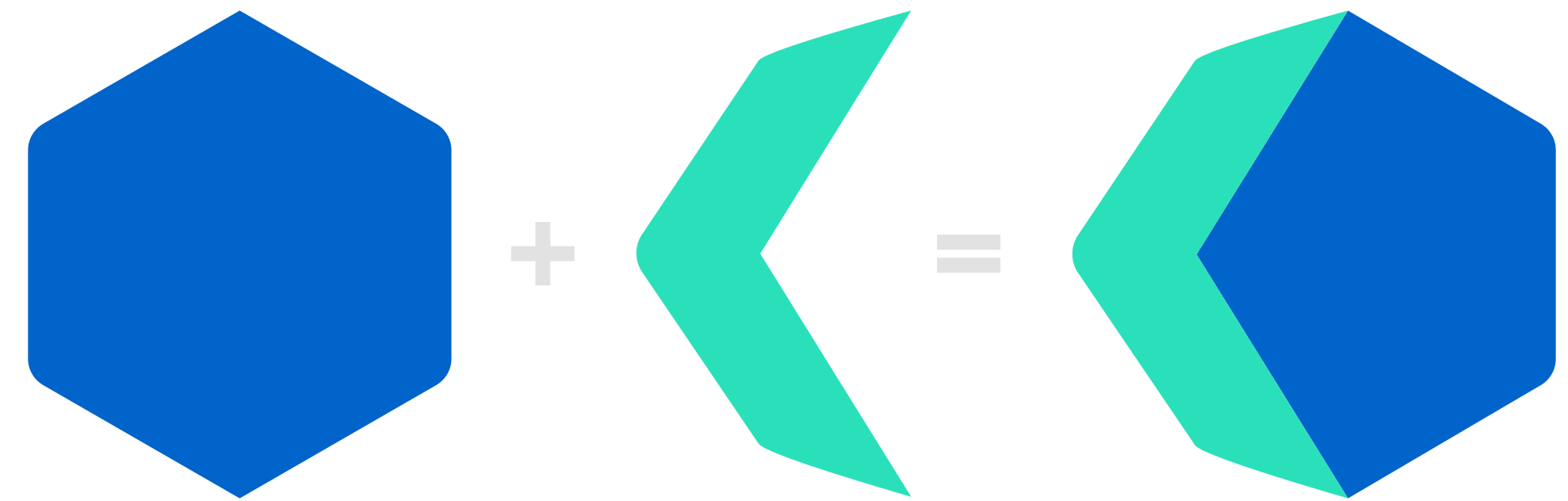
The Brand Mark

Our brand mark icon represents Kount's origins as experts in digital trust and safety. Our icon has been updated to assume the form of a hexagon, a common shape that is commonly found in molecular structures. A molecule, or "the smallest unit of a substance that still retains the properties of that substance", is mirrored in today's digital world as "data points".

Kount's chevron serves as the bond between verified data points, together forming a unique ID signature backed with data that our customers can trust.
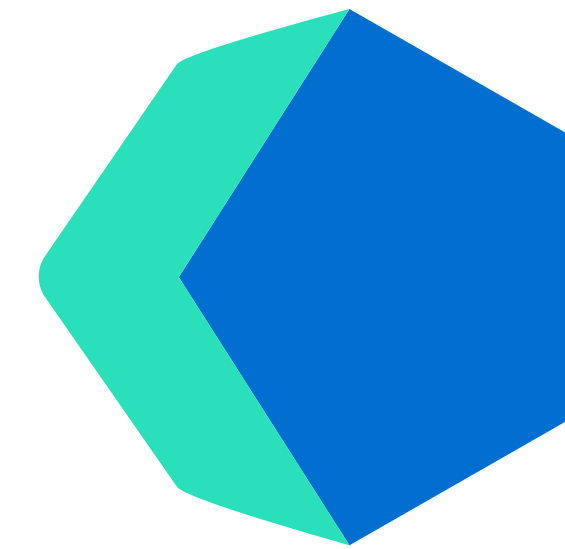
The Kount Brand

The Kount Logo

The Kount logo is comprised of two elements: the Kount icon and Kount wordmark. Together, these elements signify our expertise in trust and safety..

Because the logo captures the essence of our end-to-end expertise, consistent use and application can increase the value of our brand over time.

The two elements of our logo come together in the following way:

The icon is a simplified representation of the original "K for Kount" chevron and a rotation of the legacy pentagon that come together at the edges to form the three-dimensional shape.

The Kount wordmark is straightforward, bold and set in Open Sans.

Logo Elements

The Kount logo may appear in one of only two variations:

The Wordmark Logo

The preferred version, the horizontal logo is used when layouts are primarily left aligned or when vertical space is at a premium.
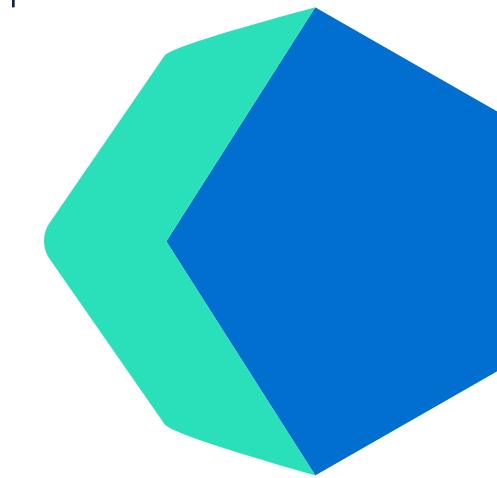
The Kount Icon

Use the Kount icon when space is limited, the background is busy, or when the space calls for a treatment where the tagline "An Equifax Company" is not legible.

Wordmark logo

Icon

Kount®
An Equifax Company

Logo Variations

When the logo is placed over a busy background, photo, secondary color, or gradient, a white logo should be used. In some strategic instances, a solid black logo may be used.

Logo Variations

The full color icon should be used on white or light neutral backgrounds only. When the icon is placed over a busy background, photo, secondary color, or gradient, a white or light icon should be used. In some strategic instances, a solid black icon may be used.
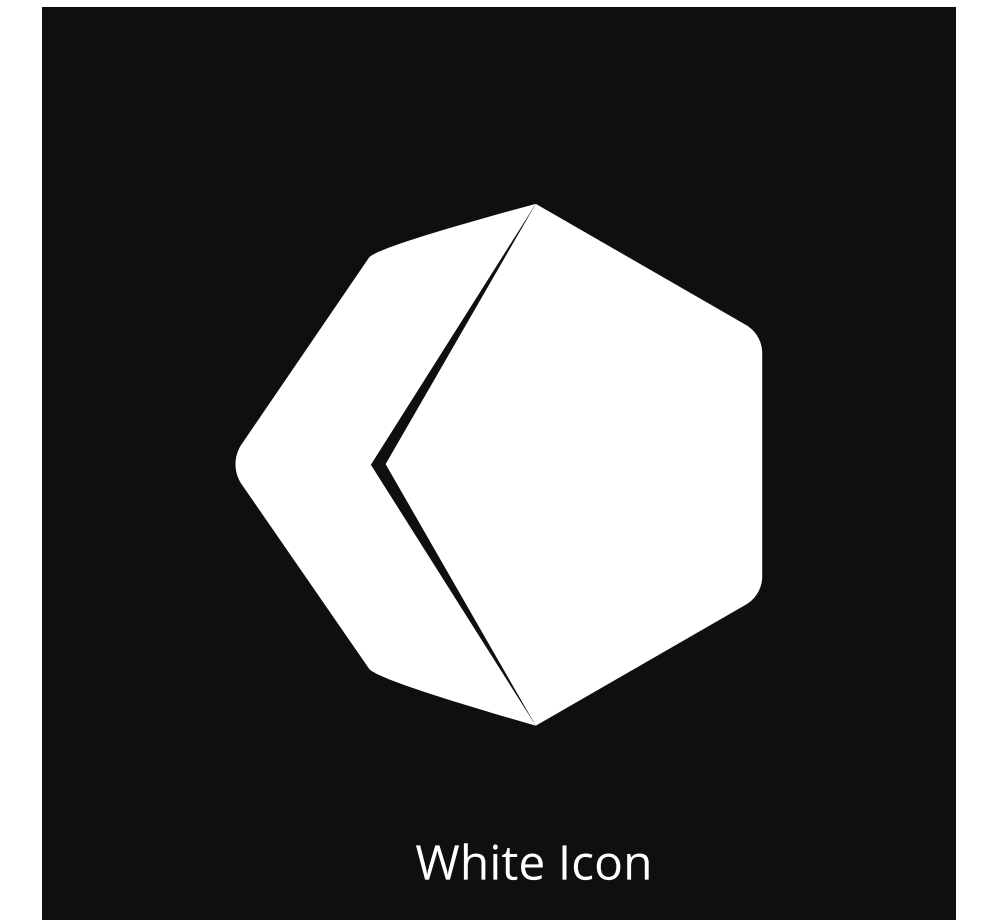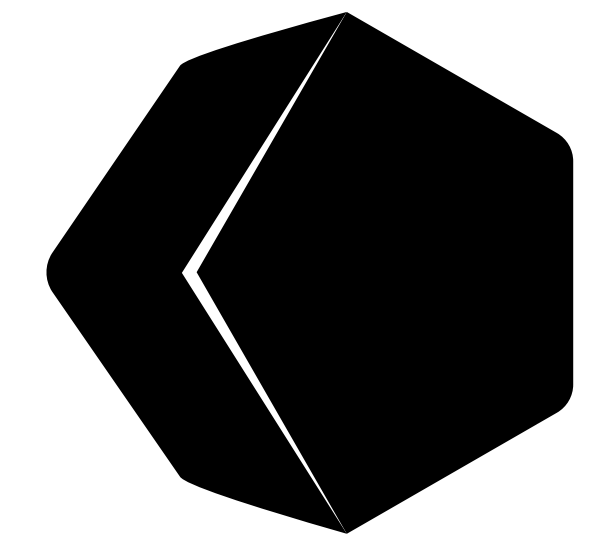

Standard Icon

White Icon

Light Icon

Black Icon

Logo Spacing

The Kount logo needs room to breathe. There should be a minimum buffer equal to the size of the lowercase "o" in the wordmark.

The Kount Brand

Logo Use Principles

Consistent presentation is an important part of making the Kount logo recognizable. The following examples highlight proper uses:

1. Do use the light logo version over dark backgrounds whenever possible.

2. Do use the Kount icon as a substitute for the wordmark whenever font legibility is an issue.

3. Do add an overlay when displaying the logo over busy backgrounds.

4. Do use the solid black or white logo for use cases when full color logo is not a viable option.

The Kount Brand

Logo Use Principles

Consistent presentation is an important part of making the Kount logo recognizable. The following examples highlight a few improper uses:

1. The logo spacing should never be altered or stretched in any way.

2. The white logo should not be used on Trust Teal or light colored backgrounds because it is not ADA compliant.

3. The full color logo should not be placed on a busy, distracting background.

4. The logo should not be used without the "An Equifax Company" descriptor.

The Kount Brand

Primary Color Palette

Color plays an important role in our brand identity ecosystem. Our primary colors symbolize innovation, stability, expertise, and trust. The Kount logo and brand consists of a blue color palette and plays a vital role in our brand communications.

Trust Teal
HEX #2AE0BB

Dark Navy Background
HEX #0A2540

Safety Blue
HEX #0164CA

Neutral 1
HEX #F6F9FC

Neutral 2
HEX #F2F1F2

Background White
HEX #FFFFFF

The Kount Brand

Secondary Color Palette

Our secondary color palette represents Kount's fresh and friendly energy. These colors are to be used strategically as accents or themes and never take precedence over primary colors.

Pineapple
HEX #FFD60A

Orange Peel
HEX #FE9A21

Legacy Kount Orange
HEX #F46036

Ruby Red
HEX #E63462

Boise Blue
HEX #48ACF0

Midigator Green
HEX #AFD25C

Warning Red
HEX #EF233C

Orchid Purple
HEX #9046CF

Typography

Our brand identity revolves around a consistent approach to use of typography. We use typography that is clean, modern, and timeless. Kount's sans-serif font communicates contemporary and forward-thinking ideals while remaining fundamentally true to ageless and world-recognizable characters.

Keeping typography consistent and sticking to logical hierarchies ensures that elements in Kount are clear and easily recognizable when scanning the page.

We use only Open Sans for all text on web, print, and digital products.

Open Sans

Primary weights

Characters

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 890#!/@% $&+-*=_(){ }<>., ?:[ ]®°©¼½¾^ -><-

Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 890#!/ @%$&+-*=_(){ }<>., ?:[ ]®°©¼½¾^ -><-

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 890#!/ @%$&+-*=_(){ }<>., ?:[ ]®°©¼½¾^ -><-

Brand Iconography

The Kount Icons were designed to be a mirror of our Kount Icon. Bold, solid shapes in our Safety Blue and Trust Teal to create consistency across the brand.

The Icons should be used to support small groups of text and should never be larger than 200 pixels in width.

The Icons follow a set of rules, and should always use our Neutral Dark Navy Blue where the Safety Blue and Trust Teal intersect.
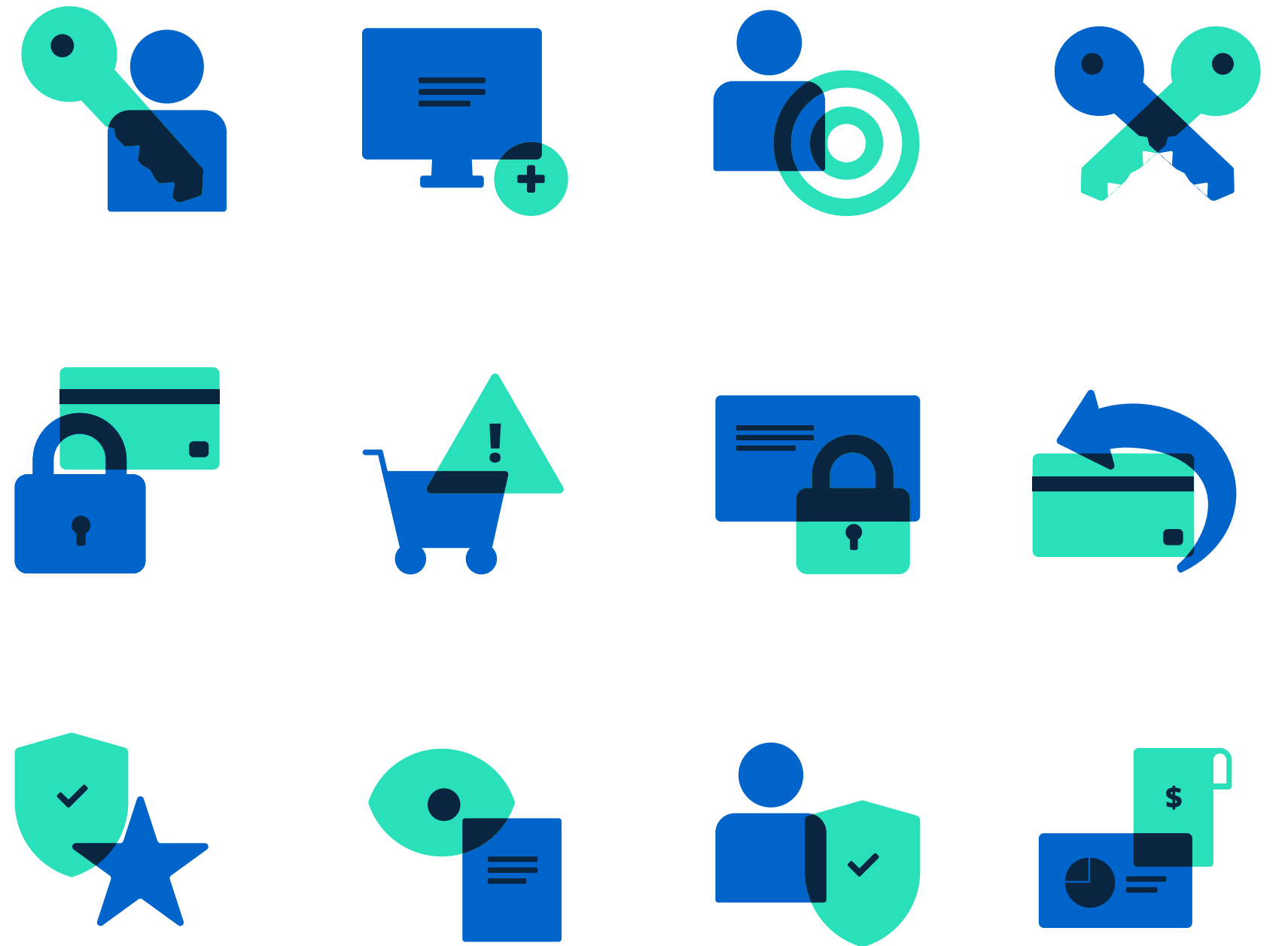
Brand Imagery

Our brand photography selections should give off a natural, crisp air of satisfaction. These images should mirror the friendly, professional, and informal environment we work in. Imagery for social media should match our brand voice and have natural lighting.

People in photos should be wearing neutral colors or shades similar to our brand colors.

Brand Imagery

Our brand photography selections should give off a natural, crisp air of satisfaction. These images should mirror the friendly, professional, and informal environment we work in. Imagery for social media should match our brand voice and have natural lighting.

People in photos should be wearing neutral colors or shades similar to our brand colors.