



Brand use guide for Trust Providers

March 2021

This document outlines the requirements for using the ID branding elements within a Trust Provider's mobile app.

Consistent brand representation helps create awareness and recognition of the ID brand. In turn, this will ensure better trust and acceptance by users of both ID and the Trust Provider who is offering ID.

To access ID brand assets, visit the [Mastercard Brand Center](#).

If you have questions or require additional artwork, please contact ask.brand.manager@mastercard.com





Contents

ID brand mark	3
ID brand mark in menus and navigation	4
ID brand mark placement	5
Screen and header backgrounds	6
Image backgrounds	7



ID brand mark

Research shows that users are familiar with and trust the Mastercard brand. For this reason, we recommend displaying Mastercard branding in conjunction with the ID mark in marketing materials (emails, banners, etc.) and to begin the user experience (UX).

Always show the mark in the brand colors.

Always use the provided brand assets.

*The ID brand mark may be separated from the qualifier "A service by..." if both are present.

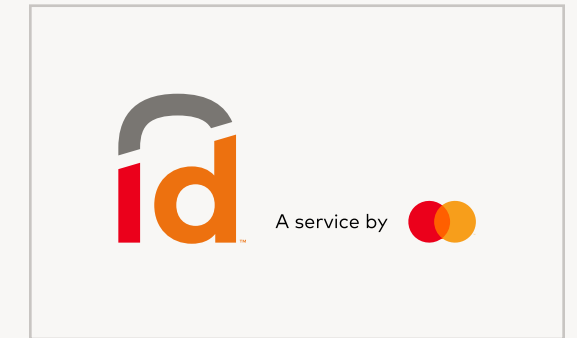
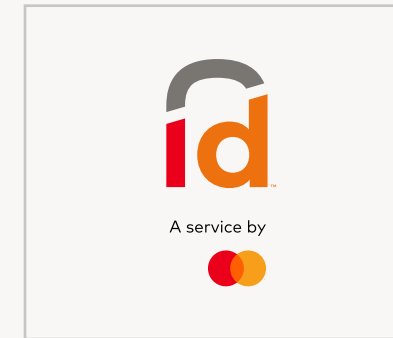
Do not use variations like "Digital ID" or "Mastercard ID" or "Trust Provider ID".

Do not use the qualifier "A service by..." when the ID mark has not already been presented.

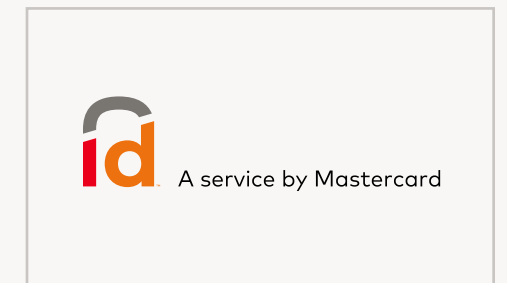
Do not alter the ID mark in any way.

Do not place any graphics or text on top of the ID mark.

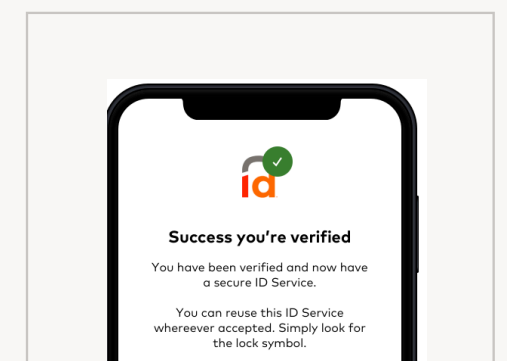
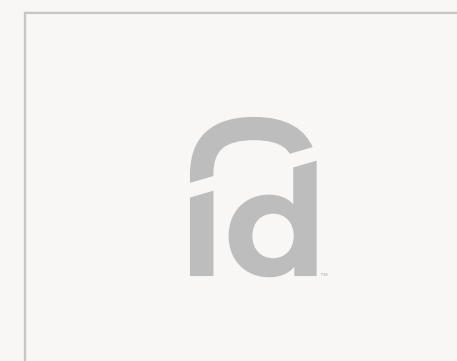
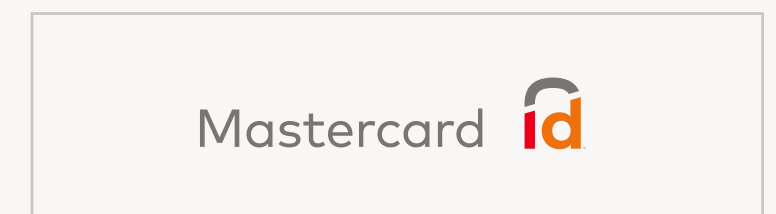
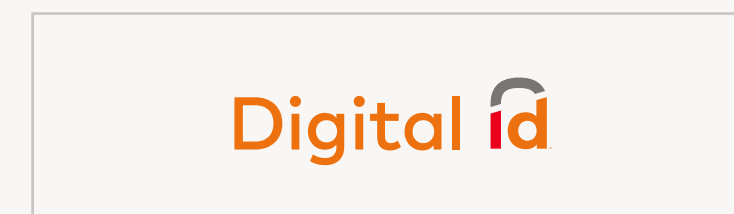
This is the preferred mark at the start of the UX and for marketing materials*



This option may be used when there is other branding or conflicting coloring already present on the screen*



This mark should be used throughout the UX after the first time the mark is presented





ID brand in menus and navigation

Always display one of the approved name options below in text.

- **Text and mark:** [ID mark] Digital identity
- **Text and mark:** Digital identity by [ID mark]
- **Text only:** Digital identity by ID

It is strongly recommended to display the ID mark.

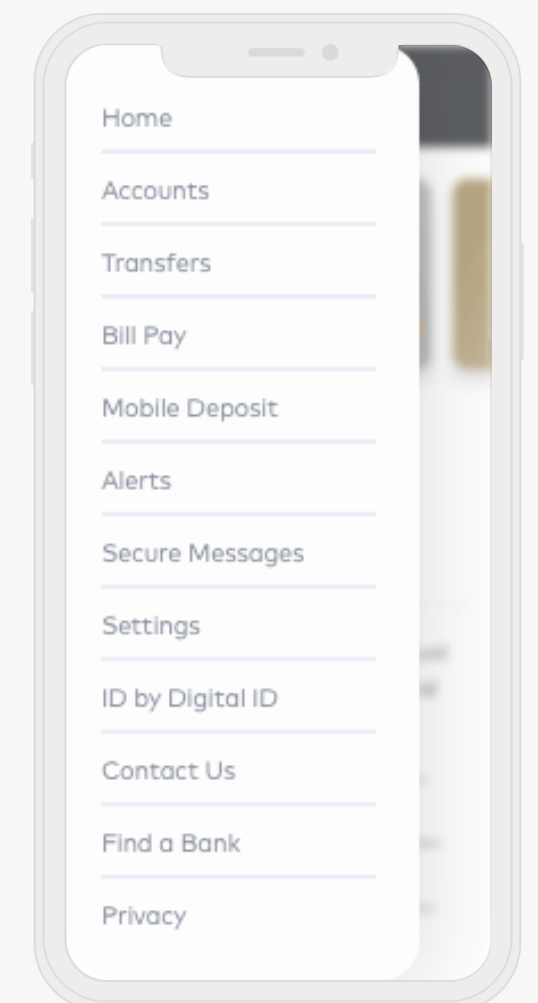
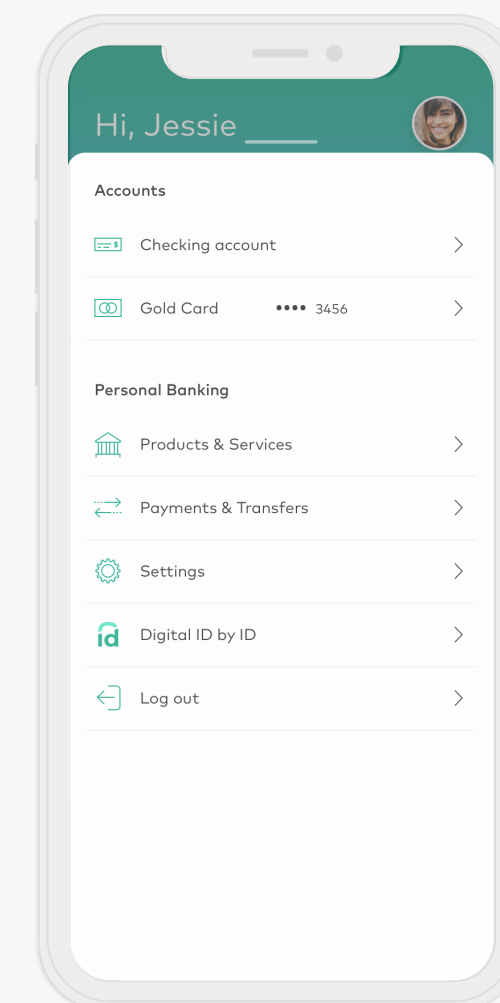
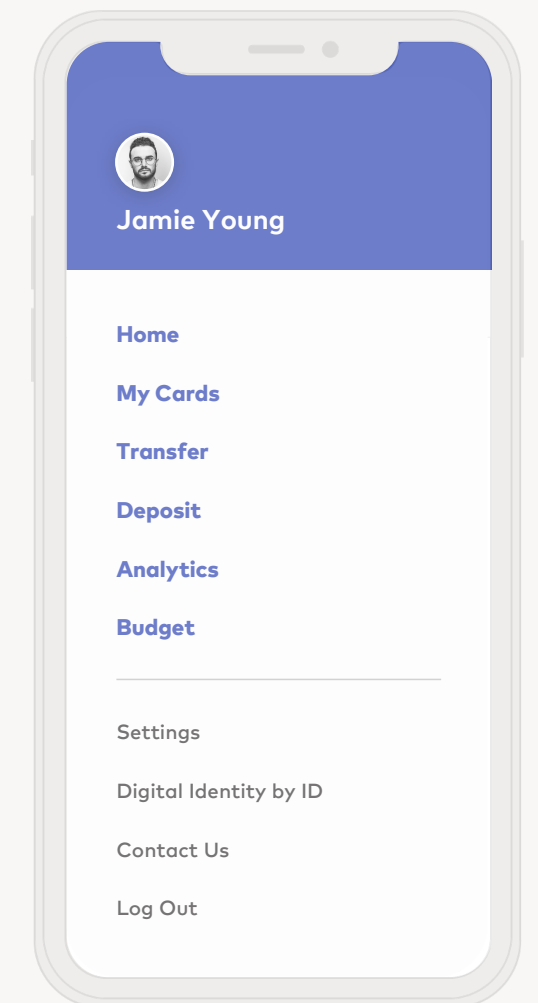
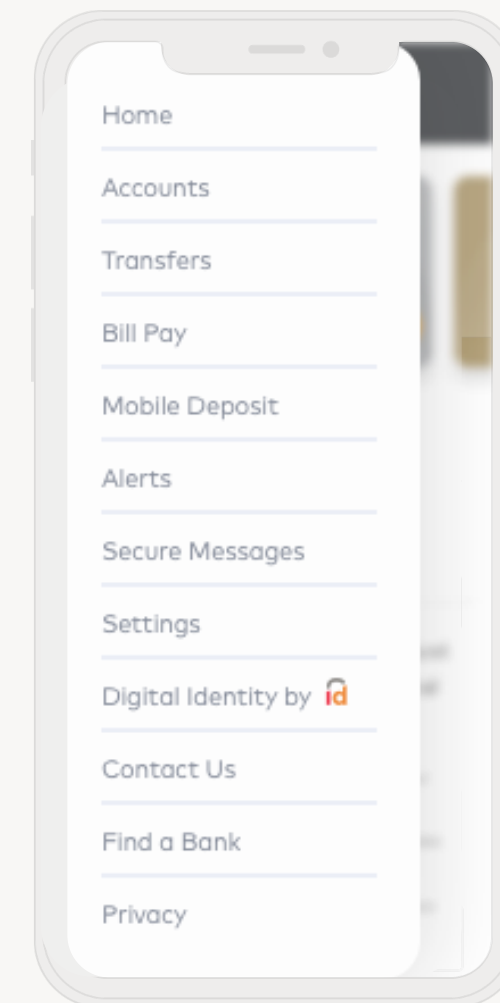
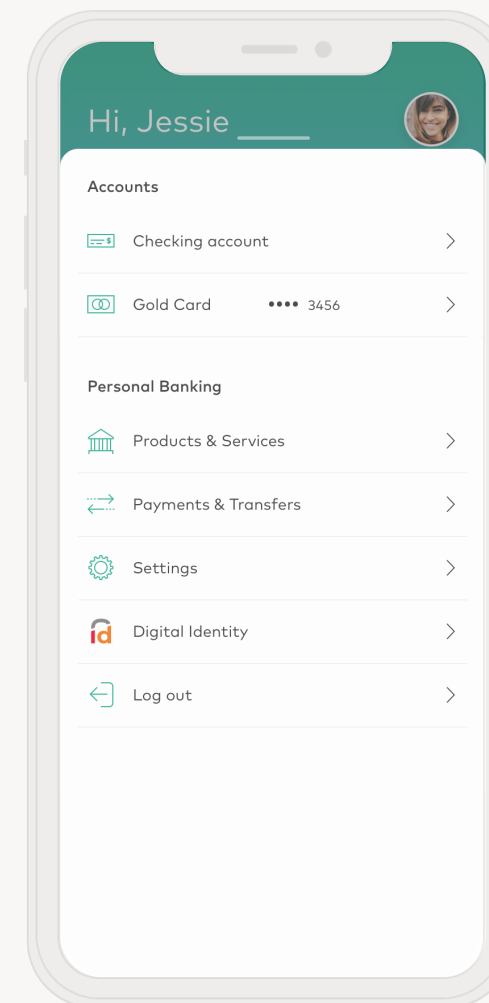
Always use the text-only version on a colored background.

Always present the ID mark in the brand colors.

Always match the font to other options in navigation menus.

Do not use "Digital ID by ID" or "ID by Digital ID".

Do not alter the ID mark colors.





ID brand mark placement

Always display the ID mark on all screens during ID enrollment, ID management and ID usage.

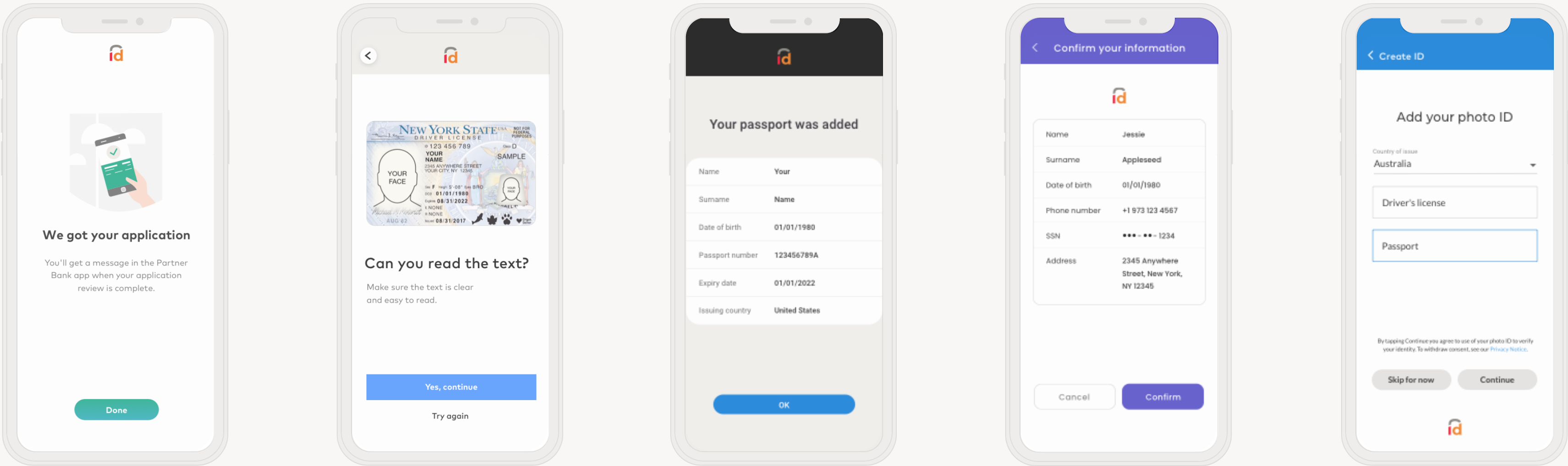
Always show the ID mark in or below the header, or near the footer preferably above the fold.

It is strongly recommended to show the ID mark in the header.

It is strongly recommended to display the ID mark at the top of the screen, in a center location.

Never place the ID mark in a colored header or on a colored background.

Most preferred Least preferred

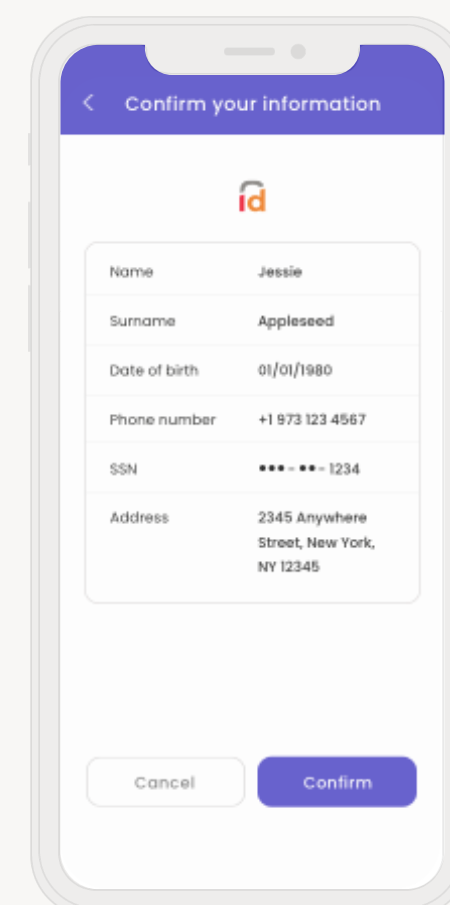
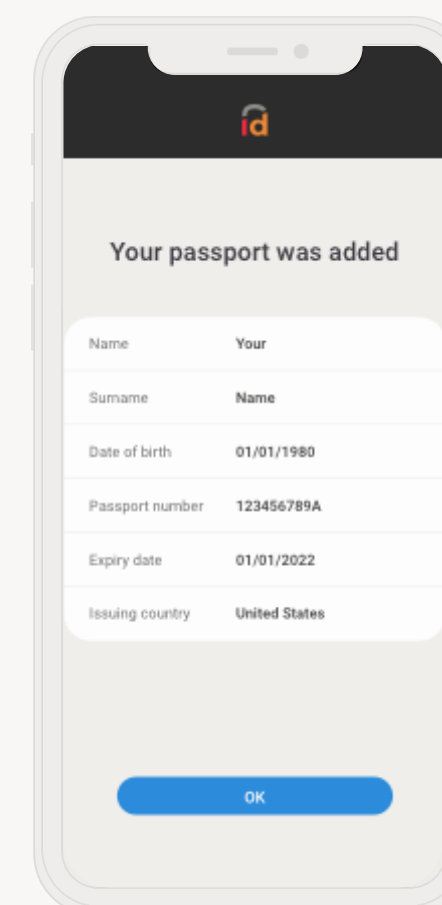
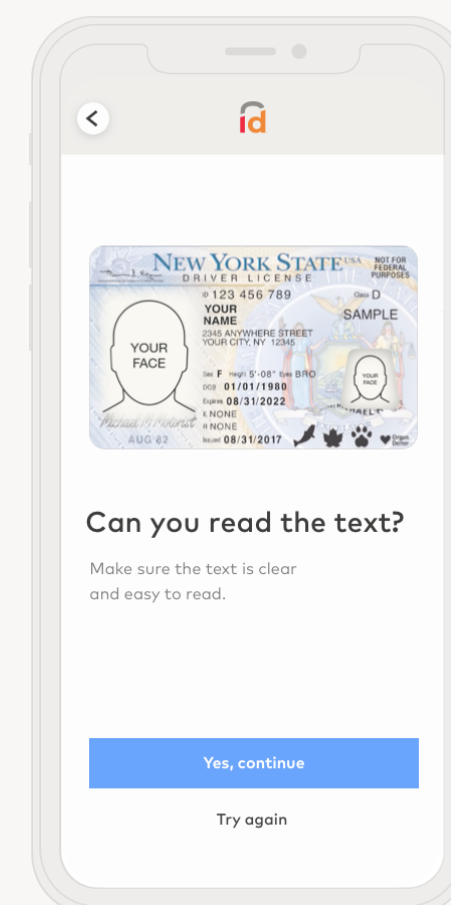
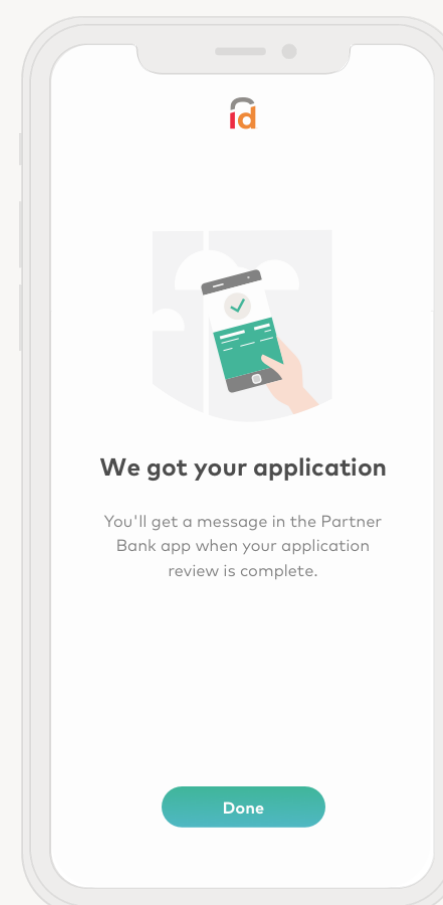


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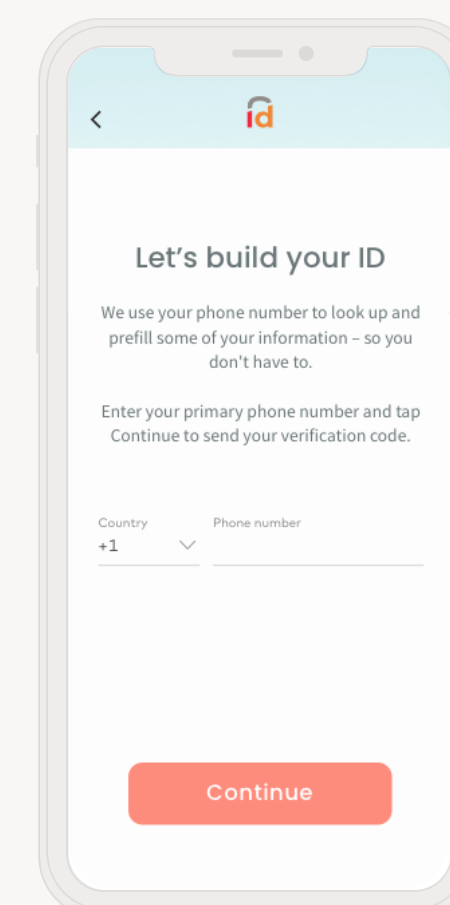
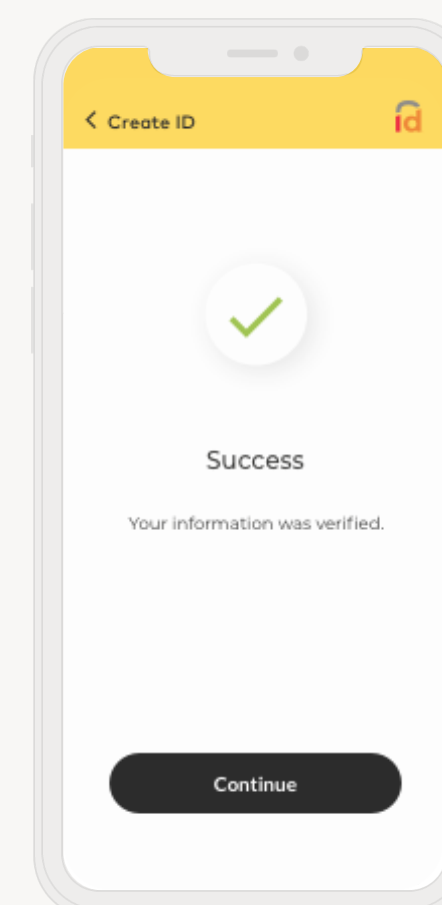
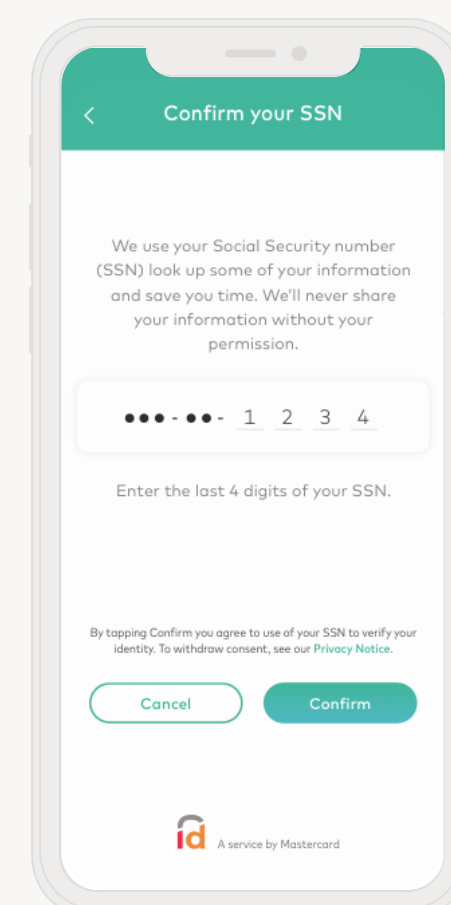
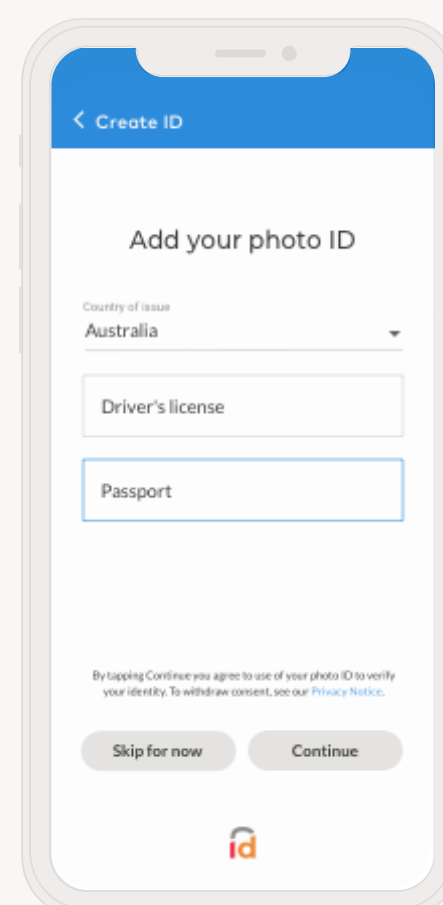
Screen and header backgrounds

Always show the ID brand mark on a white, black or light gray background.

- Solid white (#ffffff)
- Light gray (#edece9)
- Solid black (#000000)



Do not show the ID mark on a colored background.



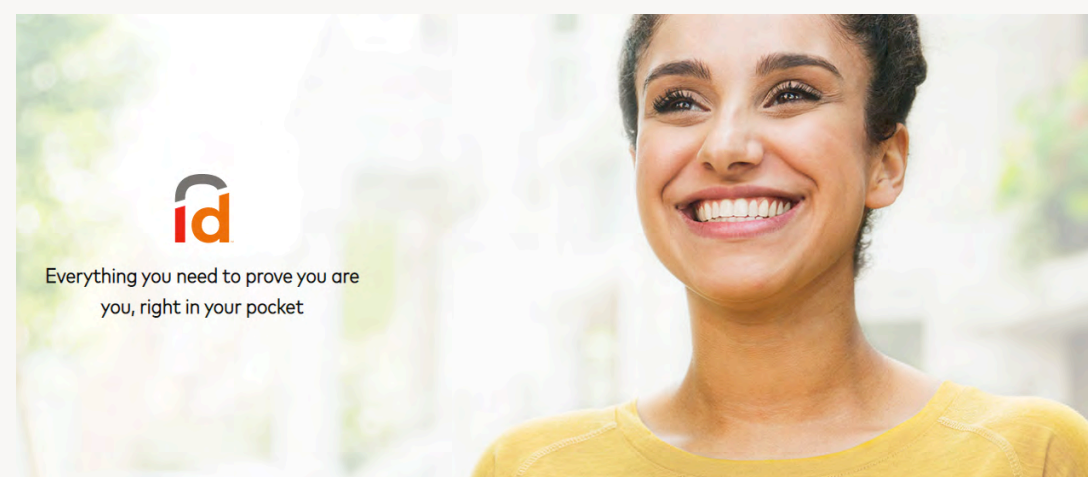
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Image backgrounds

Always place the ID mark on images that have light, open clear space for the ID mark and copy.



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