

auth<sup>x</sup>

# BRAND GUIDELINES



Innovative

Secure

Seamless

Reliable

Scalable

# AUTHX IS..

Dynamic

Smart

Adaptive

Future-ready

Effortless

# TABLE OF CONTENTS

AuthX Brand .....	04	Primary Fonts .....	17
Tone of Voice .....	05	Web Fonts .....	20
Logo Overview .....	06	Email Fonts .....	21
The X Factor in AuthX.....	08	Favicon .....	22
Social Icons .....	10	Iconography.....	23
Taglines .....	11	AuthX Ready Badges .....	24
Typography .....	12	AuthX Partner Badges .....	25
Primary Colors.....	14	Design Examples.....	26
Secondary Colors.....	15	Brand Gear.....	28
Ascent Colors .....	16	AuthX Trademarks.....	30

# BRAND

At AuthX, we're all about keeping it smart, secure, and a little playful. We believe security doesn't have to be stiff—so while we deliver world-class IAM solutions, we like to keep things light where it counts.

That said, we're serious about quality and our brand. If you're using our content, logos, or designs for anything, make sure it's sharp, tasteful, and stays true to the AuthX vibe.

Oh, and don't forget to send it our way for a quick thumbs-up before sharing—it's all about keeping the AuthX magic alive.

The logo for AuthX, featuring the word "auth" in a dark blue, lowercase, sans-serif font, followed by a bright blue "x" in a stylized, bold, sans-serif font.

# AUTHX TONE OF VOICE

## PLAYFUL

Security doesn't have to be boring. From intuitive tools to innovative solutions, we make every AuthX interaction seamless and delightful. Even access management deserves a spark.

## ORIGINAL

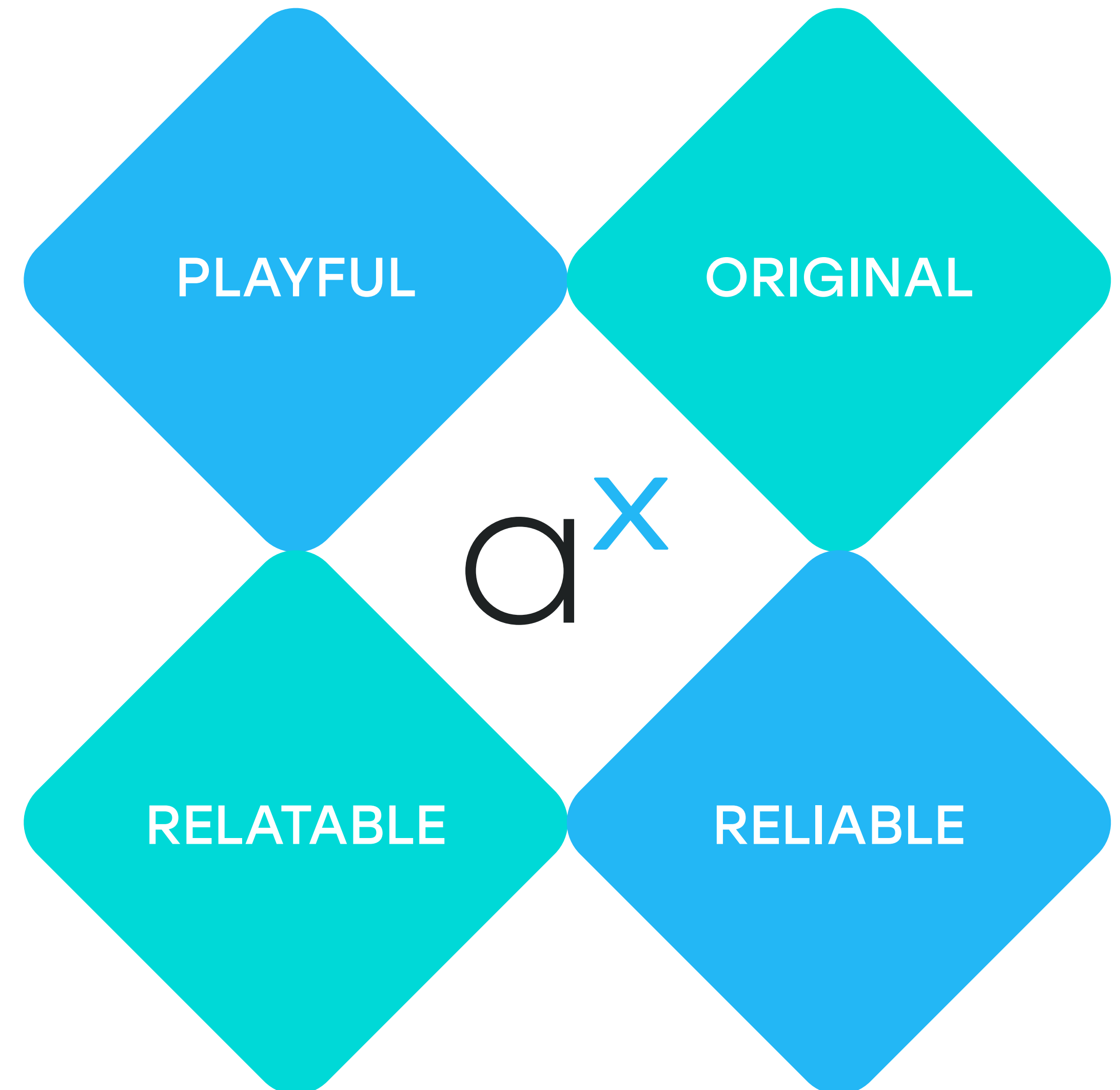
AuthX challenges the ordinary; revolutionizing passwordless authentication and integrating effortlessly. We thrive on innovation, meeting the unique needs of every business.

## RELATABLE

Security can feel overwhelming - we get it. That's why we speak your language, not just tech talk, guiding you to solutions that fit your world.

## RELIABLE

Trust and consistency matter. With robust IAM solutions and 24/7 support, AuthX is your dependable security partner, because your peace of mind comes first.



# LOGO OVERVIEW

These logo variations are the approved versions for use in all brand communications. They ensure consistent visual identity and enable viewers to quickly recognize the AuthX brand.

auth<sup>x</sup>

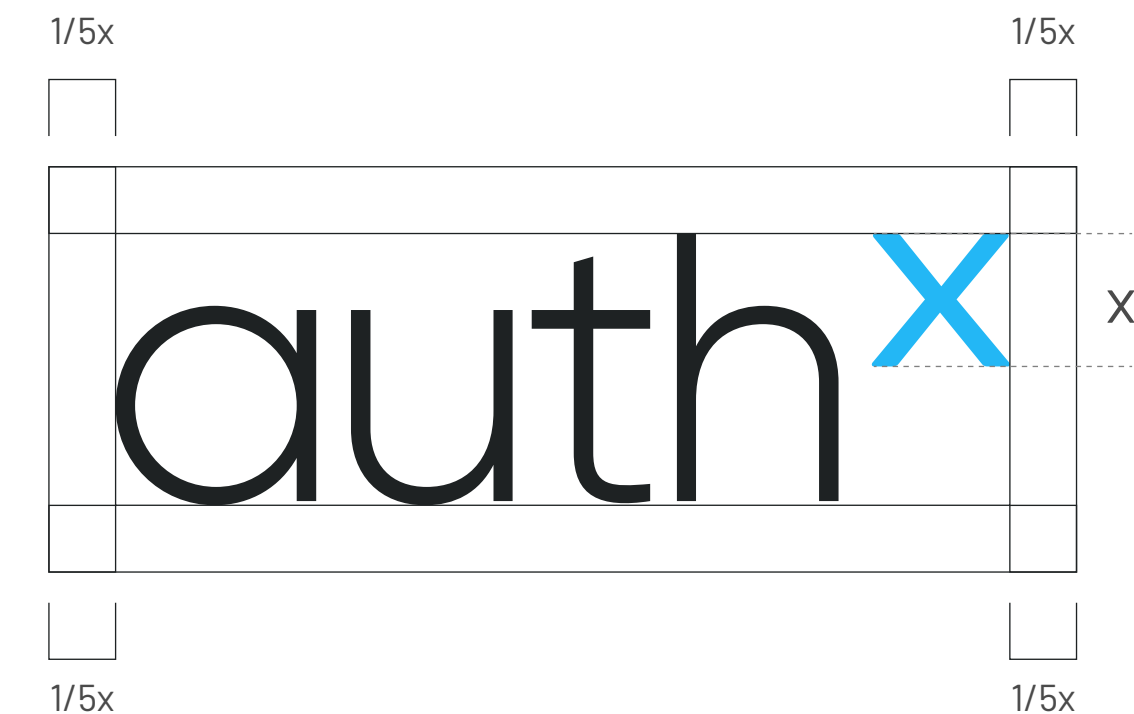
Logo

a<sup>x</sup>

Logo

# LOGO CLEAR SPACE

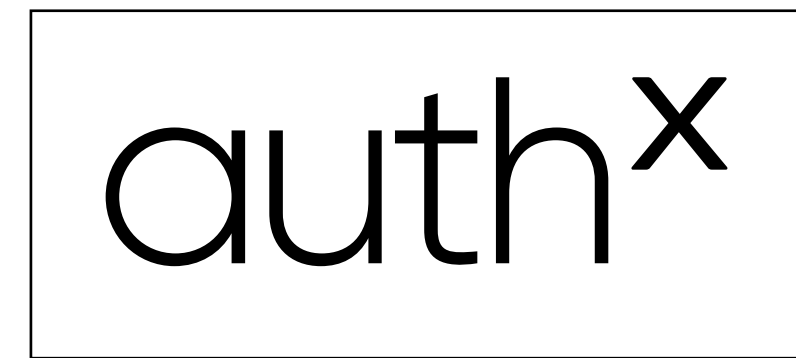
The AuthX logo or logotype should be used exactly as is, with no alterations or additions. The AuthX logo or logotype should be displayed with as little white space as possible. To ensure the visibility of the standard logo or logotype, no other items should be placed within the set space.



# SUPPORTING FORMATS

When using the AuthX logo on dark background, use the AuthX text in white and the X in blue. When implementing logo on a lighter background, use the AuthX text in black with X in blue.

Full Logo



Logo with Tagline



Alternate Logo



# THE X FACTOR IN AuthX

The "X" in AuthX is more than just a letter - it's a symbol of Adaptability, Security, and Innovation. Our brand embraces versatility, allowing the "X" to take on different colors while maintaining its core identity.





# INCORRECT LOGO USAGE

To maintain the integrity of the AuthX brand, it's essential to use our logo correctly. Below are some common mistakes to avoid:

auth<sup>x</sup>

auth<sup>x</sup>

auth<sup>x</sup>

auth<sub>x</sub>

auth **X**

auth<sup>x</sup>

auth<sup>x</sup>

auth<sup>x</sup>

auth<sup>x</sup>

auth<sup>x</sup>

# AUTHX SOCIAL ICONS

## LOGO COLORS

For social media applications, use the AuthX logo in either shark black or white to ensure optimal contrast and visibility.

## CUSTOMIZABLE BACKDROP

The backdrop surrounding the logo can be modified to match your overall design aesthetic.

## CONSISTENT SIZING

Maintain a consistent size and height for the logo when used alongside other social media icons.

## MINIMUM WIDTH

The AuthX logo social icon has a minimum width requirement of 32px to preserve clarity across different platforms.

## CONTAINER RECOMMENDATIONS

Prioritize circular, square, or rounded square containers for social media icons. Avoid containers when possible for a cleaner look.



# AUTHX TAGLINES

AuthX stands for seamless and secure authentication. Our taglines reflect our commitment to simplifying identity access while ensuring robust security:

**Authentication Simplified** – Our core promise: effortless, secure, and user-friendly authentication.

**Authentication Simplified, Identity Converged** – Expanding the vision: unifying authentication and identity management for a seamless experience.

AuthX taglines should always be used in their exact form without modifications. Maintain clear spacing and legibility, ensuring alignment with brand colors and typography.



# TYPOGRAPHY

When writing Auth**X** in sentence case, ensure that both the "**A**" and "**X**" are capitalized. For headings or titles in all uppercase, use AUTHX for a bold, impactful appearance.

Auth**X**    AUTHX







# COLOR PALETTE

# PRIMARY COLORS

AuthX's primary colors represent our brand's identity, ensuring consistency across all communications. Each color plays a key role in conveying our core values of trust, security, and innovation.

**Shark Black** – Represents strength, sophistication, and the security we provide.

**Teal Blue** – Symbolizes technology, reliability, and innovation.

**Royal Blue** – Reflects professionalism, trust, and authority in the field of authentication.

These colors should be used consistently across all brand materials to maintain a cohesive and recognizable visual presence.

## Shark Black Shades

#232323

#4a4a4a

#606060

#9f9f9f

#b5b5b5

#e2e2e2

## Teal Blue Shades

#06668e

#0883b7

#23b7f5

#71d0f9

#99defa

#c2ebfc

## Royal Blue Shades

#003894

#0048bf

#0057e6

#4d90ff

#80b0ff

#b3cfff



# SECONDARY COLORS

Our secondary colors complement the primary palette, adding depth and versatility to the AuthX brand. These colors enhance the overall design while maintaining a strong, professional look.

**Royal Purple** – Conveys creativity and innovation.

**Teal Green** – Reflects balance, trust, and modernity.

**Green Sheen** - Represents balance, tranquility, and renewal.

These colors should be used to complement the primary colors and add depth to designs without overpowering the

## Royal Purple Shades

#46216f

#5d2c93

#874bc9

#9d6cd3

#c8ade7

#decef0

## Teal Green Shades

#005463

#05758a

#1c9cad

#36c2cc

#85e3e5

#bdf0ed

## Green Sheen Shades

#73ba9b

#8fc8af

#abd6c3

#c7e3d7

#d5f2e3

#e3f1eb



# ASCENT COLORS

Our ascent colors, Crimson Red and Saffron Yellow, bring energy and excitement to the AuthX brand, highlighting our forward-thinking approach and commitment to excellence in security.

**Crimson Red** – Symbolizes urgency, power, and focus.

**Coral Orange** – Represents energy, passion, and enthusiasm.

**Cyber Yellow** – Represents optimism, innovation, and clarity.

These colors should be used sparingly to create dynamic contrasts and ensure that the most important elements capture attention.

## Crimson Red Shades

#ce202f

#e03543

#e55966

#eb7e88

#f1a3aa

#f6c8cc

## Coral Orange Shades

#dd5547

#fe654f

#fe8472

#fea395

#ffc1b9

#ffd4cf

## Cyber Yellow Shades

#eab200

#ffd300

#ffd652

#ffdc6a

#ffe695

#f9f0d7



# PRIMARY FONTS

We've chosen **BEBAS** for impactful headlines. Its strong, clean lines convey confidence and authority, setting the tone for a brand that stands out with clarity.

**BEBAS**  
Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

**Simplifying Authentication**

Bebas Nue Pro Bold

Simplifying Authentication

Bebas Nue Pro Regular

Simplifying Authentication

Bebas Nue Pro Book



# PRIMARY FONTS

**Barlow** serves as our go-to font for body text. Its modern, balanced design ensures readability while maintaining a friendly, professional appearance that aligns with our brand's personality.

Barlow  
Aa

A B C D E F G H I 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 8 9 0

**Simplifying Authentication**

Barlow Bold

Simplifying Authentication

Barlow Medium

Simplifying Authentication

Barlow Regular



# PRIMARY FONTS

To enhance versatility, just like our flexible authentication solutions, we've added **Stolzl** to our font family for both headings and body text. Its clean, rounded design brings consistency and approachability across all brand communications.

Stolzl  
Aa

A B C D E F G H I 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 8 9 0

**Simplifying Authentication**

Stolzl Bold

Simplifying Authentication

Stolzl Regular

Simplifying Authentication

Stolzl Book



# WEB FONTS

For a refined, modern look, we use **Stolzl** for its clean, geometric design and precise spacing, ensuring clarity and sophistication. Complementing this, **Lato** adds a friendly, approachable touch with its open structure and excellent readability. Together, they create a seamless and engaging web experience.

**Ad** Stolzl  
Simplifying Authentication  
Stolzl Bold  
Simplifying Authentication  
Stolzl Regular  
Simplifying Authentication  
Stolzl Light

Simplifying Authentication  
Lato Bold  
Simplifying Authentication  
Lato Regular  
Simplifying Authentication  
Lato Light

**Aa** Lato

# EMAIL FONTS

We use **DM Sans** for its modern, legible design and Overpass for its clear, balanced spacing. Together, they create a clean, approachable, and professional look for all email communication.

DM Sans  
Aa

**Simplifying Authentication**

DM Sans Bold

Simplifying Authentication

DM Sans Regular

Simplifying Authentication

DM Sans Light

**Simplifying Authentication**

Overpass Bold

Simplifying Authentication

Overpass Regular

Simplifying Authentication

Overpass Light

Overpass  
Aa



# FAVICON

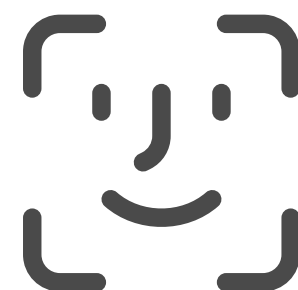
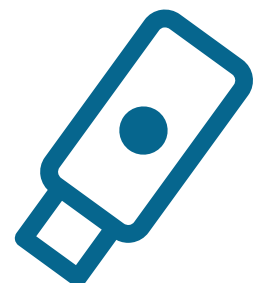
Our favicon features a simplified version of the AuthX logo, ensuring brand recognition across all web pages. It's designed to be clean, scalable, and instantly recognizable, representing our brand in the browser tab.



# ICONOGRAPHY

Our iconography is designed to be simple, intuitive, and consistent, reflecting the clean and modern aesthetic of the AuthX brand.

Icons are used to enhance usability and guide users, ensuring clear communication and a seamless experience across all platforms. Here are a few examples:



# AUTHX READY BADGES

The AuthX Ready Badge is awarded to **Technology Partners** whose solutions have been thoroughly tested and validated for seamless integration with the AuthX platform.





# AUTHX PARTNER BADGES

The AuthX Partner Badge is awarded to **Channel Partners** who are officially recognized by AuthX to deliver, support, and promote secure identity solutions as part of our trusted partner ecosystem.



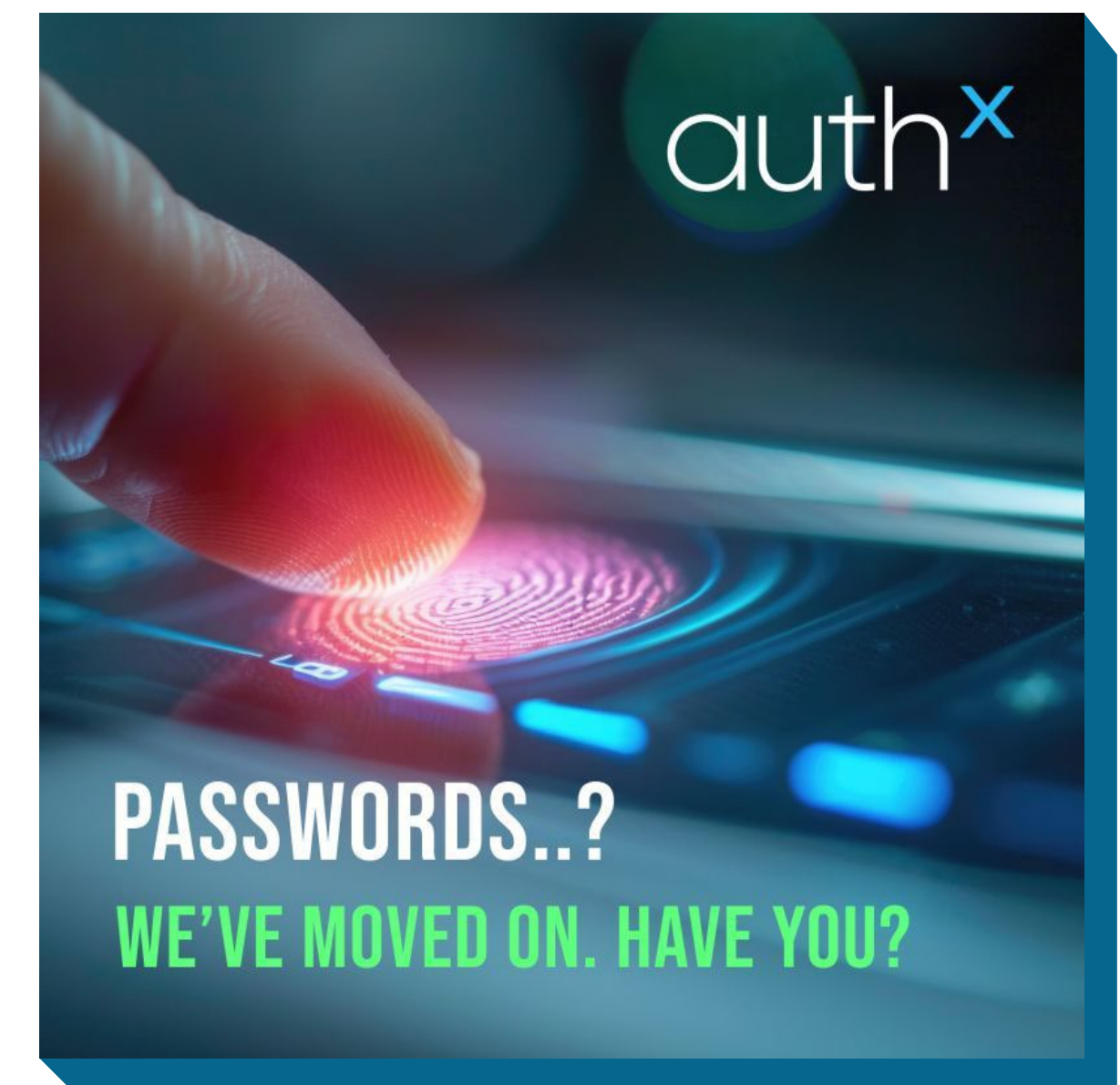
# DESIGN EXAMPLES

This slide showcases how the AuthX brand elements come together. From logo usage and typography to color schemes and iconography, these examples highlight our consistent and cohesive brand identity in action across various materials and platforms.



# DESIGN EXAMPLES

Here are a few more examples:





# BRAND GEAR

Our Brand Gear includes all the physical items that carry our brand identity, such as merchandise, and business cards. These items maintain the same consistent look and feel, ensuring our brand is represented effectively and professionally in every environment.



# BRAND GEAR

Here are a few more examples:



# TRADEMARKS

This slide highlights the various trademarks associated with AuthX. Each trademark represents a distinct aspect of our brand, and it's essential to use them correctly to maintain legal protection and brand integrity. Always ensure that trademarks are used in accordance with our guidelines.

Authentication Simplified™

Identity Converged™

TAP & GO™

TAP 2 GO™

Once Click Access®

auth<sup>x</sup>

**THANK YOU**

For any questions regarding the brand guidelines,  
please contact [pr@authx.com](mailto:pr@authx.com)