



Daon®



Media Guide

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This guide outlines the proper use of Daon brand elements and standards for brand presentation.

If you have any questions,
please contact:

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Correct Logo Usage



The full-color Daon logo is the primary logo and should be leveraged in most use cases.



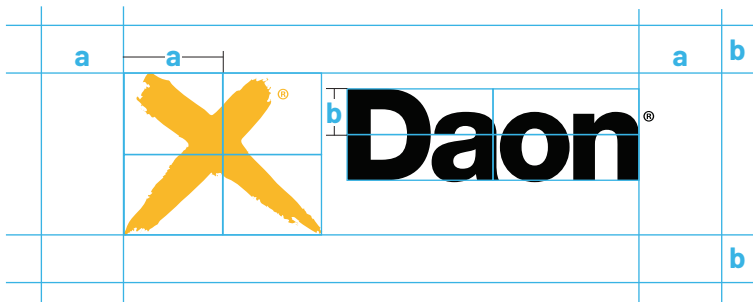
The all-black logo should be used for applications where only a single color is allowed and the logo is being printed on a light-colored background.



The full-color, white Daon logo should be used when the logo is being printed on a dark-colored background. It is important to make sure that the background color does not conflict with the yellow. It should never be presented with a box around it. The example to the left is for representational purposes only.



The all-white logo should be used for applications where only a single color is allowed and the logo is being printed on a dark-colored background. It can also be used when a full-color logo is allowed, but the yellow conflicts with the background color. Like the full-color, white logo, it should never be presented with a box around it.



The minimum spacing around the logo, except in special cases, is 1/2 the width of the Daon "X" on the left and right sides of the logo, and 1/2 the height of "Daon" on the top and bottom of the logo.

Approved Alternative Logos

Logo with Descriptor

This is the preferred logo to use when creating any composition that will be presented to viewers who may not know the Daon brand, especially if the composition does not have text that defines the brand.



Daon logos are available in all formats (PNG, EPS, & SVG preferred). Please contact Scott Ellis, Director of Brand & Creative, at sellis@daon.com, providing the specs (size/format/color) for the logo(s) you require.

Incorrect Logo Usage

Improperly Scaled Logos

When scaling, make sure the proportions are not distorted.



Improper Background

Never place the Daon logo over an image or texture, or over a color that makes the logo hard to read.



Improperly Colored Logos

The logo colors should never be changed from the approved designs.



Graphical Modifications

Do not add any graphics. This includes things like circling or framing the logo.



Improper Logo Proximity

The logo should never be in close proximity to other elements. (logos, text, etc.)












Improper Trademarks

The Daon logo has 2 registration marks. The only instance where either can be removed is where they would be too small to read/print.



Brand Colors

PRIMARY		Print Color C:1 M:29 Y:91 K:0	Digital Color R:253 G:187 B:48 Hex: #FDBB30
		Black	R:0 G:0 B:0 Hex: #000000
		96% Black	R:31 G:31 B:31 Hex: #1F1F1F
ACCENT		PMS 021C C:0 M:82 Y:100 K:0	R:250 G:97 B:0 Hex: #FA6100

SECONDARY		PMS 177C C:0 M:63 Y:32 K:0	R:251 G:144 B:139 Hex: #FB90BB
		C:45 M:0 Y:63 K:0	R:108 G:217 B:138 Hex: #6CD98A
		PMS 298C C:65 M:10 Y:1 K:0	R:60 G:189 B:255 Hex: #3CBDFE
		78% Black	R:93 G:93 B:93 Hex: #5D5D5D
		29% Black	R:253 G:187 B:48 Hex: #BFBFBF

Trademarks/Copyright

Trademarks

Daon owns a number of trademarks. Please be careful to properly represent these in any content that leverages the Daon brand. The basic standards for our trademarks are:

- Never remove trademarks from logos/branding elements.
- Always use the trademark the first time that a name or phrase appears in body text.
- If the trademarked word(s) appear in a header, but also appear in a paragraph, you apply to the mark to the instance in the paragraph to keep the headline clean

Daon Trademarks

Daon®	Daon Trusted Identity Services® - EU only
IdentityX®	The Digital identity Trust Company™
TrustX®	Identity. Proof. Trust.™
VeriFly®	The Daon X is also registered, so it should carry a ® in its graphical form.
xProof™	
xAuth™	
xVoice™	
xSentinel™	

Brand Language

Descriptor

The Daon company descriptor has specific rules for how it is to be presented.

When presented in a paragraph, the words “the” and “company” are always lower case.

When presented stand alone, the entire descriptor is capitalized.

Daon®, the Digital Identity Trust company™, enables market-leading organizations ...

The Digital Identity Trust Company™

Boilerplate

Daon®, the Digital Identity Trust company™, enables market-leading organizations worldwide to easily and accurately proof, verify, authenticate, and secure customer identities at every trust point across the entire customer lifecycle. With industry-leading identity proofing and biometric authentication technologies at its core, Daon’s technology ensures that customer identities are accurately verified, safely secured, and easily recovered. By mitigating fraud, reducing friction, and ensuring regulatory compliance, Daon helps businesses deliver a seamless customer experience, increase customer satisfaction, and reduce costs. Daon delivers these solutions through its AI and ML-powered platforms, available for on-premise or SaaS deployment. Leading companies in financial services, telco, travel & hospitality, and other industries choose Daon to secure and process hundreds of millions of digital identity transactions daily. Learn more at www.daon.com.