

Brand guidelines

How Toden looks, reads and sounds, and the files to do it with.

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01 THE BRAND

Trust infrastructure for digital businesses

Toden lets a business verify people and companies, detect fraud, make risk decisions and monitor what changes, through one platform.

The name is Toden, one word. In running text it takes a capital T. Only the logo sets it in lower case, and it is never written in capitals.

Toden never shares a logo, a lockup or a line with another brand unless a partnership has been agreed in writing.

WHERE IT LIVES

toden.co

The website

console.toden.co

The product

PERSONALITY



Clear

One idea per sentence. A person reading on a phone, mid-task, understands it the first time.



Exact

We say what was checked and what was found. We never claim more than the evidence supports.



Calm

A failed check is a fact, not an accusation. We tell people what to do next and never blame them.



Proven

Every decision can be traced to the rule and the evidence behind it. The design is as orderly as the record.

02 LOGO

The logo

The Toden logo is the mark followed by the name. This is the version to reach for first. Use the supplied files and never redraw or retype it.



1 The mark

2 The name

The mark

A letter T made of a bar and a shield. The shield is split down the middle, and its right half carries the brand purple.

The name

Drawn lower case in Bricolage Grotesque Bold, the heading typeface. It is artwork, not live type, so its spacing never changes.

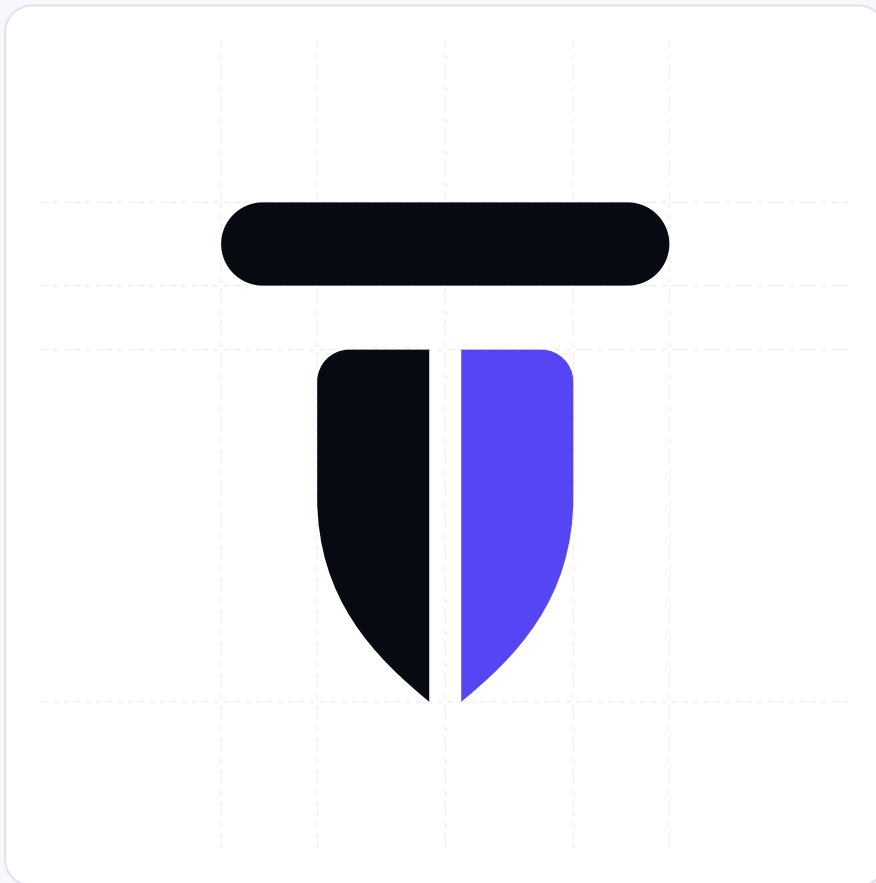
One unit

The mark and the name keep the size and distance shown here. Do not move, resize or separate them. When there is no room for the name, use the mark alone.

02 LOGO

The mark

The mark stands in for the logo wherever space is tight: app icons, favicons, avatars and small interface corners.



1 The bar

The top stroke of the T. Its ends are fully rounded.

2 The shield

The stem of the T, drawn as a shield: what Toden does for a business and the people it verifies.

3 The split

Two halves with a gap between them. One side is what somebody claims, the other is what can be proved.

AS AN APP ICON



Rounded

Square

Rounded for the web and Android. Square where the platform crops the icon itself: iOS and social avatars.

On an icon the mark is white on ink, and the right half of the shield is the same white at half strength.

02 LOGO

Versions

Four colourways cover every background. Pick by the surface the logo sits on, and prefer a colour version wherever colour is available.



Full colour

On white and light backgrounds. The default.

toden-logo-full-colour



Reversed

On ink and dark backgrounds. The purple steps lighter to stay visible.

toden-logo-reversed



One colour, ink

Single-colour print, stamps, engraving and fax-quality output.

toden-logo-black



One colour, white

On the brand purple, on photographs and on any strong colour.

toden-logo-white

02 LOGO

Clear space and minimum size

Space around the logo is part of the logo. Keep other type, images and page edges outside it.



x is the width of one half of the shield. Leave at least x of clear space on all four sides. More is better.

MINIMUM SIZE

Below these sizes the split in the shield closes up. Switch from the logo to the mark before going smaller.



Logo

Screen: 72 px wide
Print: 20 mm wide



Mark

Screen: 16 px
Print: 5 mm



App icon

Screen: 16 px
Favicon sizes are supplied

Shown at actual screen size.

02 LOGO

Misuse

The logo only works if it always looks the same. None of the following is ever acceptable.



✗ Do not stretch or squash it



✗ Do not change its colours



✗ Do not rotate or tilt it



✗ Do not add shadows, outlines or effects



✗ Do not use a version that fails on its background



✗ Do not resize or move the mark against the name



✗ Do not crowd it with type or images



✗ Do not retype the name in a font

03 COLOUR

Core palette

Toden is ink, white and one purple. Gold is an accent for rare moments of emphasis. Most of any layout should be neutral, with purple doing the pointing.

Toden Purple

The brand colour. Primary actions, links, the shield.

HEX #5645F5
RGB 86 69 245
CMYK 65 72 0 4

Ink

Dark backgrounds, the logo, the app icon.

HEX #080A12
RGB 8 10 18
CMYK 56 44 0 93

Indigo

Deep purple for buttons and headings on light surfaces.

HEX #241D66
RGB 36 29 102
CMYK 65 72 0 60

Lilac

Purple on dark surfaces.

HEX #8F83FA
RGB 143 131 250
CMYK 43 48 0 2

Gold

Accent only.

HEX #F4B747
RGB 244 183 71
CMYK 0 25 71 4

Paper

Page background.

HEX #F7F8FB
RGB 247 248 251
CMYK 2 1 0 2

White

Cards and space.

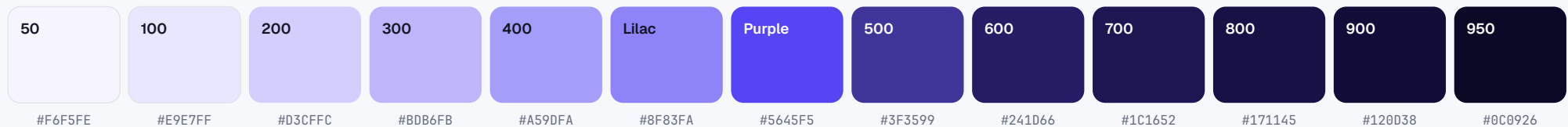
HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

03 COLOUR

Scales and supporting colours

Tints and shades for interfaces, charts and illustration. Values match the product, so a design and its build agree.

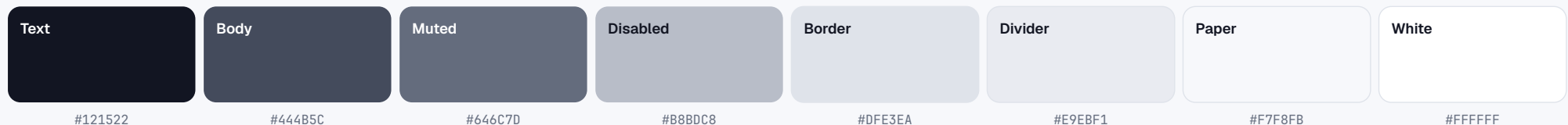
PURPLE



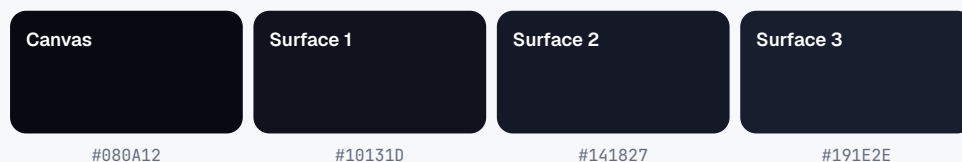
GOLD



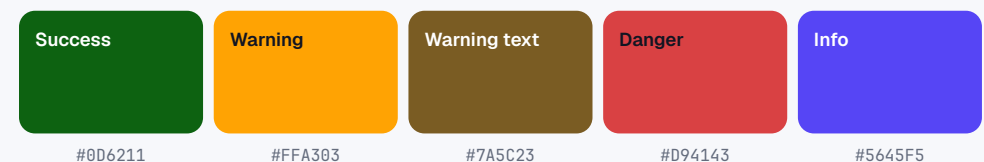
NEUTRALS, LIGHT SURFACES



DARK SURFACES



STATUS (ALWAYS WITH AN ICON OR A WORD)



CMYK values in this guide are converted from the screen colours and are approximate. No Pantone references have been chosen yet: agree them with the printer against a proof before any spot-colour job.

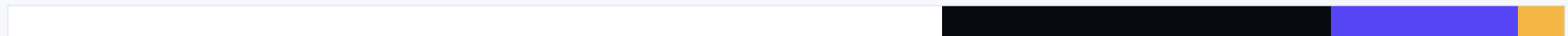
03 COLOUR

Accessible pairings

Text needs a contrast of at least 4.5 to 1 against its background (3 to 1 for large type). These are measured, not estimated.

Aa 18.2 : 1 ✓ Text on White Pass	Aa 19.8 : 1 ✓ White on Ink Pass	Aa 5.9 : 1 ✓ White on Purple Pass	Aa 5.9 : 1 ✓ Purple on White Pass
Aa 14.6 : 1 ✓ White on Indigo Pass	Aa 6.4 : 1 ✓ Lilac on Ink Pass	Aa 11.0 : 1 ✓ Gold on Ink Pass	Aa 11.0 : 1 ✓ Ink on Gold Pass
Aa 5.3 : 1 ✓ Muted on White Pass	Aa 3.4 : 1 ⊖ Purple on Ink Large type only	Aa 1.8 : 1 ✗ White on Gold Do not use	Aa 1.8 : 1 ✗ Gold on White Do not use

PROPORTION



Roughly 60% white and paper, 25% ink, 12% purple, 3% gold. Purple stops being a signal when it is everywhere.

04 TYPOGRAPHY

Two typefaces

Bricolage Grotesque is the voice of the brand and does most of the talking: headings, introductions, body copy, buttons and navigation. Geist takes over where text gets small or dense: tables, forms, captions and product screens.

Aa

Bricolage Grotesque
 The brand voice. Use it first.

Verify anyone.

Bold 700
 Display, page titles

Verify anyone.

SemiBold 600
 Headings, buttons

Verify anyone.

Medium 500
 Navigation, emphasis

Verify anyone.

Regular 400
 Introductions, body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 0123456789 & @ % £ \$ € ? !

Aa

Geist
 Small and dense text.

Decide instantly.

Regular 400
 Small text, table data

Decide instantly.

Medium 500
 Labels, form fields

Decide instantly.

SemiBold 600
 Table headers, tags

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
 0123456789 & @ % £ \$ € ? !

On product screens (the console, the SDKs, reports) most text is small, so Geist carries the interface there and Bricolage Grotesque keeps the headings.

04 TYPOGRAPHY

Type scale and supporting typeface

The rule of thumb: 16 px and above is Bricolage Grotesque. 14 px and below, and anything in a table or a form, is Geist. Left-align, never justify.

Display	Trust infrastructure	Bricolage Bold, 56 / 60, tracking -2%
Heading 1	Verify people and businesses	Bricolage Bold, 36 / 40, tracking -1.5%
Heading 2	Make risk decisions in one place	Bricolage SemiBold, 24 / 30, tracking -1%
Heading 3	Monitor what changes	Bricolage SemiBold, 18 / 24
Introduction	One platform for identity, fraud and compliance.	Bricolage Regular, 20 / 30
Body	Document and face verification works for IDs from 190+ countries.	Bricolage Regular, 16 / 24. Print: 10 / 15
Small	Checked on 12 October 2026 against the government record.	Geist Regular, 14 / 20
Label	RISK INTELLIGENCE	Geist SemiBold, 11 / 16, capitals, tracking +12%

JetBrains Mono

For anything a person copies exactly: IDs, API keys, code. Regular and SemiBold. Never for sentences.

ver_8f3a2c91d0 · POST /api/v1/verify · sk_live_••••4f2a

Sizes are in pixels for screens, shown as size / line height.

05 VOICE

How Toden writes

Toden is read by compliance officers, developers and, most of all, people in the middle of proving who they are. Write for the last group and the first two are served.

Plain words

Use the word a customer would use. "Take the photo again", not "re-capture the asset".

Say what happened

State the check and the finding. Do not soften a fact or dress up a guess.

Tell them what to do

Every message about a problem ends with the next step.

Never blame

A blurry photo is a photo problem. An outage is ours, and we say so.

UK English

Organisation, authorised, licence (noun), enrolment, cancelled, catalogue.

No em dashes

Use a comma, a full stop, a colon or brackets. Rewrite the sentence if needed.

INSTEAD OF

Verification failed — please try again.

Your organization is not authorized to utilize this functionality.

Oops! Something went wrong on our end :(

WRITE

The selfie does not match the photo on the ID. Take it again in good light, facing the camera.

Your organisation cannot use this yet. Ask Toden support to switch it on.

We could not reach the register. Nothing was charged. Try again in a few minutes.

The name: Toden. Never TODEN, and never toden outside the logo.

06 BACKDROPS

Backdrops

A library of backgrounds drawn from the logo's own parts and the brand palette. Four families in six palettes: 24 files, each as WebP for use and SVG for editing.

Glow

Soft light on a brand ground. For hero sections and slides.



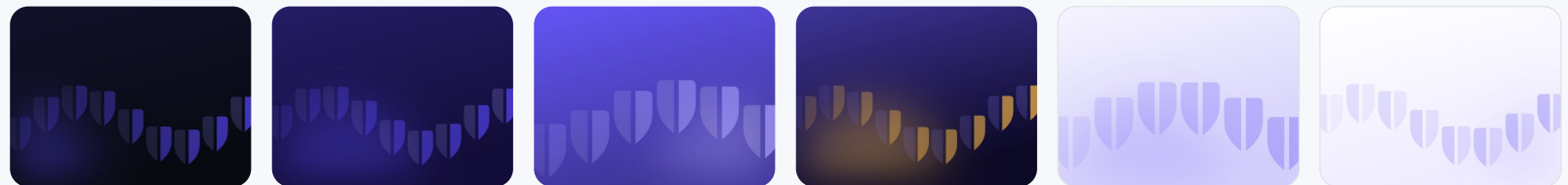
Shield

The mark, very large and cropped. For covers and title cards.



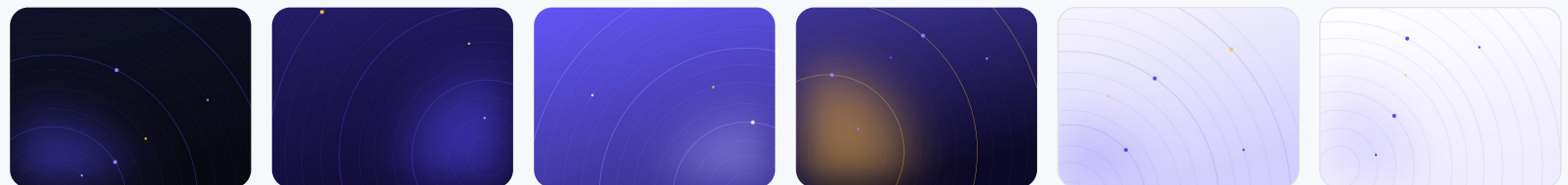
Colonnade

A row of split shields. For banners and section dividers.



Orbit

Rings and signals. For data, monitoring and product stories.



Night

Indigo

Violet

Dusk

Lilac

Paper

07 IN USE

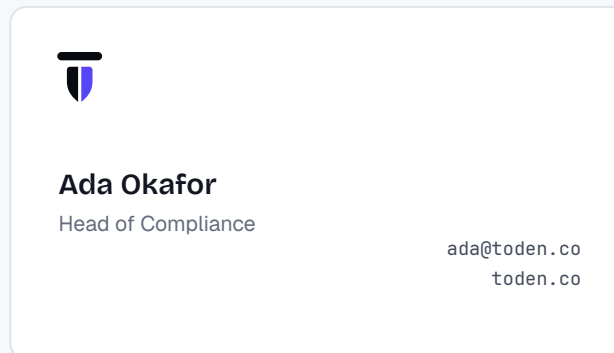
The brand at work

A few fixed pieces. Build new ones from the same parts: ink or white ground, one purple, the logo with room around it.



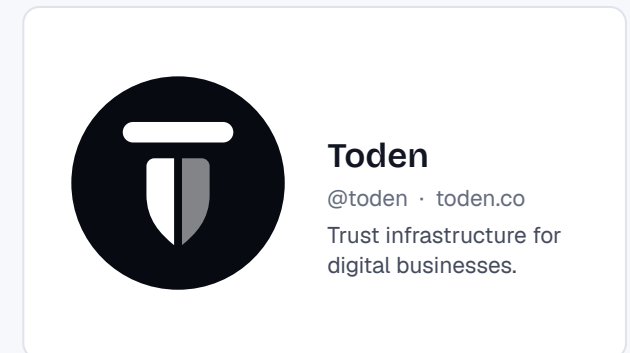
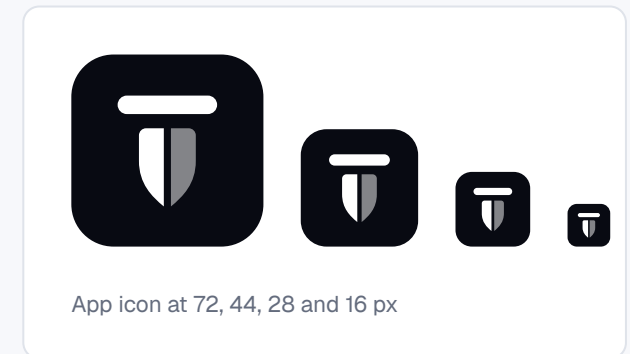
Document covers

Ink ground, reversed logo top left, title low.



Business cards

Sample details. One-colour white on purple, colour on white.



Icons and avatars

The square icon survives a circular crop.

08 THE KIT

Every file, and when to use it

Toden-Brand-Guidelines.pdf	This document.
Logos / 1 Logo (mark and name)	Four colourways. SVG, PDF, PNG at 400 to 3200 px wide, JPG on white and ink.
Logos / 2 Mark (symbol only)	Four colourways. SVG, PDF, PNG at 256 to 2048 px.
Logos / 3 App icon and favicon	Rounded and square icons, favicon.ico, favicon.svg, apple-touch-icon.
Logos / 4 Social	Profile picture at 1080 px, PNG and JPG.
Backdrops	24 backgrounds in four families and six palettes. WebP and SVG.
Colours	Every value in this guide as CSS variables and as JSON.
Fonts	Bricolage Grotesque, Geist and JetBrains Mono, with their licences.

WHICH FORMAT

SVG Websites, apps, Figma. Scales to any size.

PDF Print and anything sent to a printer or signwriter. Vector.

PNG Slides, documents, email. Transparent background.

JPG Only where transparency is not supported.

If a file you need is not here, ask for it. Do not rebuild the logo.