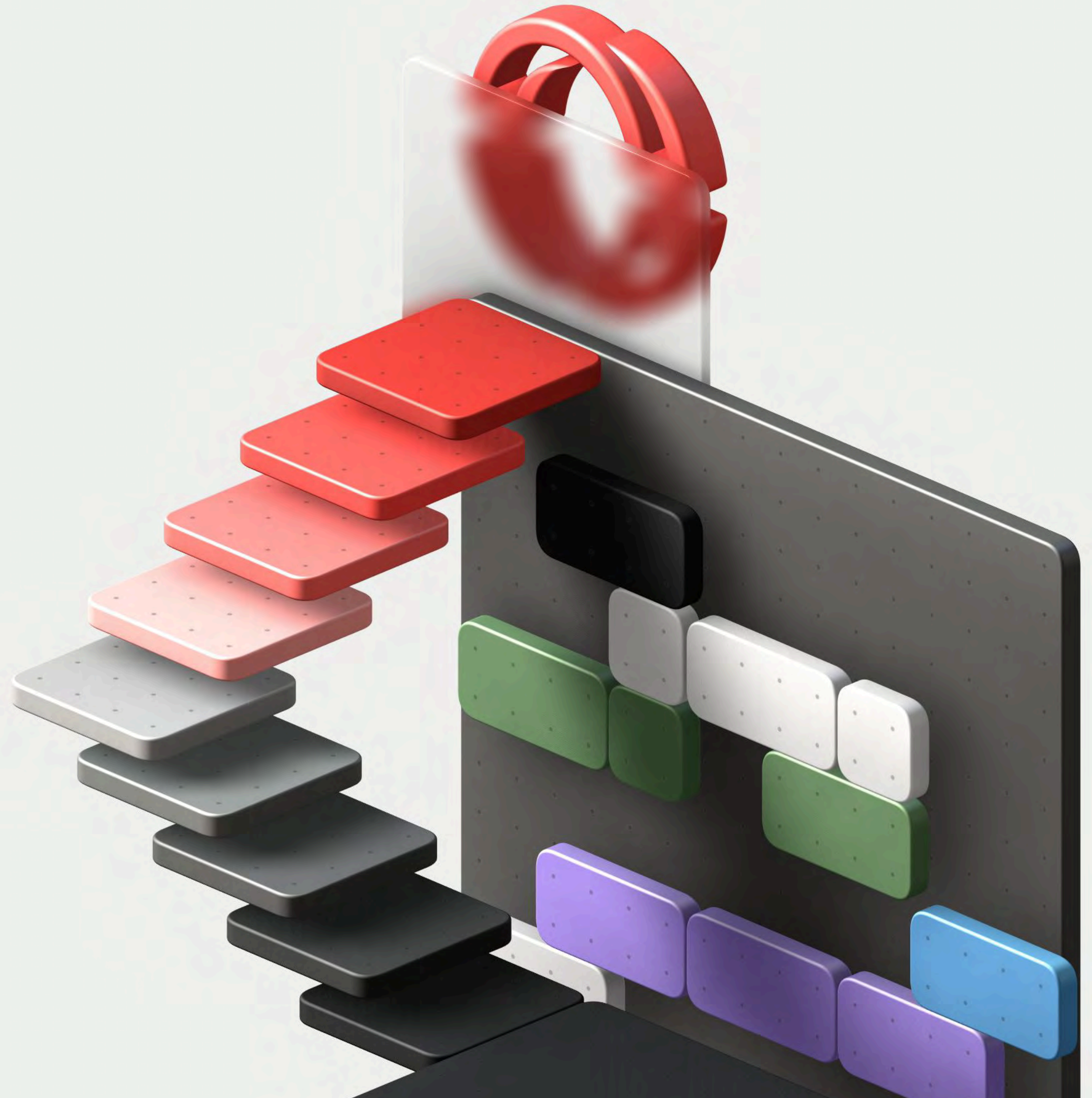


# Brand Manual



|                  |                    |    |
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# Vision and Mission

## Vision

A future where digital trust is universal, instant, and unbreakable.

## Mission

Protect every online interaction from fraud and risk.



# Foundations

# Brand Traits

Our brand traits are the characteristics that we want Oscilar to embody in the eyes of our customers.

## Trust

### Safety + Credibility

Our top priority is always trust. Our brand must do everything it can to give customers full confidence that our platform is safe, secure, and reliable.

## Innovation

### Technical Expertise + Ingenuity

Oscilar is on the cutting edge of risk decisioning. Our brand should strive to represent our future-forward capabilities through bold new execution techniques and user experiences.

## Partnership

### Empowerment + Customer Obsession

We care deeply about our customers, and understand their pain points. We do everything in our power to give them the tools they need in their quest to protect their users.

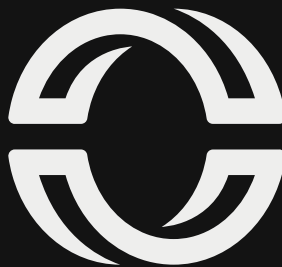
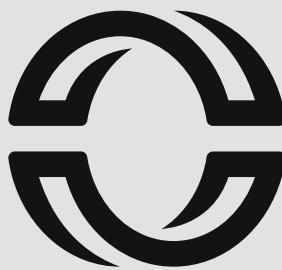


# Logo



# The Oscilar Mark

The Oscilar logo is the face of our visual identity, and represents the continuous flywheel of data and performance that makes our platform special.

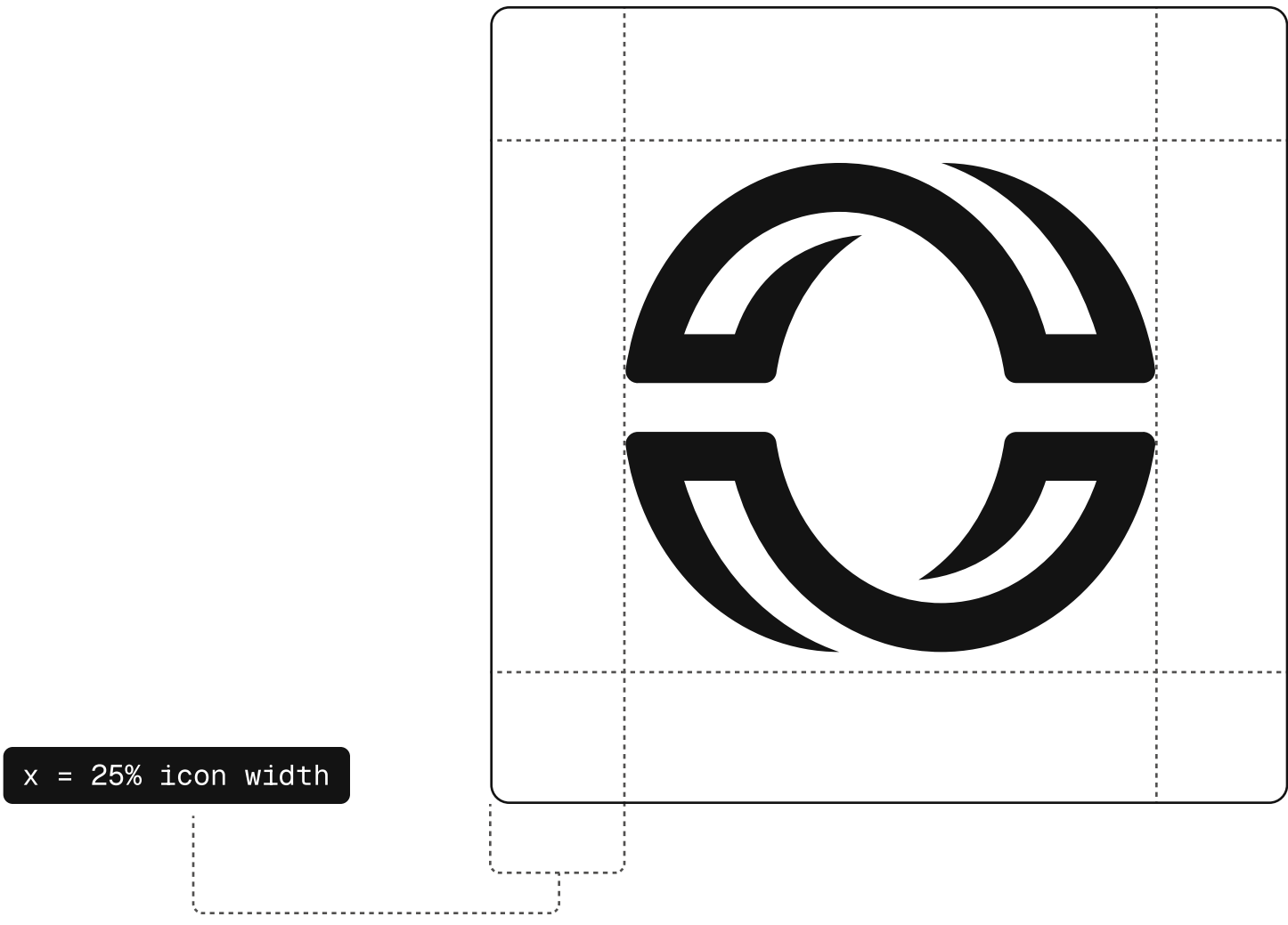
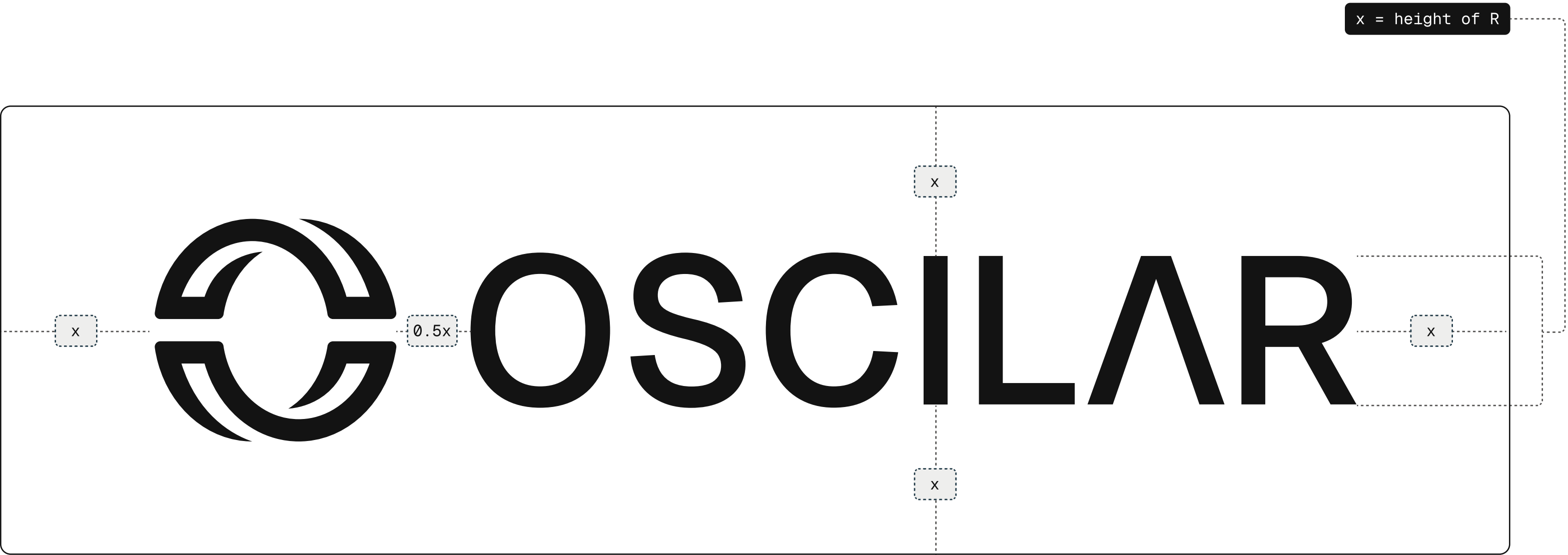


# Clear Space

Please leave appropriate padding around our logo when placing it near other design elements.

**Primary Logo**  
The clear space is defined as the height of the logotype from baseline to cap height, or the height of the R.

**Icon**  
The clear space is defined as 25% of the width of the icon.



# Rules

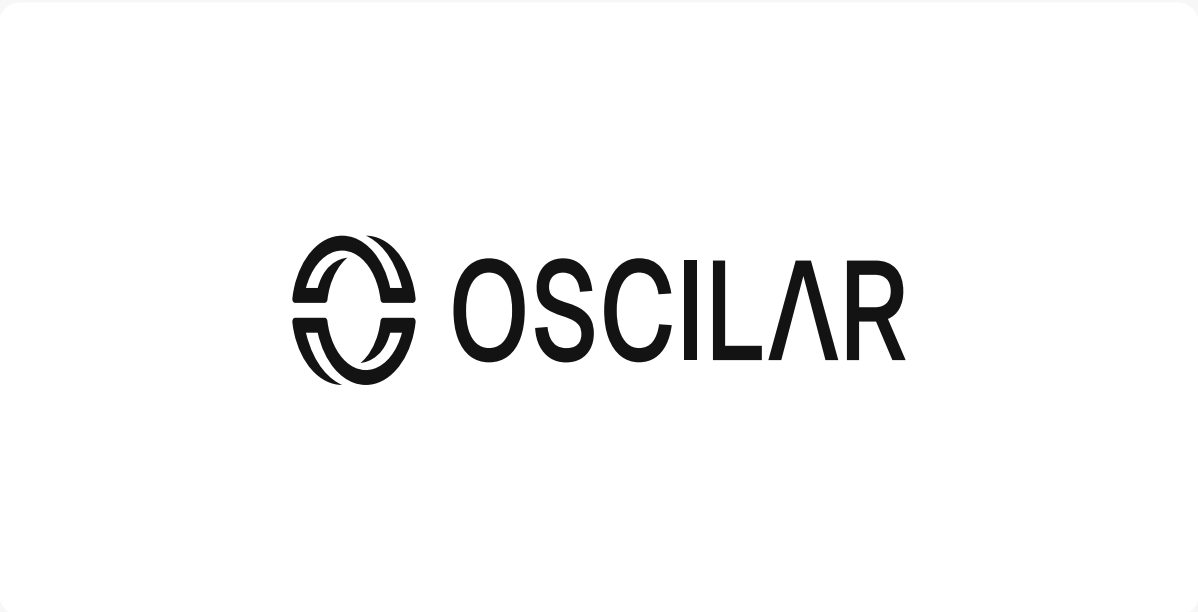
Remember these important rules when applying our logo across different touch points. By adhering to these rules you help maintain the consistency of our mark and strengthen its equity.



⛔ Don't display the logo at an odd angle.



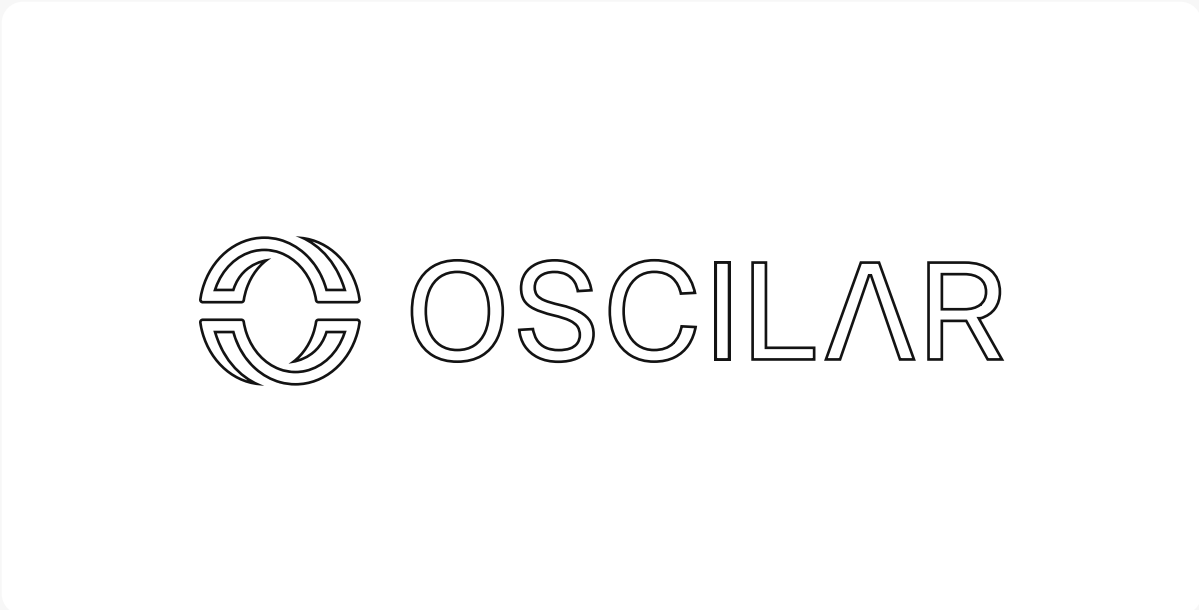
⛔ Don't use unapproved colors.



⛔ Don't ever squash or stretch the logo.



⛔ Don't move or resize individual elements of the logo.



⛔ Don't display the logo in outlines or strokes.



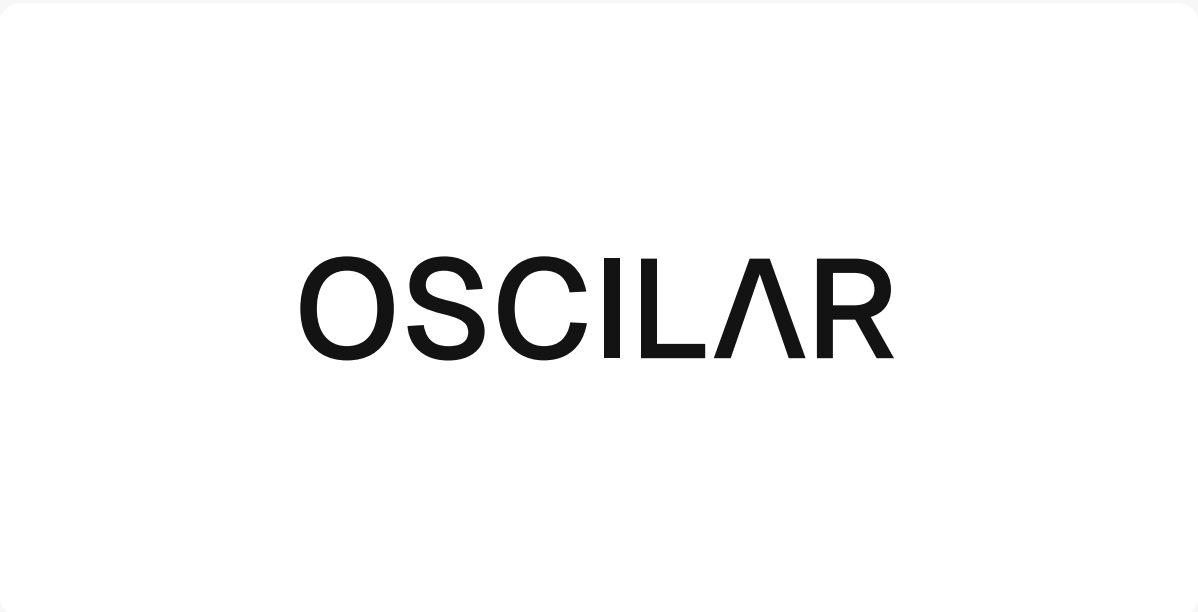
⛔ Don't add taglines or other text elements to the logo.



⛔ Don't add effects such as drop shadows.



⛔ Don't color individual portions of the logo (even with Oscilar brand colors.)



⛔ Don't display the logotype without the icon.

# Co-Branding

## Basics and Color

The co-branded lockup consists of three elements: the Oscilar logo (mark and wordmark), a vertical divider line, and the partner logo (mark and name). The Oscilar logo always appears on the left side of the lockup.

### Light Backgrounds

On white or light backgrounds, both logos and the divider should appear in black (#000000) or a consistent dark neutral.

### Dark Backgrounds

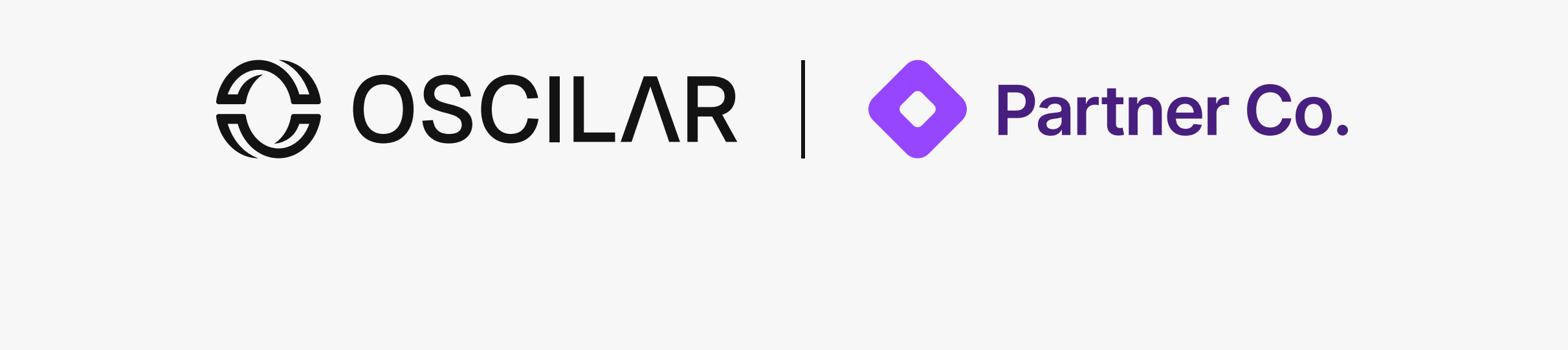
On black or dark backgrounds, both logos and the divider should appear in white (#FFFFFF) or a consistent light neutral.

### Color Exceptions

Full-color partner logos may be used only when a partner’s brand guidelines explicitly prohibit monochrome reproduction. In such cases, the Oscilar logo should remain in its monochrome form, and the divider line should match the Oscilar logo’s color (black on light, white on dark).



Monochrome color treatment is preferred.



# Co-Branding

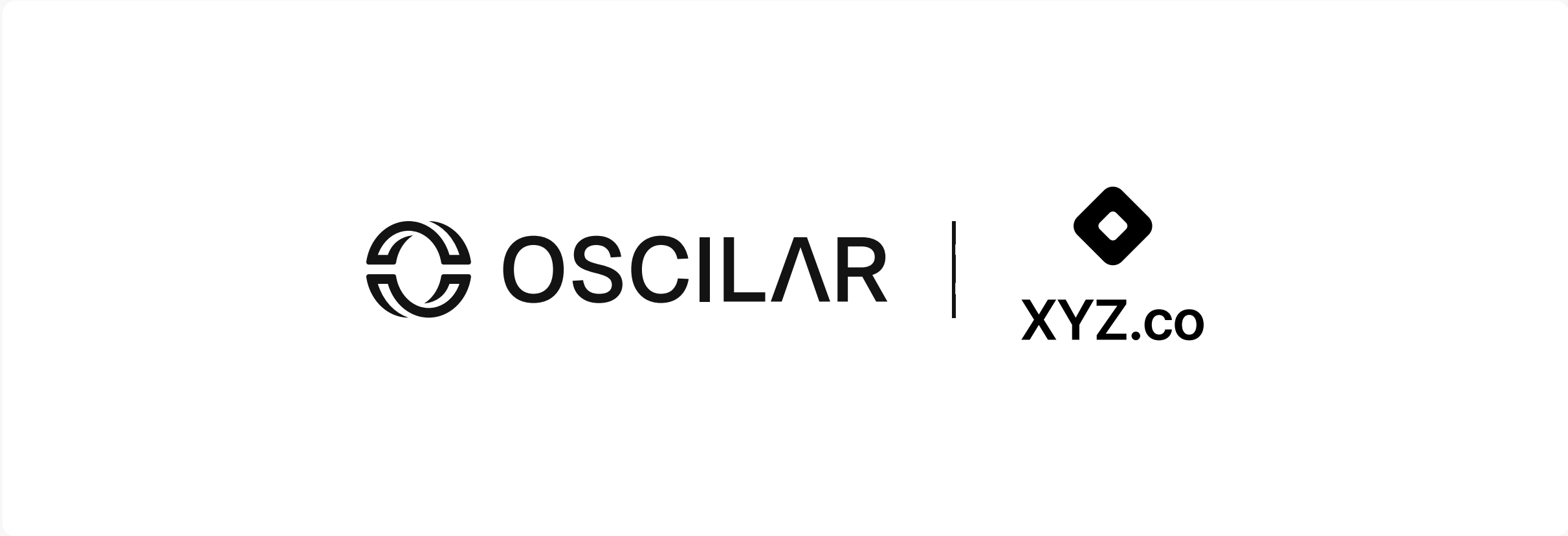
## Size and Proportions

The clear space between the Oscilar wordmark and the divider line is equal to the cap height of the “R” in the Oscilar wordmark. The same 1x spacing applies between the divider line and the partner logo. This spacing must be equal on both sides of the divider to maintain visual balance.

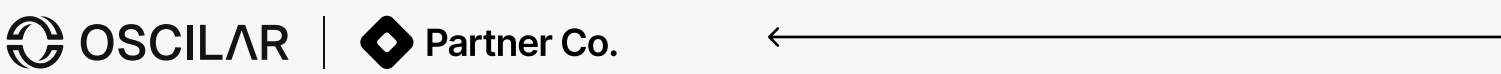
The partner logo should be scaled so that its visual weight is comparable to the Oscilar logo. As a guideline, the partner logo’s wordmark height should approximately match the Oscilar wordmark height.

Both logos should be vertically centered relative to one another along a shared horizontal axis.

Neither logo should appear significantly larger or more prominent than the other.



Parter logo can exceed the height of the divider line for the sake of visual balance, if necessary.



To ensure legibility, the co-branded lockup should not be reproduced at a height smaller than 20 px for digital or 8 mm for print.



# Color



# Our Palette

We’re selected a range of colors that are mature and flexible, giving us the breadth we need while staying consistent in overall color intensity.

|                              |                          |                          |                          |                          |                          |                          |
|------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| #F7F7F7                      | #F5EDED                  | #F6F3FC                  | #EDF5EB                  | #EBF3F5                  | #F5F0EB                  | #FBF7ED                  |
| #EFEFEE                      | #F2DCDC                  | #E8E0F7                  | #D8EAD4                  | #CDE6EC                  | #F4E0CE                  | #FEF2BA                  |
| #E4E3E3                      | #F1C7C5                  | #D7CDEE                  | #C5DEBF                  | #B1D8E4                  | #F3CBA9                  | #FFE882                  |
| #CECDCC                      | #F1A8A5                  | #B6A6DD                  | #9EC496                  | #7DB7D3                  | #F3B27A                  | #FAD646<br>PANTONE 122 C |
| #A2A09F                      | #F0807C                  | #9E8BCC<br>PANTONE 272 C | #84A97B                  | #5C9BC2<br>PANTONE 279 C | #F29544<br>PANTONE 157 C |                          |
| #797876                      | #F0544F<br>PANTONE 178 C |                          | #708F67<br>PANTONE 178 C |                          |                          | #C7A61F                  |
| #51504F                      |                          | #866EBA                  |                          | #3E7FB1                  | #C8742A                  | #9C7F0B                  |
| #292928                      | #BD3029                  | #654B97                  | #4A6B46                  | #20578F                  | #9D5619                  | #6E5904                  |
| #141414<br>PANTONE Black 6 C | #8A1B13                  | #4A3474                  | #345734                  | #113C6D                  | #733E0F                  | #524300                  |
|                              | #571009                  | #332251                  | #244227                  | #0A274B                  | #49280B                  | #342A00                  |



# Themes

## Use Case Theming

Our materials are broadly themed by color, based on the use case.

Blacks and grays serve as the anchor colors, with Vermillion acting as the umbrella highlight color that can span all materials.

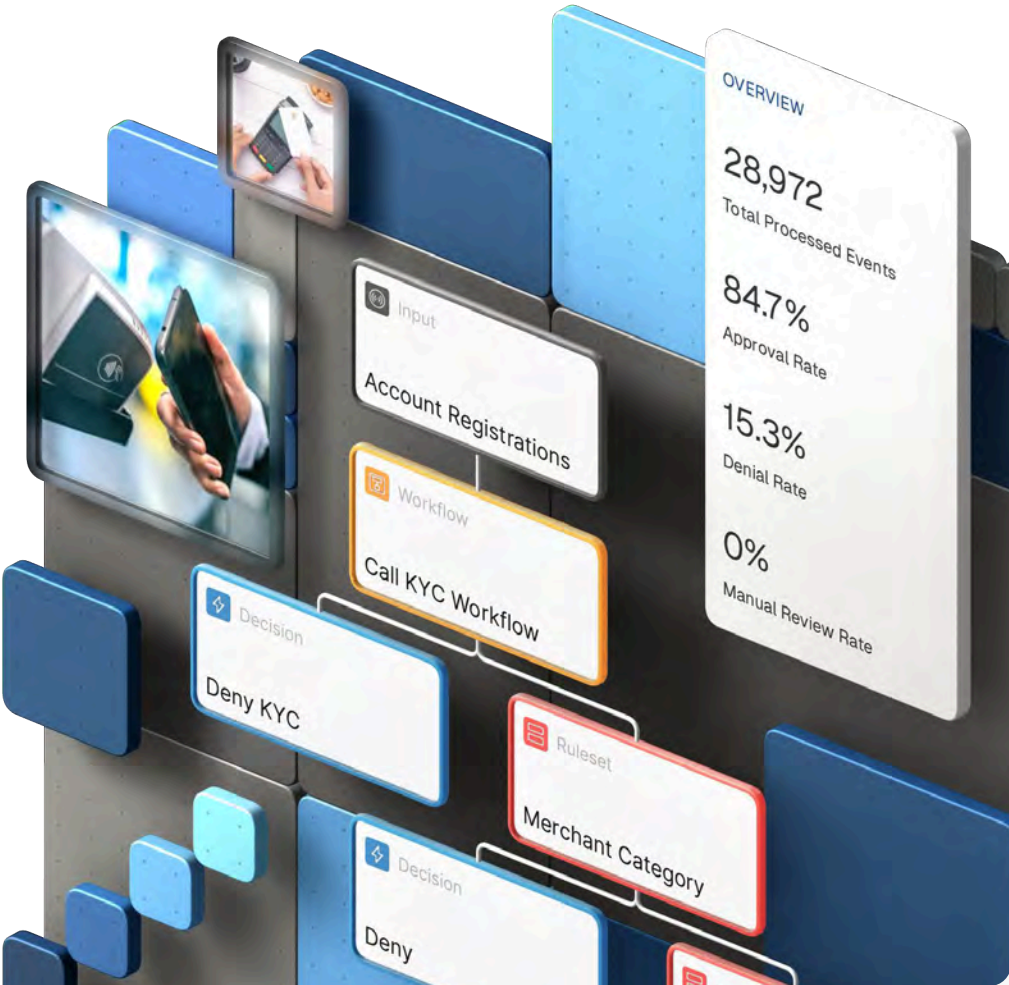
The examples shown focus on color within 3D elements, but the same guidance applies to flat design and general color use across all materials.

### Graphics

For more information on our 3D design system, see the **Graphic Elements** section of this guide.

## Onboarding

Materials related to Onboarding use cases use blue elements.



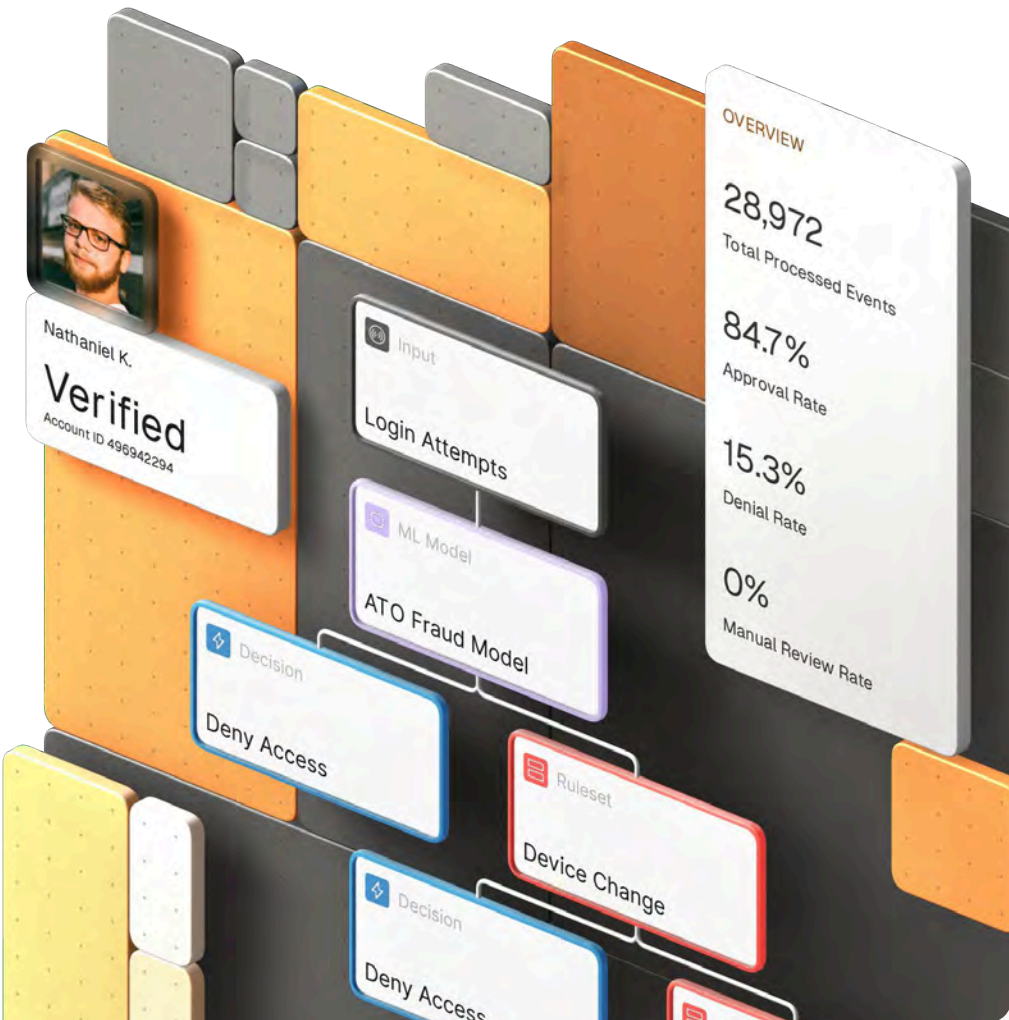
## Credit

Materials related to Credit use cases use green elements.



## Fraud

Materials related to Fraud use cases use orange elements.



## Compliance

Materials related to Compliance and AML use cases use purple elements.

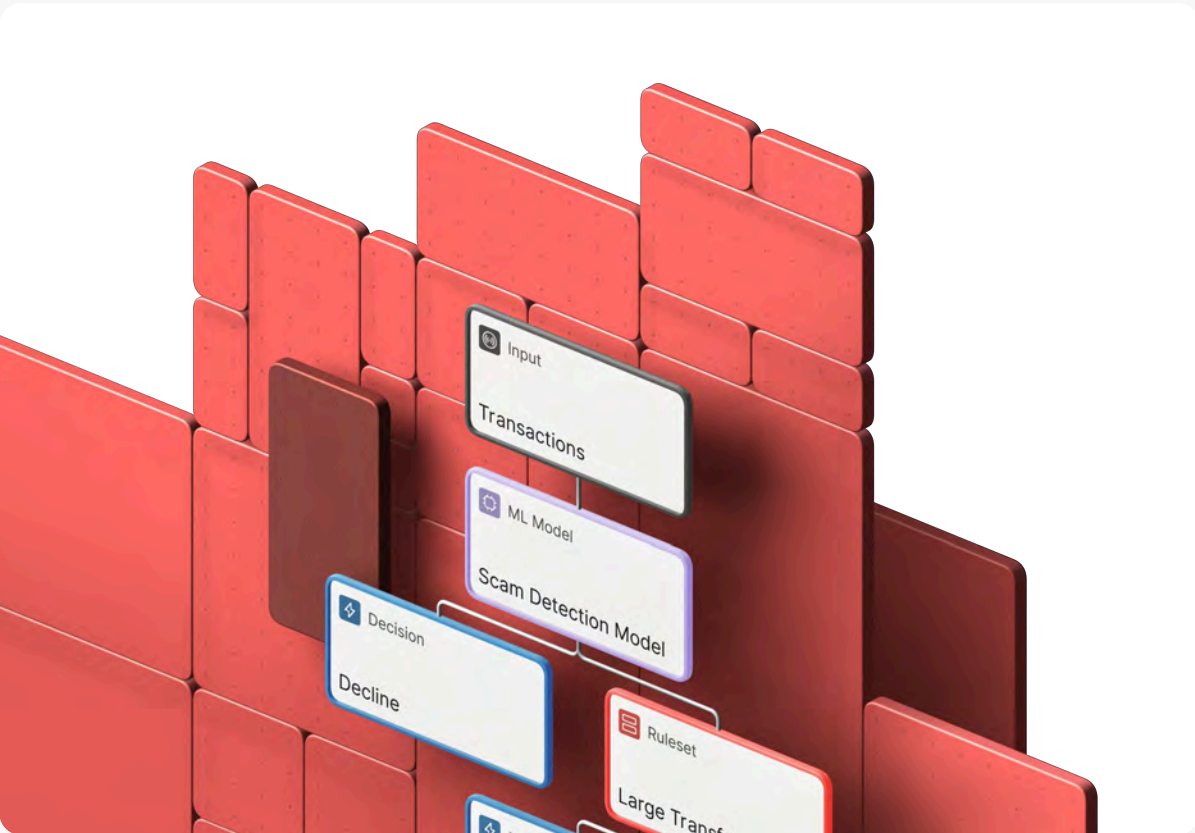
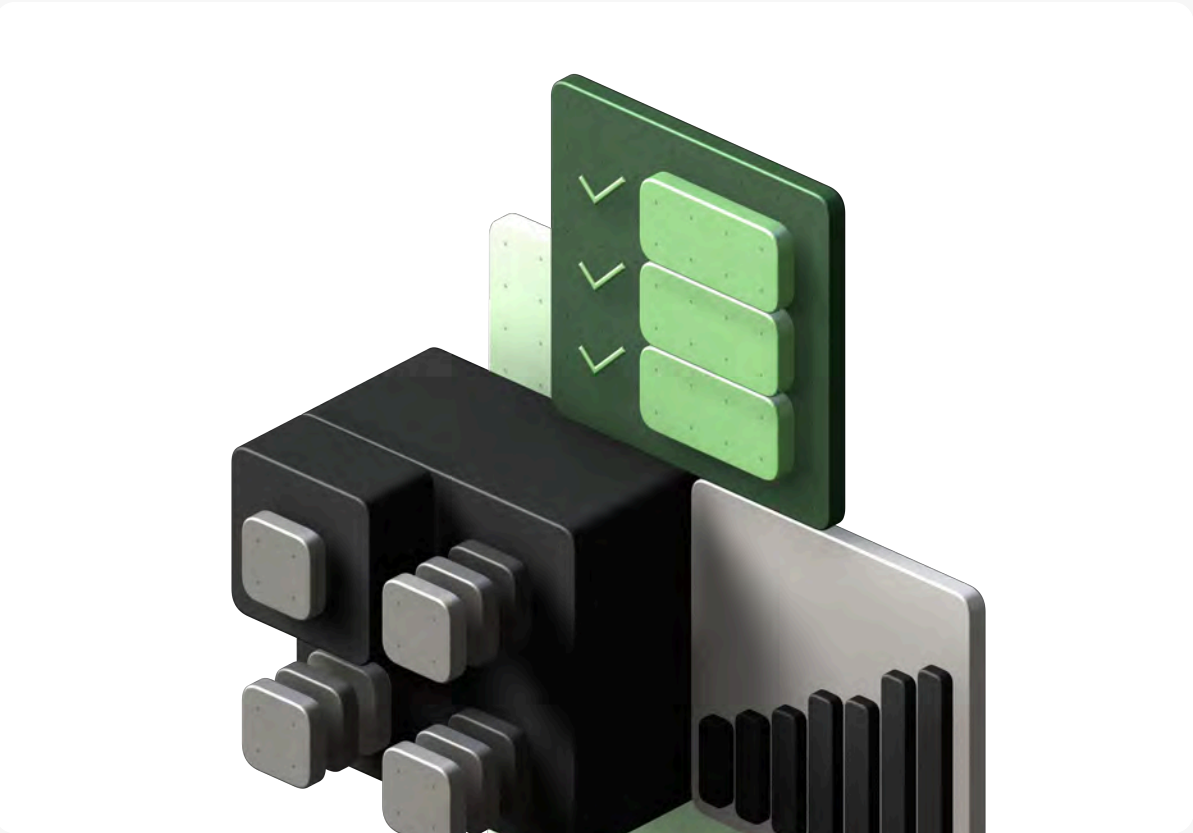
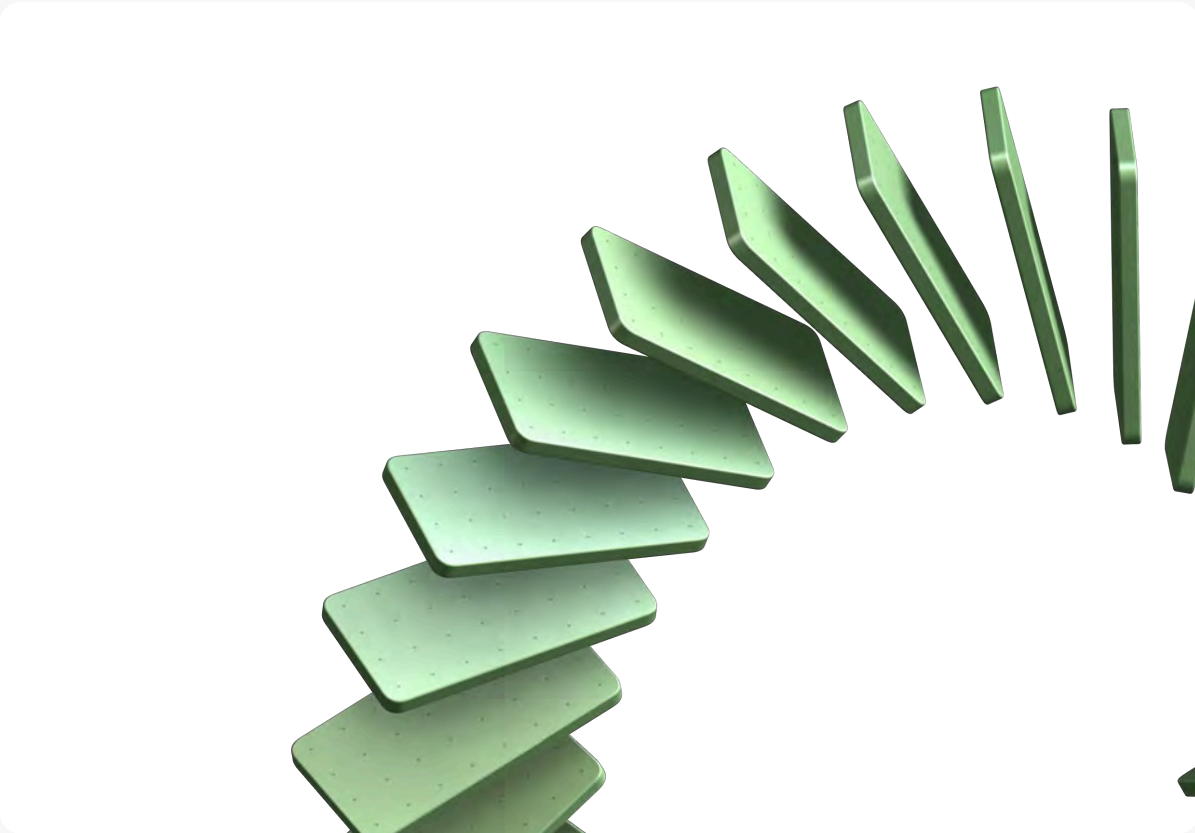
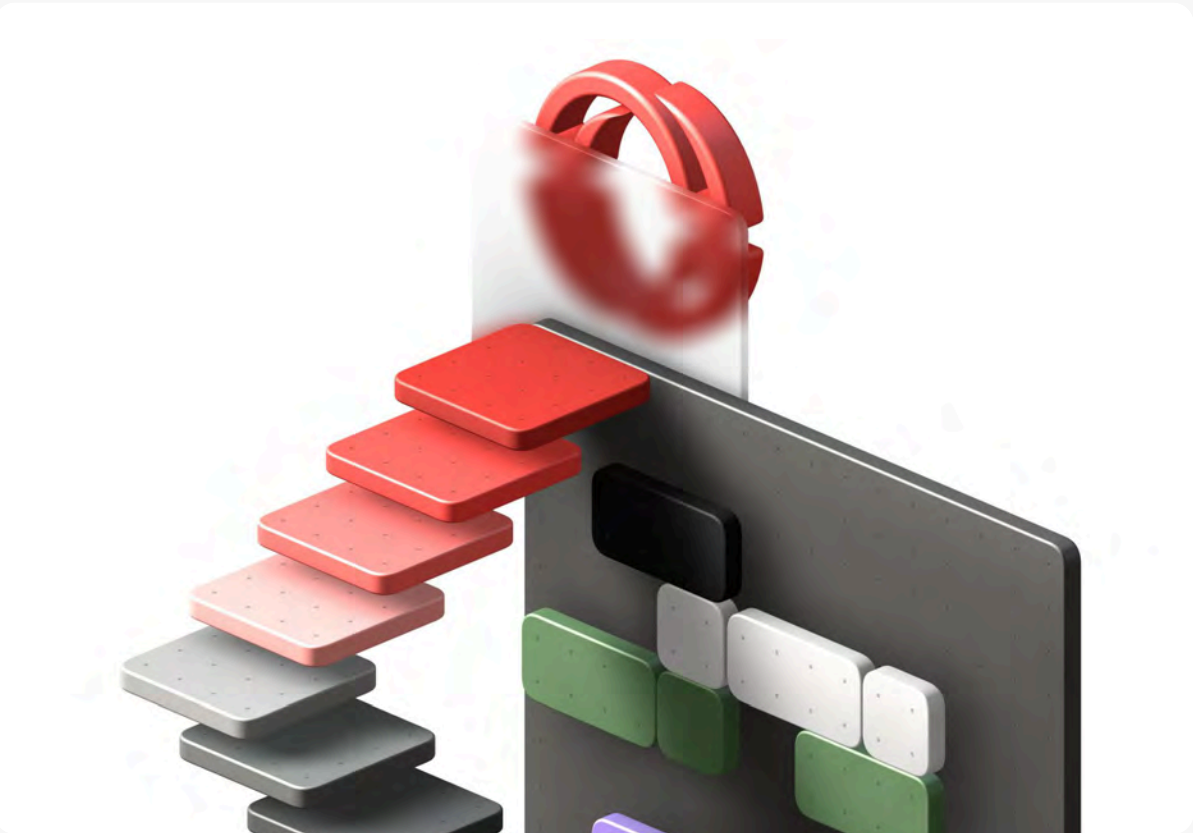
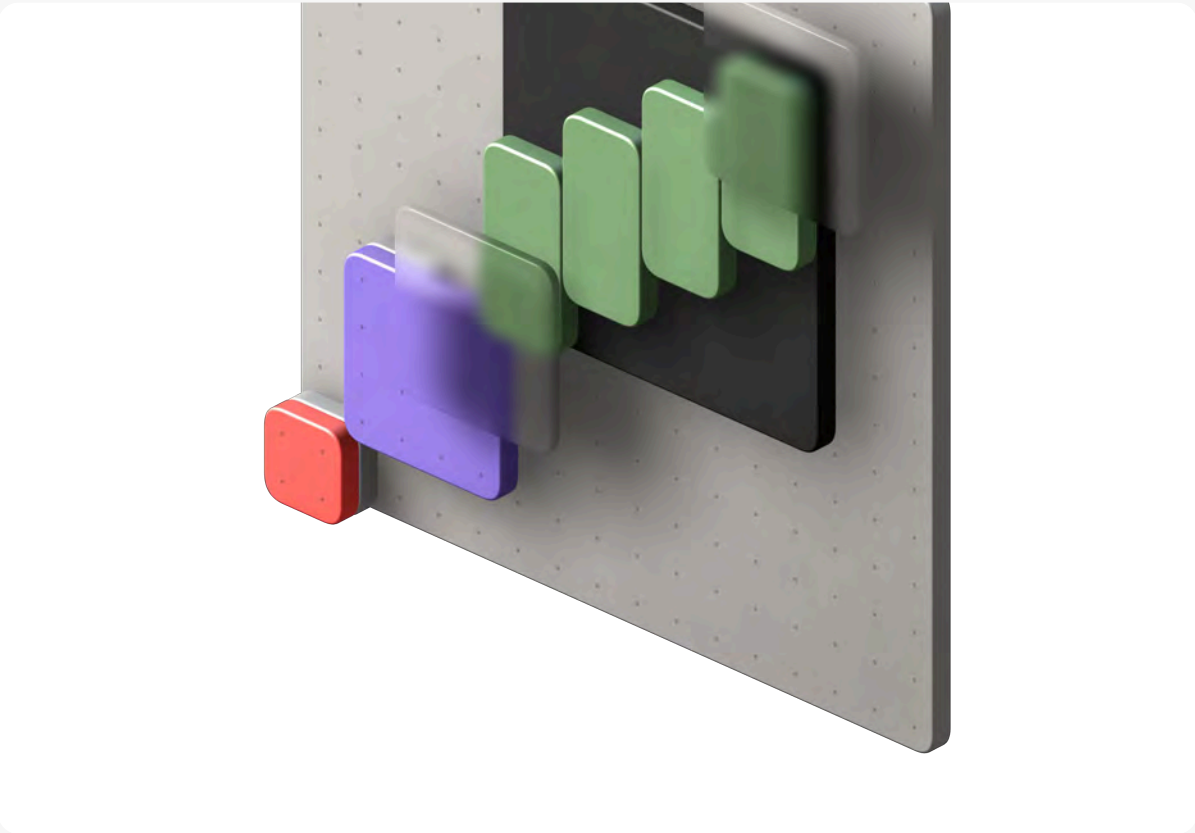
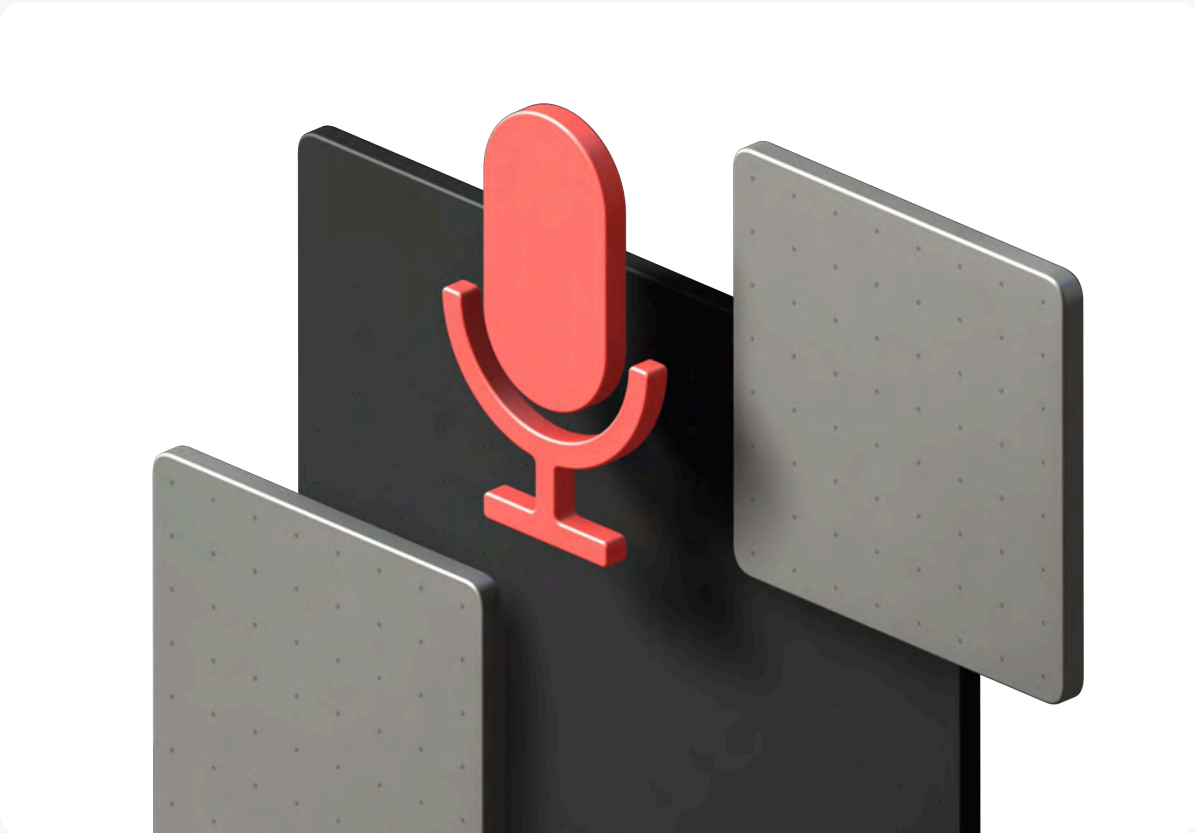




# Themes

## General Applications

Graphics designed for broad or general use can use any brand colors, with Vermillion being the preferred highlight color for primary brand elements.



### Graphics

For more information on our 3D design system, see the **Graphic Elements** section of this guide.



# Type



# Font Family

Oscilar uses Geist and Geist Mono as our brand fonts. Designed by the team at Vercel, Geist is a modern and flexible font, featuring OpenType customization options and variable parameters.

# Geist

Geist is our primary brand font, and should be used for headlines and body text throughout most materials.

It offers a wide range of characters and useful glyphs to help make our typography richer.

Stick to the middle five grouping of weights.

- Geist Black**
- Geist ExtraBold**
- Geist Bold**
- Geist SemiBold**
- Geist Medium**
- Geist Regular**
- Geist Light
- Geist ExtraLight
- Geist Thin

# Geist Mono

Geist Mono is our supporting secondary font, and is great for flavor text, eyebrows, and table data.

Stick to the middle three grouping of weights.

- Geist Mono Black**
- Geist Mono ExtraBold**
- Geist Mono Bold**
- Geist Mono SemiBold**
- Geist Mono Medium**
- Geist Mono Regular**
- Geist Mono Light
- Geist Mono ExtraLight
- Geist Mono Thin



# OpenType

When possible, use these OpenType settings to ensure that Geist is formatted uniquely for Oscilar’s brand.

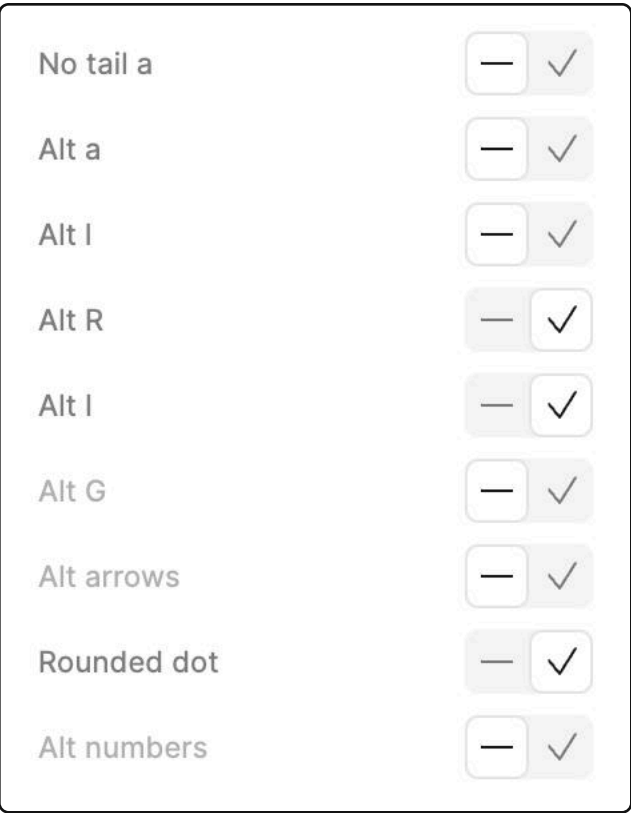
Google Docs and Slides currently do not support OpenType features, but Geist and Geist Mono are still available natively as Google fonts for use in those applications.



## Figma Settings

OpenType features can be enabled from within the Typography pane by clicking the settings icon  in the bottom right.

Navigate to the Details tab and enable the **Alt R**, **Alt I**, and **Rounded dot** options.



## Framer Settings

In Framer, OpenType settings are available for any string of text that is not using a predefined text style.

Select your text frame and click the OpenType field at the bottom of the Text control pane, then enable **Stylistic Set 4**, **5**, and **8**.

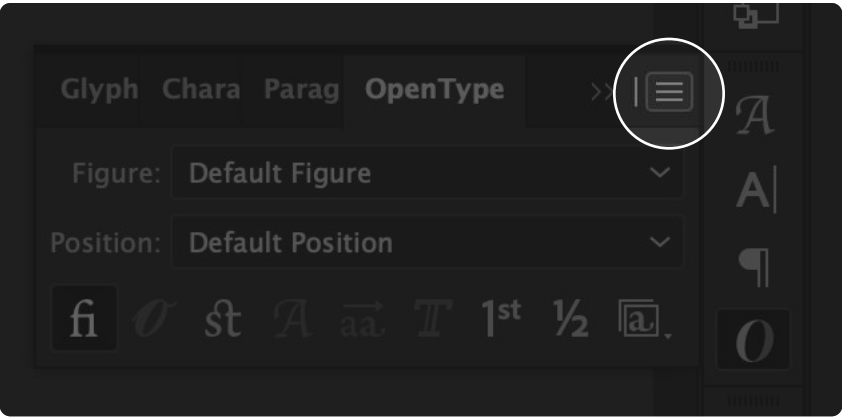
When enabling stylistic sets for Geist Mono, you will only need to enable sets **4** and **8**.



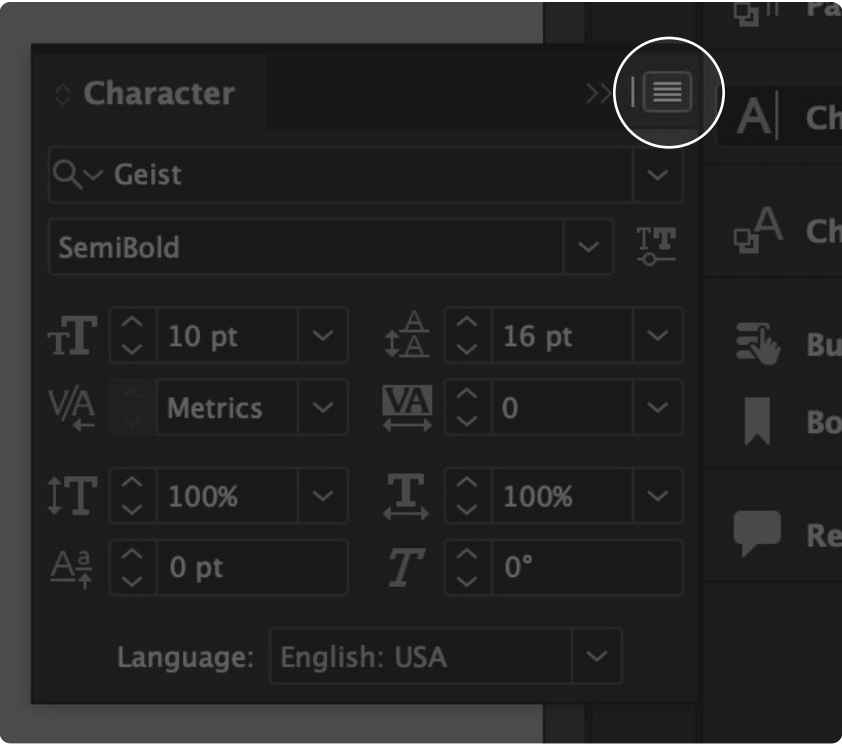
## Adobe Settings

In Illustrator, navigate to **Window > Type > OpenType** and access the Stylistic Sets from within the panel menu. From here you can enable the **Alt R**, **Alt I**, and **Rounded dot** options.

In InDesign, navigate to **Window > Type & Tables > Character** and access the Stylistic Sets from within the panel menu, inside the OpenType submenu.



Adobe Illustrator



Adobe InDesign

# Type Scale

Sticking to a proportional scale for our typography helps maintain overall consistency across materials. Refer to these sizes for all handheld-size print materials and digital applications. If larger sizes are required, keep values to a multiple of 8.

## Letter Spacing

As text gets larger, it helps to tighten up the letter spacing. Beginning at 24px text size, the value is decreased up to a maximum of -4.8%, or 0.048em.

The negative letter spacing can be calculated using the formula below:

$$(\text{textSize}/2)/10$$

```
32/2 = 16
16/10 = 1.6
letter spacing = -1.6%
```

## Geist Mono Letter Spacing

We do not adjust letter spacing for Geist Mono, regardless of text size.

96px -4.8%

80px -4%

64px -3.2%

48px -2.4%

32px -1.6%

28px -1.4%

24px -1.2%

20px 0%

16px 0%

14px 0%

12px 0%

10px 0%

8px 0%

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Risk Decisioning built for the AI era.



# Graphic Elements



# 3D System

## Foundations

Our visuals are built using Spline, and feature a 3D tile system inspired by the multi-panel nature of our product and rooted in simple math.

By utilizing a series of tiles that double consecutively in size, we can create any variation of gridded arrangement.





# 3D System

## Backdrops

Many of our graphics start with a backdrop. These are made by combining individual tiles into unique compositions.



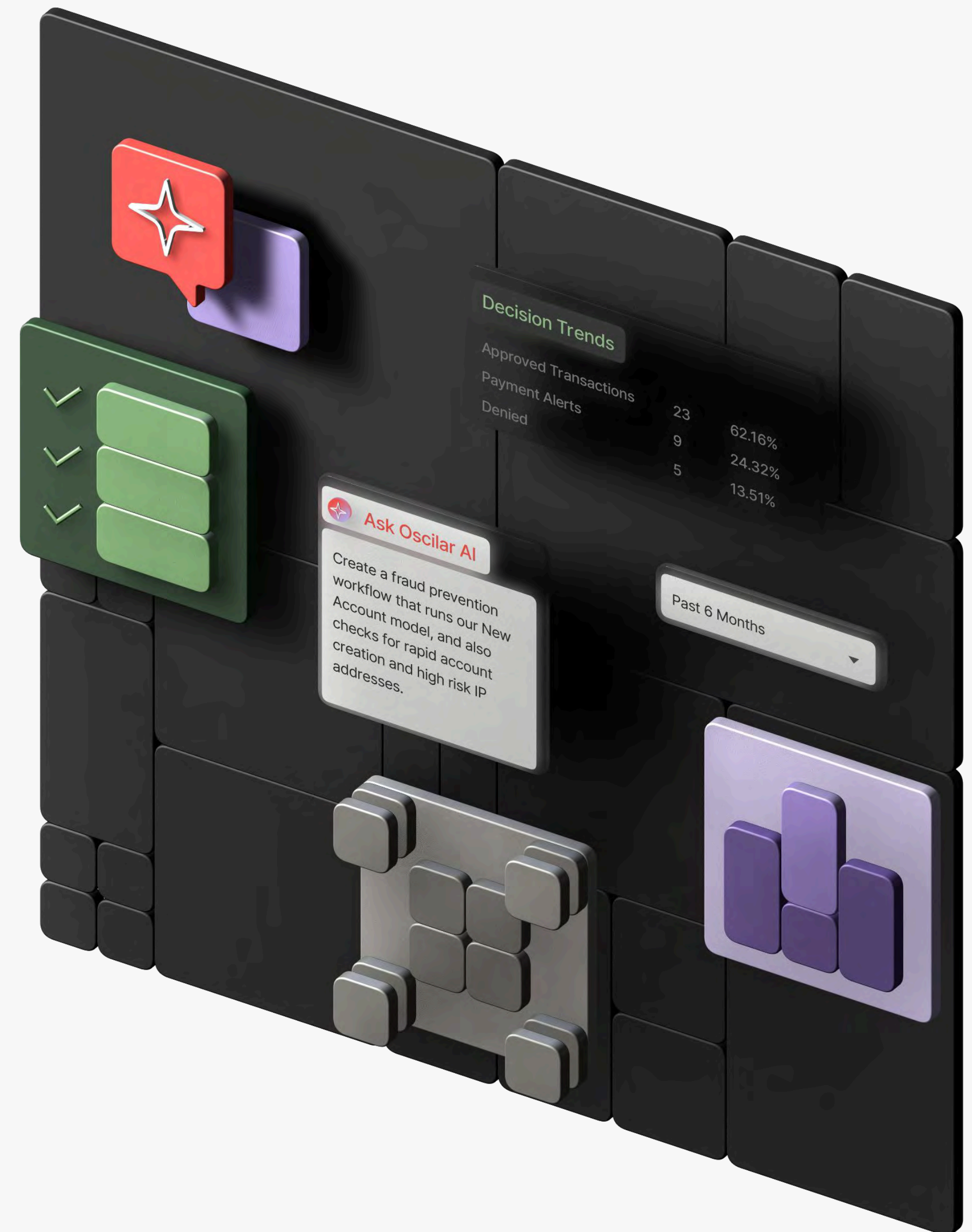


# 3D System

## Modules

Modules are reusable elements that can be placed on top of backdrops to illustrate a concept, create depth, and add meaning.

Modules can be made of tiles themselves, or can take inspiration from elements within the Oscilar product UI.





# 3D System

## Nodes

Nodes are an important representation of the Oscilar product within our 3D scenes. They are the most direct analog to our workflow building UI, and can be used to add context to the graphic.





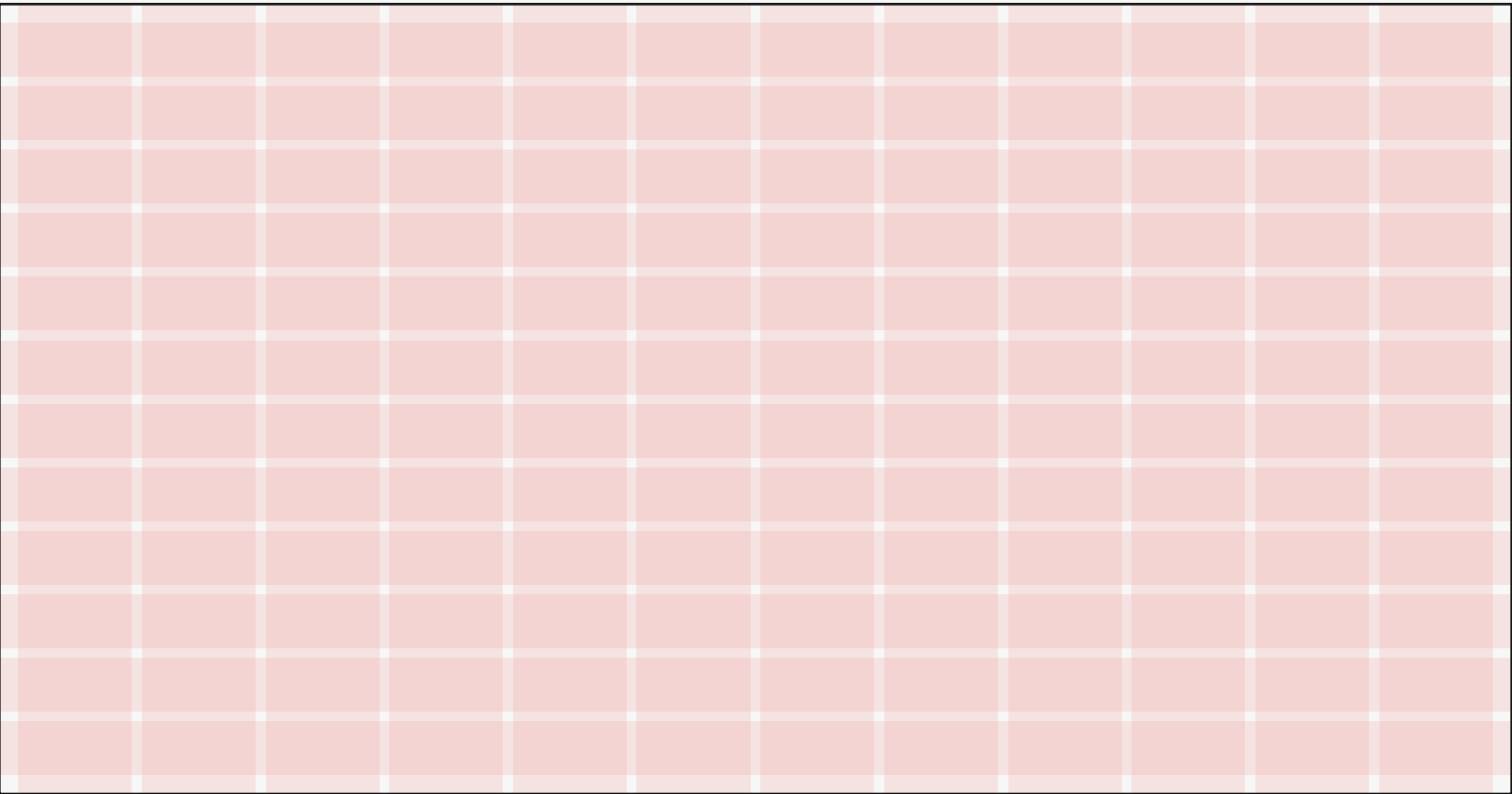
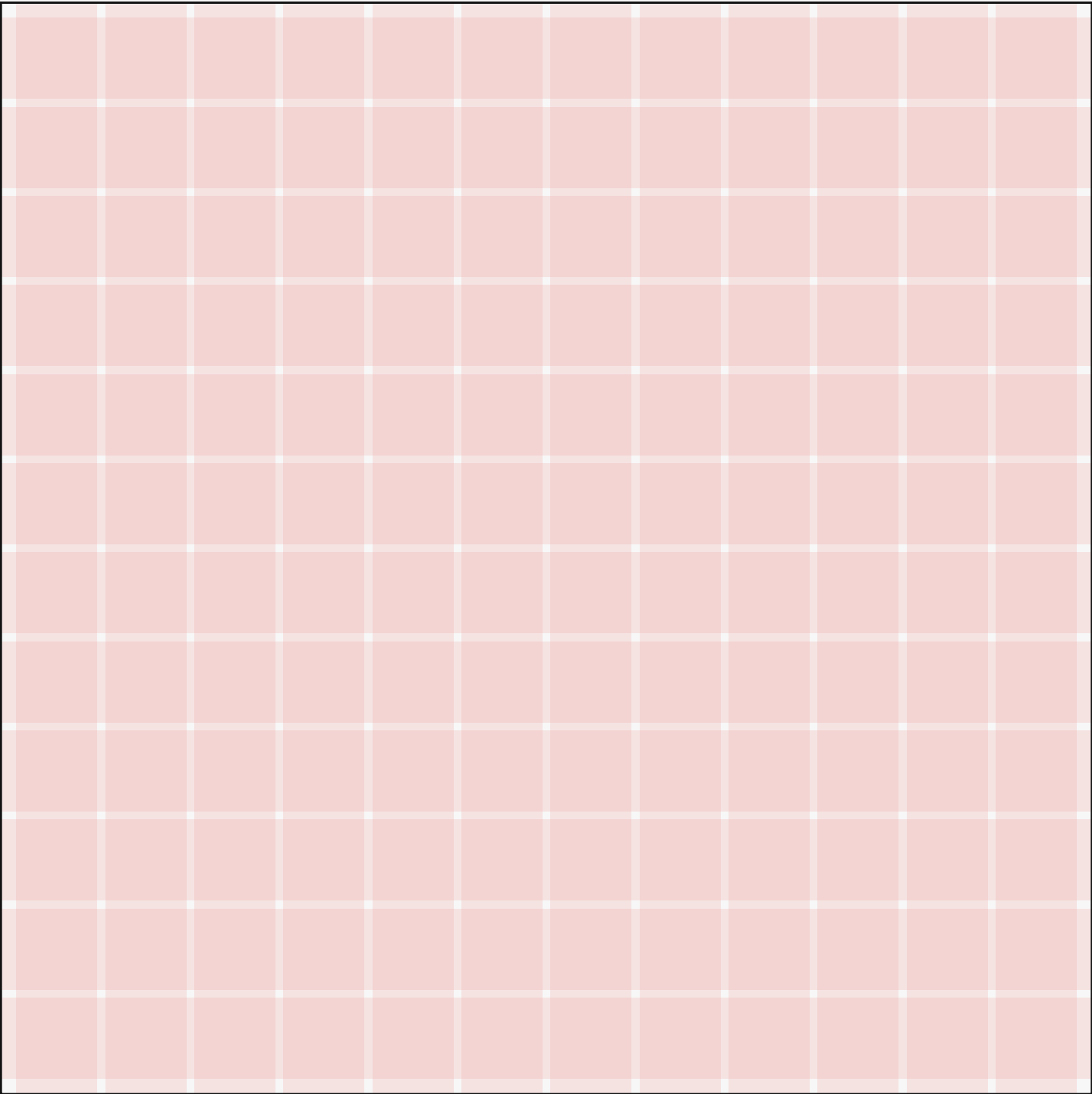
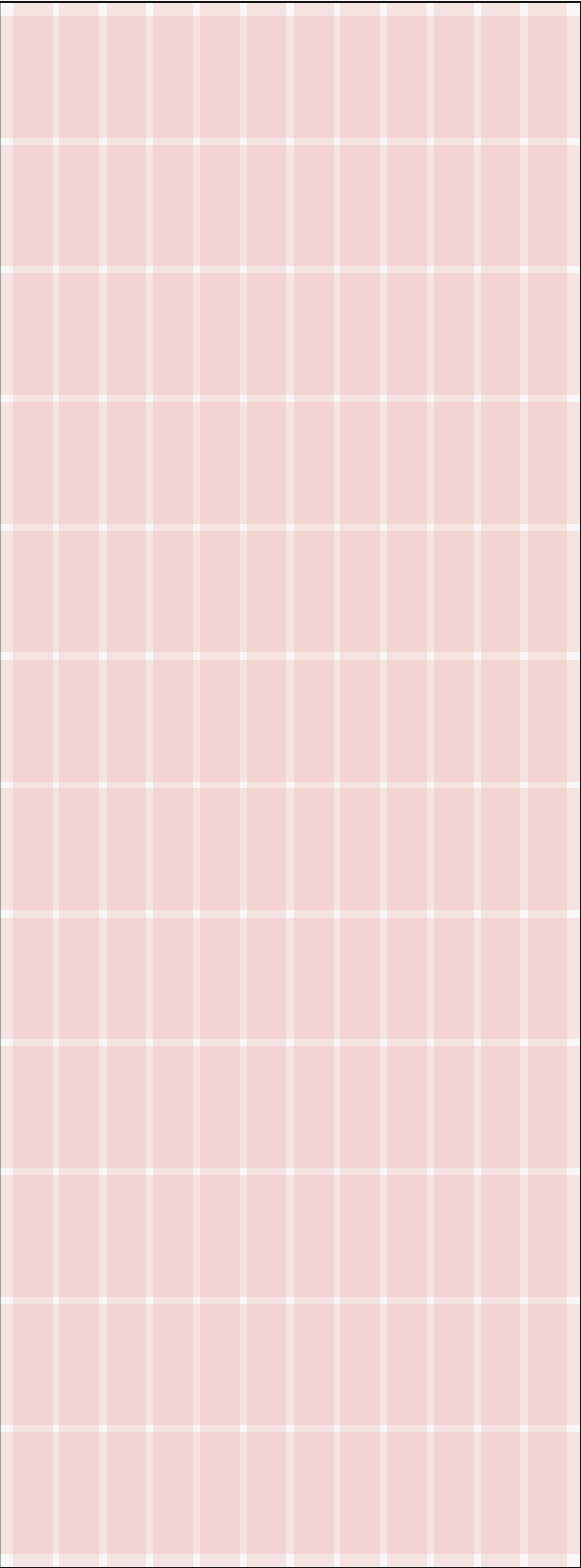
# Layout



# Grid

We use a layout grid that features 12 columns and 12 rows, with tight margins and gutters.

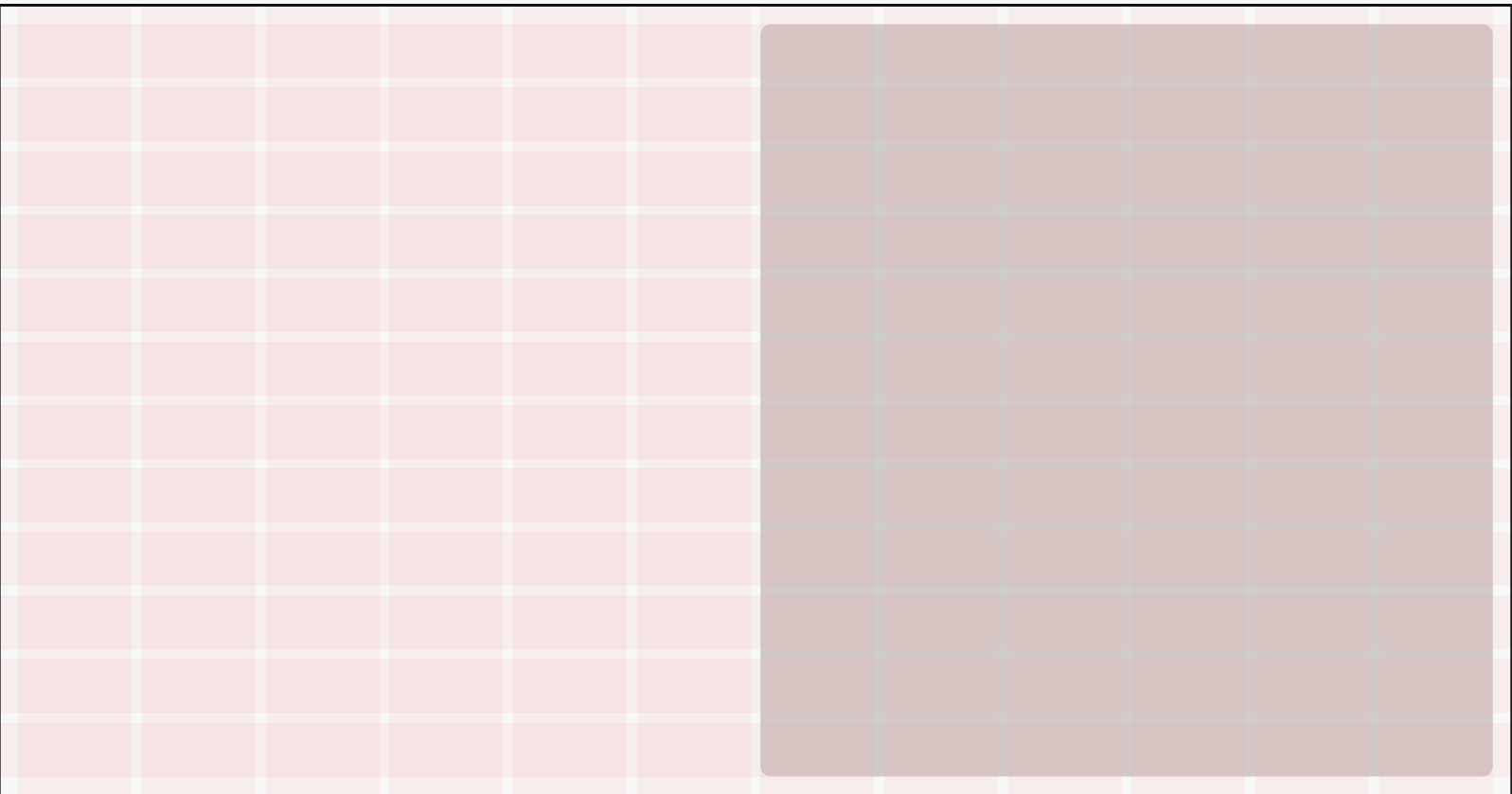
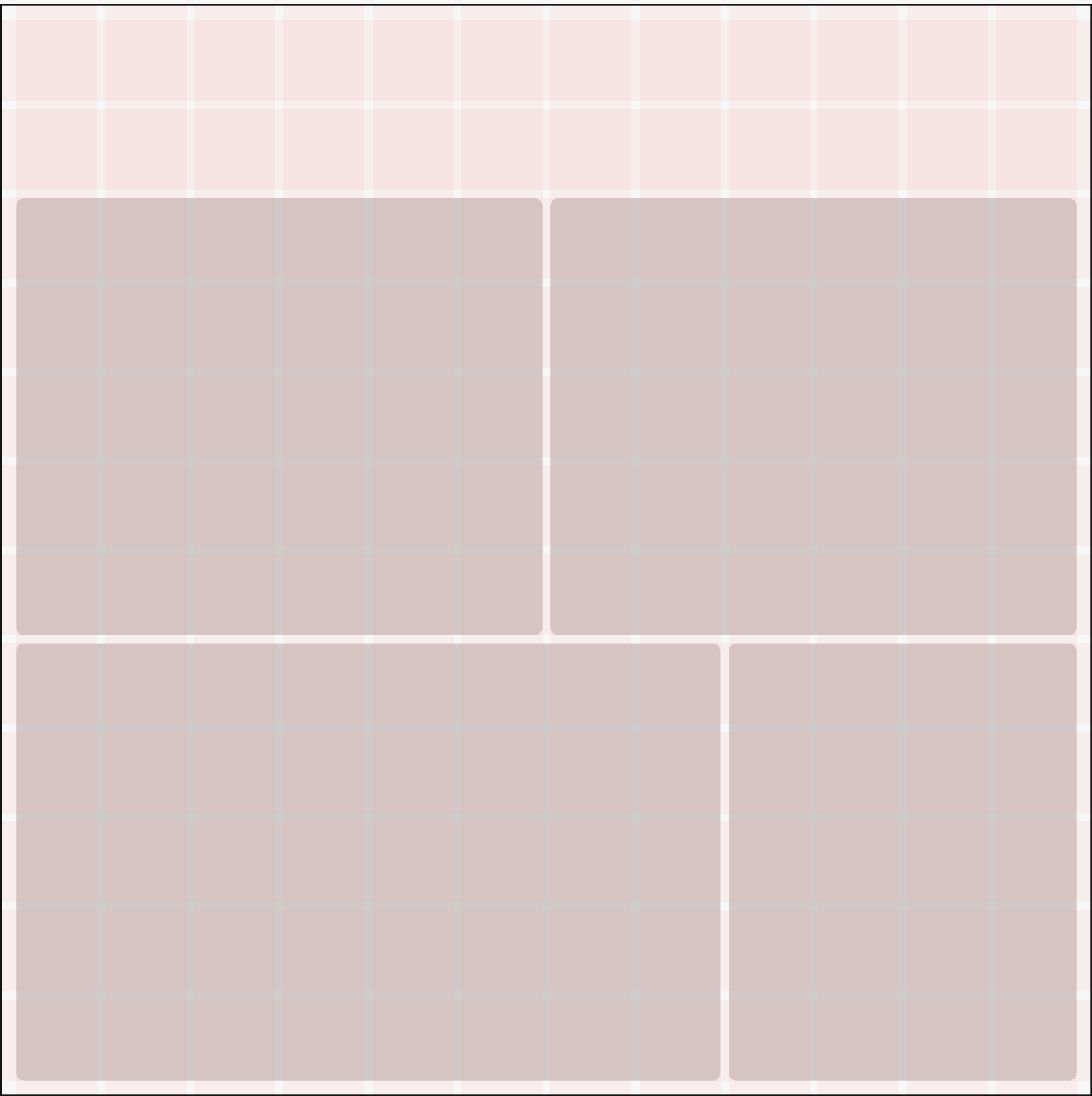
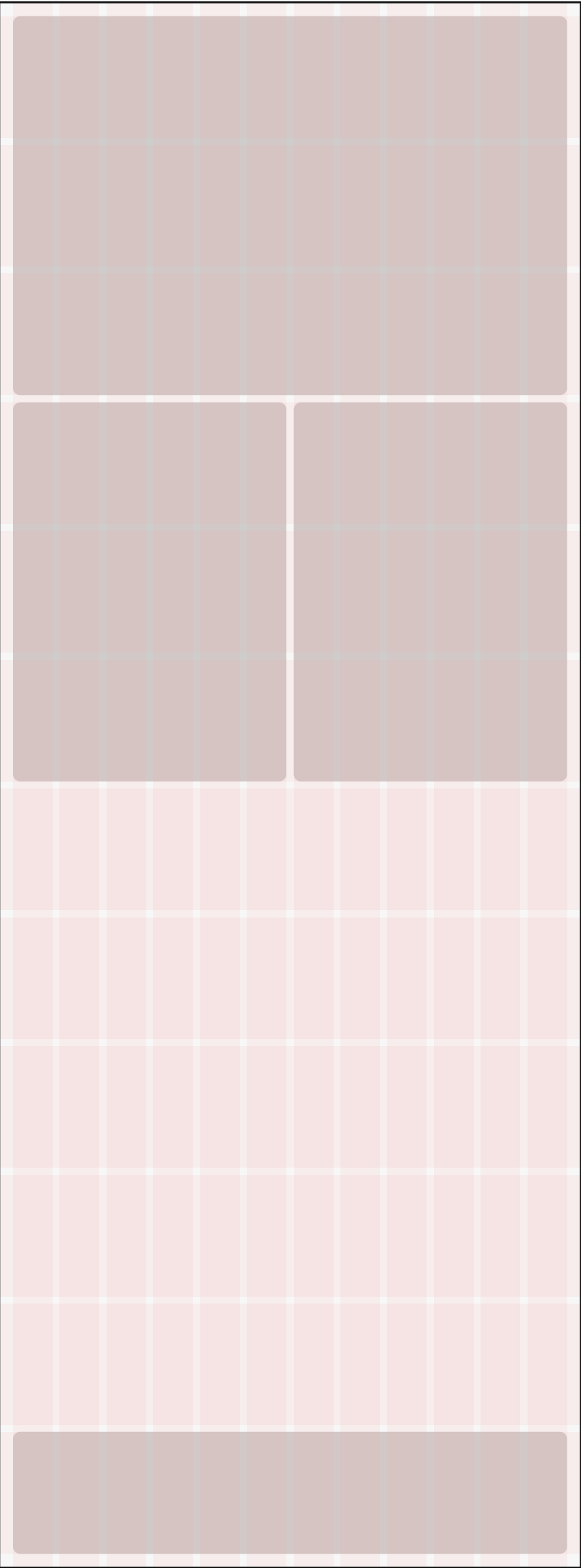
This echoes the tightly-packed arrangements in our 3D system, and can be applied to nearly every layout.





# Panels

Content within layouts is subdivided into panels along grid lines. Panels hold text, imagery, or other visual elements.

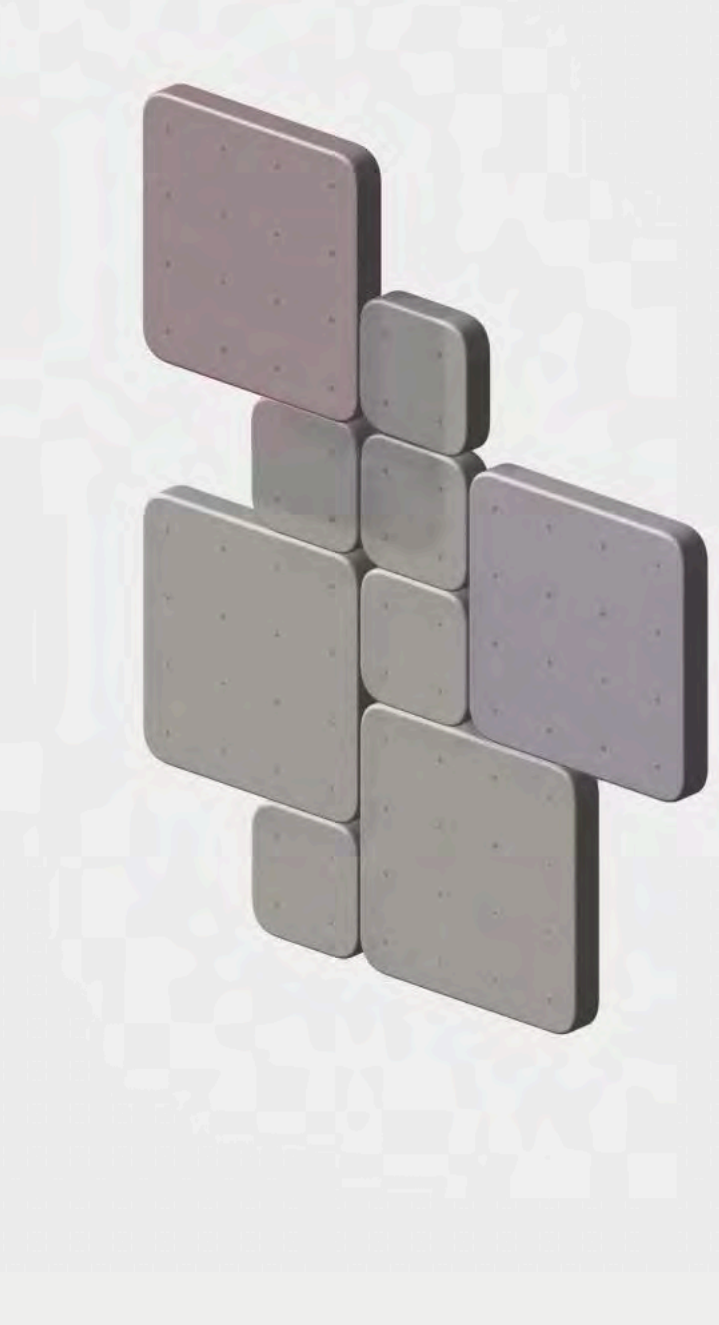




# Examples

How might we post about a new blog, or a new partnership? How does our primary brand color show up in application?





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BLOG

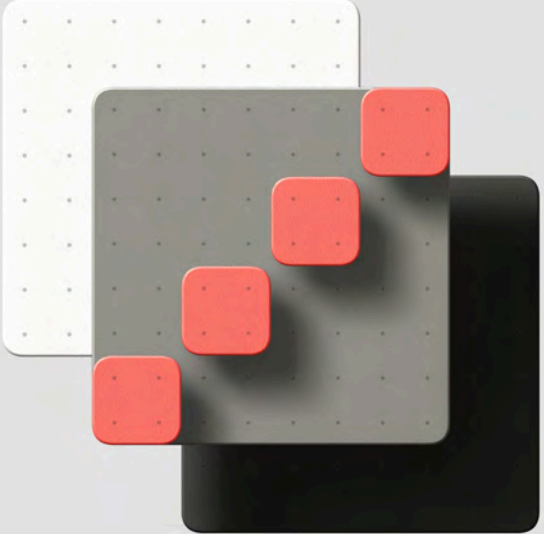
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For questions or guidance around  
our brand execution, please reach  
out to [andrew.pons@oscilar.com](mailto:andrew.pons@oscilar.com).

