jumio

Brand Guidelines

v1.0 August 2025

Logo

01

Download the logo kit here

Primary logo

The primary logo is to be used for digital applications, especially on top of dark backgrounds.

Secondary logo

The secondary logo is acceptable for print materials or legacy digital applications.

Clear Space

To maintain clarity and impact, always keep a clear space around the logo equal to the height of the 'i' in the logotype. This margin ensures the logo is never crowded by text, images, or other design elements.

Minimum Size

The logo should never appear smaller than 100px in digital applications or 0.75" in print to ensure legibility across all mediums.

digital: 100px

print: 0.75"

Icon version

The icon version of the logo should be used only at small sizes or in limited spaces where the full wordmark cannot be applied—for example, app icons, favicons, , or system tray graphics.

Unacceptable Logo Use

Here are couple of examples of wrong logo treatments.

Wrong

Not enough contrast between background and logo

Wrong

The logo proportions should be kept intact

Wrong

The logo should not be rotated

Wrong

The logo should have enough space around it

Typography

Suisse Int'l

Open Typeface

Suisse Int'l is Jumio's primary font and should be used unless unavailable (such as within Google Slides and Docs). It is a modern sans-serif typeface known for its clean, minimalist design and strong typographic clarity. Inspired by classic Swiss design principles, it offers a versatile range of weights and styles suited for both digital and print media.

Light

Regular

Semibold

Inter

Google Typeface

Secondary font:
to use in when the primary font is unavailable

When Jumio's primary font is unavailable, Inter may be substituted. It is a modern, open-source sans-serif typeface designed for optimal legibility on screens. With its clean lines and generous spacing, it's especially well-suited for user interfaces and digital content.

Light

Regular

Semibold

To make sure text is easy to read and legible, follow line height and letter spacing guide as shows on the right. These guidelines apply to Jumio's primary and secondary fonts.

H1: Light 64 pt.   2% Letter Spacing   120% Line Height

The future of identity is here. Identity Intelligence

H2: Light 40 pt.   2% Letter Spacing   120% Line Height

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H3: Semibold 24 pt.   2% Letter Spacing   150% Line Height

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H4: Semibold 18 pt.   2% Letter Spacing   150% Line Height

The future of identity is here. Identity Intelligence

To make sure text is easy to read and legible,
follow line height and letter spacing guide as
shows on the right.

Display Body: Regular 24 pt.   0% Letter Spacing   150% Line Height

Jumio delivers continuous, contextual, and
intelligent identity insights throughout the
customer lifecycle. Tap into the Jumio Network
to proactively stop sophisticated fraud, ensure
compliance, and build trusted relationships.

Paragraph: Regular 18 pt.   0% Letter Spacing   150% Line Height

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insights throughout the customer lifecycle. Tap into the Jumio
Network to proactively stop sophisticated fraud, ensure
compliance, and build trusted relationships.

Color

03

Primary Palette

Primary Green
Digital only

HEX: #7FE753
RGB: R127 G231 B83

Primary Black

HEX: #0E0E0E
RGB: R14 G14 B14
CMYK: C74   M67   Y66   K84
PMS: Black 3

White

Secondary Green

HEX: #5ACC29
RGB: R90 G204 B41
CMYK: C63   M0   Y100   K0
PMS: 802

Secondary Black
Logo

HEX: #0E0E0E
RGB: R14 G14 B14
CMYK: C74   M67   Y66   K84
PMS: Black 3

HEX: #FFFFFF
RGB: R255 G255 B255
CMYK: C0   M0   Y0   K0
PMS: White

Digital Green vs. Print Green

Note: Jumio uses a different color set for the brand green when used for print. This applies to the logo, brand gradient, and any other use of the green in a printed piece such as tradeshow booths and datasheets. The CMYK/PMS values shown above should be used for print.

Secondary Palette

Bright Teal	Medium Teal	Dark Teal	Orange	Light Gray

HEX: #13DFCE

RGB: R19 G223 B206

CMYK: C62 M0 Y30 K0

HEX: #00A093

RGB: R0 G160 B147

CMYK: C81 M14 Y49 K1

HEX: #007A70

RGB: R0 G122 B112

CMYK: C87 M32 Y58 K12

HEX: #FF9D00

RGB: R255 G157 B0

CMYK: C62 M0 Y30 K0

HEX: #E7E7E7

RGB: R231 G231 B231

CMYK: C8 M6 Y6 K0

Gradients

The primary brand gradient is to be used on digital materials only, and follow the usage restrictions shown in this guide. The secondary gradient is to be used on printed materials and will be found on legacy applications.

Primary Linear Gradient
Digital only

7FE753 ⟶ 13DFCE

Secondary Linear Gradient
For print and legacy

7FE753 ⟶ 13DFCE

Background Radial Gradient

7FE753 ⟶ 0E0E0E

Acceptable Color + Text Use

Here are acceptable color pairings to use when creating layouts. These color combinations are contrast compliant.

DO use white + primary gradient on a dark background

DO use black text on top of primary green or primary gradient buttons

DO use brand dark teal text on top of white as tag text

DO use primary gradient text on a dark background

The future of identity is here.

Identity Intelligence

Learn More

Learn More

The future of identity is here.

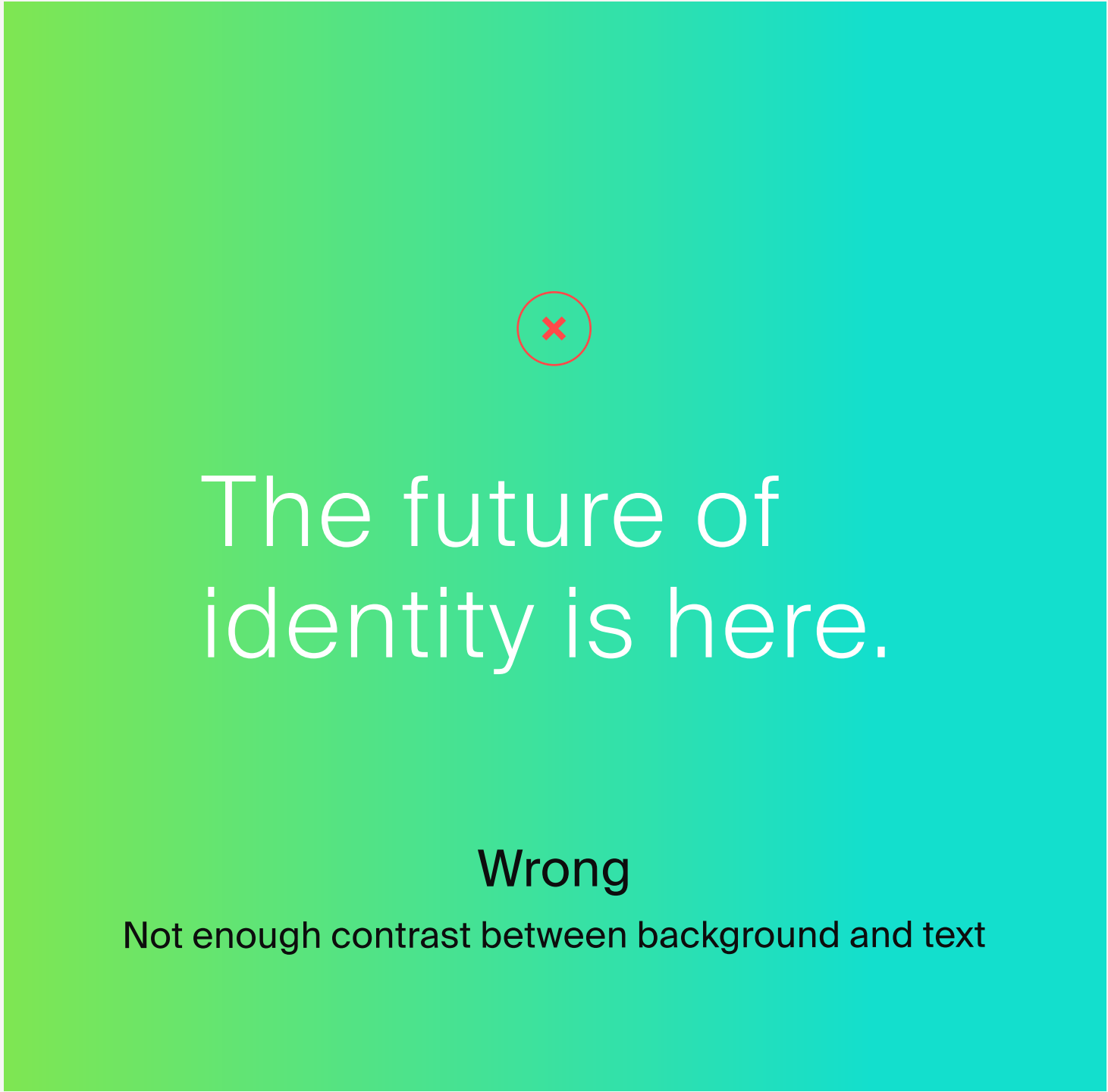# Identity Intelligence
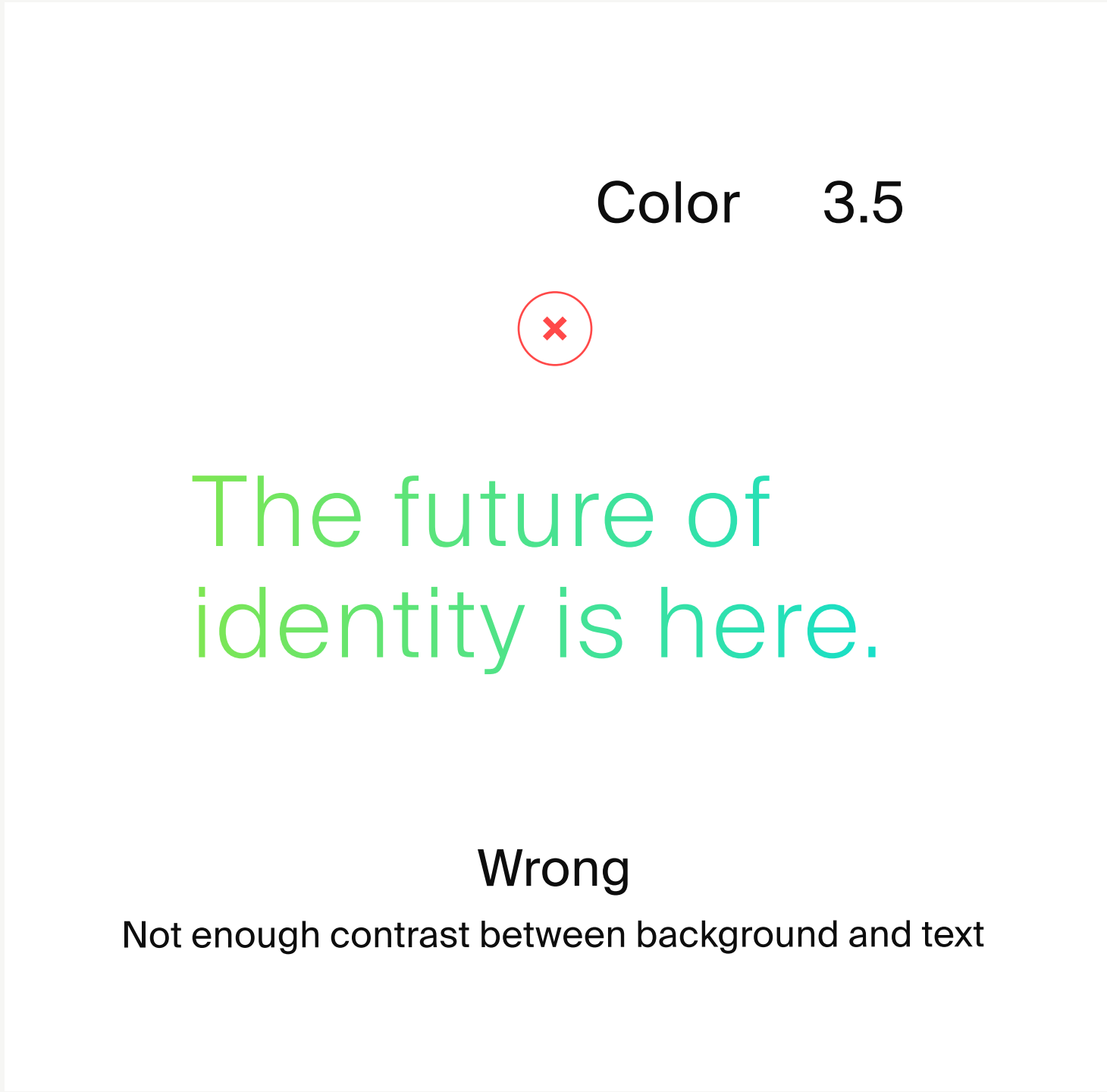
The future of identity is here.

Unacceptable Color + Text Use

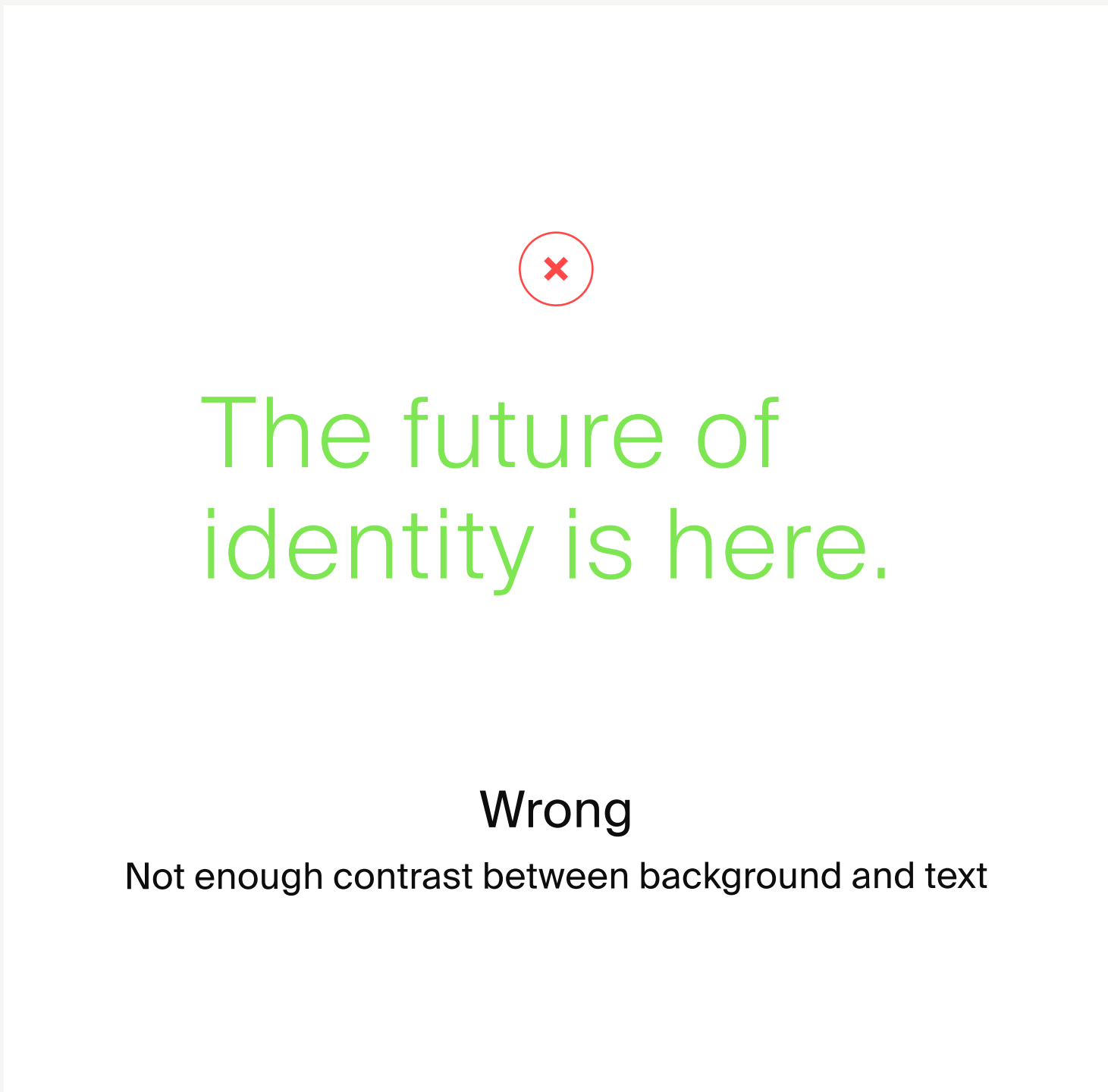Here are color pairings to avoid when creating layouts. These color combinations are not contrast compliant.

❌ **DO NOT** use white text on top of the primary brand gradient

❌ **DO NOT** use gradient text on top of a white or light background

❌ **DO NOT** use brand green text on top of a white or light background

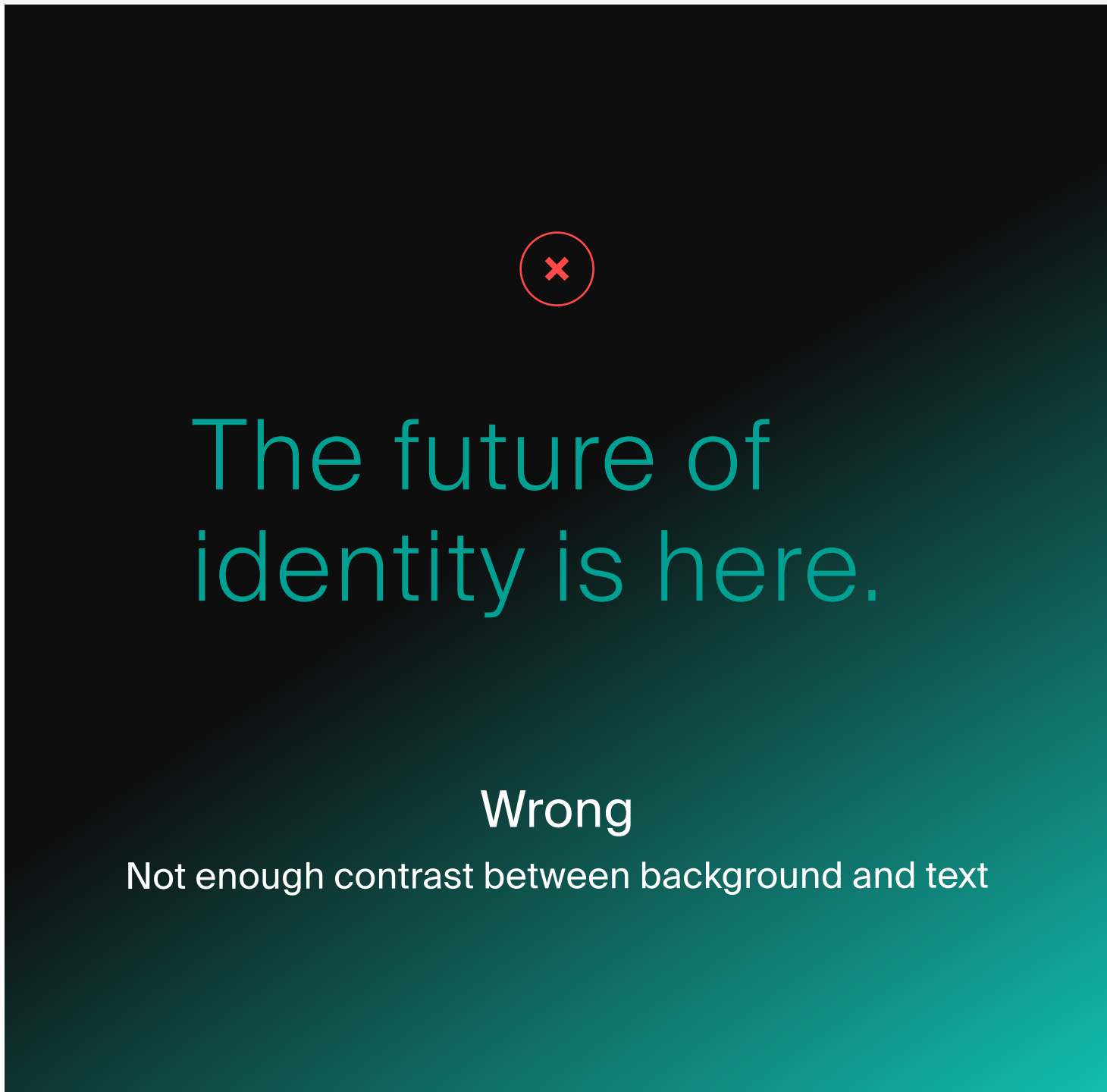❌ **DO NOT** use brand color medium teal or dark teal on top of a gradient background

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Wrong
Not enough contrast between background and text

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