



eFaas Brand Identity Style guide

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Maldives
Digital Service

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Introduction

This brand guide is designed for designers, developers, and UI/UX professionals who work with the eFaas visual identity across digital and print platforms.

It outlines how to correctly apply the eFaas logo, colors, typography, and interface elements to maintain consistency and professionalism in all brand touchpoints.

By following these standards, you help ensure that eFaas is presented clearly, confidently, and in line with its core values of trust and digital accessibility.

Logo Breakdown



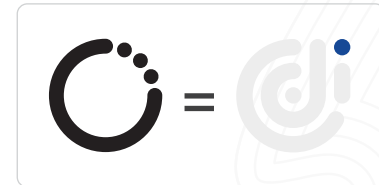
Shows a user from the top view reaching out for assistance.



Shows the letter "d" that entails the word "Digital".



Shows the letter "i" that entails the word "Identity".

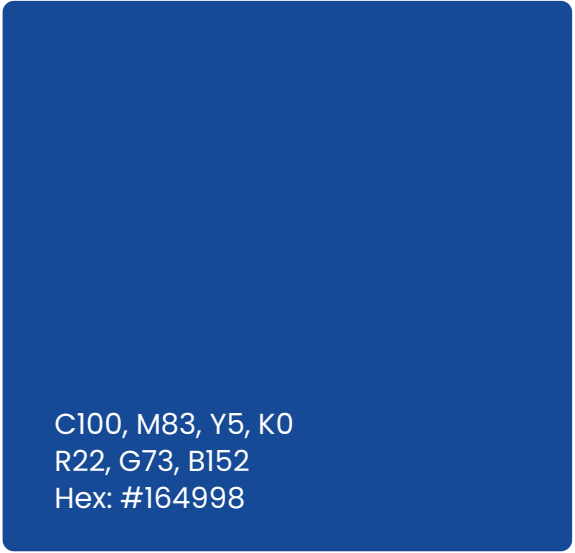


The dot "." entails connectivity, which is a core purpose of the Digital Identity.

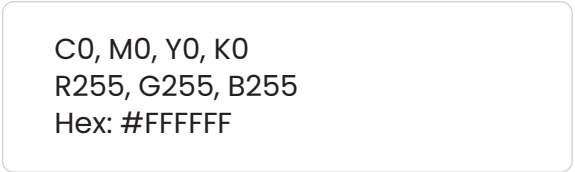
Brand Colors

Primary colors

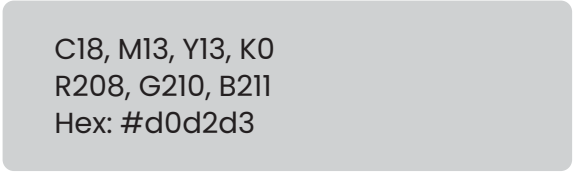
The primary color of the eFaas brand is dark blue. This color may be paired with white in alternate logo variations. Grey tones can be used across various design elements—such as typography and monochrome artwork—in combination with the primary color to maintain a cohesive visual identity.



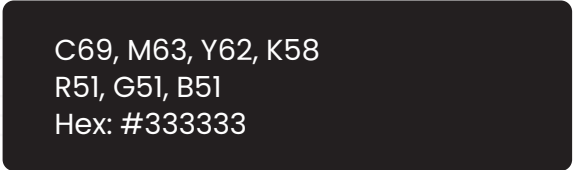
C100, M83, Y5, K0
R22, G73, B152
Hex: #164998



C0, M0, Y0, K0
R255, G255, B255
Hex: #FFFFFF



C18, M13, Y13, K0
R208, G210, B211
Hex: #d0d2d3



C69, M63, Y62, K58
R51, G51, B51
Hex: #333333

Logo Grid & Safe Area

The logomark must remain intact and should not be altered by moving, reshaping, or combining its elements with other logos.

No graphic elements, images, or text should intrude into the clear space defined as "X/2" in the grid system.



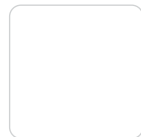
Logo Primary

The primary logo mark of eFaas is a white-on-blue square icon with a custom wordmark. The primary logo must be used as specified unless it compromises clarity.

logo Colors



C100, M83, Y5, K0
R22, G73, B152
Hex: #164998



C0, M0, Y0, K0
R255, G255, B255
Hex: #ffffff



Primary Logo in English



Primary Logo in Dhivehi

Logo Secondary

Use the secondary logomark on dark backgrounds where the primary blue logomark lacks sufficient contrast. This ensures legibility and maintains brand visibility.



Primary Logo in English



Primary Logo in Dhivehi

Logo Alternatives 1

Stacked logo

The stacked logo should be used in situations where the standard primary logo is not suitable – for example, in portrait layouts or on the splash screen of the eFaas app.



Logo Alternatives 2

Slogan logo

The slogan logo may be used in any context where the logo is not required to appear at a reduced size. It reinforces the brand identity by clearly stating the purpose of the eFaas brand.



Logo Greyscale

Greyscale logos should be used on light or dark backgrounds, primarily when color usage is not possible.



Incorrect Logo usage



Do not use the wordmark independently from the full logo.



Do not alter the positioning or layout of the logo in any way.



Do not place the logo on busy backgrounds. Use only brand-approved colors.



Do not change the proportions of any logo element in relation to others.



Do not stretch, skew, or distort the logo or any of its parts.



Do not change the font used in the wordmark.



Do not move, rearrange, or alter the layout of the logo elements.

Correct Logo usage



Always use the primary logo whenever possible.



Greyscale versions are intended for black-and-white or limited-color contexts.



Place the logo on white areas or use a white gradient over images.



Allow ample spacing when using the eFaas logo with other logos.



Use dark backgrounds for the monochrome logo.

Brandmark



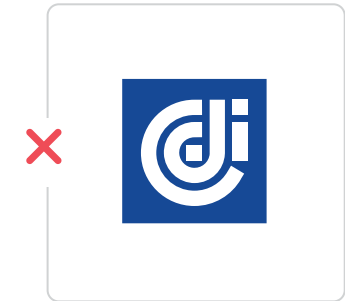
Always use the brandmark in its original form.



Use white fill inside the brandmark's shapes.



Use white color on the inside of the shapes of the brandmark



Maintain the original corner radii.



Do not place the primary logo on dark backgrounds.



Do not remove any elements from the brandmark.



Avoid stretching, skewing, or distorting logo components.



Do not apply transparency inside the brandmark's shapes.

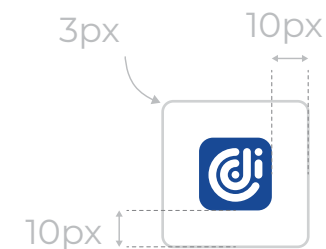
Icon Usage

The artwork/icon part from the Primary logo can be used as the app icons for better recognition of the brand. "Efaas" should be the name of the Digital Identity app.



Sign in Button design

The elements of the sign-in button must remain intact and unaltered in position or shape. It is essential to choose a button style that best aligns with your website's design and functionality.



Typeface

Poppins, Medium, Mv Waheed

Colors



C100, M83, Y5, K0
R22, G73, B152
Hex: #164998



C69, M63, Y62, K58
R51, G51, B51
Hex: #333333



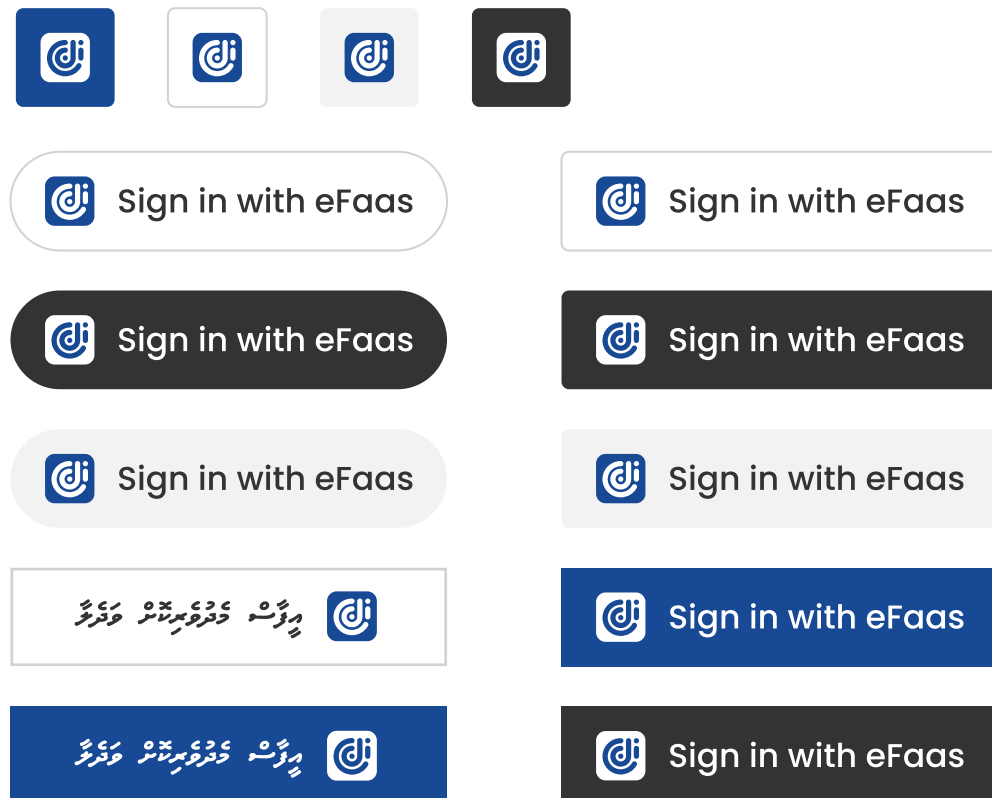
C18, M13, Y13, K0
R208, G210, B211
Hex: #d0d2d3

Sign in button Alternatives

The eFaas sign-in or register button—including the icon-only version—can be used in any of the four color variations.

Corner styles may be adapted to match the style of partner websites, whether rounded or square.

Use the exact terms and styles shown in the examples provided to maintain brand consistency across all partner implementations.

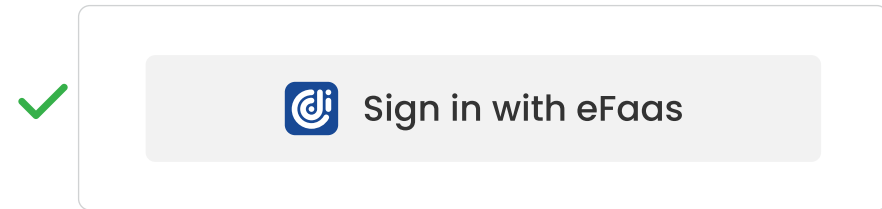


Button usage

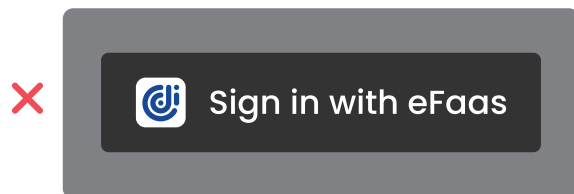
Do's & Don'ts



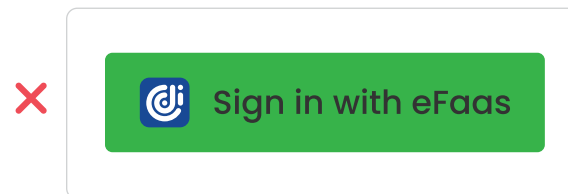
Do not deviate from the specified spacing guidelines while using the button elements



Padding left and right can be expanded to fit the design



Avoid using black button on darker backgrounds



Do not use custom colors on the button



Do not change the font and the color of the text



eFaas
Brand Identity
Style guide



Maldives
Digital Service

f / eFaasmv
X / eFaasmv
globe www.efaas.gov.mv/