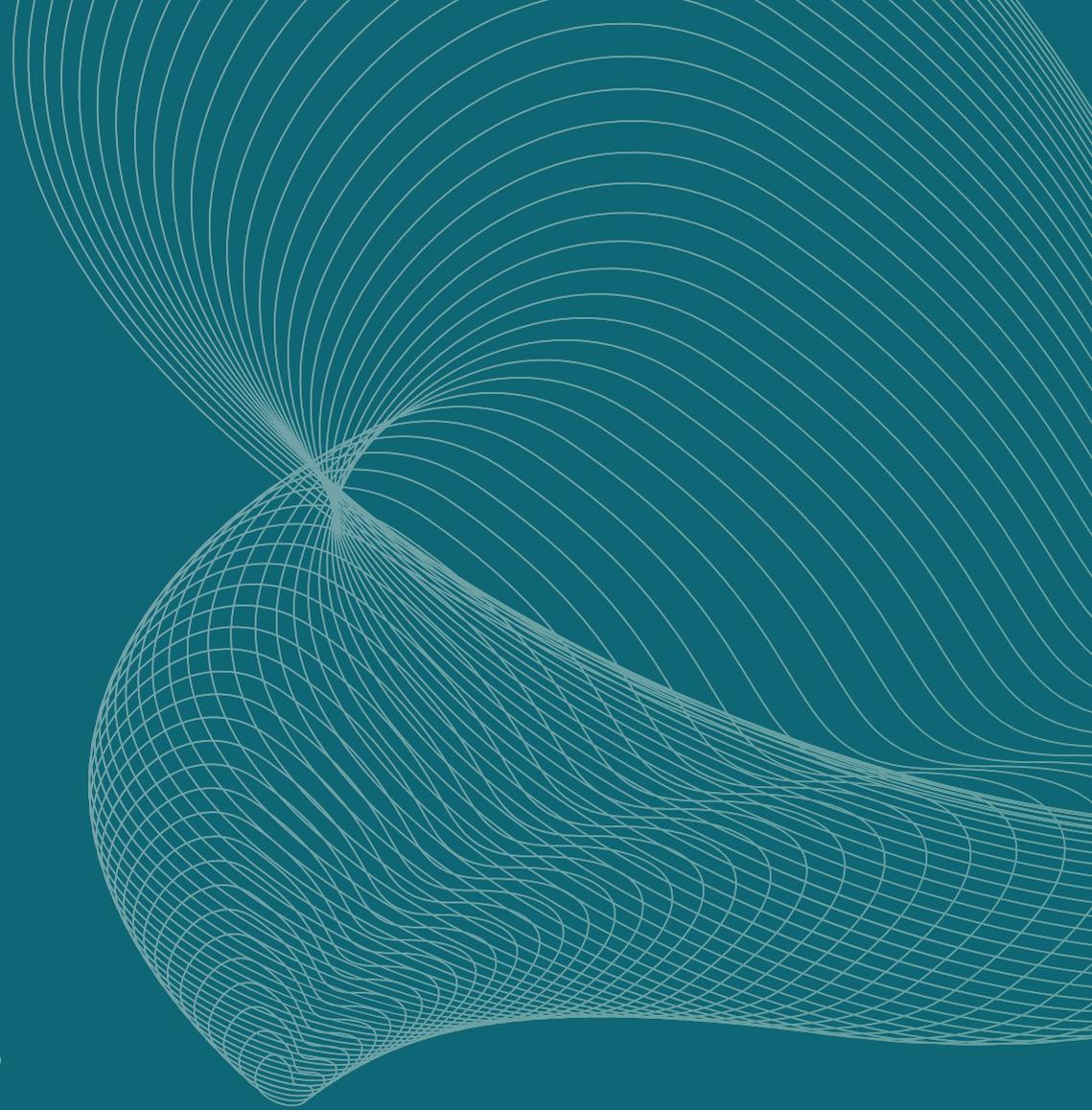




THEMIS

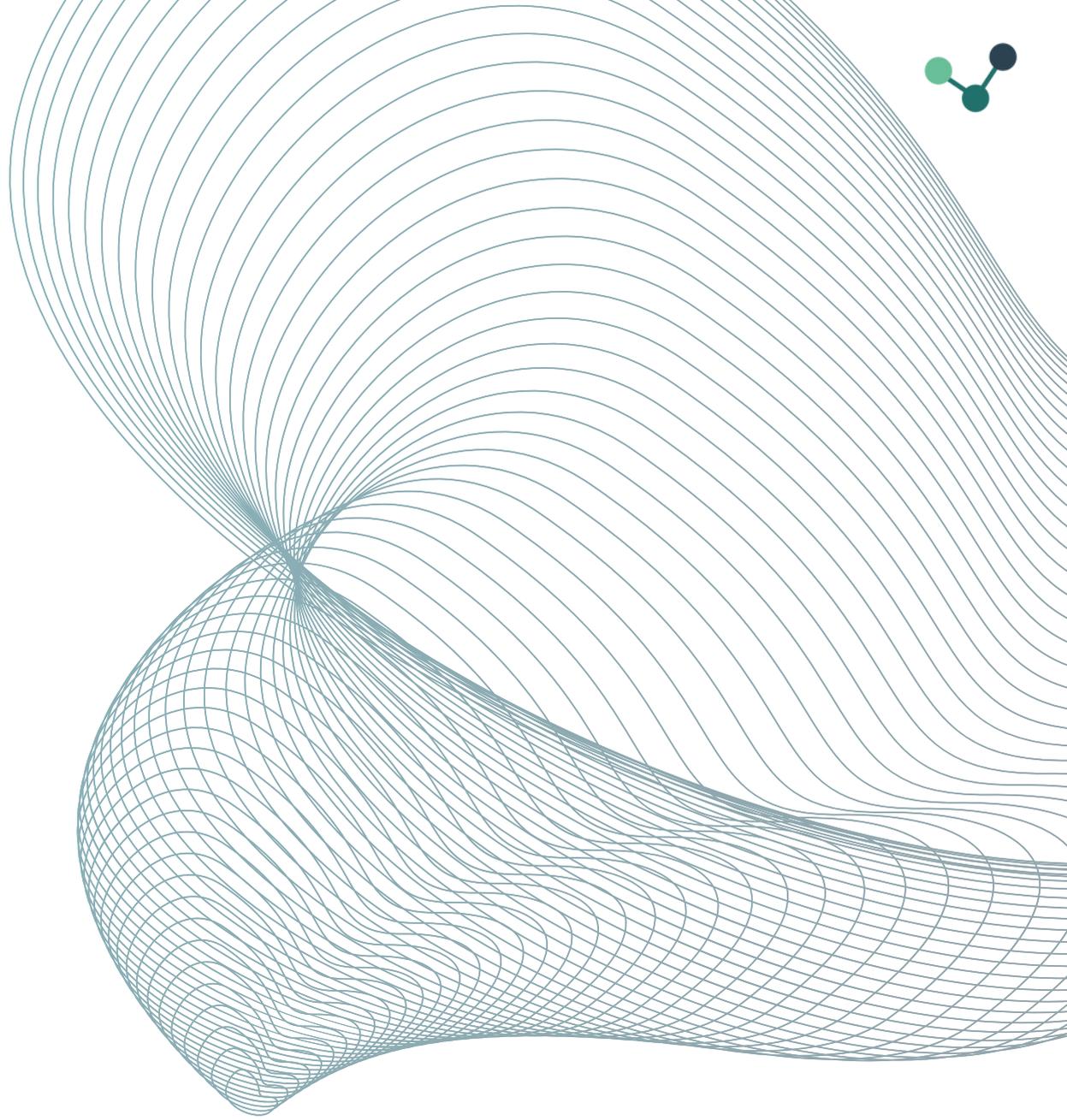
# Brand Guidelines





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## Themis Brand Guidelines

Welcome to the Themis Brand Guidelines, designed to provide a comprehensive overview of Themis' brand identity and guidelines for marketing and sales efforts.

Themis is an award-winning digital financial crime platform dedicated to revolutionising financial crime risk management for companies and individuals worldwide. This guide outlines key elements of Themis' brand identity and messaging for maintaining a consistent and compelling brand presence.



# About Themis



## OUR STORY

At Themis, our story is one of innovation and dedication to addressing the growing threat of financial crime. We've always believed in empowering individuals and businesses to protect themselves against nefarious factors. This journey began with a vision to create a platform that simplifies due diligence and has evolved into a mission to combat financial crime on a global scale.



## MISSION STATEMENT

Our mission at Themis is clear: to make due diligence a common practice for both individuals and businesses, ultimately reducing the global impact of financial crime. We are committed to providing powerful tools and expert support to ensure that everyone can protect themselves from the devastating effects of financial crimes.



## VISION STATEMENT

We envision a world where financial crime is significantly reduced, and that both individuals and businesses can thrive without fear of illicit connections. Our vision is to be at the forefront of this transformation.

Our goal is to provide a powerful and intuitive platform that enables businesses and individuals to conduct due diligence effortlessly and effectively, reducing financial crime risks globally.

# The Logo



COLOURED ON LIGHT  
BACKGROUND

THIS IS THE LOGO'S PRIMARY  
COLOUR APPLICATION



WHITE ON COLOUR

FOR DARKER OR COLOURFUL  
BACKDROPS, OUR WHITE LOGO MAY BE  
USED



# The Logo

## Themis Logo

The Themis logo is a visual representation of the company's core values: security, trustworthiness, and innovation. It consists of an recognisable illustration and the company name.

## Primary Logo

The logo is available in all formats for print and digital use. The primary full colour logo should be used whenever possible.





# Incorrect Logo Usage

Incorrect logo usage refers to any deviation from the specified guidelines and standards set forth in Themis' brand guidelines. It encompasses situations where the logo is used in a manner that compromises its visual integrity, clarity, and brand identity. It is crucial to avoid incorrect logo usage to maintain a consistent and professional image for Themis.





# Logo Clear Space

Maintaining clear space around the Themis logo is essential for preserving its visual integrity and impact. To ensure clarity and prevent visual clutter, a clear area of at least 1/4th of the logo's width should be maintained on all sides when placing the logo alongside other elements, text, or graphics. This clear space ensures that the logo remains distinct and unobstructed.

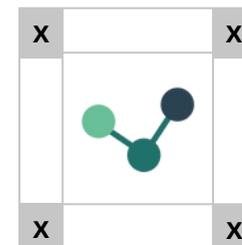
## SIZING

It's crucial to use the logo in a size that maintains its legibility. For digital applications, a minimum width of 150 pixels is recommended to ensure readability and recognition. In print materials, the logo should not be scaled below 1 inch in width. Scaling the logo proportionally is crucial to avoid distortion and maintain its professional appearance. By adhering to these guidelines, we uphold the Themis brand's visual consistency and professionalism across all media.



## CLEAR SPACE

The minimum clear space of 2x around and 4x above and below. Try to maximise clear space whenever possible. Always scale the logo proportionally.





# Colour Palette

Themis' colour palette consists of a harmonious range of greens, a mustard yellow, and a neutral grey. These colours have been carefully selected to convey the brand's personality.

The colour palette captures the essence of Themis by incorporating various shades of green to represent growth, innovation, and security while infusing a touch of mustard yellow for urgency and grey for balance. These colours work harmoniously to convey our brand's commitment to protecting individuals and businesses from financial crime.



Darker Green  
#2B4251



Dark Green  
#0F6674



Green  
#20706B



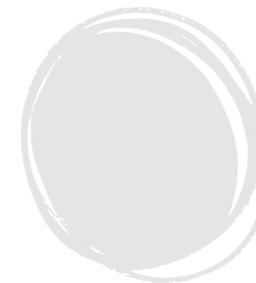
Medium Green  
#68BF98



Light Green  
#A6D5C1



Yellow  
#FFC107



Light Grey  
#E4E6E5



# Colour Palette Usage

To ensure that the range of green colours and the mustard yellow can be effectively used together on different backgrounds while maintaining clarity and readability, it's important to establish clear guidelines for their combinations. Here are some suggestions on how these colours can be used.

Maintain consistency in colour usage throughout your digital channels and materials to establish a cohesive brand identity. By following these guidelines, you can create a visually appealing and readable design that effectively conveys Themis' brand identity while maintaining clarity and accessibility on different backgrounds.

# 0 F 6 6 7 4

Background

# E 4 E 6 E 5

Background

# 2 B 4 2 5 1

Font

# 6 8 B F 9 8

Pattern

# A 6 D 5 C 1

Pattern

# F F C 1 0 7

Pattern

# 2 0 7 0 6 B

Pattern



# Risk Assessment Colour Palette

Themis' Risk Assessment Colour Palette plays a crucial role in our brand's visual language, particularly in conveying the complexity and urgency of financial crime risk management.

This palette is carefully chosen to visually communicate the intricate process of assessing and mitigating risks. The variations of green, yellow and orange symbolise the depth of our insights and the meticulousness of our risk assessments, while the striking reds serve as a powerful alert to highlight areas that demand immediate attention.

When applied consistently in risk assessment materials, this palette not only reinforces Themis' dedication to comprehensive financial crime prevention but also assists our clients in making informed decisions with clarity and precision.



Light Green  
#A6D5C1



Medium Green  
#68BF98



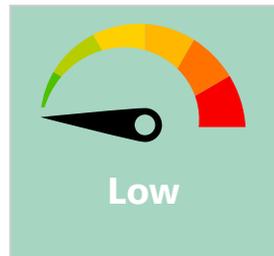
Yellow  
#FFC107



Orange  
#F9943B



Red  
#BC1823



Low



Medium/Low



Medium



High/Medium



High

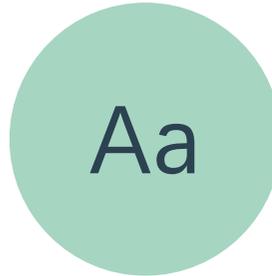


# Typography

Leelawadee brings a fresh, modern take that aligns with our identity as a forward-thinking organisation. This font reinforces our commitment to professionalism, trustworthiness and innovation.

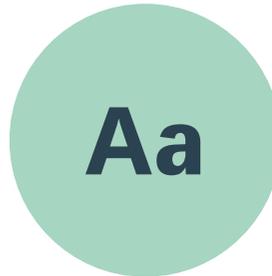
Not only is it stylish; it's nicely spaced, clear, easy to read and flexible to work across our different platforms and the Microsoft suite, ensuring consistency in our messaging.

## Primary



Leelawadee  
ABCDFEGHIJKLM  
abcdefghijklmopqrs  
0123456789

## Secondary



**Leelawadee**  
**ABCDFEGHIJKLM**  
**abcdefghijklmopqrs**  
**0123456789**

## Website **ONLY**



Poppins  
ABCDFEGHIJKLM  
abcdefghijklmopqrs  
0123456789

# Typography Applied

Utilize 'Leelawadee' typography to enhance Themis' brand materials. Opt for 'Leelawadee Bold' for headings and titles, 'Leelawadee Medium' for subheadings, and 'Leelawadee Regular' for body text, ensuring readability.

Use 'Leelawadee Bold' for emphasis and brand elements, maintaining consistency across all channels and materials. Leverage its multilingual support for diverse audiences and prioritize accessibility. By applying 'Leelawadee,' Themis achieves a unified, professional, and accessible visual identity, reinforcing our mission to combat financial crime worldwide.



# Themis

40 Pt

**Themis is an award winning, AI-powered financial crime risk management platform**

20 Pt

Themis is an award winning, AI-Powered digital financial crime risk management platform

14 Pt

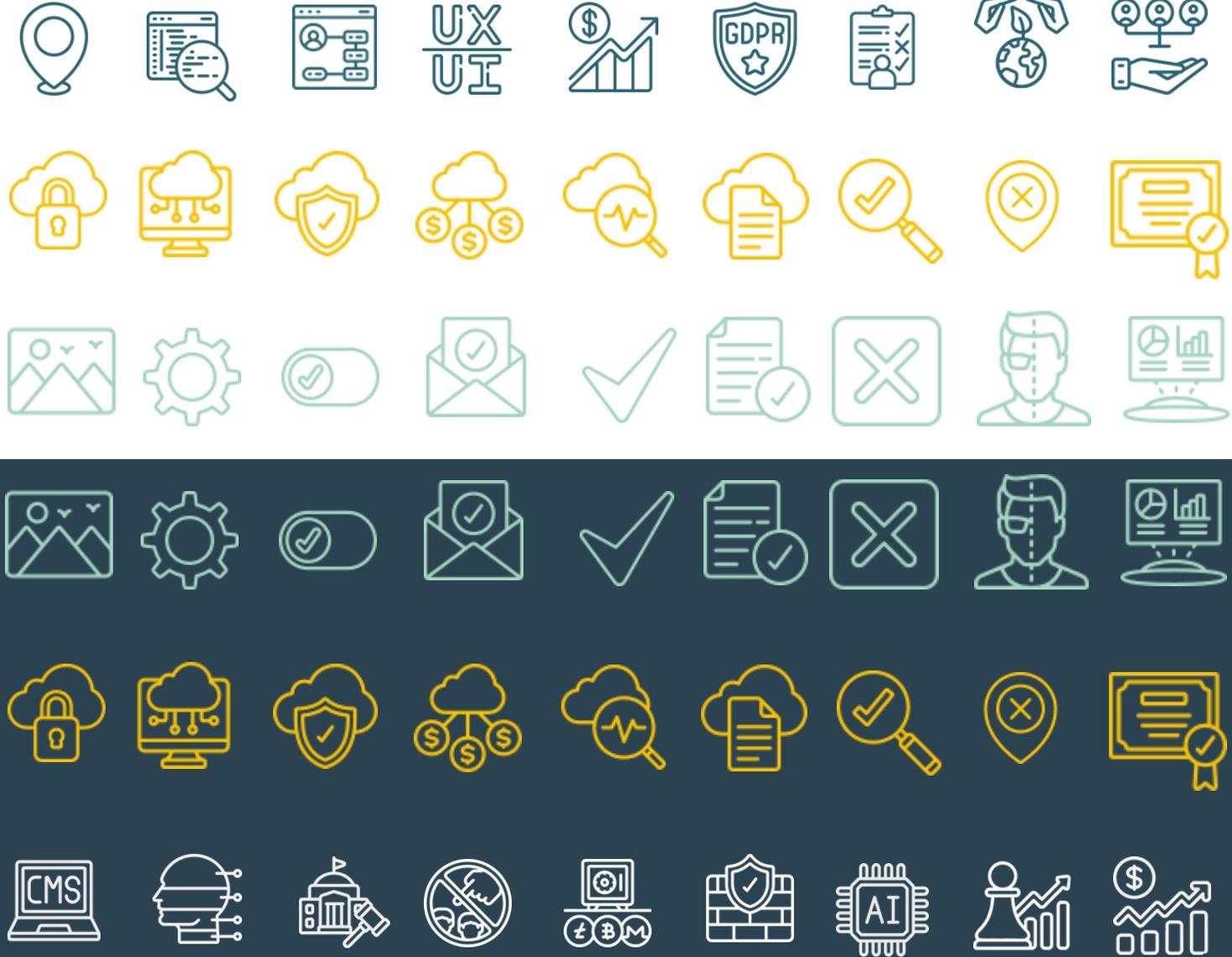
Themis is an award winning, AI-Powered digital financial crime risk management platform

10 Pt

# Icon Collection

## JuicyFish

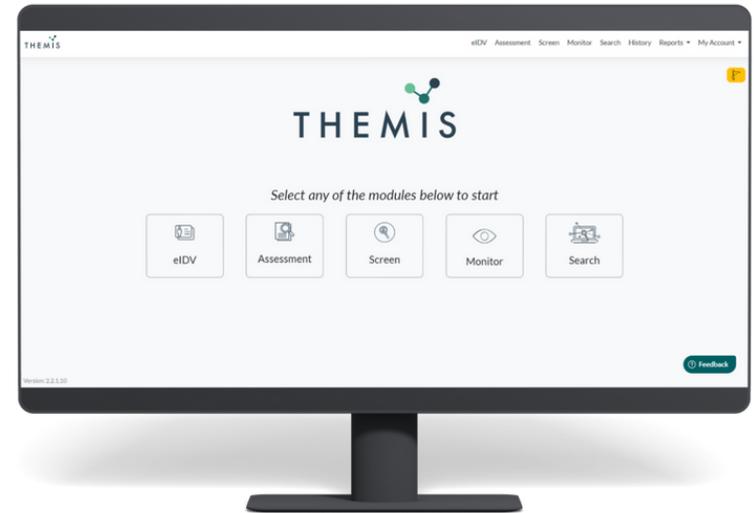
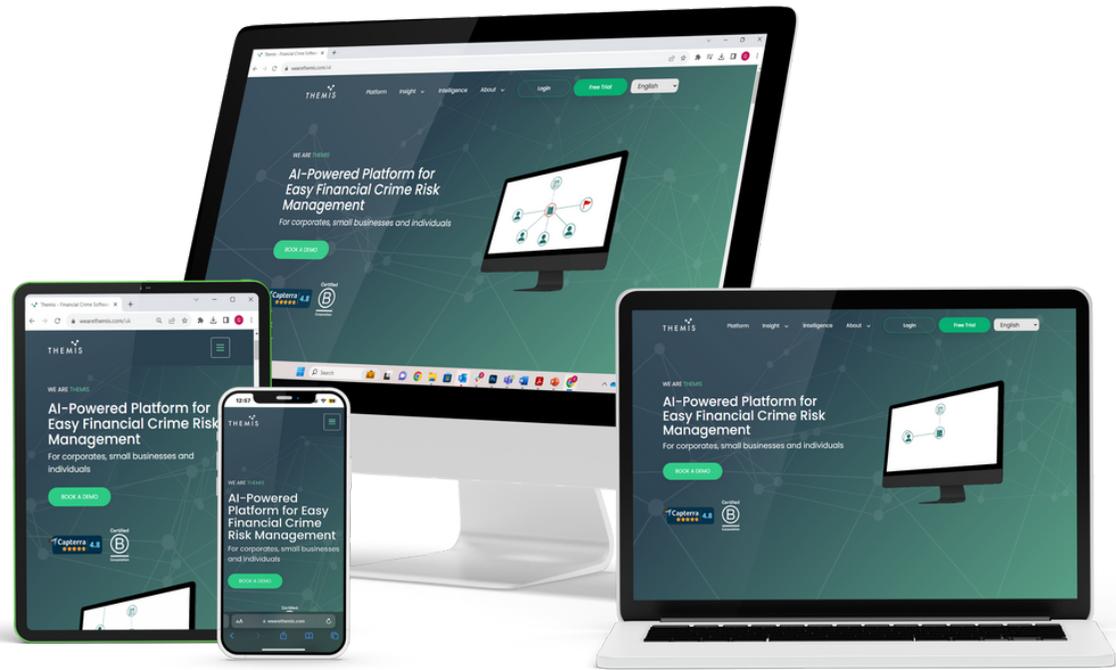
The Icon Collection - JuicyFish Icons add a visually engaging and cohesive element to our brand identity. These icons, chosen for their clarity and relevance, seamlessly integrate with our brand's messaging and objectives. Whether used to highlight key points in reports or to illustrate concepts in presentations, JuicyFish Icons enhance our communications with a universal visual language. It's imperative to note that these icons are to be used exclusively with our brand colours, ensuring they harmonise with the overall brand aesthetics.



# Media Application

When using our logo and typography in media materials, ensure adherence to our specified colour palette, maintaining the integrity of our vibrant greens, mustard yellow, and neutral grey. Consistency is key across all channels and materials to reinforce our brand's credibility.

High-quality images that align with our brand values of security and innovation should be employed. The use of 'Leelawadee' typography enhances readability and professionalism. Proper clear space around the logo and maintaining appropriate logo sizing are paramount to preserving visual clarity. By following these media application guidelines meticulously, we bolster Themis' brand identity and strengthen our mission to combat financial crime while maintaining a cohesive and professional image across all channels and mediums.



# Examples of on-brand print visuals

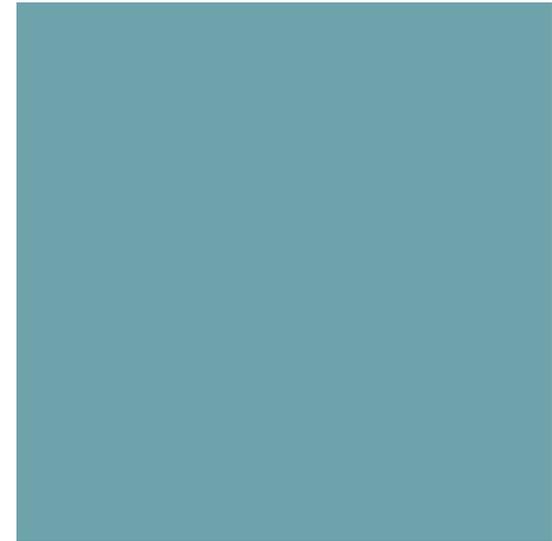
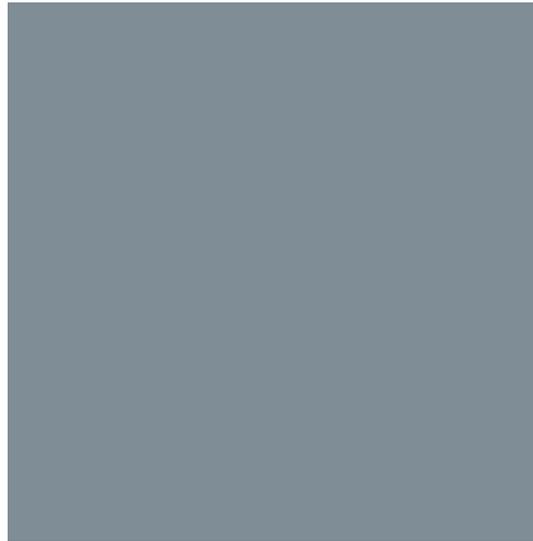
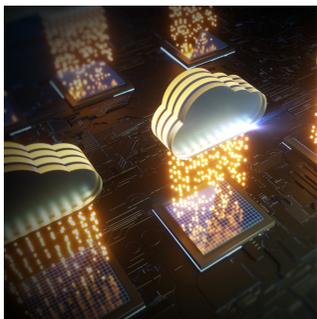




# Design Applied

When a visual are too crowded, dark, or has the potential to obscure the logo or text, adding a wash-face in our brand colours can address this issue. Ensuring the wash-face is transparent enough for the viewer to clearly see the visual, read the text, and observe the logo is vital for maintaining visual clarity and consistency.

## Original Image:



## Transparency - 60



# Design: Best Practice Examples



**WORLD MENTAL HEALTH DAY** ❤️

THEMIS

THEMIS

**HOW FUZZY IS YOUR LOGIC?**

A GUIDE TO USING FUZZY LOGIC FOR EFFICIENT AML ALERT SYSTEMS IN SCREENING & MONITORING.

10 MAY 2020 10:00 AM EST

THEMIS #SDG16

THEMIS

**50 MILLION STEPS FOR THE 50 MILLION VICTIMS**

JOIN US AS WE TACKLE 50M STEPS BY OCTOBER 18!

**'HOW I AVOIDED THE CRYPTOSCAMMERS'**

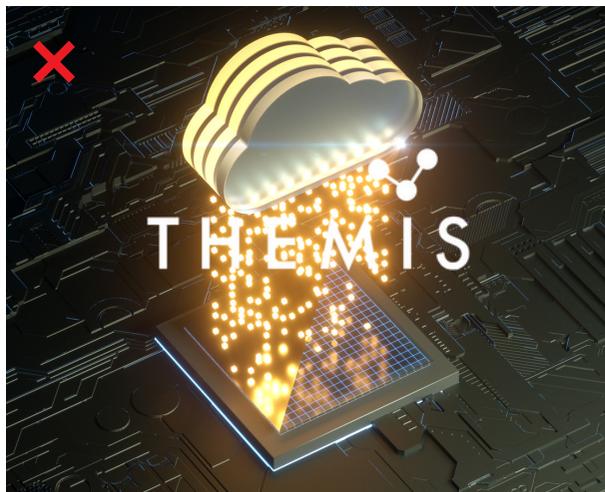
**Henry Williams**  
Head of Investigations

**Cindy Gallop**  
Founder & CEO

THEMIS

**monp**  
makelovetotporn.com

# Design: Incorrect Examples

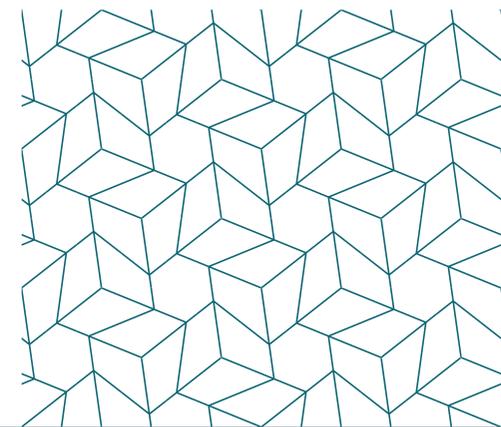
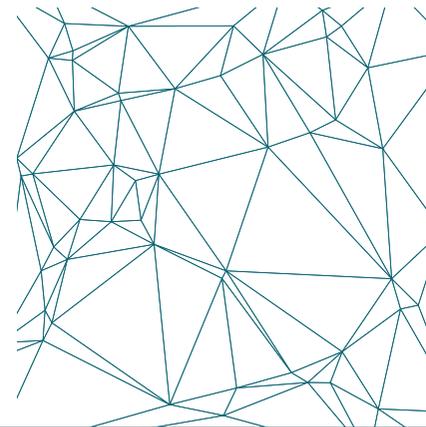
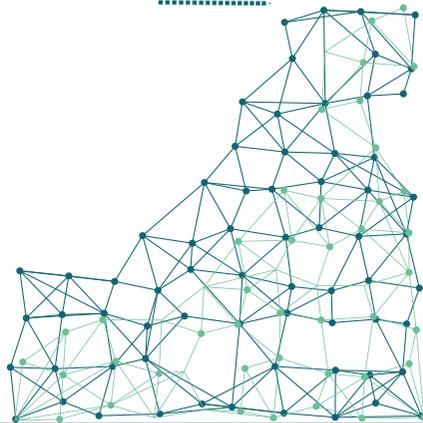
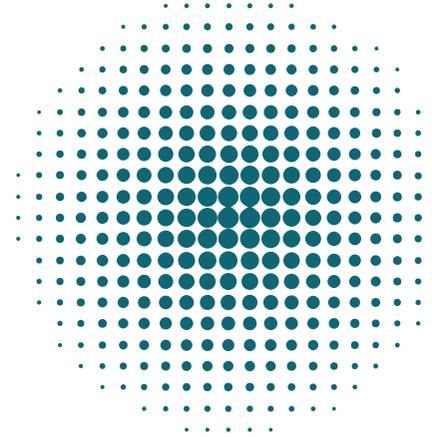
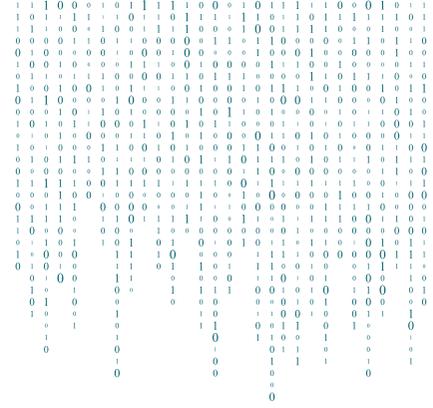
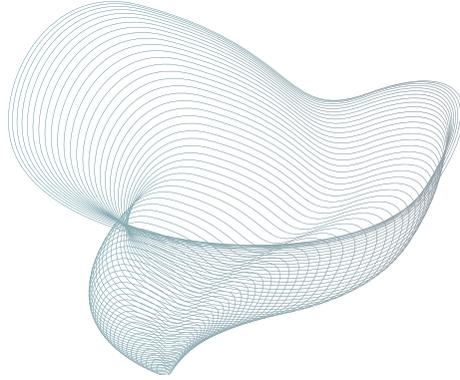


# Graphic Elements

## Illustrations

These are examples of our illustrations. They are familiar, uncomplicated, and relevant enhancements. Preferably, you must always use our brand colours when using graphic elements like icons or illustrations.

Our primary illustrations are inspired by themes of security, innovation, and global connectivity. Incorporating dynamic geometric shapes and intertwining lines, these patterns reflect our commitment to staying at the forefront of technology and collaborating across borders to combat financial crime. When used thoughtfully and consistently, our illustrations not only enhance the visual appeal of our brand materials but also reinforce Themis' mission to protect businesses and individuals worldwide from financial crime threats.



# Illustration Application Examples

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## Backgrounds



# Contact us

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UAE: +971 (0) 58 526 8765

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[www.wearethemis.com](http://www.wearethemis.com)

Connect with us

