FOR PARTNERS

Partner Brand Kit

How to show the iDen2 logo, colours and name in your materials, so our brand looks right wherever it appears.

VERSION 1.0 · OCTOBER 2026 · IDEN2.COM

01 · LOGO

Our logo

The iDen2 logo has two parts: the mark (the square code symbol) and the wordmark (the letters “iDen2”). Together they form the primary logo. Always use the files in this kit. Please do not redraw, retype or rebuild it.

Primary logo

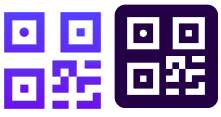


Full colour. Use on white or light backgrounds. This is the version to use whenever you can.



On dark. Use on Deep Purple (#240046) or other dark backgrounds.

Which file to use

VERSION	WHEN TO USE IT
	**Full colour** · light backgrounds. Default choice.
	**On dark** · dark backgrounds, with the purple “2”.
	**All white** · one-colour printing, photos and dark or mid-tone backgrounds.
	**All dark** · one-colour printing, black-and-white documents, faxes and stamps.
	**Mark only** · small spaces such as app icons, social avatars and favicons. Only use the mark alone when our name is already clear from the context.

02 · RULES

Space, size and mistakes

Clear space

Keep a margin around the logo that is free of text, images and other logos. The margin should be at least half the height of the logo on every side.



"½" = half the height of the logo, on all four sides.

Minimum size

VERSION	SCREEN	PRINT
Full logo (mark + wordmark)	120 px wide	30 mm / 1.2 in wide
Wordmark only	100 px wide	25 mm / 1 in wide
Mark only	24 px wide	6 mm / 0.25 in wide

Please don't



✕ Stretch or squash it



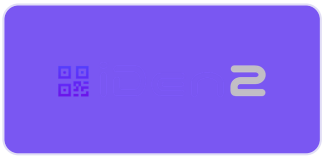
✕ Change the colours



✕ Rotate or tilt it



✕ Add shadows or effects



✕ Put it on a background with weak contrast



✕ Place it on a busy picture or pattern



✕ Retype the name in another font



✕ Add boxes, outlines or frames

Colour and type

Colours

Purple is the main brand colour. Use it with plenty of white or Mist, and keep Deep Purple for dark backgrounds.

iDen2 Purple
#7A57F2
RGB 122, 87, 242
Wordmark, buttons, links, highlights

Deep Purple
#240046
RGB 36, 0, 70
Dark backgrounds, covers, dark-mode logo tile

Bright Purple
#8055FA
RGB 128, 85, 250
The “2” on dark backgrounds, accents on dark

Lavender
#E9E7FF
RGB 233, 231, 255
Soft panels, tags, subtle fills

Mist
#F7F7FC
RGB 247, 247, 252
Page and slide backgrounds

Soft Grey
#C2BEC5
RGB 194, 190, 197
The “2” on light backgrounds (logo only)

Slate
#6E7191
RGB 110, 113, 145
Body text and captions on light backgrounds

The mark. The square code mark uses a soft top-to-bottom gradient from #553FFE to #6C13E9. Do not recreate it. Use the files in this kit.

Readability. Purple (#7A57F2) on white has a contrast ratio of 4.7:1. This is fine for headlines, large text and buttons, but too low for small body text, so use Slate or Deep Purple for body copy. White on Deep Purple is 18.0:1. Soft Grey is part of the logo only. Do not use it for text.

Typeface

We use **Inter** for everything written. It is free to download from rsms.me/inter and Google Fonts. If Inter is not available, use Arial or Helvetica.

Headlines	**Inter Bold**
Sub-headings	Inter Medium
Body text	Inter Regular. Clear, short sentences in plain language.

The “iDen2” wordmark is custom artwork, not a font. Never type it out in a headline as a logo. Use the logo files instead.

04 · WORKING WITH US

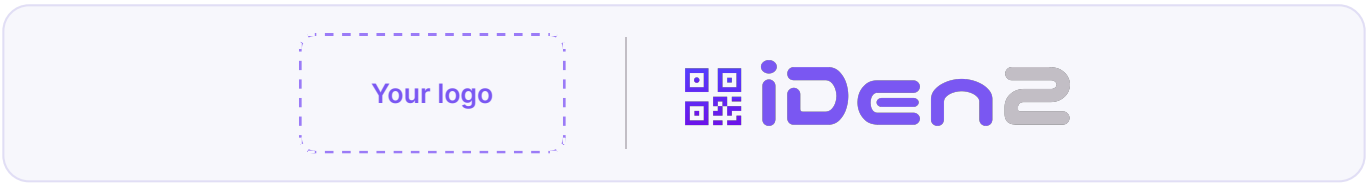
Using iDen2 with your brand

Writing our name

- Write it **iDen2**: lowercase “i”, capital “D”, then “en2”.
- Not **IDEN2**, **Iden2**, **iden2** or **iDEN2** in running text. Web addresses and email addresses stay lowercase (iden2.com).
- Product names keep their capital letters, for example **Phenix Platform**.

Side by side with your logo

When both logos appear together, place them side by side with a thin divider, at a similar visual size. Neither logo should sit inside the other, and ours should not be smaller than yours.



Describing iDen2

Please use this wording when you describe us in your materials, or ask us to review your own text.

> **Short:** iDen2 builds self-sovereign digital identity infrastructure. iden2.com
> **Standard:** iDen2 builds digital identity infrastructure based on self-sovereign identity. Its Phenix Platform helps organizations issue and manage verifiable credentials that people hold and control themselves.

Good practice

Do

- Use the files from this kit
- Keep the clear space and send us co-branded material before it goes public
- Use the on-dark or all-white version on dark backgrounds

Don’t

- Imply an endorsement or partnership we have not agreed
- Use our logo as your own or in your company name
- Change the logo, name or colours

Files in this kit

logos	SVG (vector, best for print and web) and transparent PNG in two sizes, for documents and slides.
avatars	Square mark on white and on Deep Purple, for social profiles and app listings.