

External Brand Book
July 2022



Positioning & Messaging

Positioning

Company value proposition

Fourthline helps regulated enterprises solve digital identity challenges through innovative technology and expert guidance.

Mission

To build a safer, more accessible global financial system.

Sub-mission (social/employer branding)

To fight financial crime.

Vision

To become the global leader on bank-grade digital identity.

Brand narrative

It's not just about products, it's about partnership. We equip our partners with in-depth expertise and a modular suite of solutions so businesses have the flexibility to build exactly what they need. We deliver compliance in excellent form, building a safer financial system for all.

Built on trust.

The background features several overlapping, semi-transparent blue geometric shapes. On the left, there is a large, jagged, star-like shape. To its right is a large, smooth, rounded shape that resembles a speech bubble or a shield. The text 'Who we serve' is centered within the intersection of these two shapes.

Who we serve

Audience

We solve problems for the needs of heavily regulated institutions. Our key industries and verticals are:

- **Finance** - Insurers, wealth managers, pension funds, traditional banking
- **Fintech** - Fast scaling fintechs, online brokers, crypto exchanges
- **Distributors** - Banking as a Service, Core Banking, Identity platforms, resellers
- **eID** - Telco, Signature, Near field Communication



Fighting
Financial
Crime

Brand personality

Personality

Descriptive summary

Fourthline is someone who inspires instant respect from those who meet them and are greatly admired by those who know them. People turn to them first for expert advice and have full trust in their counsel.

They don't seek attention, but naturally draw people to them with their confidence and guidance. They dazzle others with their innovative solutions, infectious enthusiasm, and determination to succeed.

You won't find anyone better to take the lead of a daunting task and solve your most difficult problem. They always push the boundaries of what is possible and their partners expect nothing less.

They may not be the life of the party, but they make sure their friends get home safely.

Personality

Archetypes

Sage (core - 70%)

Knowledgeable, assured, guiding, wise, skilled, informative, influential

Creator (influencer - 20%)

Innovative, forward thinking, desire to create perfect products or services, outside the box

Hero (influencer - 10%)

Ambitious, powerful, capable and has perseverance

Personality traits

- **Reliable / Trustworthy**
stable, responsible, secure, precise, honest
- **Knowledgeable**
smart, intelligent, expert
- **Ambitious**
eager, positive, energetic
- **Innovative**
forward thinking, pushing the limits
- **Leader**
confident, determined, decisive, trailblazer, direction setting

Visual identity

Logo

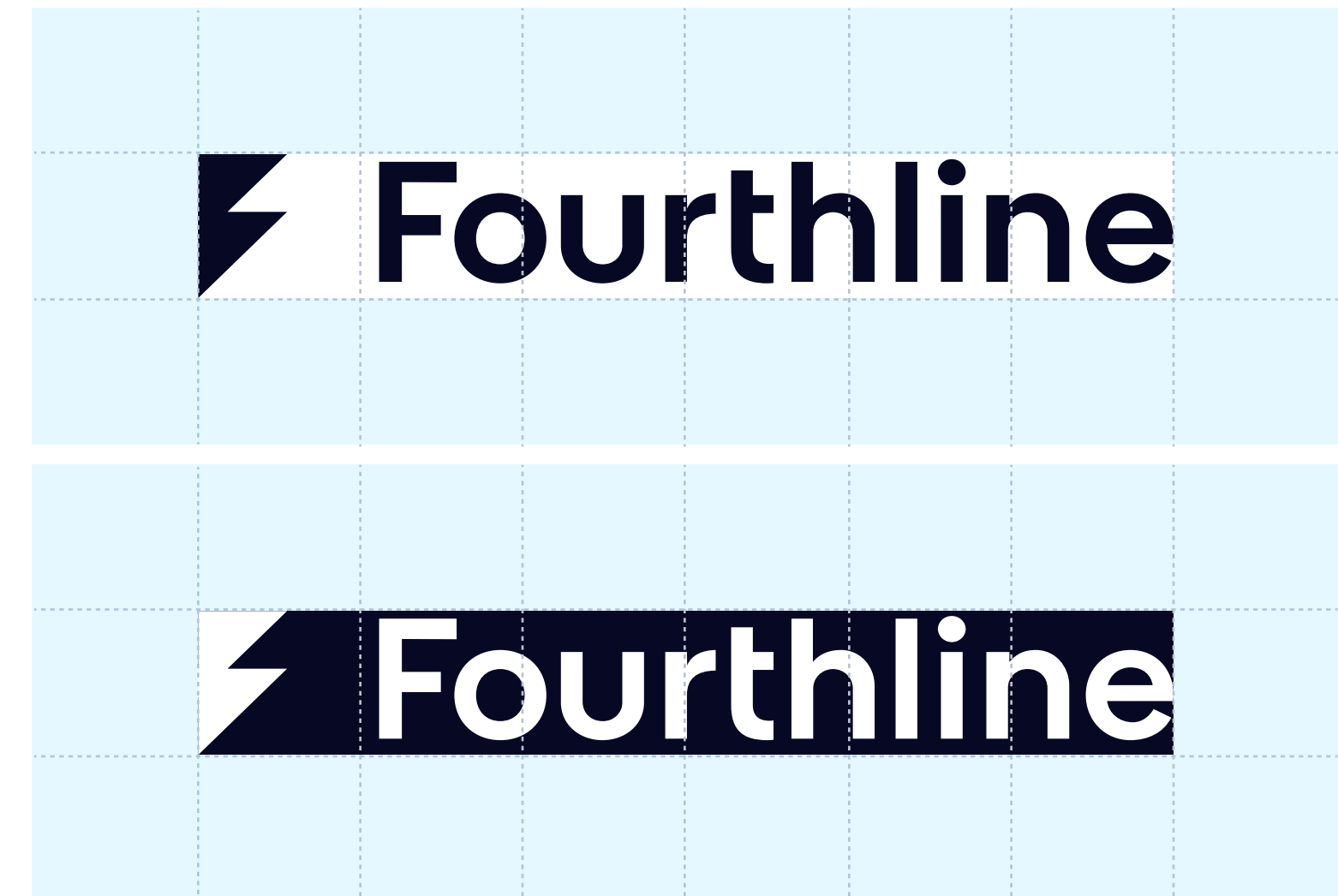
The Fourthline-logo has one horizontal version to be used for all applications where a “full logo” is needed. The badge should only be used for social media and application profiles.

The logo can be centered or aligned to the left. Keep adequate spacing around the logo in all usage by referring to the guidelines here.

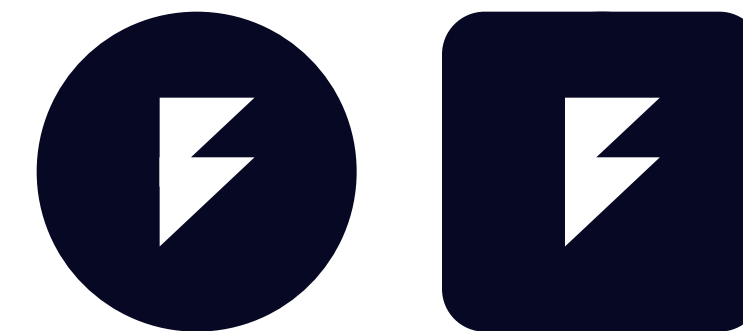
Do not:

- Crop the logo
- Change the transparency
- Rearrange or alter the structure
- Change the color
- Distort the logo
- Use dropshadows or other effects
- Outline the logo
- Rotate the logo
- Right align the logo

Full logo



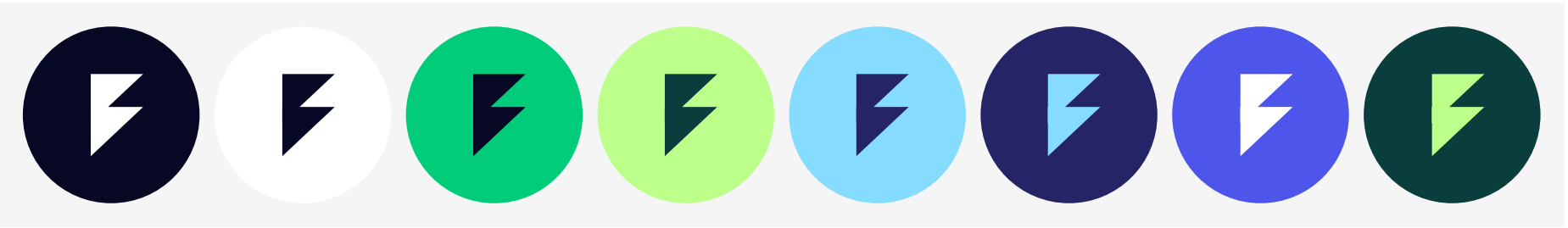
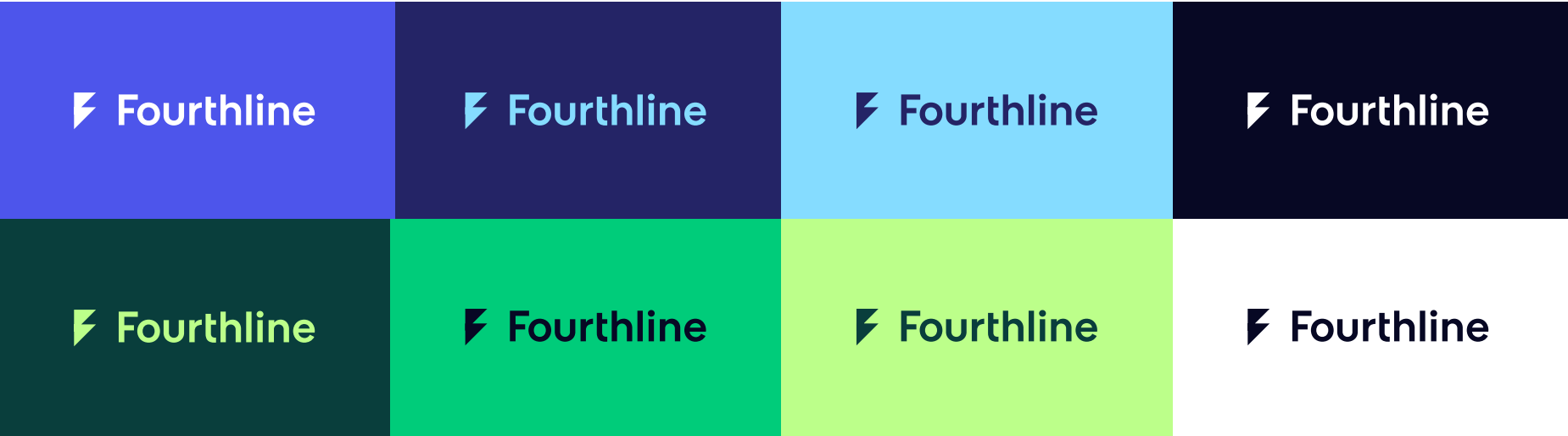
Social Badge



Usage on backgrounds

The logo and the logomark can be used in the following solid backgrounds. It is allowed to combine a background and logo color, but if the background is white, always pick the black logo (FL Space). No gradients should be used and high contrast should be always kept in mind.

 Correct use examples:



 Fourthline

 Incorrect use examples:



Colors

There are no leading colors, so feel free to explore these color options in graphic assets. Keep in mind that we should always strive for high contrast between text and background.

| | | | | |
|---|---|--|--|--|
| <div>FL Sea</div> <div>#242466 Pantone 2755 C</div> | <div>FL Blue</div> <div>#4D55EB Pantone 2718 C</div> | <div>FL Sky</div> <div>#85DCFF Pantone 304 C</div> | | |
| <div>FL Lime</div> <div>#BCFF8A Pantone 372 C</div> | <div>FL Green</div> <div>#00CC7A Pantone 7479 C</div> | <div>FL Pine</div> <div>#093E3C Pantone 3305 C</div> | <div>FL White</div> <div>#FFFFFF</div> | <div>FL Cloud</div> <div>#F5F5F5</div> |
| | | | <div>FL Lead</div> <div>#4F5065</div> | <div>FL Space</div> <div>#070824</div> |

Typography

Our primary font is Graphit, which should be used when available.

When Graphit is not available, please use Verdana, as it is considered a safe font for web.

On a white background, it is recommended to use black text (FL Space color). On a color pallete background, you can use other colors, but be mindful of the high contrast.

Regular, 120/auto

Big Title

Regular, 72/88.8

Heading 1

Regular, 48/64

Heading 2

Regular, 42/66

Heading 3

Medium, 32/39.5

Heading 4

Medium, 28/44

Medium Paragraph

Regular, 28/44

Paragraph

Regular, 24/28.6

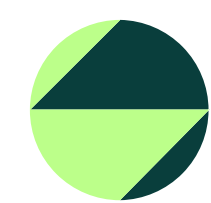
Paragraph 2

Light, 28/34.5

Overline

Icons

Use icons when visual interest is needed or to help support a bullet of copy.
To create icons, merge large shapes and 2 colors only. Do not use strokes and avoid too many details.
Always pick solid shapes. They don't have to be basic shapes. You can use Fourthline F to add some interest to it. The icons should be 64x64px most of the times with some margin on all sides.



Regulatory requirements



Customer growth



Operational excellence



Elevated experience



Modular architecture



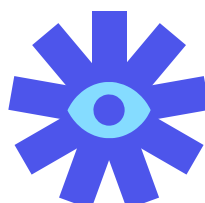
True compliance



Maximum fraud detection



ID verification



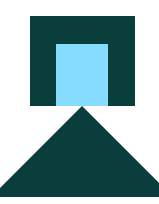
Biometric analysis



Database checks



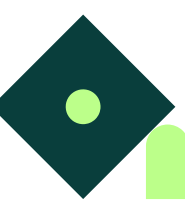
Whereabouts checks



Ex-post investigation



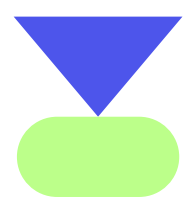
Daily monitoring



Fraud experts



Detailed risk configuration



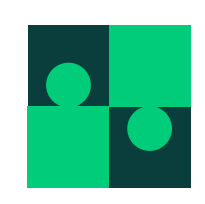
KYC onboarding



KYC remediation



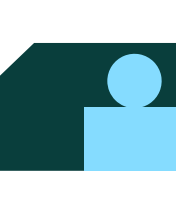
Re-KYC



Continuous KYC



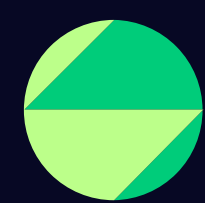
Watchlist screening



Electronic ID

Icons

Icons can also be used on a dark background, but pay attention to the color contrast. Do not use dark colors like FL Pine and FL Sea. Don't mix FL Lime and FL Sky in the same icon since the two colors together don't have enough contrast.



Regulatory requirements



Customer growth



Operational excellence



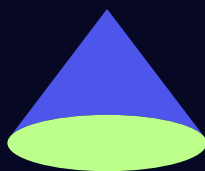
Elevated experience



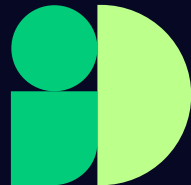
Modular architecture



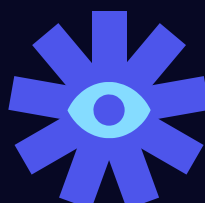
True compliance



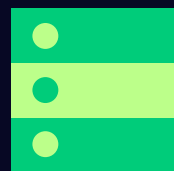
Maximum fraud detection



ID verification



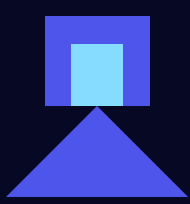
Biometric analysis



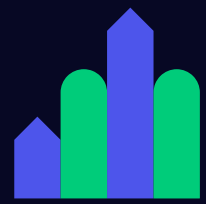
Database checks



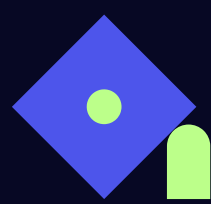
Whereabouts checks



Ex-post investigation



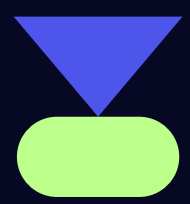
Daily monitoring



Fraud experts



Detailed risk configuration



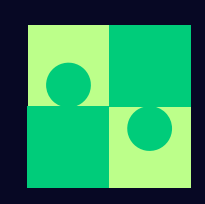
KYC onboarding



KYC remediation



Re-KYC



Continuous KYC



Watchlist screening



Electronic ID

Shapes

Fourthline uses shapes to express that our solution can be perfectly shaped to our clients' product.

Use no more than 2 shapes with 2 different colors when combining them. The colors chosen must create harmony.

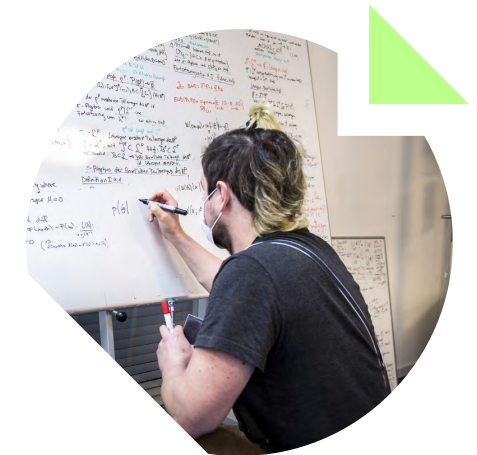
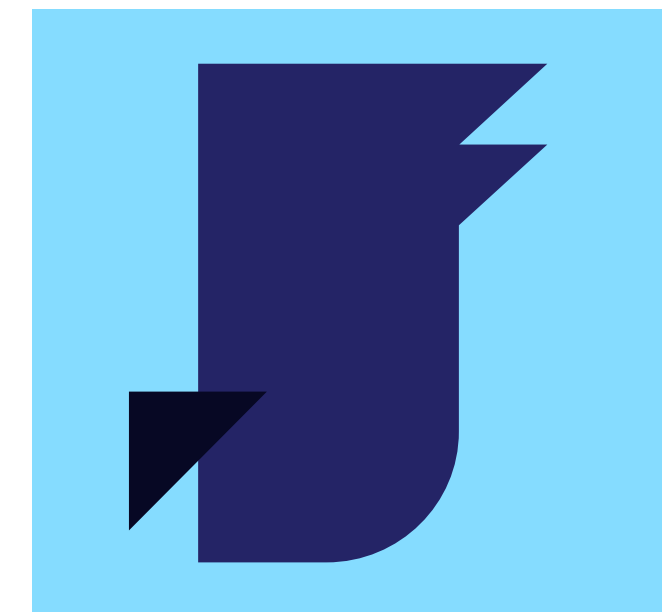
Adding an image inside the shape is also possible in 2 different ways:

- The image fills the whole shape
- Use a well cut face and place it in the shape in a way that looks that it is coming out of it
- Don't use face images that are too small

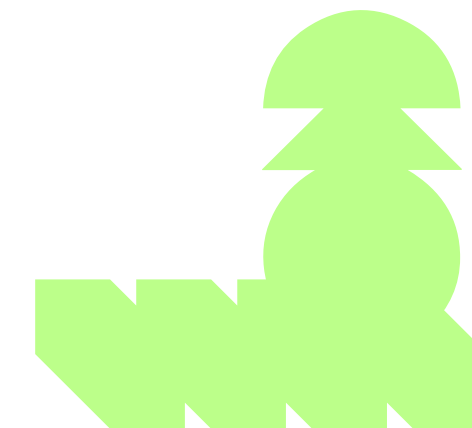
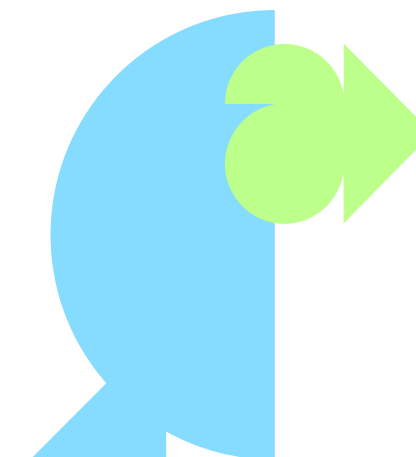
To see all shapes, please [click here](#).



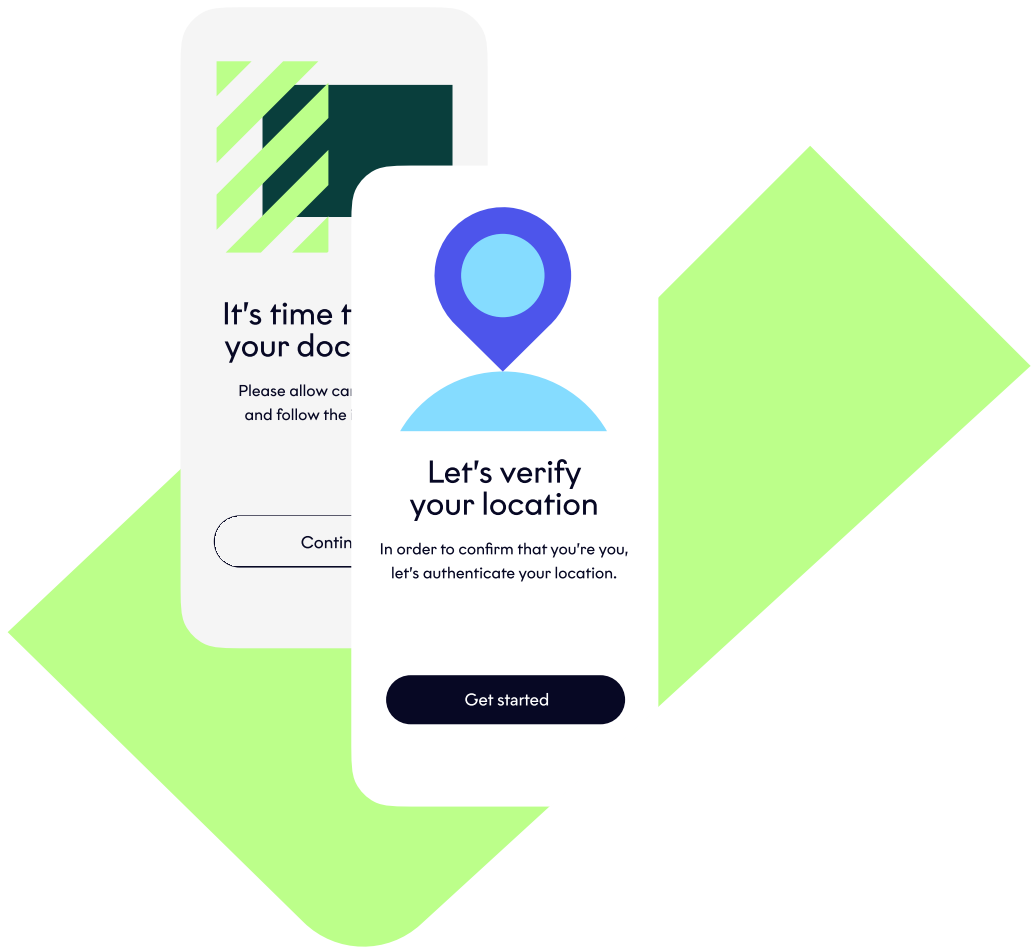
Correct use examples:



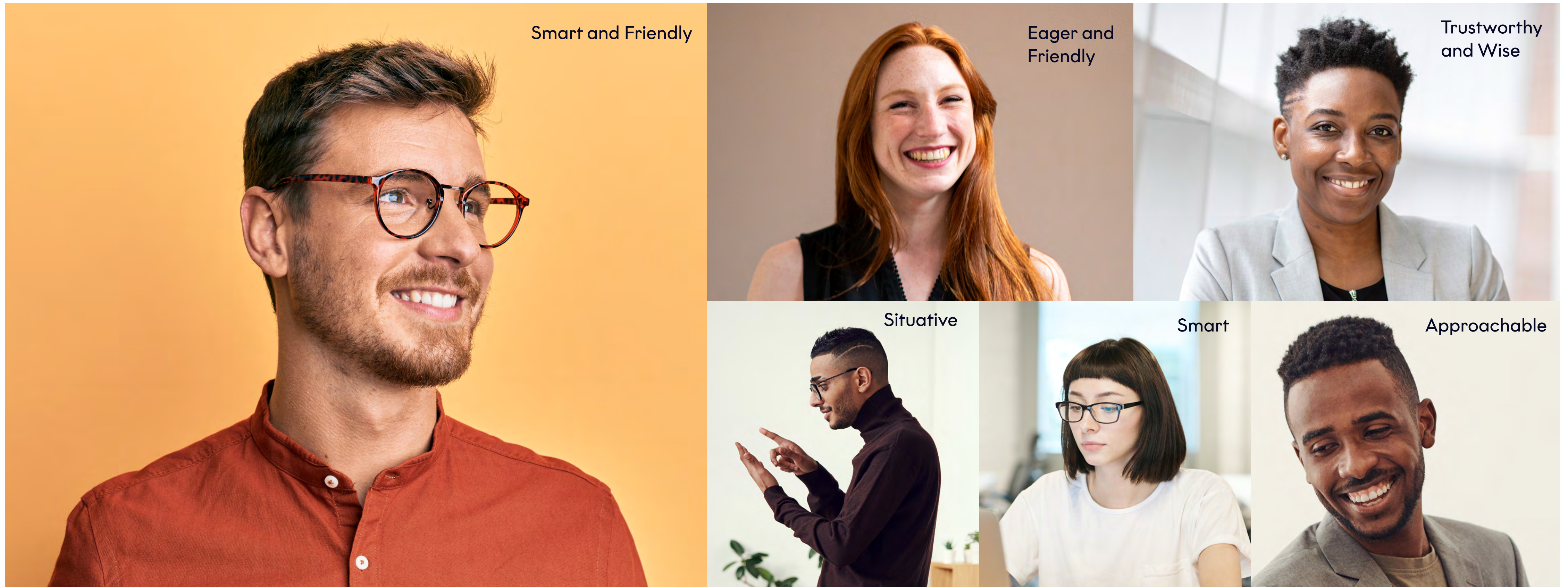
Incorrect use examples:



Shapes composition

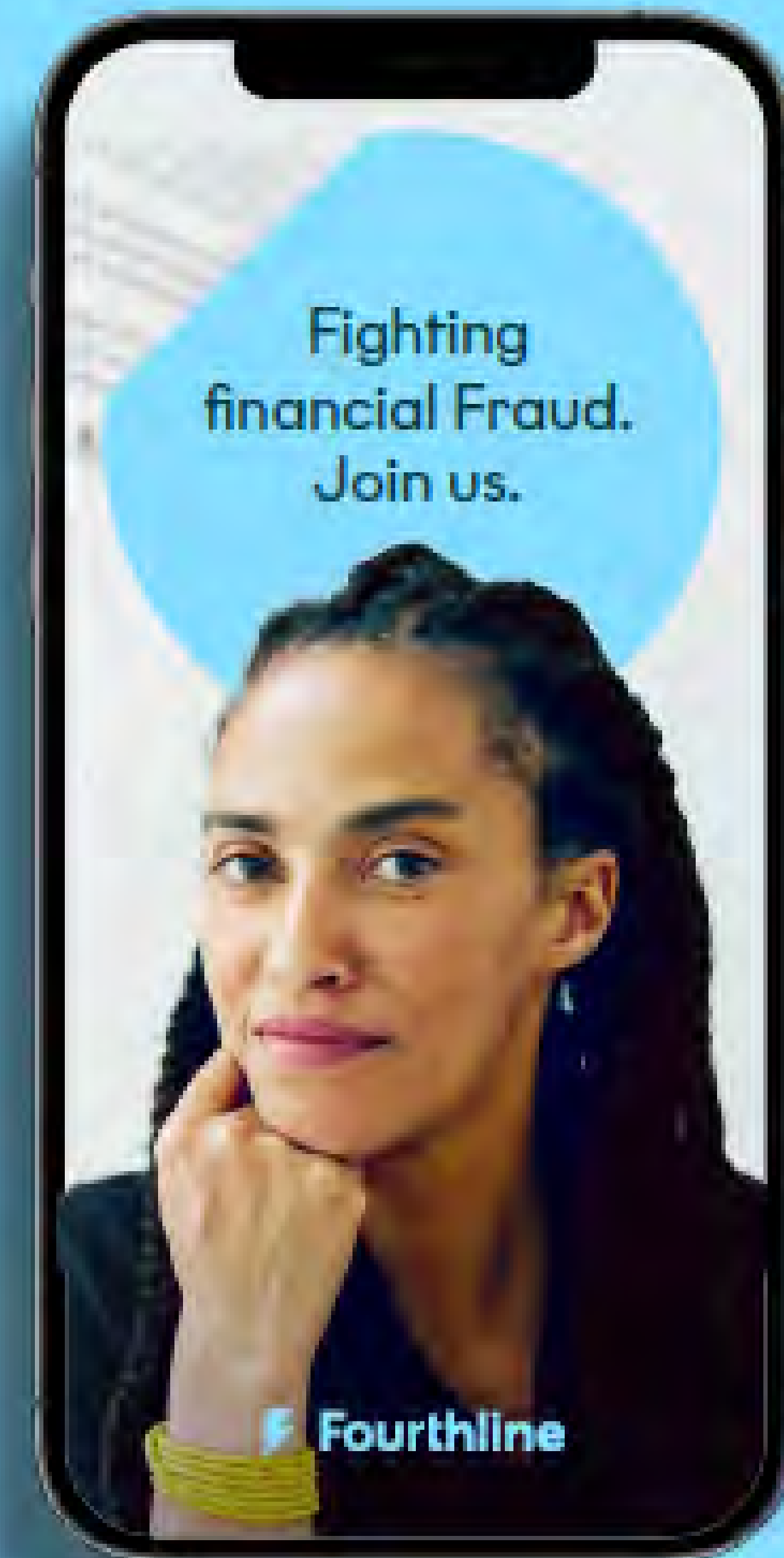
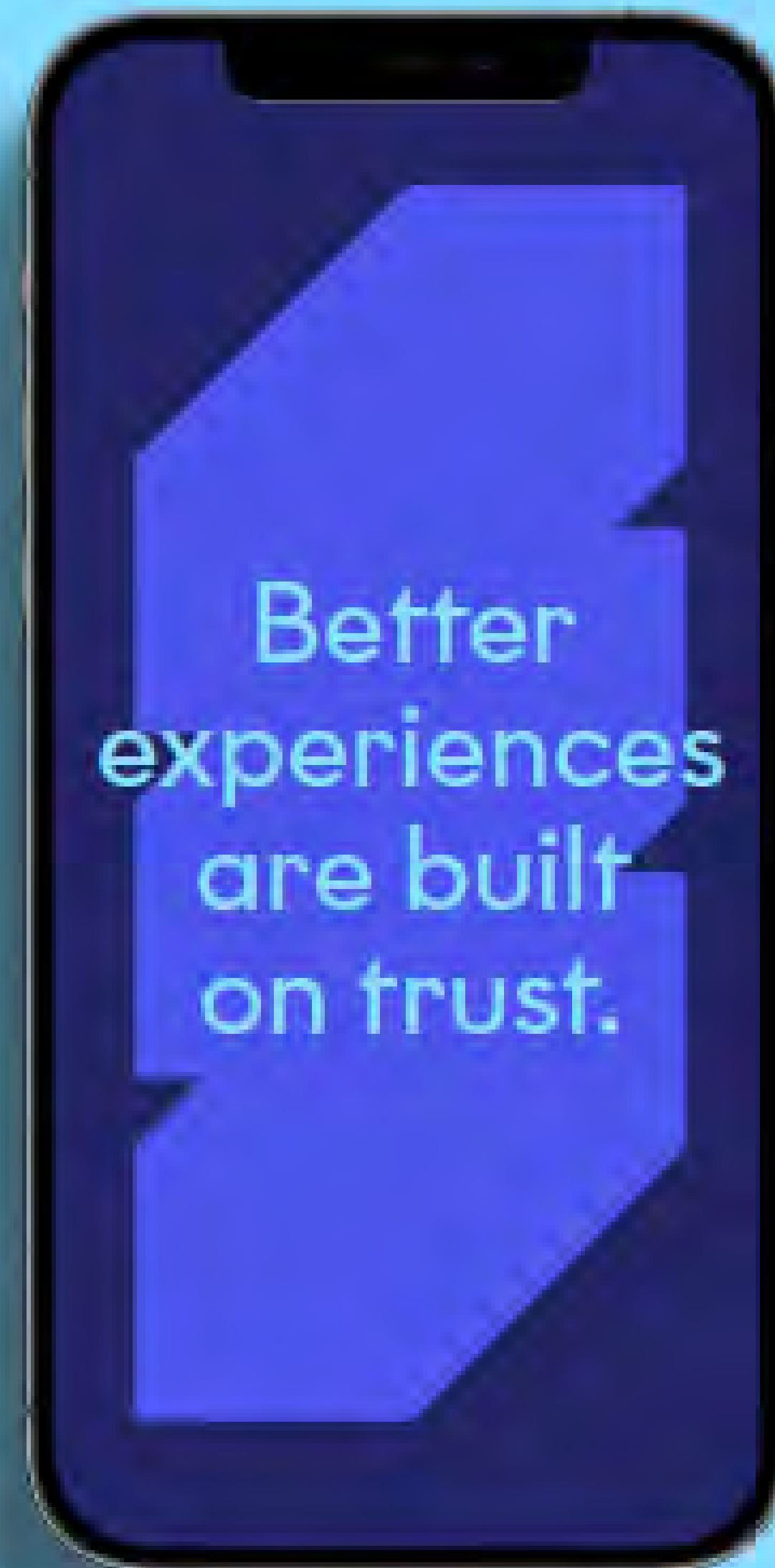
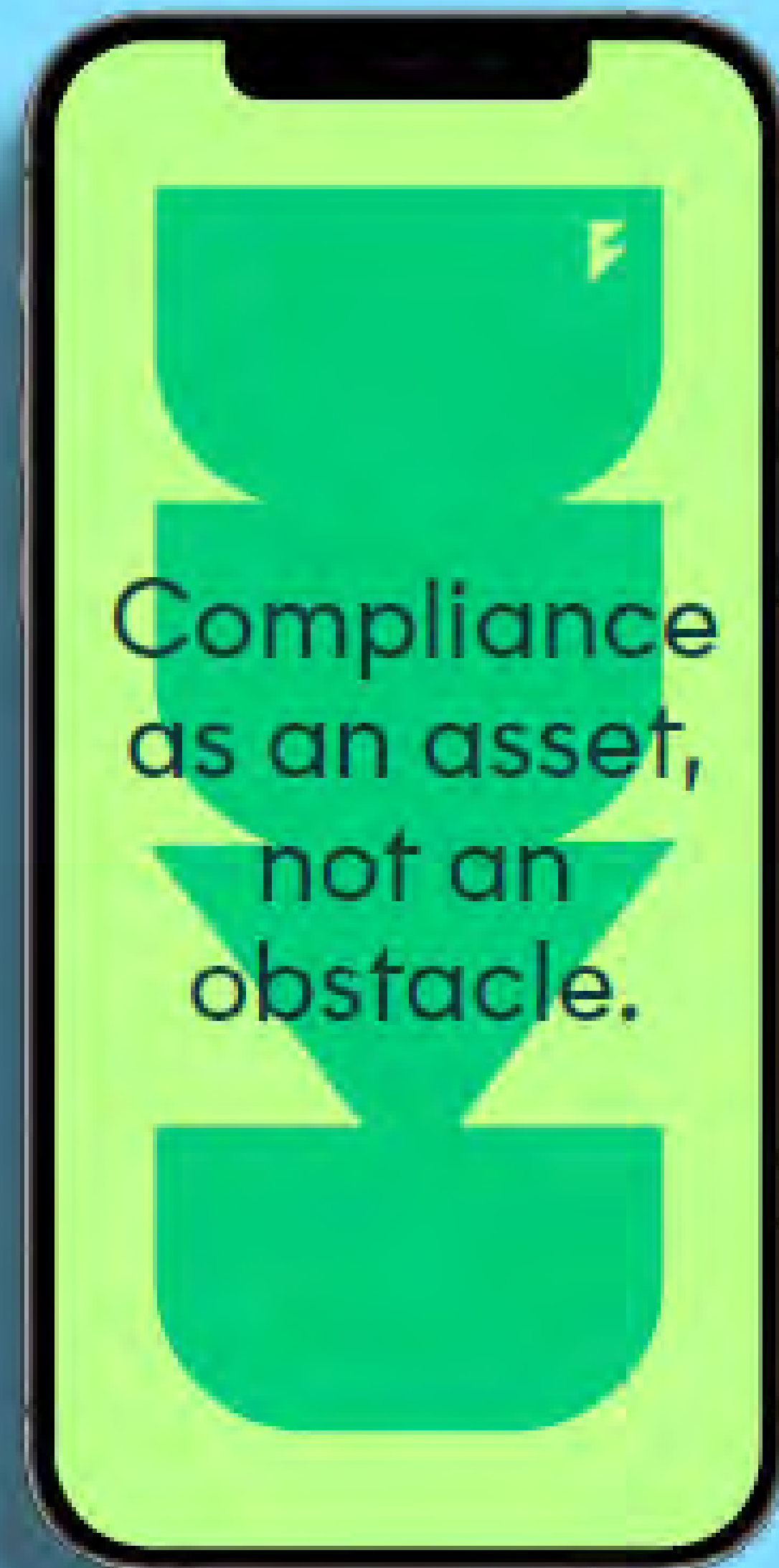


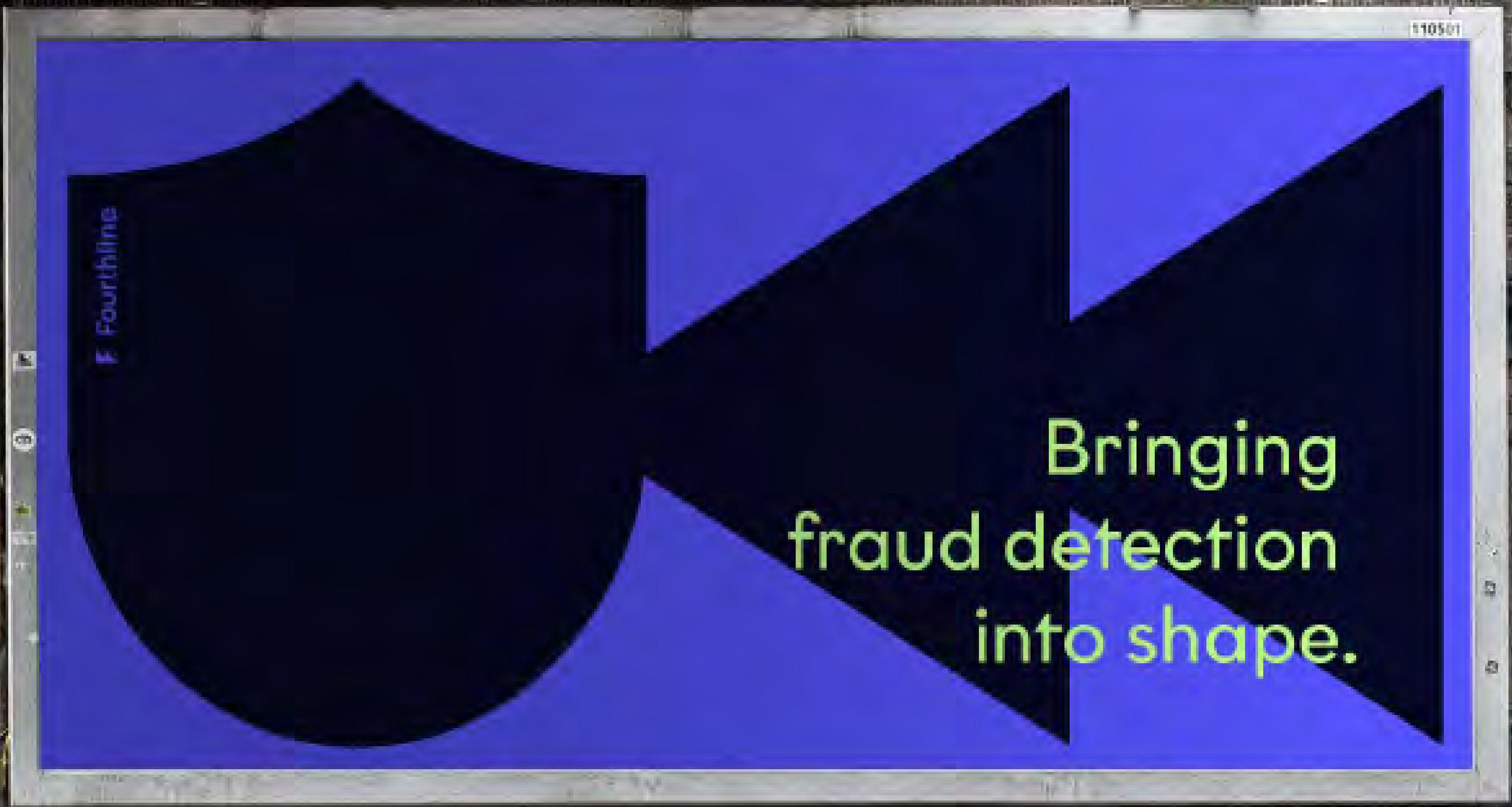
People photos



Applications







F Fourthing

Bringing
fraud detection
into shape.

110501

Rulo's Pizzeria

Selection

- Supreme Pizza \$12.99
- Pepperoni Pizza \$10.99
- Meat Lovers \$11.99
- Vegetarian \$10.99
- Spicy Italian \$11.99
- BBQ Chicken \$11.99
- Buffalo Chicken \$11.99
- Hot & Cold Sandwiches \$5.99
- Salads \$6.99
- Kids Menu \$5.99
- Homemade Desserts \$3.99
- Soft Drinks \$2.99

Join Us For A Special Event

RULO'S PIZZERIA

