eFaas Brand Identity Style guide

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NATIONAL CENTRE FOR INFORMATION TECHNOLOGY

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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
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.

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 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.

y   z   y

X/2

X/2   X   Z

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.

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

✓

✓

✓

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

✓

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

✓

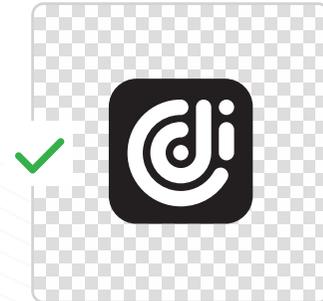Use dark backgrounds for the monochrome logo.

Logo
Greyscale

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

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.

Logo
Breakdown

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

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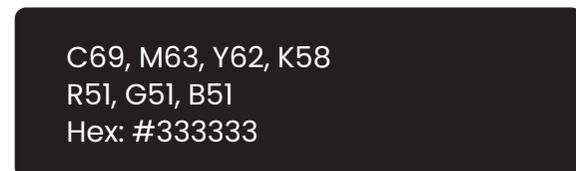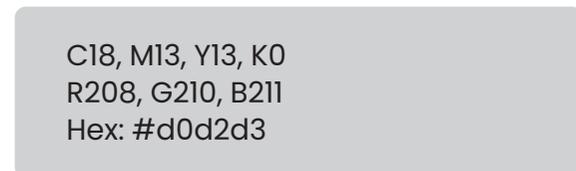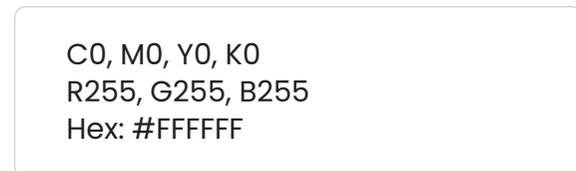
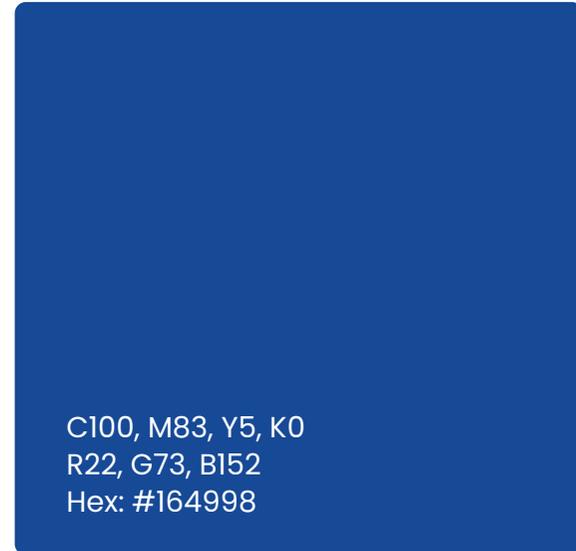Shows the letter "i" that entails the word "Identity".

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

Typography

Titles, Description and Display use

Poppins Bold is recommended for use across titles, body text, descriptions, and display elements. As a modern and versatile typeface, it complements corporate design aesthetics effectively.

Display use and Wordmark

The wordmark uses a customized version of the Comfortaa typeface. This font may be used sparingly for display purposes only.designs.

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

MV Waheed

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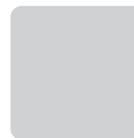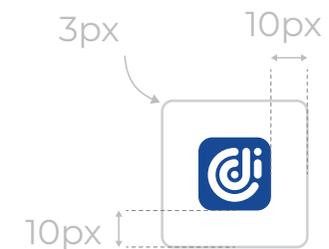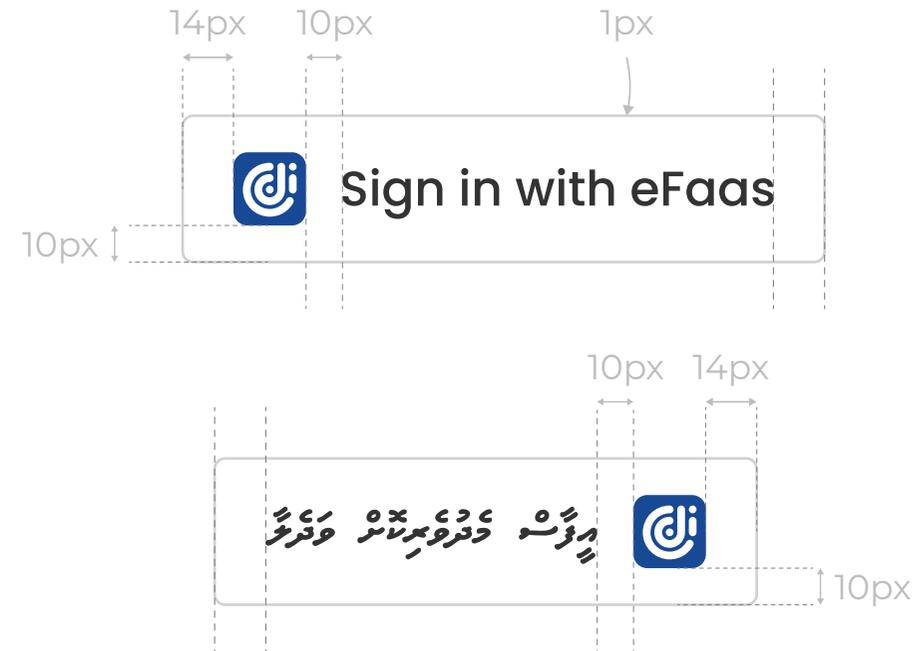
C100, M83, Y5, K0
R22, G73, B152
Hex: #164998

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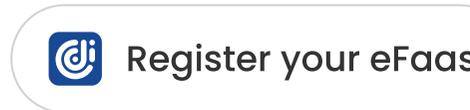R255, G255, B255
Hex: #FFFFFF

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

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

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

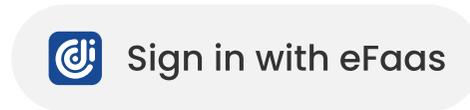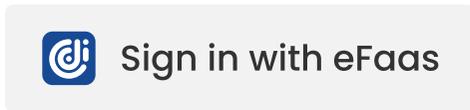|		
C100, M83, Y5, K0 R22, G73, B152 Hex: #164998	C69, M63, Y62, K58 R51, G51, B51 Hex: #333333	C18, M13, Y13, K0 R208, G210, B211 Hex: #d0d2d3

14px   10px   1px

Sign in with eFaas

10px

10px   14px

10px

3px   10px

10px

Sign in button
Alternatives

Sign in with eFaas

Sign in with eFaas

Sign in with eFaas

Sign in with eFaas

Sign in with eFaas

Sign in with eFaas

Sign in with eFaas

Register your eFaas

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Button usage
Do's & Don'ts
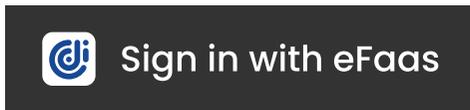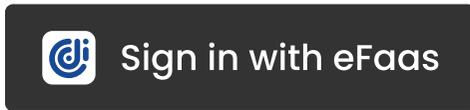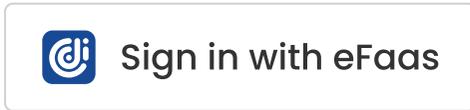
✗ ![Sign in with eFaas button in blue with spacing arrows]

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

✓ ![Sign in with eFaas button in light gray]
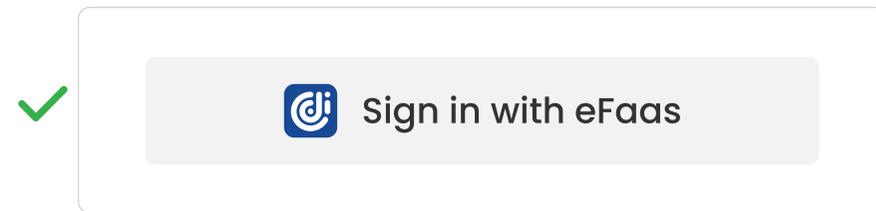
Padding left and right can be expanded to fit the design

✗ ![Sign in with eFaas button on dark gray background]
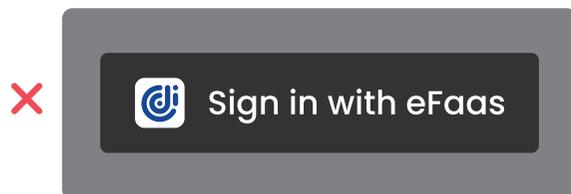
Avoid using black button on darker backgrounds

✗ ![Sign in with eFaas button in green]
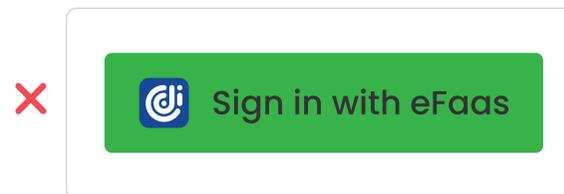
Do not use custom colors on the button

✗ ![Sign in with eFaas button with script font]

Do not change the font and the color of the text

efaas

**eFaas
Brand Identity
Style guide**

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