

Brand Guidelines

Defining the Cardknox Brand

This document outlines visual brand identity standards for Cardknox's products and services and provides guidelines for how to apply the standards to digital and print media.

Table of Contents

01 Brand Values	4 – 6
02 Logo	7 – 12
03 Glyph	13 – 14
04 Badge	15 – 16
05 Color Palette	17 – 18
06 Typography	19 – 20
07 Icons	21 – 22
08 Illustration	23 – 24
09 Social Media	25 – 26
10 Letterhead	27 – 28

01 Brand Values

Who We Are

Cardknox is the brainchild of our parent company, Fidelity Payment Services, a leading merchant services provider with over 20 years in the industry. After looking for an omnichannel payment gateway that would meet the needs of our merchant base, we decided to build our own as there wasn't one in the market that had the flexibility we desired. And with that, Cardknox was born: a payment gateway that is loaded with features and ready to be integrated with a wide variety of payment hardware, software, and e-commerce platforms.

We take a white-glove approach to our customer service model, offering a broad range of customizable payment processing solutions and seamless integrations that make it easy for merchants in all industries to scale up and grow their businesses. Our innovative, interchangeable payment solutions incorporate the latest technologies and are designed to successfully boost efficiency, curb security threats, grow customer satisfaction, and cut costs.

As such, we have updated the Cardknox branding guidelines. By maintaining a professional and uniform logo and identity, we can better impart an image of innovation and dedication to all stakeholders and the general public.

Please take the time to look through the entire guide to educate yourself on the image we aim to present to the world. If you have any questions, please feel free to contact the Cardknox Marketing Department at marketing@fidelitypayment.com.

Our Culture

Our unwavering loyalty and support for our merchants, partners, and team members is what makes Cardknox truly unique. Our values dictate the way we do business: fostering growth through integrity, flexible solutions, transparency, and a people-first attitude in everything we do.

Integrity

Business owners want a payment solution provider that they can trust to have their best interests in mind. Cardknox has built a well-earned reputation for delivering consistently friendly and reliable customer service, competitive pricing, and a robust suite of payment solutions designed to meet the needs of all types of businesses.

Flexibility

No one-size-fits-all solutions here. We give our merchants the flexibility and control to customize their payment processing setup to fit their unique business needs.

Putting People First

No problem is too big or too small. Our caring, knowledgeable, in-house experts work closely with merchants to solve any issues and cater to their payment preferences.

02 Logo

This section outlines best practices for how to present the Cardknox logo and provides examples for proper use.

- No adaptations or alternative versions of the Cardknox logo may be used. This includes any and all previous versions of the Cardknox logo.
- You must use the exact logo, without exception, in order to maintain the integrity of the Cardknox brand.
- Our logo is a unit, and all elements within the logo must be scaled or resized proportionately.
- The logo can be downsized proportionately, but never enlarged. If you need a larger logo than the one provided, please contact the Marketing Department.
- All designs including the Cardknox logo that were not created by the Cardknox Marketing Department require approval prior to distribution.

Design

Our primary brand logo consists of the following intrinsic elements:

- Glyph
- Wordmark
- Tagline

The elements go hand in hand and should not be separated or changed in any way. Any modification must be approved by the Marketing team.

Original Colors The original color logos should be used in most instances.



The logo's exclusion zone is equal to the logo's letter "X".

Primary Logo

Logo

Use the primary version in most instances unless doing so causes readability challenges.



Download Link: [PNG](#) | [JPG](#)

Brand + White

Use the brand + white version on dark backgrounds that don't cause contrast issues with the branded glyph.



Download Link: [PNG](#)

All white

Use the all white version on backgrounds which cause contrast issues.



Download Link: [PNG](#)

Alternate Tagline Logo

Logo

Use the alternate tagline version in most instances unless doing so causes readability challenges.



Download Link: [PNG](#) | [JPG](#)

Brand + White

Use the brand + white version on dark backgrounds that don't cause contrast issues with the branded glyph.



Download Link: [PNG](#)

All white

Use the all white version on backgrounds which cause contrast issues.



Download Link: [PNG](#)

Logo Misuse

It is important that the appearance of the logo remains consistent. The logo should not be misrepresented, modified, or added to. Do not attempt to alter the logo in any way. Its orientation, color, and composition should remain as indicated in this document – there are no exceptions.



Do not re-style the logo.



Do not modify.



Do not distort.



Do not change color or tone.



Do not change tagline.



Do not rotate or reposition.



Co-Branded



Download Links: [PNG](#) | [JPG](#)



Download Links: [PNG](#)



Download Links: [PNG](#) | [JPG](#)



Download Links: [PNG](#) | [JPG](#)

03 Glyph

This section outlines best practices for how to present the Cardknox glyph and provides examples for proper use.

Glyph

Color Use



Download Links: [PNG](#)



Download Links: [PNG](#)



Download Link: [PNG](#)

04 Badge

This section outlines best practices for how to present the Cardknox badge.

Badge

Color Use

Badge Solid



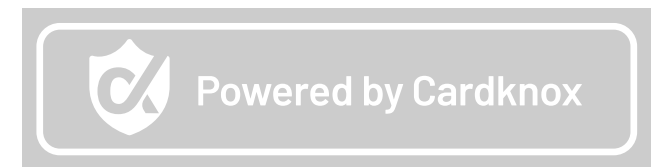
Download Links: [PNG](#)

Badge Outline Dark



Download Links: [PNG](#)

Badge Outline Light



Download Link: [PNG](#)


05 Color Palette

This section outlines best practices for using Cardknox colors. Text should always be set in black or white.

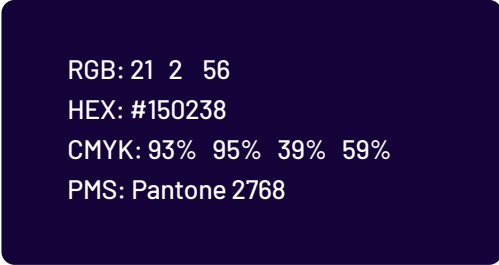
Core Colors

Our primary palette uses bright and bold colors to ensure that the brand elements stand out. The primary colors are presented in the following formats:

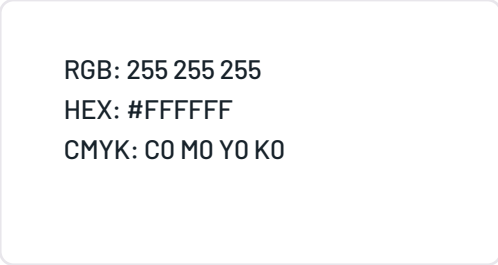
- RGB which is used for digital materials
- HEX which is used for web-based platforms
- CMYK which is used for printed materials
- PMS (Pantone) which is primarily used for printed materials



RGB: 229 22 70
HEX: #E51646
CMYK: 4% 100% 69% 0%
PMS: Pantone 192



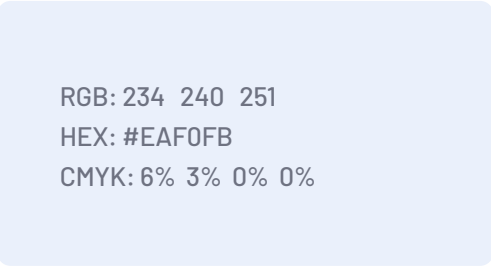
RGB: 21 2 56
HEX: #150238
CMYK: 93% 95% 39% 59%
PMS: Pantone 2768



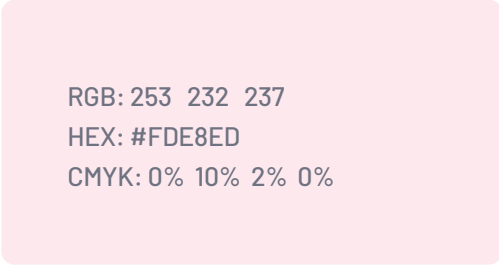
RGB: 255 255 255
HEX: #FFFFFF
CMYK: C0 M0 Y0 K0

Secondary Colors

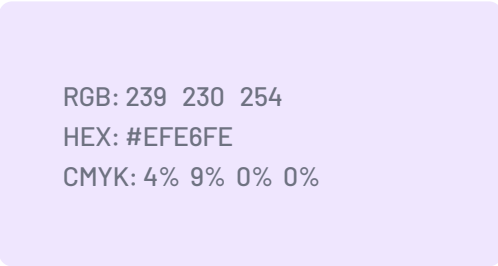
Our secondary colors palette uses light colors to complement brand elements. The secondary colors are presented in the following formats:



RGB: 234 240 251
HEX: #EAF0FB
CMYK: 6% 3% 0% 0%



RGB: 253 232 237
HEX: #FDE8ED
CMYK: 0% 10% 2% 0%



RGB: 239 230 254
HEX: #EFE6FE
CMYK: 4% 9% 0% 0%

06 Typography

This section outlines best practices for using Cardknox fonts and provides examples.

Our brand consists of one primary font family which is used throughout the branding experience, across all channels.

Barlow

Light, Medium, Semibold

Barlow Condensed

Light, Medium, Semibold

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890

Download Links: [Barlow](#) | [Barlow Condensed](#)

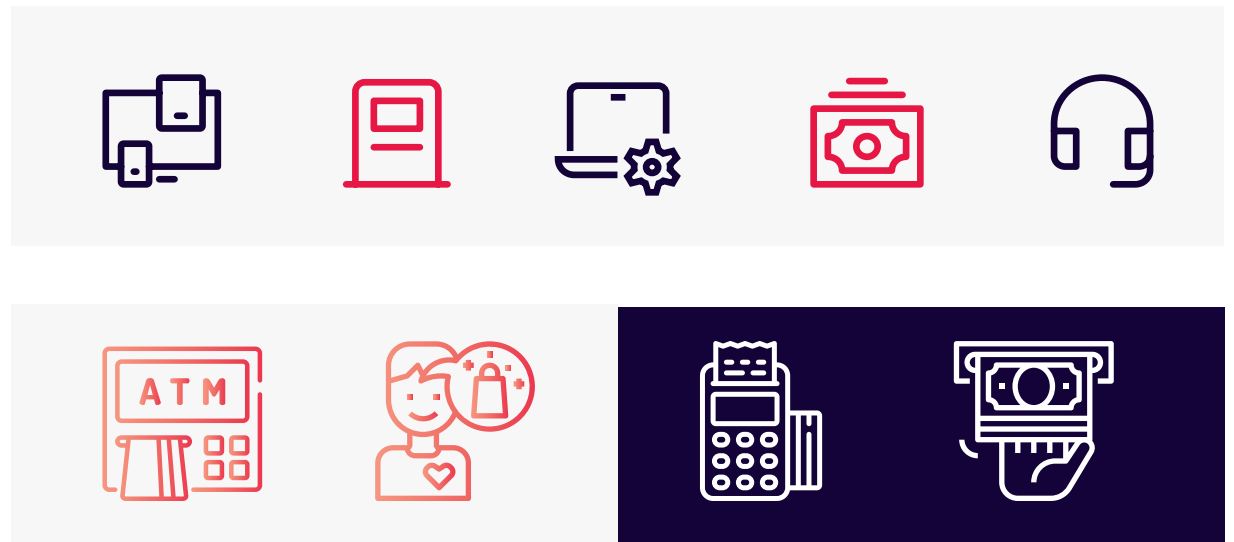
Barlow

07 Icons

This section outlines best practices for using Cardknox icons to provide visual interest and clarify concepts.

Style of Icons

Icons can use the two Cardknox core colors, or white and red for dark backgrounds. Gradients can be used for icons to provide additional visual interest.



08 Illustration

This section outlines best practices for using illustrations to explain complex concepts, procedures, and process flows.

Style of Illustrations

Illustrations can use colors that complement the two Cardknox core colors.



09 Social Media

This section outlines guidelines for using visual elements for social media.

Resources

Profile Picture



Download Link: [JPG](#)



Download Link: [JPG](#)



Download Link: [JPG](#)

Banners



LinkedIn Banner - 1584 x 396 px

Download Link: [JPG](#)



YouTube Banner - 2048 x 1152 px

Download Link: [JPG](#)

10 Letterhead

This section outlines best practices for how to present the Cardknox letterhead.

Cardknox



Download Link: [DOC](#)

Co-branded



Download Link: [DOC](#)

