



FINGERPRINTS

# PARTNER BRAND GUIDELINES

HOW TO USE OUR BRAND AND COMMUNICATE FINGERPRINTS

## INTRODUCTION

# TOGETHER WE MAKE THINGS GENIUS

We acknowledge and value you as a partner of our biometric solutions. Together we have a mutual gain in showing who is delivering world leading biometrics to the market. These partner guidelines formalize the way to use our brand, names and trademarks across digital and collateral assets. The target users of these guidelines are Fingerprints' partners within the following categories:

**OEMS / ODMS**

Manufacture products sold to and used by end consumers (e.g. smartphone vendors, card manufacturers, card issuers like banks, doorlock manufacturers, product makers)

**MODULE SUPPLIERS**

Assemble and package various components into modules ready for assembly in end user products like smartphones and smartcards

**TECHNOLOGY PARTNERS**

Refines and integrates Fingerprints' technology into their product and solution, that is then integrated into end products (example smartcard inlays, Secure Elements, system integrators)

**DISTRIBUTORS AND RESELLERS**

Sell and distribute Fingerprints' products and solutions to the eco-system

## COPYRIGHT

# RIGHTS TO USE

The guidelines are protected under copyright laws and any use needs prior written permission from Fingerprints, e.g. through a valid agreement directly or indirectly with Fingerprints.

The use needs to be strictly according to these guidelines and any instruction provided by Fingerprints. The use shall be only for the purpose of strengthening Fingerprints' trademarks and partners products and solutions, and always be aligned with Fingerprints brand values. Fingerprints may, in its sole discretion at any time, change the guidelines or revoke a partner's right to use the guidelines, logotype or trademark.

All representations or warranties related to the guidelines, logotypes and trademarks, whether the use is within a geographical market where the logotype or trademark is registered or not, including warranties or conditions for fitness for a particular purpose, merchantability, title and non-infringement, are hereby disclaimed.

Please visit [www.fingerprints.com/downloads-resources/partner-page/](https://www.fingerprints.com/downloads-resources/partner-page/) for latest version of this guideline and resources for download, and contact [marketing@fingerprints.com](mailto:marketing@fingerprints.com) if any questions.

## FINGERPRINTS NAMES

# WHAT WE ARE CALLED AND WHEN

We must be clear and consistent in how we use our brand name. Below the guidelines for how we use the name Fingerprints, as a brand, as a product and solution globally.

## FINGERPRINT CARDS AB

In legal contexts, Fingerprint Cards AB is how we use the company name, example Press Releases.

## FINGERPRINTS

Fingerprints is how we use and write the company name in running texts and in all marketing material.

*Except in China where FPC may be used to refer to our company.*

## FPCXXXX

Our products and solutions are always named with an abbreviation in capital letters along with numbers or other abbreviation.

## EXAMPLE

✓ CORRECT	✗ INCORRECT
Fingerprints is the worlds' leading biometrics company	FPC is the worlds' leading biometrics company. <b>NOTE!</b> Only to be used in China
FPC BM-Lite	BM-Lite
FPC 1020	1020
FPC 1300-series	1300-series
Fingerprint Cards AB	Fingerprint Cards

## FINGERPRINTS BOILERPLATE

When a short description of Fingerprints is needed, the following boilerplate is used. The boilerplate can be included as a description in many different places and situations – without alteration.

*Fingerprint Cards AB (Fingerprints) – the world's leading biometrics company, with its roots in Sweden.*

*We believe in a secure and seamless universe, where you are the key to everything. Our solutions are found in hundreds of millions of devices and applications, and are used billions of times every day, providing safe and convenient identification and authentication with a human touch. For more information visit our website, read our blog, and follow us on Twitter. Fingerprints is listed on Nasdaq Stockholm (FING B).*

## FINGERPRINTS GRAPHIC IDENTITY

# HOW TO USE OUR GRAPHIC IDENTITY

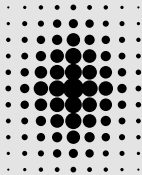
Fingerprints logotype and trademarks are symbols that visualize the interaction between human and machine. In this section we exemplify how to use them correctly.

## FINGERPRINTS GRAPHIC IDENTITY

## LOGOTYPE

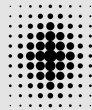
Fingerprints logotype should only be used when talking about us as a company and a provider, as example on a web page describing who we are and what we do. Use our logotype only in black or white. Version 1 is our main logotype so choose that one if possible. If the logotype needs to be placed in a corner use version 2.

V. 01



FINGERPRINTS

V. 02



FINGERPRINTS

V. 01



FINGERPRINTS

V. 02



FINGERPRINTS

## FINGERPRINTS GRAPHIC IDENTITY

# LABEL

Fingerprints has one main label, which should be used when talking about our biometric technology and products. The label may only be used for products and applications that integrates Fingerprints' sensor. This should be used in collateral material such as presentations, white papers, tech specs, demonstrations. The label should only be used as shown below. The only exception is smart cards.



**BIOMETRICS BY  
FINGERPRINTS™**

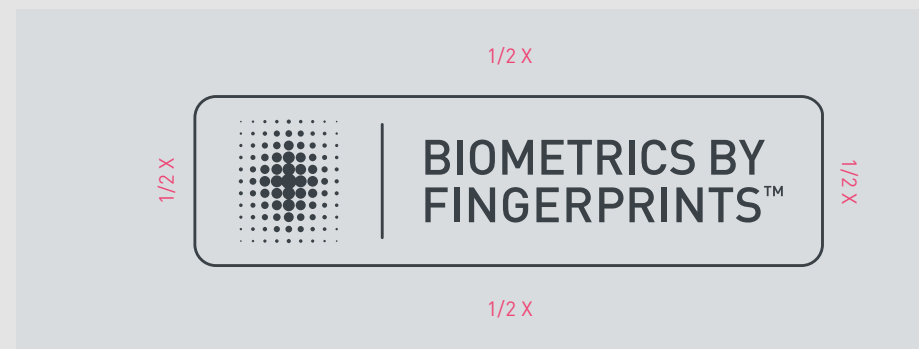
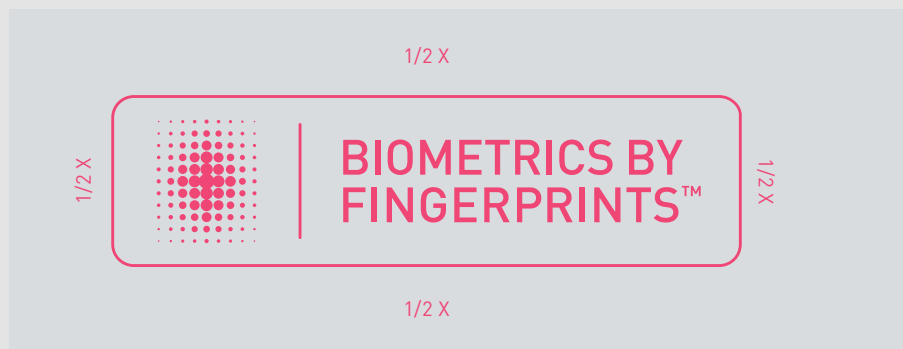
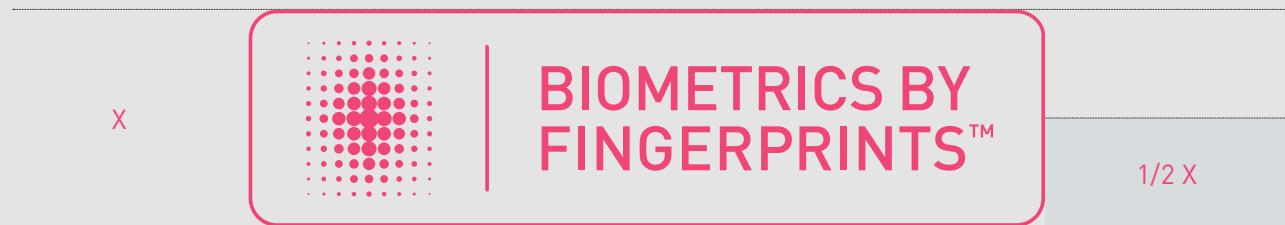
**NOTE!** This version of the label is only to be used on smart cards



## FINGERPRINTS GRAPHIC IDENTITY

# LABEL - SAFE AREA

To give the label the respect and space required, we work with a safe area. The safe area is one fourth of the symbol height and is to be used from all of the outer edges of the label. This creates an adaptable safe area that serves the purpose of always giving the logo exactly the right amount of minimum surrounding white space.



## FINGERPRINTS GRAPHIC IDENTITY

## LABEL - COLORS

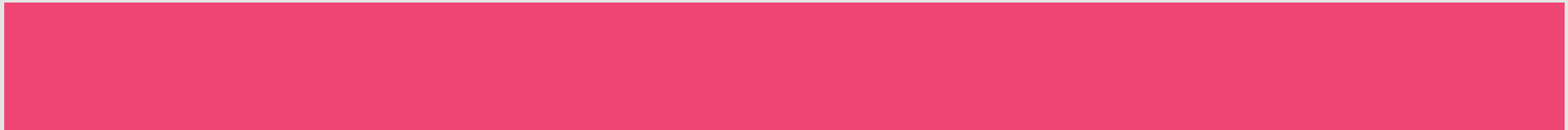
The label can be used in these three different colors.

**PANTONE COOL GRAY 11 C**

C 20 M 5 Y 5 K 85

R 61 G 66 B 69

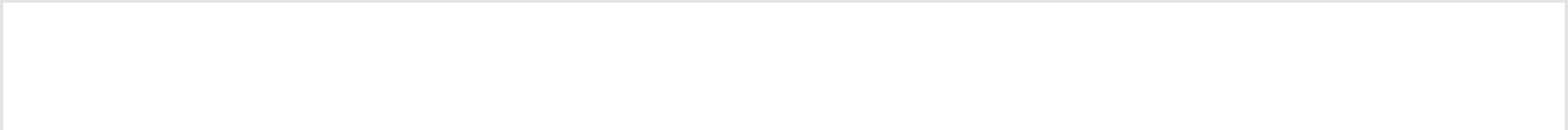
HEX #3B4043

**PANTONE 191C**

C 0 M 88 Y 32 K 0

R 232 G 57 B 109

HEX #E8396D

**OPAQUE WHITE**

C 0 M 0 Y 0 K 0

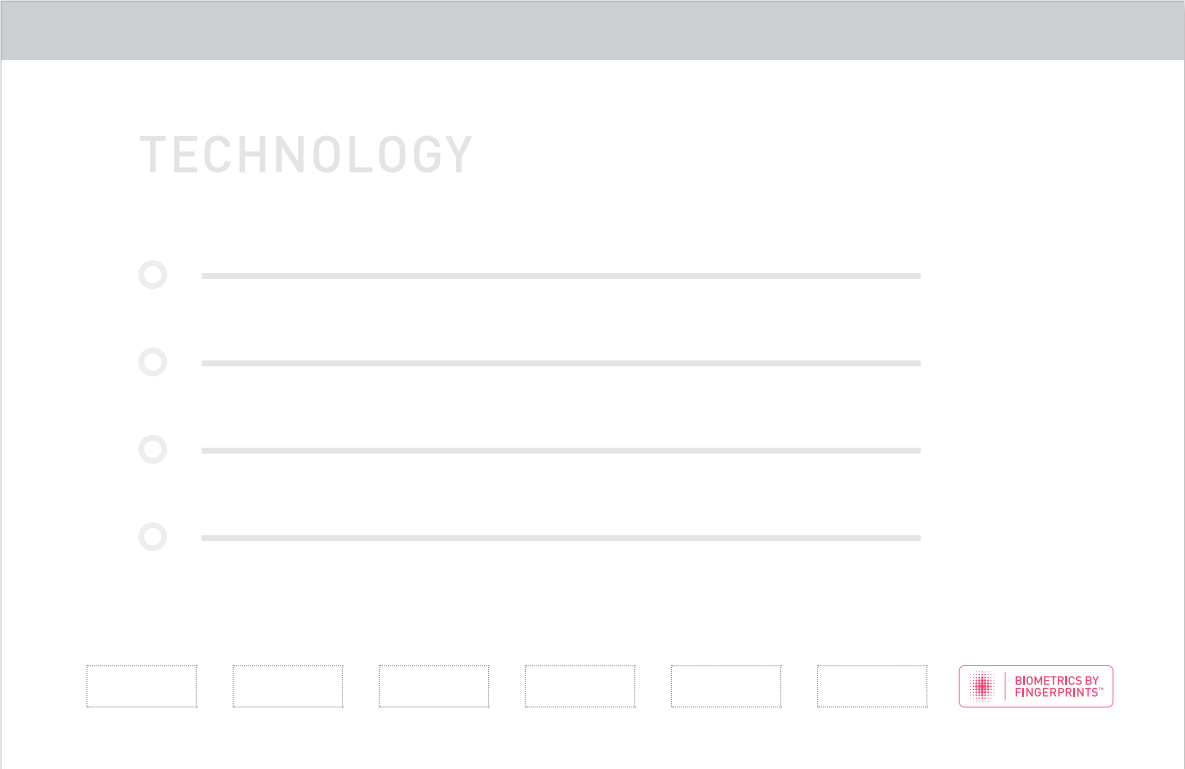
R 255 G 255 B 255

HEX #FFFFFF

FINGERPRINTS GRAPHIC IDENTITY

# LABEL PLACEMENT EXAMPLES

PPT



Preferred hight: 12 mm / Minimum hight: 9 mm

WHITE PAPER



Preferred hight: 13 mm / Minimum hight: 10 mm

## FINGERPRINTS GRAPHIC IDENTITY

# FEATURE TRADEMARKS

Fingerprints has several end user features which can be used to explain the benefits the product is having on the everyday user experience. See below for the full list and the explanation to be used with each. These trademarks may only be used for products integrating Fingerprints' software.



One touch and youre on



Evolving along with you



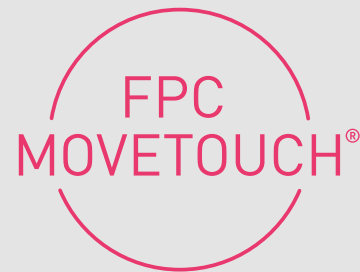
The fastest authentication  
you ever made



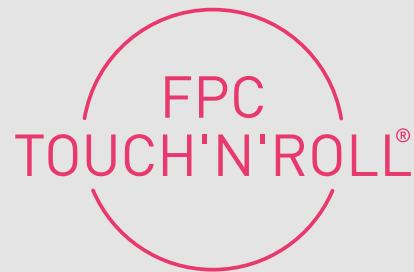
Collection of security functions



Your touch from any angle



Navigate, scroll, swipe with  
your fingertip



Enroll yourself with a few  
quick touches



Sensing the pressure of your  
finger for actions

## FINGERPRINTS GRAPHIC IDENTITY

# HOW TO CREDIT FINGERPRINTS MATERIAL

All use of Fingerprints slides within a partner branded presentation should be in the graphical profile of the partner - accompanied by a credit line so that it is clear which elements of the presentation are owned by Fingerprints. It is **NOT** permitted to use Fingerprints graphic identity (look and feel) in combination with partner graphic identity.

All use or reference to Fingerprints marketing material (such as presentations, images, infographics, market research data) should be accompanied by a credit note as follows:

**Slide/Photo/Data courtesy of Fingerprint Cards AB. All rights reserved.**

