

The Experian Brand Overview

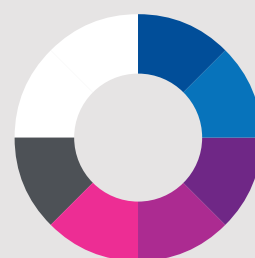
Bringing our brand to life.



Brand mark

Powering
Opportunities

Brand Idea



Colour



Icons



Photography

DIN Next
Roboto
Arial

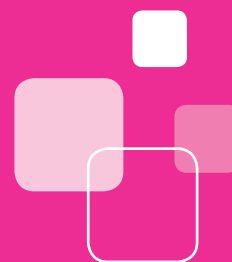
Brand Fonts

We are an
Expedition
Leader

Brand Persona



Data art



Squircle

Brand Mark

Minimum size: 5 mm (0.6 in) in print, 70 pixels on-screen

Color Usage: The brand mark should be presented in full colour on a white background. Also, it can be presented in black or white on a coloured background.



Minimum clear space

Colours

Primary Colours. (Secondary Colours are tints of the primary colours.)



R: 29	R: 66	R: 109	R: 175	R: 230	R: 255	R: 99
G: 79	G: 109	G: 32	G: 22	G: 56	G: 255	G: 102
B: 145	B: 169	B: 119	B: 133	B: 136	B: 255	B: 136

Tertiary Colours.



R: 228	R: 255	R: 254	R: 183	R: 0	R: 0	R: 0
G: 0	G: 143	G: 219	G: 191	G: 159	G: 178	G: 129
B: 43	B: 28	B: 0	B: 16	B: 77	B: 169	B: 166

Typography

DIN Next

DIN Next is for designers to use in offline materials.

Roboto

Roboto is for online materials.

Arial

Arial is our default typeface.

Photography

Original photography, already in the Experian style, is available for download on the Brand Asset Hub.



Primary

Secondary

Icons

A large amount of icons, built in multiple brand colours, can be downloaded from the Brand Asset Hub.



Data Art

Multiple Data Art illustration options are available for download on the Brand Asset Hub.



Shapes

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



Squirecle

50x50 mm squirecle = 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

Brand Persona

We are an Expedition Leader. Our personality traits are: Helpful, Inquisitive, Smart, Resourceful, Confident, Optimistic



More information about all of the brand elements, as well as downloadable files, can be found on the Brand Asset Hub.

www.experian.com/asset-hub