

 conferma

2024

# Brand Guidelines

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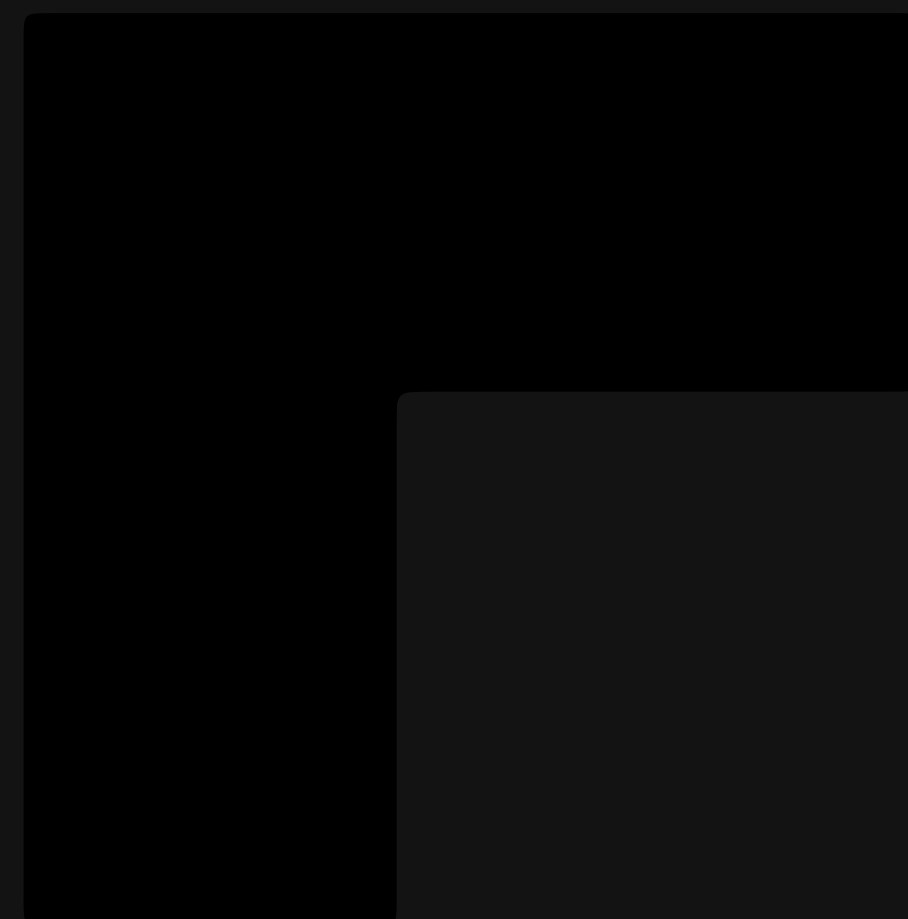
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Brand Guidelines

# Our Brand



Our Brand

# Key Attributes.

**Market leader**  
**One place to go**  
**Connecting all the players**  
**Partner**  
**Expert**  
**Global**  
**Fintech**  
**Simple to work with**

Our Purpose

**To enable a more connected world.**

## Our Mission

**We will make it simple for any company, anywhere,  
in any ecosystem to connect and do business.**

Our Proposition

**One connection to enable global commerce.**

Our Brand

# Brand Values



## **Never mediocre.**

We don't build average solutions; we build the best in the market. That's why from our code to our communications, we never settle for mediocre.

## **We bring the energy.**

We motivate and create through positive thinking, we connect, we inspire. Wherever our brand turns up the energy levels rise.

## **Collaboration by design.**

We partner to drive exceptional outcomes. Our superpower is our ability to collaborate.

## **We always find a way.**

We are resilient. We challenge the word "No". We succeed. We do what we say.

## **Everyone matters.**

We treat each other with respect and embrace diversity, everyone has a voice. Our people are essential to us.

## **We are customer obsessed.**

We deliver compelling value. We strive to exceed expectations. We are passionate and encourage creativity at all levels to delight our customers.



Our Brand

# Tone of Voice

We are straight-talking and direct, because we are confident in our capability and optimistic about what our clients will achieve next.

## **Straight-talking**

We will use the technical term if we need to, but the simplest explanation is always the best one.

## **Respectful**

Our clients are innovators, our people are experts, and we are proud to showcase that.

## **Optimistic**

Payments is a complex field, but we believe in the possibilities and the potential of our people and our clients to find solutions.

## **Human**

We are not faceless and love to write to you in the same tone that we would speak to you.

## **Confident**

We are the market leader. We can humble brag sometimes, but we are never self-effacing.

Brand Guidelines



# Tone of Voice

- ✘ “We make travel payments less stressful, complicated and frustrating.”
- ✘ “Conferma’s modular tech stack allows OTAs and GDS providers the best ancillary IQ.”
- ✘ “Say hello to our brand-new no-hassle, not waiting on hold forever, social messaging, extra sauce on the side, actually having a nice day, customer service portal.”
- ✘ “Save 🕒 with our brand-new customer service portal.”

Negative reinforcement, rather than positive, aspirational language.

Industry jargon, confusing and alienating. Customer benefits are not clearly stated. Speaks to customers in third person.

Overly humorous, run-on sentences, not to the point. Speaks to customers in third person.

Use of emojis. Customer benefits are not clearly stated. Doesn’t treat payments with the seriousness that it requires.

Our Brand

# Tone of Voice

- ✓ “We simplify the payments journey to give you clarity and control over your operations.”
- ✓ “Use Conferma’s unique technology to build data-driven and dynamic products for your customers.”
- ✓ “Our smart customer service portal gives our customers peace of mind, allowing solutions to be delivered seamlessly and coherently”.
- ✓ “Focus on growing your business with Conferma’s new smart service portal”.

Positive, active language. Links back to better experience.

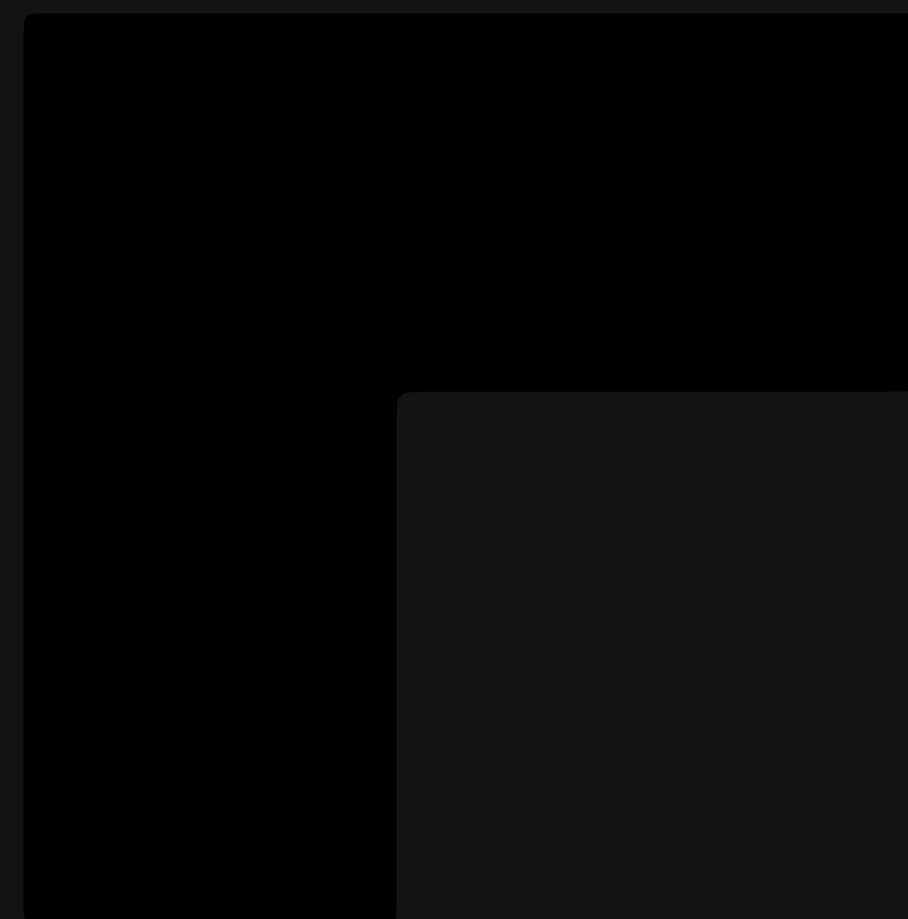
Addresses customers in second person.  
Removes jargon. Active and directive language.

Direct + positive. Links back to better experience.

Direct + clear + formal. Links back to better experience.

Brand Guidelines

# Visual Identity



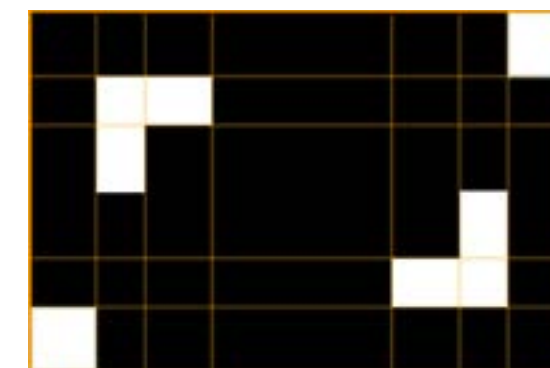
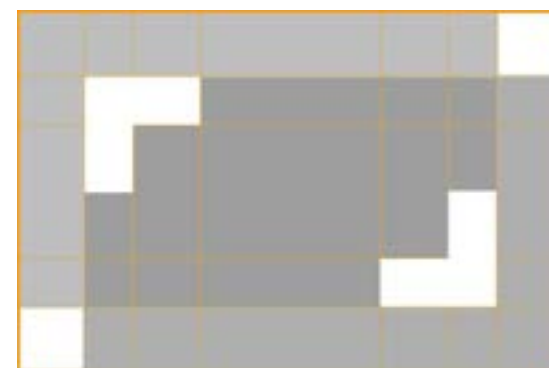
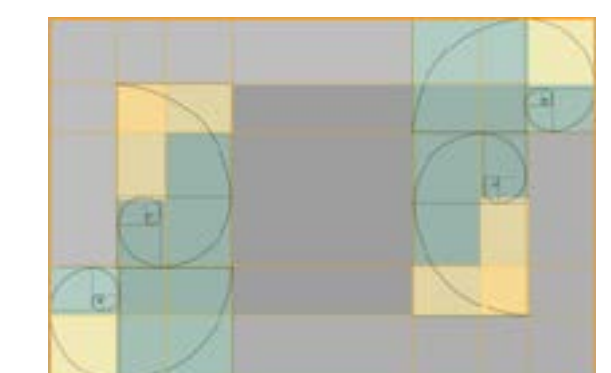
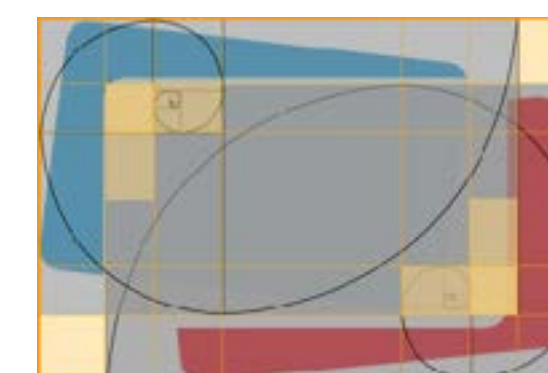
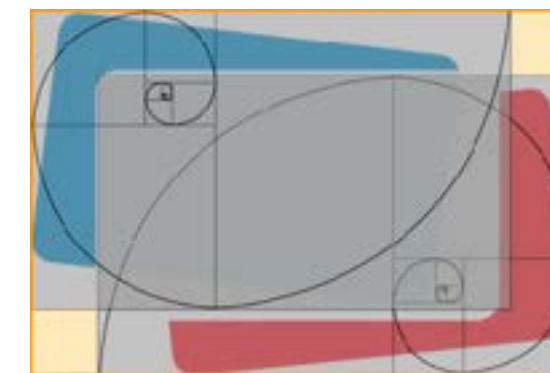
## Visual Identity

# Logo Development

Conferma's icon reinforces notions of interconnectedness, balance and virtual card payments.

The underlying principles and heritage of the concept can be carried through a minimisation process. Using the same proportion rectangle as the three overlapping cards, the resulting icon is demarcated by two cross L-shaped negative cut-outs, aligning with the edges of the underlying cards. The width and length of the L are set to the golden ratio, giving a universal sense of balance and beauty. The intersections of the negative cut-outs form four golden ratio rectangles, adding a deep-rooted mathematical proportionality to the icon's design.

The use of contrasting tones for the positive and negative space increases the sense of sharpness and the binary nature of digital technology. The resulting form is the most minimal interpretation of the original icon, while still retaining its meaning, proportionality, and heritage. This showcases a modern, sophisticated design perfectly aligned with Conferma's focus on connection and innovation.



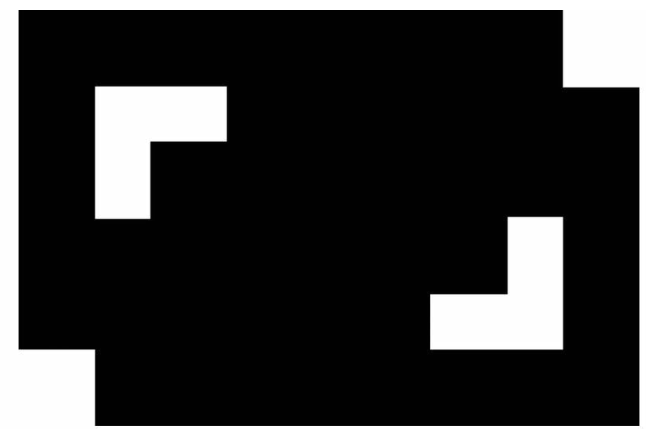
Visual Identity

# Stretch Logo

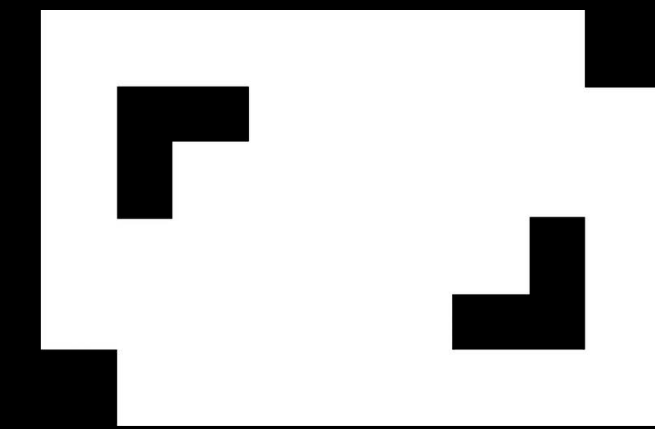


Visual Identity

# Shield Logo



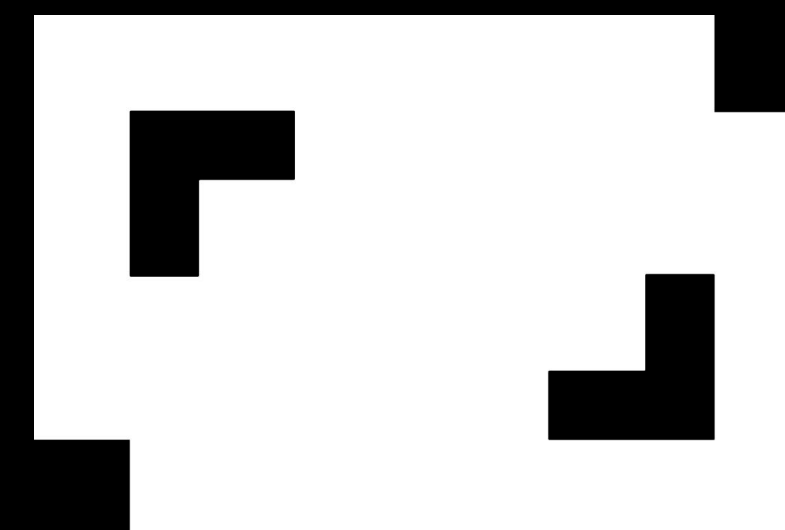
**conferma**



**conferma**

Visual Identity

# Favicon

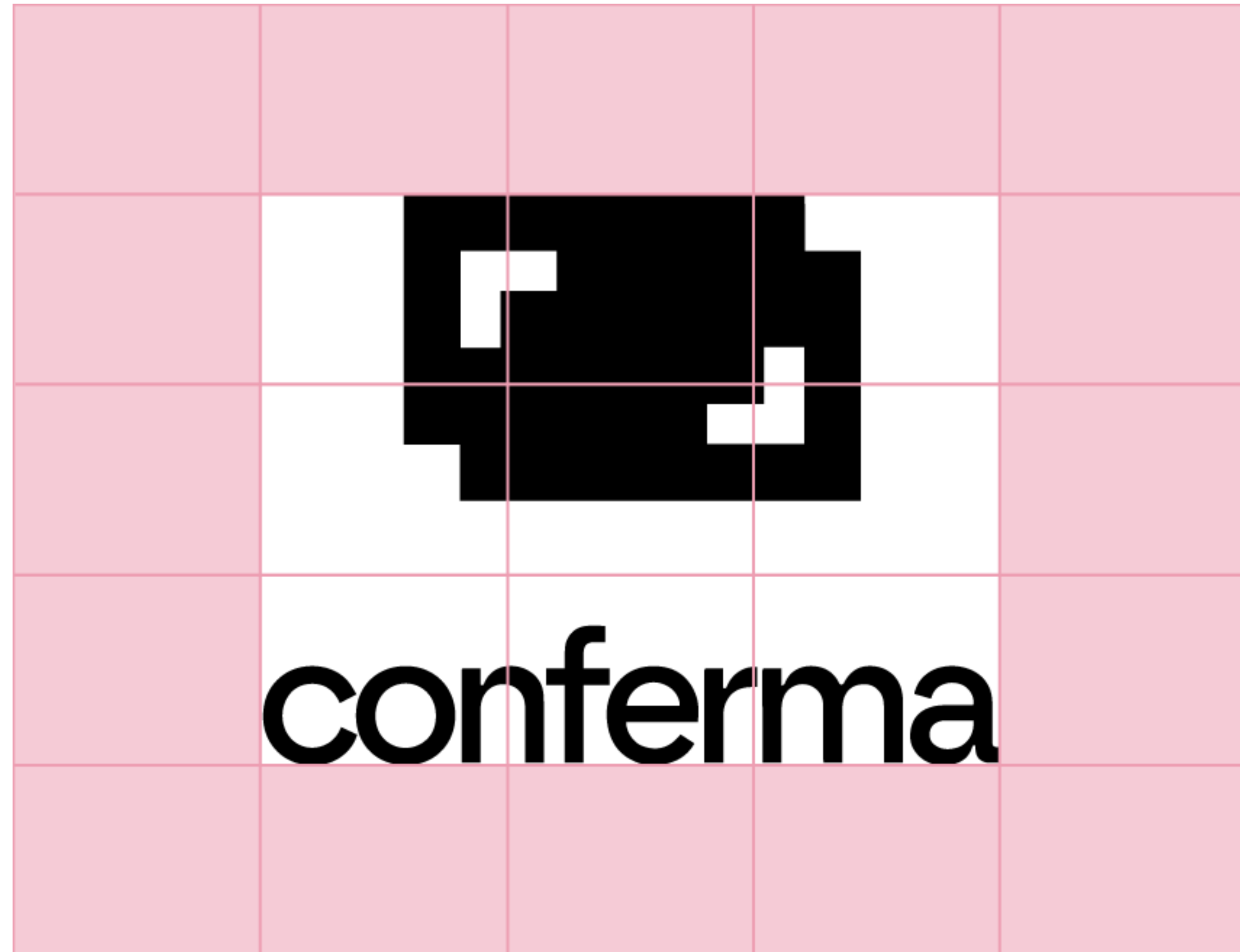




# Shield Logo: Clear space

To ensure the clarity of our logo, always maintain the minimum clear space shown here. No graphic elements should ever appear within this space.

Recommended shield logo clearspace:  
1/9 of the logo



## Visual Identity

# Stretch Logo: Clear space



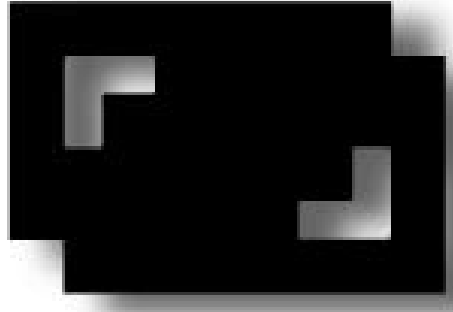
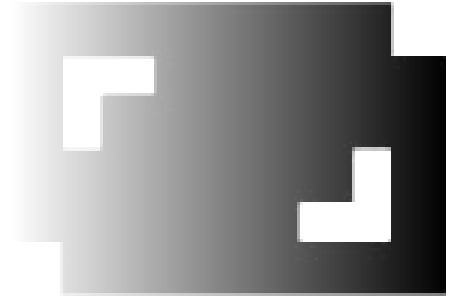
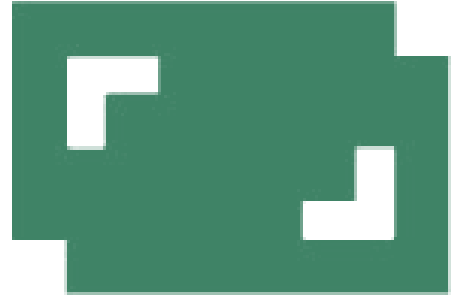
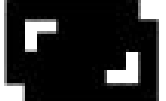



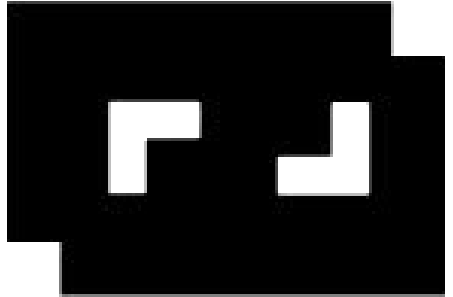

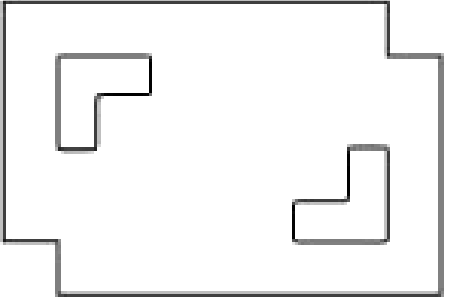
To ensure the clarity of our logo, always maintain the minimum clear space shown here. No graphic elements should ever appear within this space.

Recommended stretch logo clearspace:  
the size of 1 favicon

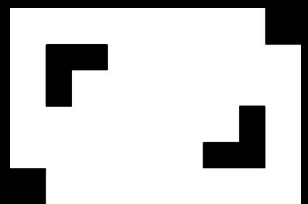
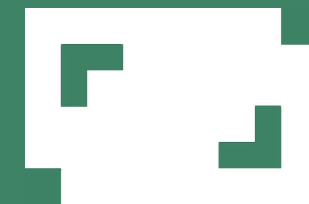
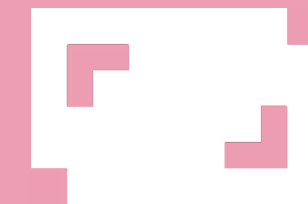



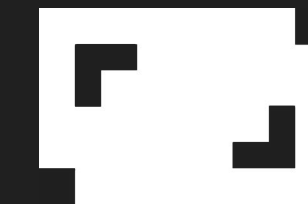


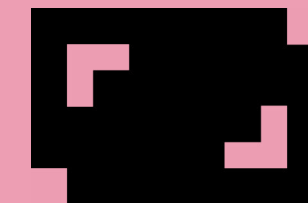
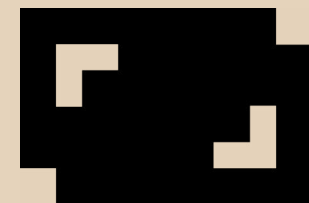





# Logos: Prohibited usage

The following examples highlight a variety of restricted usages of the logos.

					 <p>conferma brand management</p>  <p>conferma virtual cards</p>
<p>Do not use black logo on dark photography</p>	<p>Do not distort</p>	<p>Do not use special effects</p>	<p>Do not use gradient</p>	<p>Do not recolour the logo</p>	<p>Do not use the logo to create a sentence</p>
			<p>conferma</p>		
<p>Do not use white logo on light photography</p>	<p>Do not insert image into the logo</p>	<p>Do not modify</p>	<p>Do not use the logo without its favicon</p>	<p>Do not encapsulate in another shape</p>	<p>Do not outline</p>

# Logos: Colour usage

White		Do not use on White						
Black	Do not use on Black							

\* This colour combination should only be used as a graphic device. **Never** in regular content.

Visual Identity

# Colour Palette

## Primary Palette

000000

212121

EBEBEB

FFFFFF

## Secondary Palette

3F8366

5B7369

E5D3BB

758794

ED9EB2

## Tints

E0DDD7

EBE7E1

## UI Palette

D63D52

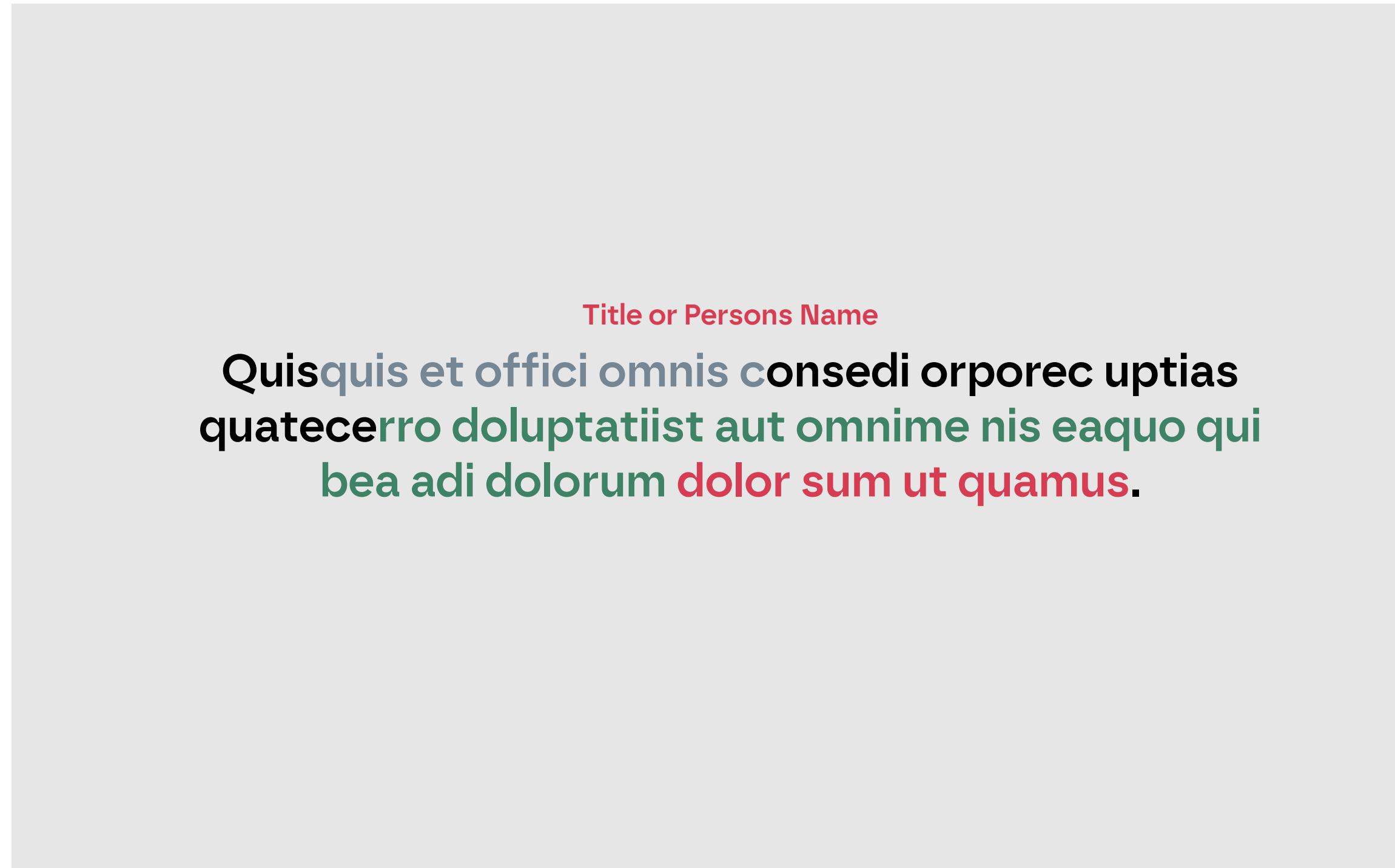
00874D

E5C457

007DAB

# Colour in Text

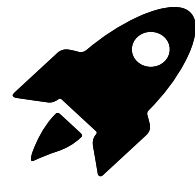

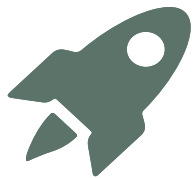
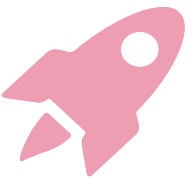
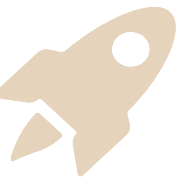
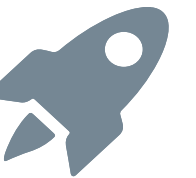







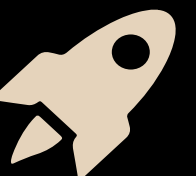

**DO NOT:** Mix colours in one visual or overuse the amount.



**Do:** Use a limited amount of the same colour.



# Colour on Backgrounds

	Black	Green	Dark Green	Pink	Gold	Blue
White						
Grey				Do not use on Grey	Do not use on Grey	
Black			Do not use on Black			

# UI Controls

Buttons should be consistent throughout all of our products, websites and interactive documents including PDFs and online product guides.

**Primary Button**  
#3f8366



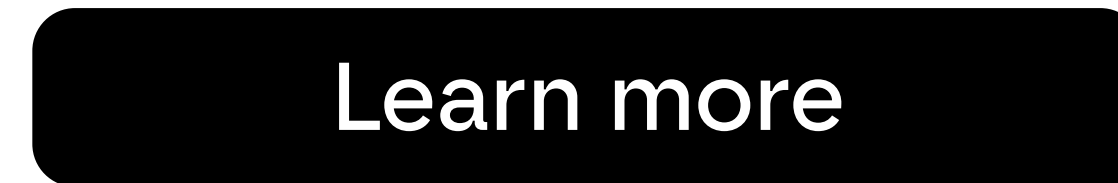
**Hover Primary Button**  
#5b7369



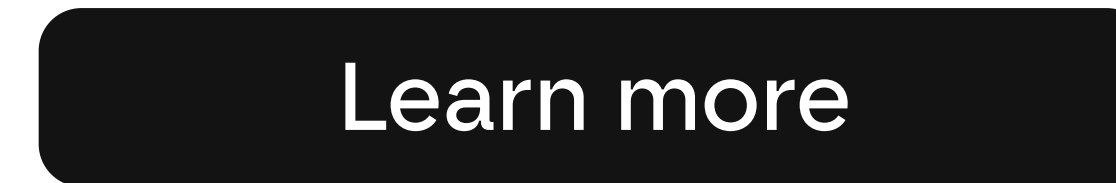
**Disabled Primary Button**  
#3f8366 30% Opacity



**Secondary Button**  
#000000



**Hover Secondary Button**  
#212121



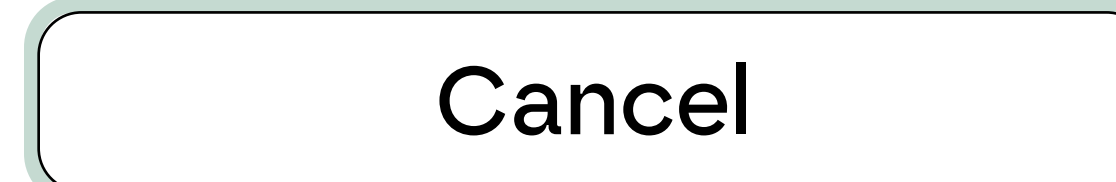
**Disabled Secondary Button**  
#000000 at 30% Opacity



**Cancel/Back Button**  
#000000 Outline



**Hover Cancel/Back Button**  
#000000 Outline + #3f8366 Outline at 30%



**Disabled Cancel/Back Button**  
#000000 Outline at 30% Opacity



**Page Controls**  
#3f8366



**Disabled Page Controls**  
#3f8366 at 30% Opacity





Visual Identity

# Typeface

**Titles: SemiBold**

Subtitle: Medium

Body of text: Regular

**Born**a

# Text Structure

Our text structure should clearly display hierarchy within content. This layout should be used in all of our marketing material as well as in text heavy areas of UI.

Borna Medium	Section Title
Borna SemiBold	<b>Title and Topic</b>
Borna Medium	Subtitle
Borna Regular	Est plit, sequid quid millorerchil maio eos eati dolorum re, conse rem ipis volum vellamus et vendis eatem quodigent, cum harchicitium rem lit untium re pel iliqui blaboribusa delit vent iusdand erfersp eriam, qui conet volestiam, untur sanihilit re con
Divider: 3pt #EBEBEB	
Borna Medium	Subtitle
Borna Regular	Est plit, sequid quid millorerchil maio eos eati dolorum re, conse rem ipis volum vellamus et vendis eatem quodigent, cum harchicitium rem lit untium re pel iliqui blaboribusa delit vent iusdand erfersp eriam, qui conet volestiam, untur sanihilit re con

Visual Identity

# Secondary Typeface

Arial should only be used if Borna is unavailable.

**Titles: Bold**

Subtitle: Regular

Body of text: Regular

**Arial**

# Quotes & Statements

Title or Persons Name

Quisquis et officii omnis consedi orporec uptias  
quatecerro doluptatiist aut omnime nis eaquo qui  
bea adi dolorum **dolor sum ut quamus.**

Visual Identity

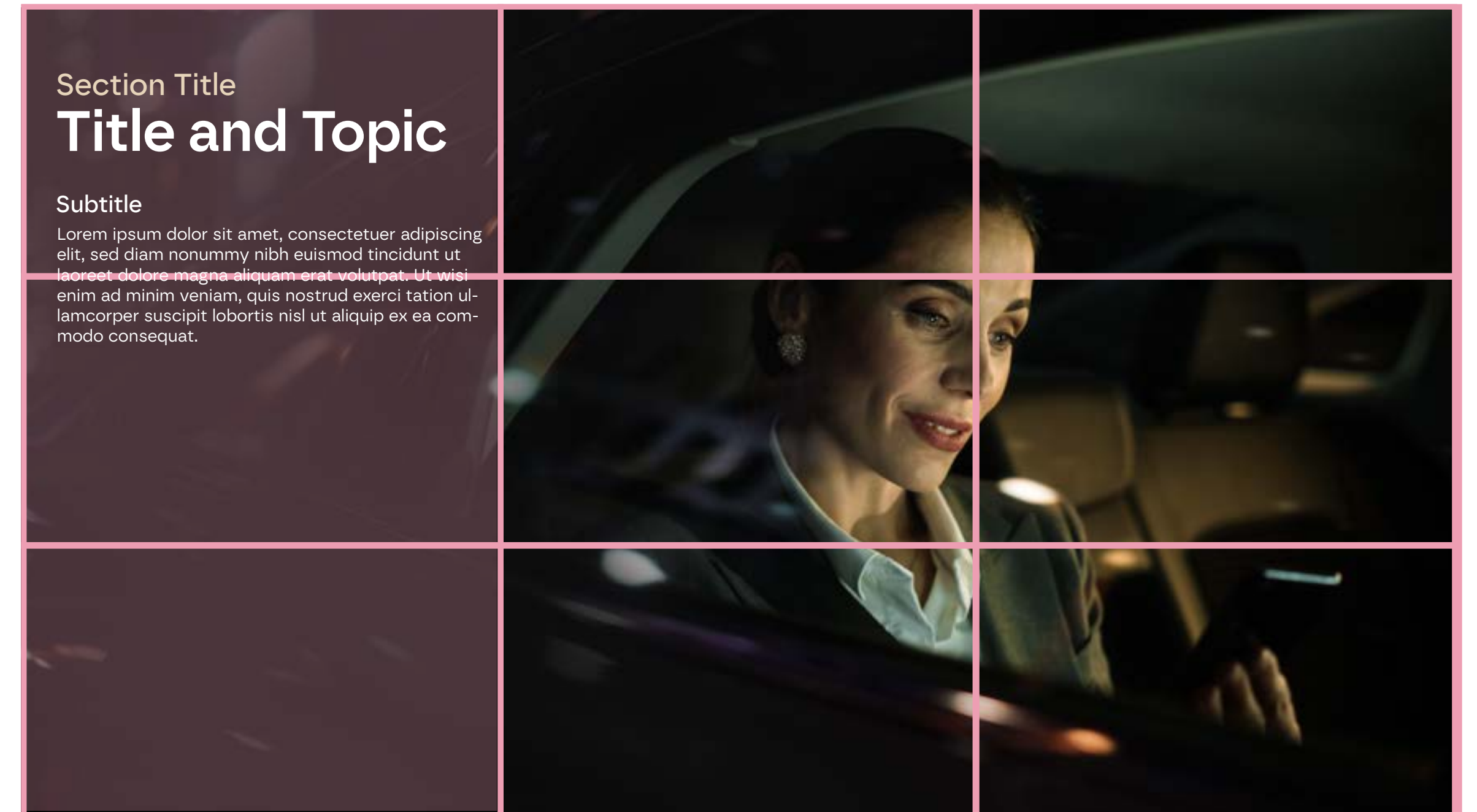
# Image Use

Conferma imagery should display candid depictions of models/employees. The colours used in imagery should include tones from our humanistic secondary colour palette.



# Text on Images

The placement of text on top of images should follow examples below. Do not overlay text across models/employees, instead use areas above or to the side of the subjects.



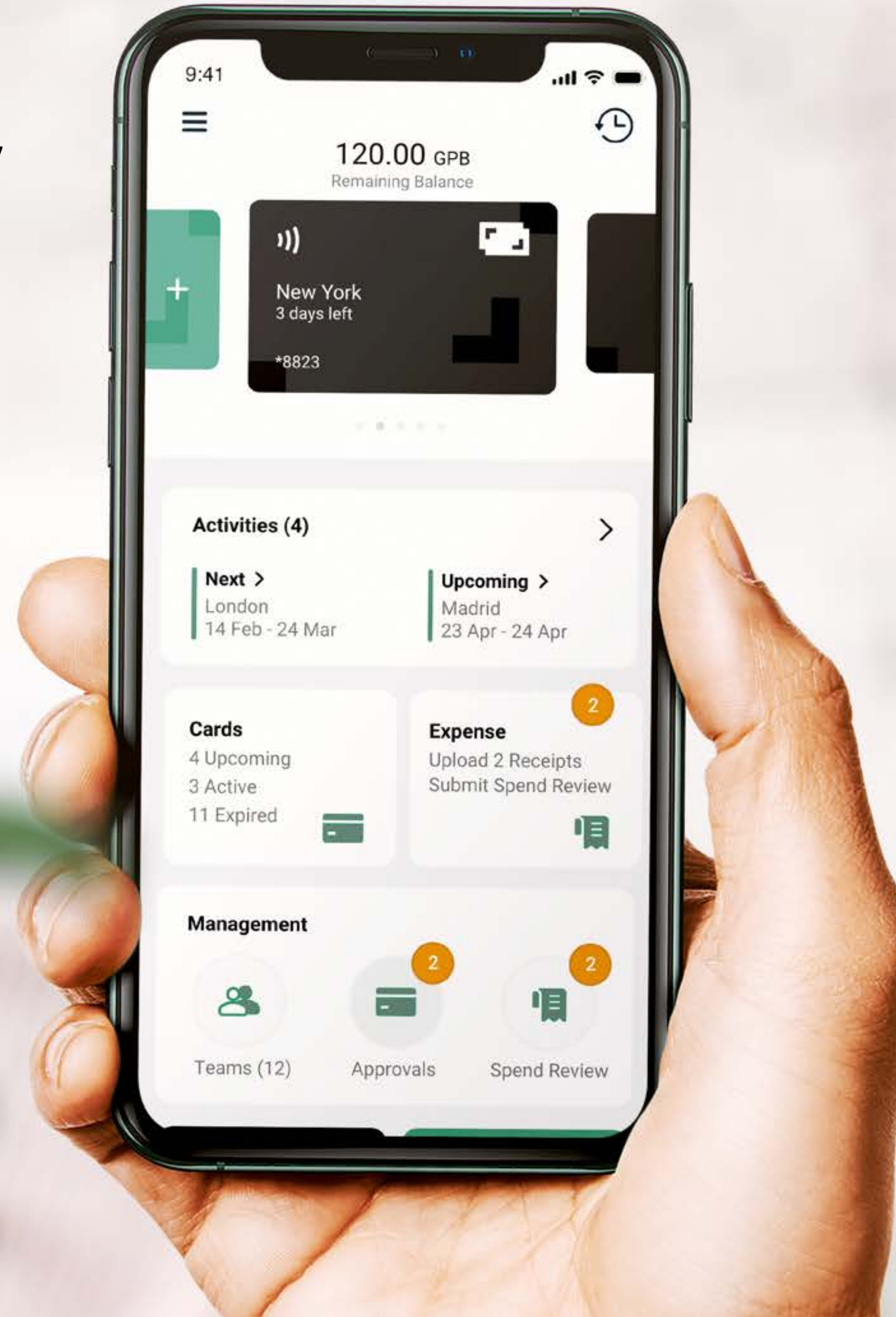
# Colours in Photography



Visual Identity

# Product Photography

Products should be illustrated in real life scenarios, with real human interactions. These images should include the natural tones of our secondary colour palette.

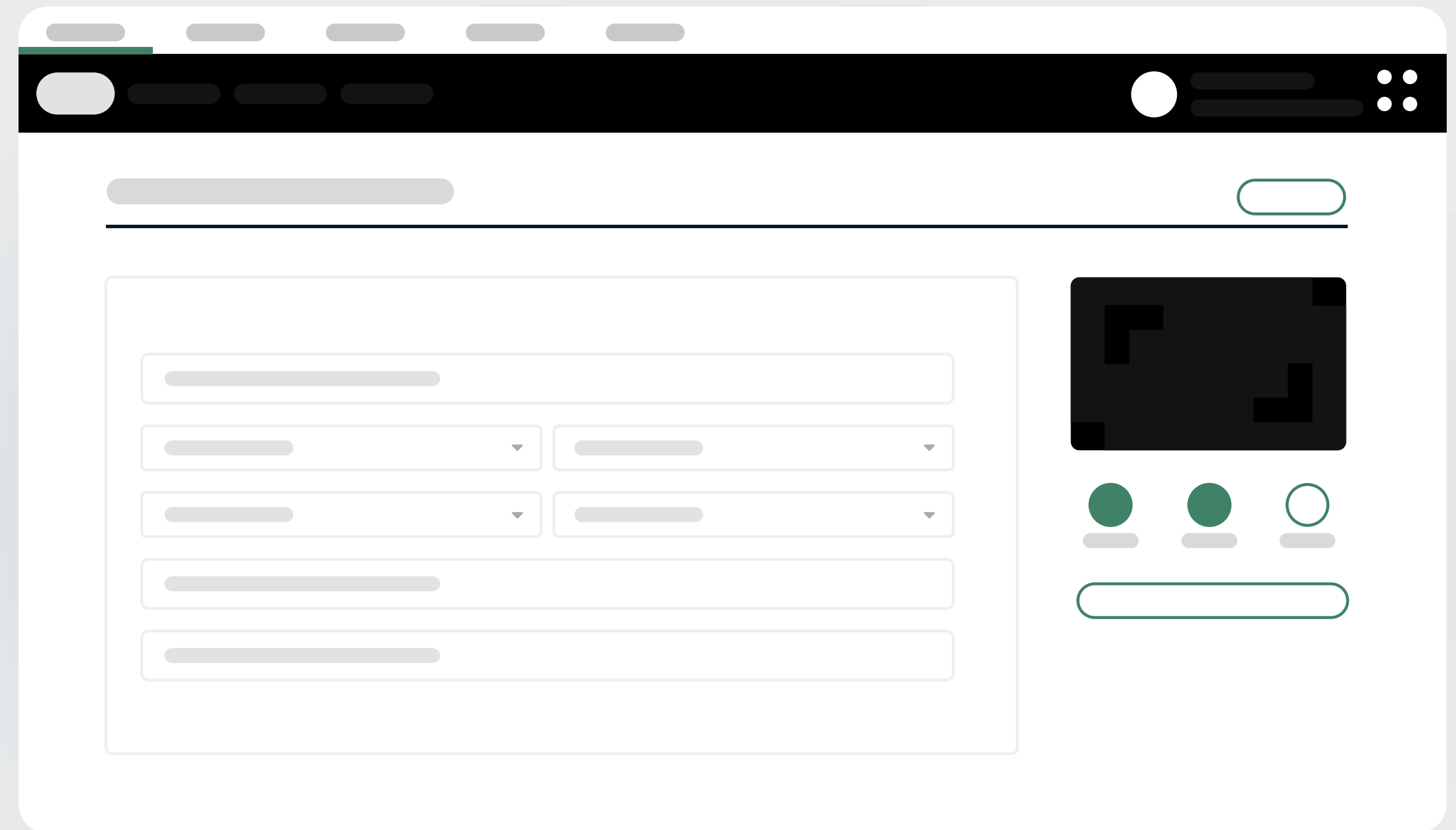
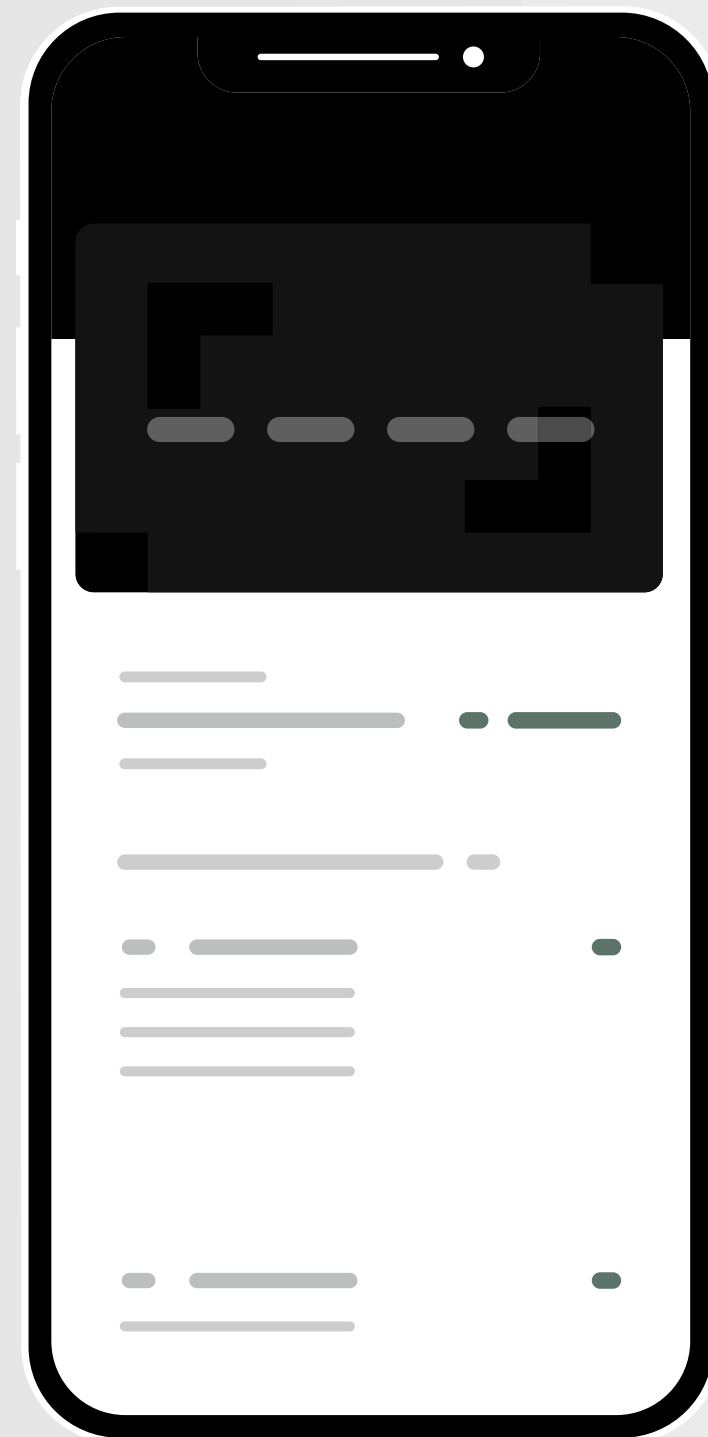




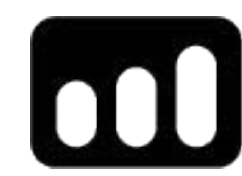
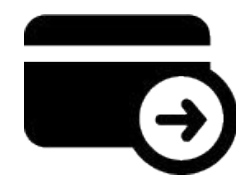
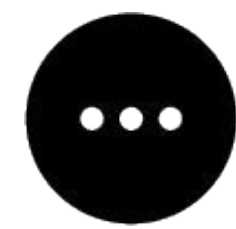
Visual Identity

# Product Visuals

Product renders will show line place holders to illustrate content and only show real data where necessary.



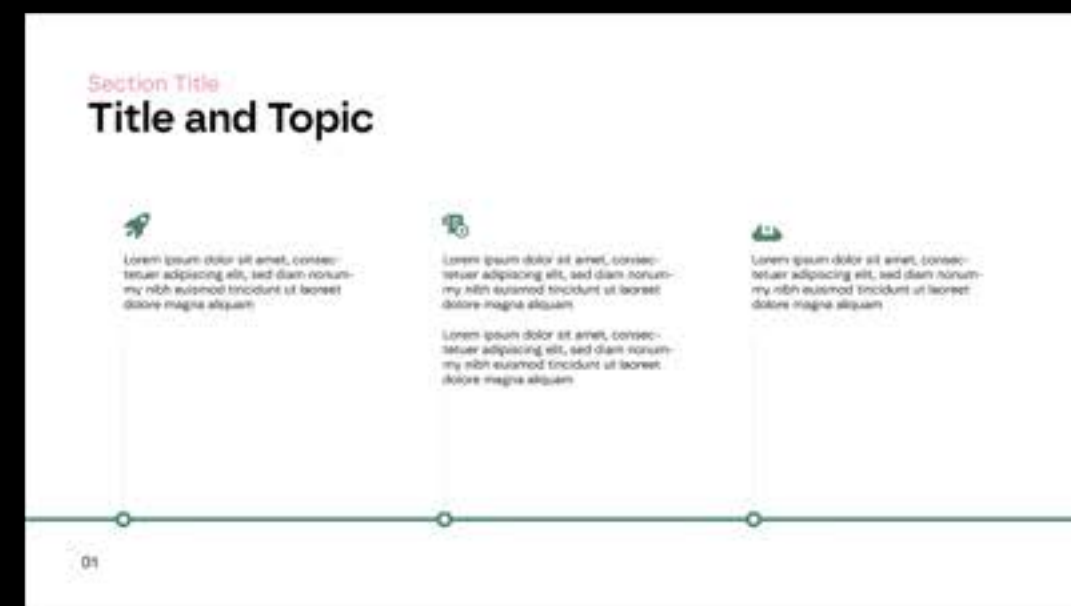
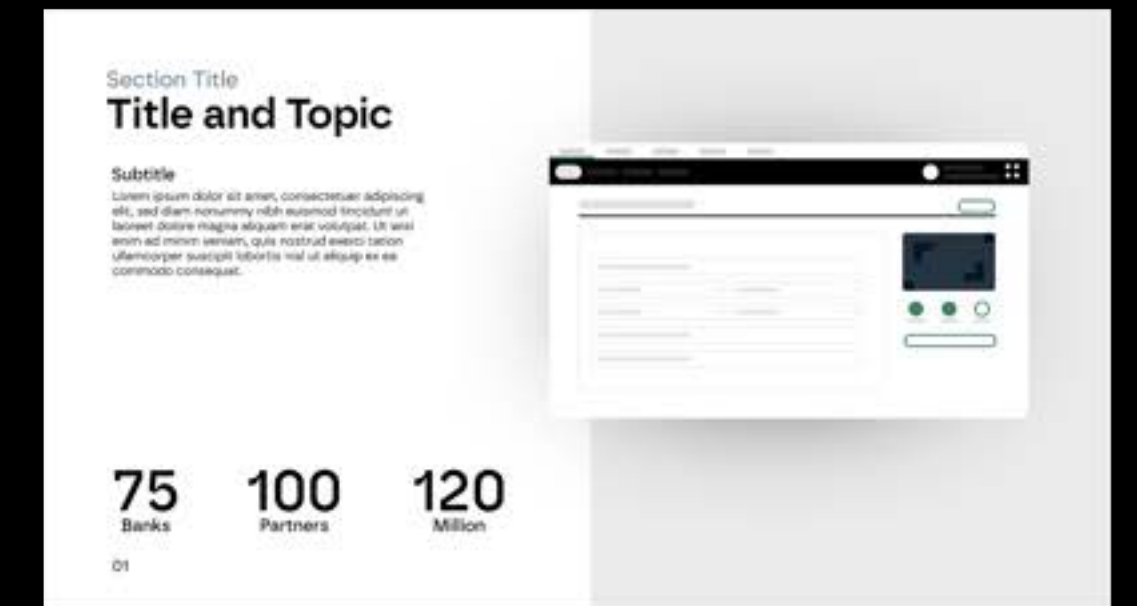
# Iconography



## Visual Identity

# Document Templates

A master PowerPoint template has been created for internal edit use. This should be used to create presentations and documents that can be saved as a PDF.



Section Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod Lorem ipsum dolor sit amet, consectetur adipiscing.

01



Visual Identity

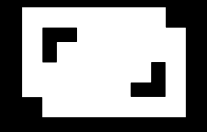
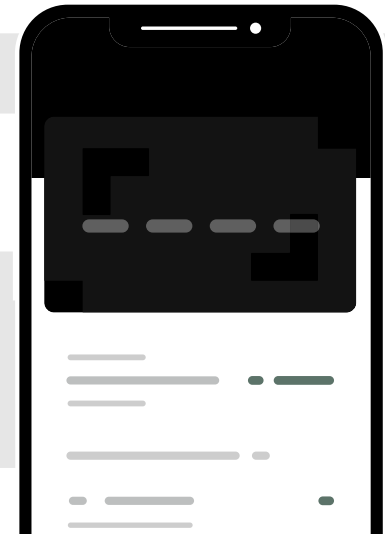
# Social Media Templates

We're attending  
**GBTA Dallas**  
23rd November  
19:00 PM




Conferma connects your business to the smartest and simplest payments solutions in the world today, and in the future.

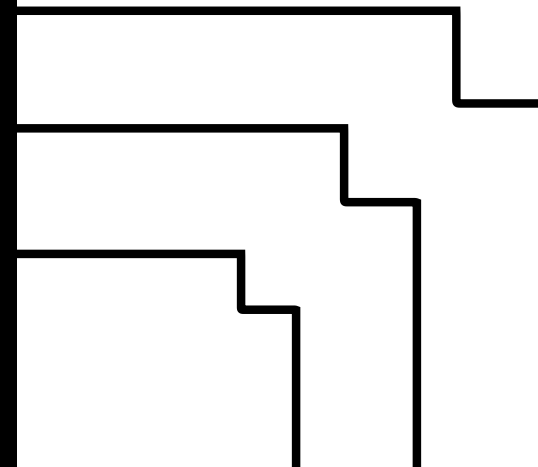
Lorem ipsum dolor sit amet, consectetur.




x




All-in-One  
Fintech solutions



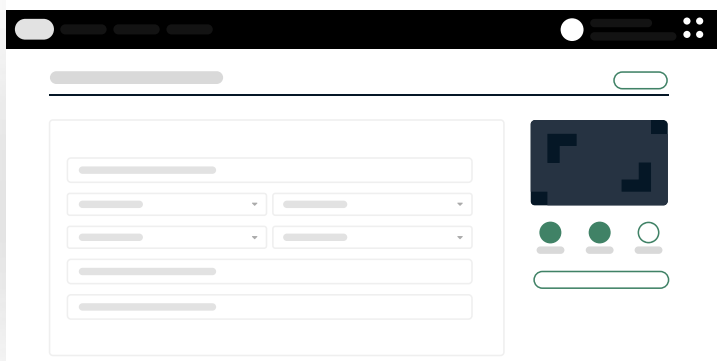
>



Conferma connects your business to the smartest and simplest payments solutions in the world today, and in the future.



Lorem ipsum dolor sit amet, consectetur.

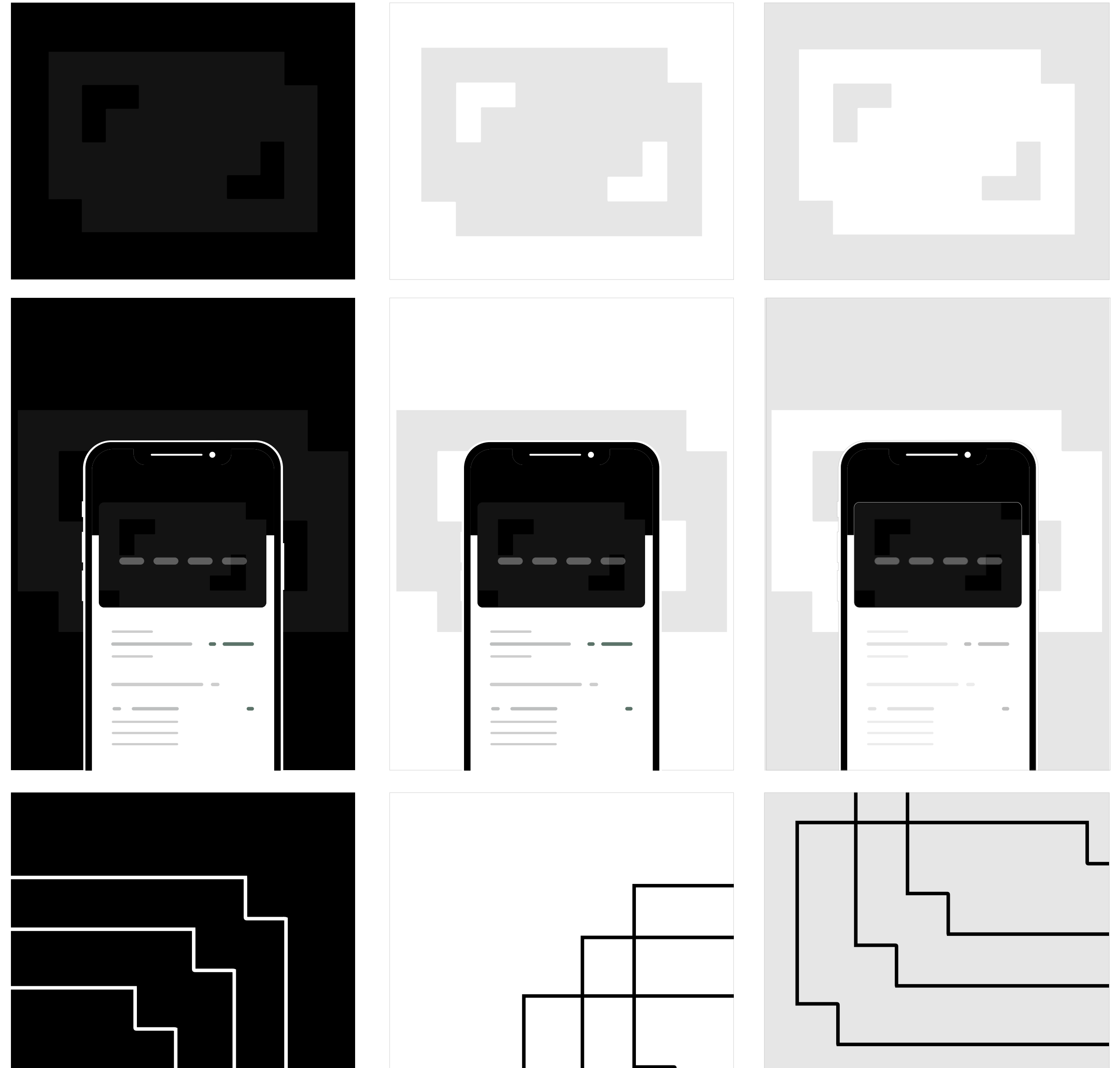


## Visual Identity

# Graphic Device

The graphic device is inspired by the Conferma favicon that works as a pillow of our product depictions.

The logo can also be repeated as an outline pattern of 3pt. This pattern can feature on document covers as well as surrounding key objects within a photo or image.



Visual Identity

# Branded Merchandise



Visual Identity

# Office Interiors

The Conferma offices will embody the brand colours and brand elements including mission statement, where possible.

**We will make it simple for any company, anywhere, in any ecosystem to connect and do business.**



# Teams Backgrounds

Conferma employees must use their bespoke Teams background, portraying their home town in black and white merged with the Conferma favicon.





 conferma