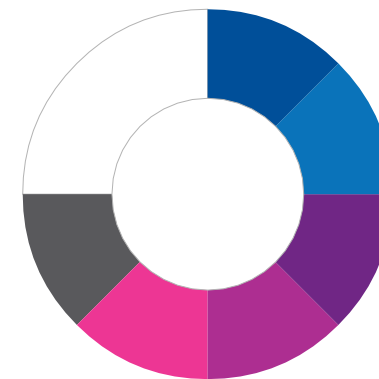# Bringing our brand to life.

Brand mark

Powering Opportunities
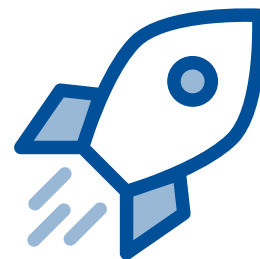
Brand idea

Colours
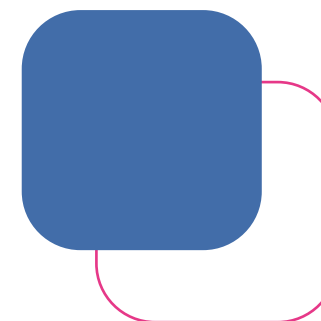
DIN Next
Roboto
Arial

Fonts

Photography

Iconography

Squircles

Helpful, Smart,
Confident, Inquisitive,
Resourceful and
Optimistic.

Brand voice

Brand mark

Minimum size: 5 mm (0.6 in) in print, 70 pixels on-screen.
Colour usage: The brand mark should be presented in full colour on white. It can also be presented in white on a dark coloured background.

Brand mark - Positive

Brand mark - negative

experian®

experian®

Brand mark - clear space
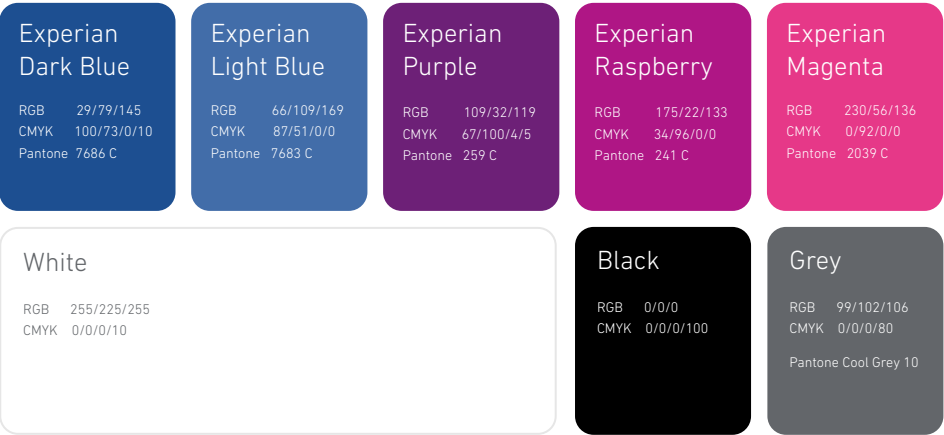
experian®

Clear space.

Photography

We use photography to bring our purpose to life. We capture real and authentic moments in people's lives. Images should look natural, never staged or over edited.
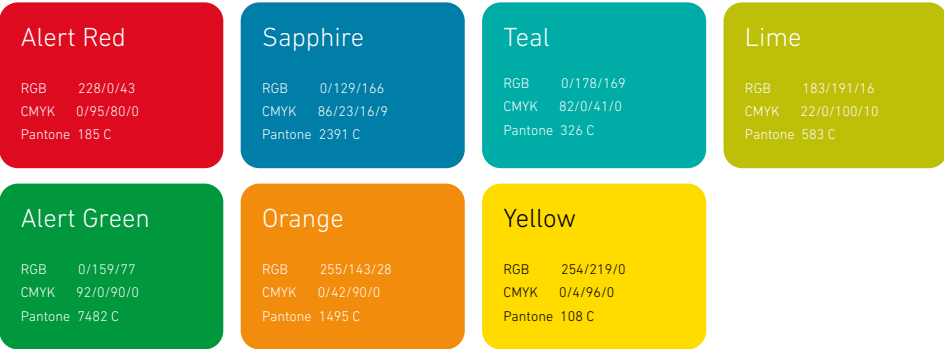
Colours

We have five primary colours. White provides a sense of calm and confidence and a canvas against which the other brand colours have greater impact. Grey is used for body copy text. Support colours are tints of the Primary colours. Tertiary colours are used for data visualisations.

Primary palette

Experian Dark Blue	Experian Light Blue	Experian Purple	Experian Raspberry	Experian Magenta
RGB 29/79/145	RGB 66/109/169	RGB 109/32/119	RGB 175/22/133	RGB 230/56/136
CMYK 100/73/0/10	CMYK 87/51/0/0	CMYK 67/100/4/5	CMYK 34/96/0/0	CMYK 0/92/0/0
Pantone 7686 C	Pantone 7683 C	Pantone 259 C	Pantone 241 C	Pantone 2039 C

White	Black	Grey
RGB 255/225/255	RGB 0/0/0	RGB 99/102/106
CMYK 0/0/0/10	CMYK 0/0/0/100	CMYK 0/0/0/80
		Pantone Cool Grey 10

Tertiary palette

Alert Red	Sapphire	Teal	Lime
RGB 228/0/43	RGB 0/129/166	RGB 0/178/169	RGB 183/191/16
CMYK 0/95/80/0	CMYK 86/23/16/9	CMYK 82/0/41/0	CMYK 22/0/100/10
Pantone 185 C	Pantone 2391 C	Pantone 326 C	Pantone 583 C

Alert Green	Orange	Yellow
RGB 0/159/77	RGB 255/143/28	RGB 254/219/0
CMYK 92/0/90/0	CMYK 0/42/90/0	CMYK 0/4/96/0
Pantone 7482 C	Pantone 1495 C	Pantone 108 C

Typography

DIN Next is for designers to use in offline materials. Roboto is for online materials. Arial is our default typeface for Microsoft Office applications.

DIN Next

Light
Light Italic
Regular
Regular Italic

Medium
Medium Italic
Bold
Bold Italic

Roboto

Light
Light Italic
Regular
Regular Italic

Medium
Medium Italic
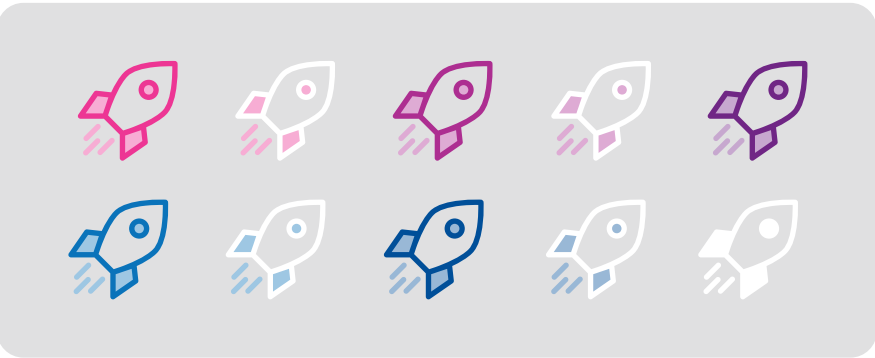**Bold**
Bold Italic

Arial

Arial Bold
Arial Regular
Arial Italic
Arial Bold Italic

Iconography

A large amount of custom designed icons, built in multiple brand colours, can be downloaded on the Brand Asset Hub.
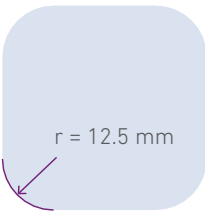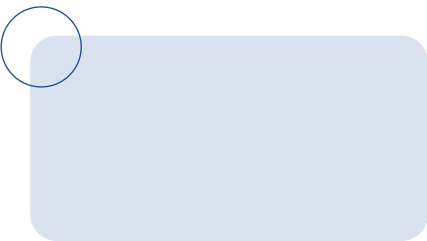
Primary icons

Shapes

We use these shapes to contain information, frame photography, as a colour backdrop or simply to add interest.

Squircle

r = 12.5 mm

50x50 mm squircle = corner radius of 12.5 mm

Rectangle

Radius is 2.5 mm on A3 (EU)
Radius is 0.1 in on 11x17 in (US)
Radius is 10 pixel online

Additional information