



Brand_ book

What is inside

■ 01	Brand	Who we are, pillars, voice and tone
■ 02	Logo	The mark, construction, clear space, misuse
■ 03	Colour	Six families, the gradient, the aura, usage ratios
■ 04	Type	Euclid Square, Inter, DM Mono, the full scale
■ 05	Layout	Grid, spacing and the rhythm of a page
■ 06	Imagery	Illustration, photography, icons, motion
■ 07	Applications	Web, social, print and the templates
■ 08	Compliance	Bureau marks, FCRA language, approvals

Credit data infrastructure for teams that ship

Three bureaus, identity, fraud and furnishing behind one contract and one API. CRS sells access and accountability, not dashboards.

■ WHAT WE ARE NOT

A dashboard company, a lead generator, or a reseller of someone else's data.

10

DAYS TO LIVE

3

BUREAUS

1

CONTRACT

45+

YEARS OF DATA

Four things every piece has to carry

■ [01] Coverage	■ [02] Speed	■ [03] Accountability	■ [04] Partnership
Three bureaus, identity and fraud in one place. The breadth is the product.	Days to live, not quarters. Sandbox on day one, no gatekeeping.	Audited, bureau-recognized and answerable under the FCRA.	One contract, one vetting process, and a team that answers.

Plain, technical where it counts, never hyped

WE WRITE

- Three-bureau coverage in a single API.
- Live in days. Sandbox access on day one.
- Audited and accountable under the FCRA.
- One contract, one vetting process.

WE DO NOT

- A revolutionary, game-changing data platform.
- Blazing-fast onboarding that just works.
- Fully compliant with all regulations.
- Seamless, frictionless, end-to-end solutions.



For single-colour printing, stamps and engraving. The slash is knocked out of the mark, never filled with a second colour.



Four files only: colour on light, colour on dark, one ink, one ink reversed. Everything else is a misuse.



Clear space on every side equals X, one third of the mark height. Nothing enters that area: no type, no rule, no image edge.

■ MINIMUM SIZE

120 px on screen
25 mm in print

120 px

WEB AND SOCIAL

25 mm

PRINT

64 px

FAVICON LOCKUP

1x 2x 3x

EXPORT SCALES

Eight things nobody is allowed to do

If a use is not shown in this book, it is not approved. Ask before improvising.

[ONE INK]

One ink obeys the same list. The slash is knocked out, never filled with a second colour.

The CRS logo, consisting of a stylized 'C' with a diagonal slash, followed by 'RS' and a registered trademark symbol.

[01]

Stretch or condense

ALWAYS SCALE PROPORTIONALLY

The CRS logo rotated at an angle.

[02]

Rotate at any angle

THE MARK IS ALWAYS HORIZONTAL

The CRS logo with the slash filled with a second color (orange).

[03]

Recolour the mark or fill the slash

FOUR APPROVED FILES ONLY

The CRS logo with a shadow or glow effect.

[04]

Add a shadow or glow

NO EFFECTS, EVER

The CRS logo placed on a busy photo of colorful umbrellas.

[05]

Place on a busy photo

USE A SOLID FIELD OR AN INK PANEL

The CRS logo with the letterforms outlined.

[06]

Outline the letterforms

THE MARK IS SOLID, NEVER A STROKE

The CRS logo rebuilt in another font.

[07]

Rebuild it in another font

NEVER TYPESET IT – USE THE FILE

The CRS logo with the clear space crowded, indicated by a dashed box and an 'X'.

[08]

Crowd the clear space

X = ONE THIRD OF THE MARK HEIGHT

Four colours carry the brand



BRAND / PRIMARY

#8146FF



BRAND / ACCENT

#FD8542



NEUTRAL / INK

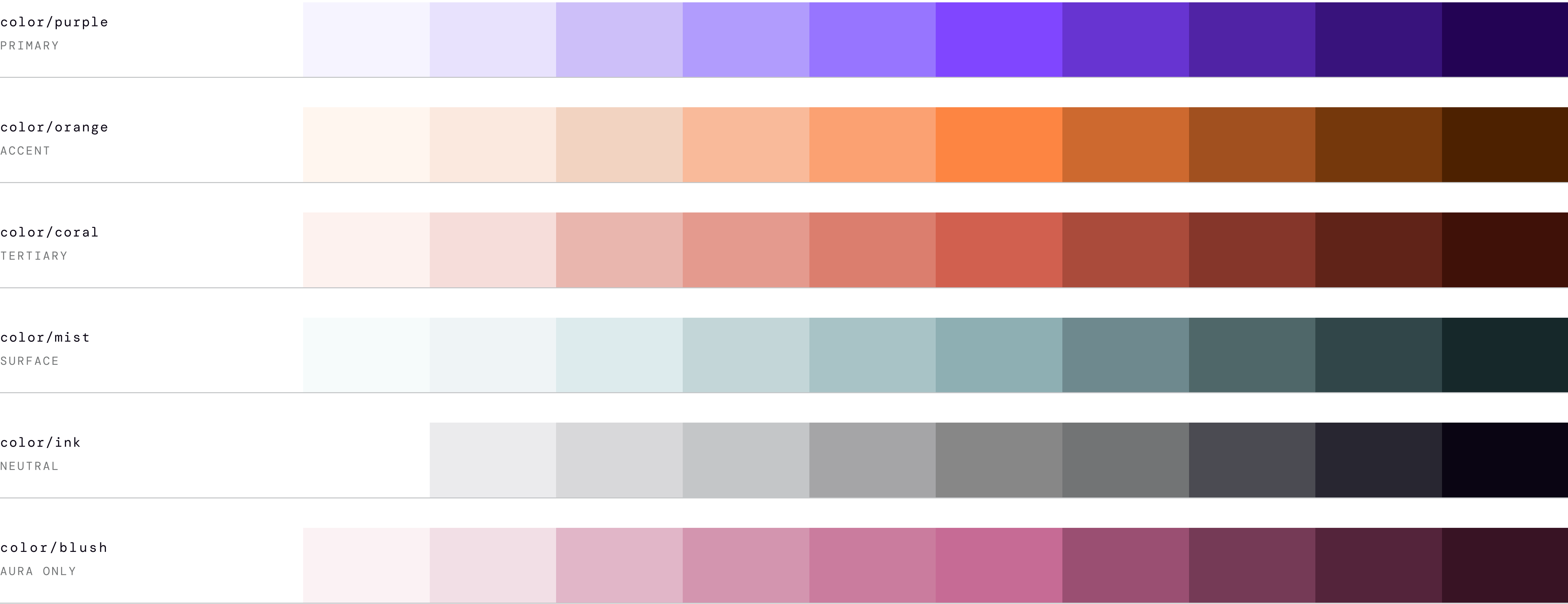
#0A0614



SURFACE / SECTION

#DEEBED

Six families, ten steps



purple

COLOR/PURPLE PRIMARY

The brand purple. Step 500 is the value running on the live site; the darker steps cover hover states and text on light surfaces.

50

F7F5FF

100

E9E3FD

200

CEC0F9

300

B19CFD

400

9776FF

500

8146FF

500

8146FF

600

6835D2

700

5024A6

800

39137C

900

240455

orange

COLOR/ORANGE **ACCENT**

The accent. Step 500 signs an action and anchors the warm end of the gradient. Use it once per view — if two orange elements compete, one of them is wrong.

500
FD8542

50
FFF6EF

100
FBEAE0

200
F3D3C2

300
F9BA9B

400
FCA172

500
FD8542

600
CE6A30

700
A1501F

800
76380D

900
4E2100

coral

COLOR/CORAL TERTIARY

The tertiary. Coral carries warmth in illustration and in tinted surfaces. It never stands in for orange, and it never signs an action.

50
FDF2F0

100
F7DEDA

200
EAB6AE

300
E49A8E

400
DB7E6F

500
D2604F

500
D2604F

600
AB4B3C

700
85362A

800
612319

900
3F1109

mist

COLOR/MIST SURFACE

The surface family. Mist breaks a page into sections without rules or boxes. Step 200 is the section band; 600 and up are for type and icons on light, never for backgrounds.

200
DEEBED

50
F7FBFB

100
EFF5F6

200
DEEBED

300
C3D7D9

400
A9C3C6

500
8FAFB3

600
6E8A8E

700
4F676A

800
314749

900
16282A

ink

COLOR/INK NEUTRAL

The neutral. Ink 900 sets every headline and every paragraph. The lighter steps are rules, dividers and disabled states. Step 0 is paper, and it is a colour like any other.

0 FFFFFF	100 EBECED	200 D8D9DA	300 C5C6C8	400 A5A6A7
500 878787	600 727475	700 4C4C52	800 292632	900 0A0614

900
0A0614

blush

COLOR/BLUSH AURA ONLY

Aura only. Blush softens the field between orange and purple and exists for nothing else. It is never a surface, never type, and never appears outside a blurred field.

500
C76B95

50
FBF2F5

100
F3DFE7

200
E1B7C8

300
D396B0

400
CA7D9F

500
C76B95

600
9B4F72

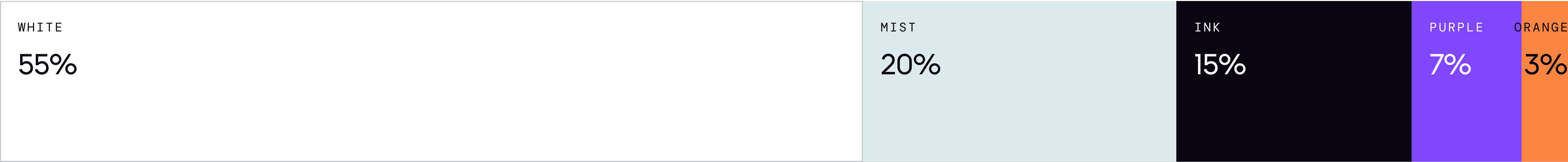
700
763A56

800
55253C

900
381425

How much of each

A page is mostly white and ink. Mist carries the sections. Purple and orange arrive last, and only where an action or an accent lives.



[01]

Ink is the voice

Headlines and body copy are ink. Purple text is reserved for links and active states.

[02]

Mist separates

Use mist to break a page into sections instead of adding rules or boxes.

[03]

The gradient signs

One gradient per piece: the CTA, or a single rule. Never a background — that is what the aura is for.

[04]

Tints never carry text

Coral, peach and lavender are surfaces. Text on them is always ink.

Orange runs into purple

The gradient is the one place where the two brand colours touch. It signs an action. It is not a texture, not a background, and never more than once per piece.



#FD8542 · ORANGE 50090° · LINEAR · LEFT TO RIGHT#8146FF · PURPLE 500

[01]

Where it goes

brand/gradient



Primary buttons, one hero rule, the cover of a deck. One gradient per piece — if two appear, delete one.

[02]

The CTA runs warmer

brand/gradient-cta



Buttons use a warmer pair, #EF6F74 into #8A42FF, so the label stays legible across the whole sweep.

[03]

Hover darkens both

brand/gradient-cta-hover



On hover each end steps down one notch, to #CE6A30 and #6835D2. The angle and the stops never move.

[04]

Never behind text

SCREEN AND PRESS

A gradient may carry a short white label. Paragraphs always sit on white, mist or ink — never on the sweep.

Light, not a gradient

The soft fields across the site are not gradient fills. They are three coloured orbs sitting behind a frosted plate. The aura is built, never painted.

BAND



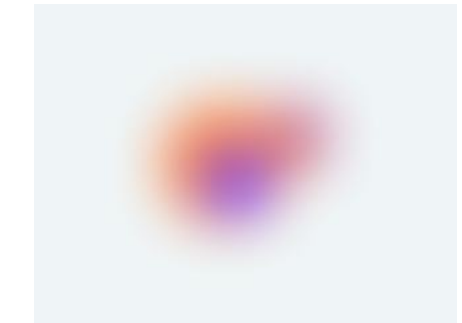
HEADER



CTA



BLOOM



PANEL



[01]

Three hues, always

#FB8646 · #8047FF · #C76B95

Warm, cool and soft — never a fourth hue. Three orbs for a calm field, up to eight for a dense one, with warm always carrying the most mass.

[02]

The frosted plate

WHITE 1% · BLUR 120-150

A full-bleed rectangle filled white at one per cent opacity with a background blur. This is what melts the orbs into light.

[03]

Bleed or bloom

CLIPPED EDGE · OR FREE CENTRE

Two behaviours only. A field bleeds off the frame edge, or a single bloom floats free in the centre. Anything in between reads as a stain.

[04]

Screen only

NEVER ON PRESS

On paper the blur bands and the orbs separate into rings. Press work falls back to flat paper, a mist field or one ink.

A page lit from one edge

Everything on this spread sits on a live aura. Ink headlines, mono labels and the gradient button all hold at full size. If something stops being legible, the aura is too strong — not the type.

Get Started

■ AURA / CTA · ROTATED 180°

The same field turned upside down lights the top of the page. The glow enters from the edge and clears well before the first line of type.

■ AURA / CTA · 1920 × 533

The glow rises from the bottom edge, directly under the closing action.

[CLOSING ACTION]

One action closes the page

Get Started

Typefaces

03 of 03

Euclid Square

DISPLAY

Headlines only, Regular weight, tracking -1% to -3%

Inter

BODY

Every paragraph, label and button, tracking -2%

DM Mono

TECHNICAL

Eyebrows, data and code, uppercase, tracking +12%

■ NEVER BOLD, NEVER ITALIC, NEVER A FOURTH FAMILY

The ramp

DISPLAY/XL 64 / 72

Regulated credit data

DISPLAY/L 48 / 60

Three-bureau coverage

DISPLAY/M 36 / 42

Built for teams that ship

DISPLAY/S 24 / 33

Section heading

BODY/LARGE 18 / 28.8

Body copy as it runs on the site today.

BODY/BASE 16 / 24

Supporting paragraph and card copy.

LABEL/MONO 12 / 16

TECHNICAL LABEL

■ TENANT SCREENING

Three-bureau data in a single call

One contract, one vetting process and full coverage for leasing decisions. Applicants are screened against credit, identity and fraud signals in the same request, and the result comes back in seconds.

RULES

01 Headlines never exceed four lines.

02 Body copy sits between 55 and 70 characters.

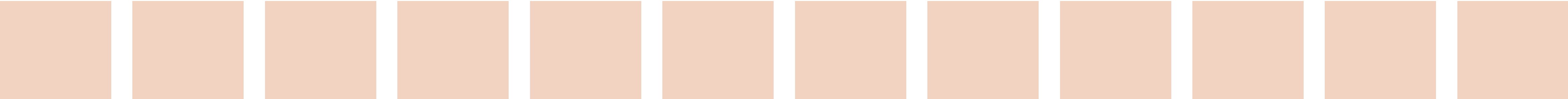
03 One eyebrow per block, never two.

04 Emphasis comes from size, never from bold.

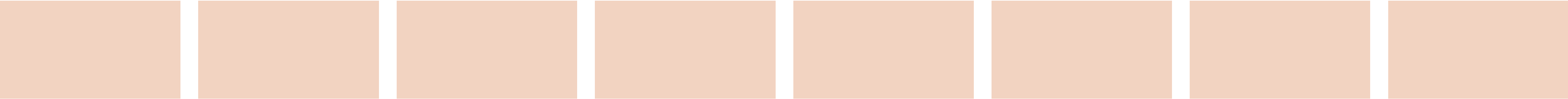
05 Mono is uppercase, always, and short.

Twelve, eight, four

DESKTOP 1440 12 COL · 24 GUTTER · 96 MARGIN



TABLET 768 8 COL · 20 GUTTER · 48 MARGIN



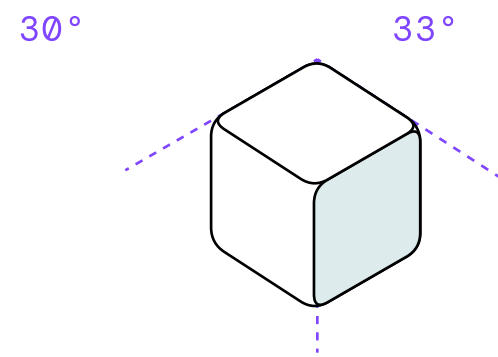
MOBILE 375 4 COL · 16 GUTTER · 20 MARGIN



Eight is the unit

SPACE / 8		Named tokens — stack, inset, layout — sit on top of this scale. Components use the names, never the numbers.	
SPACE / 12			12 PX
SPACE / 16			16 PX
SPACE / 24			24 PX
SPACE / 32			32 PX
SPACE / 48			48 PX
SPACE / 64			64 PX
SPACE / 96			96 PX
SPACE / 128			128 PX

Drawn, never stock

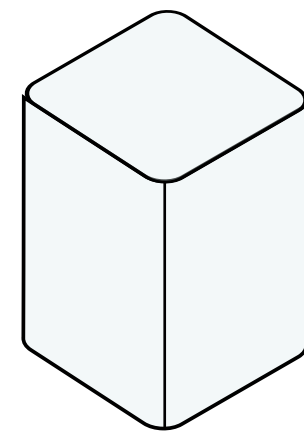


[01]

Isometric

AXES AT 30° AND 33°

Every object is built on the same two axes, at full scale. No perspective, no vanishing point, no horizon.

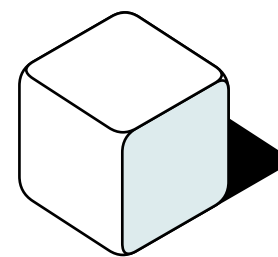


[02]

One hairline

1 PX · BUTT CAP · MITRE JOIN

Every line is one pixel of pure black. Objects are solid, connections are dashed.

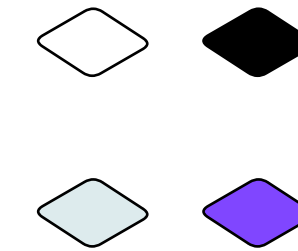


[03]

Round and cut

RADIUS 3 · 6 · 9 · SHADOW NO BLUR

Corners are rounded — 3, 6 or 9 at drawing scale, by the size of the part. Flat planes and the ground stay at zero. The cast shadow is the opposite: solid black, hard edge, never blurred.

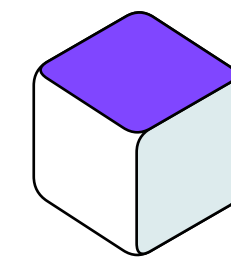


[04]

Four fills

FFFFFF · 000000 · DEEBED · 8046FF

White, black, mist 200 and purple, plus those same four at 33% or 45% for shading. Never a gradient.



[05]

One accent

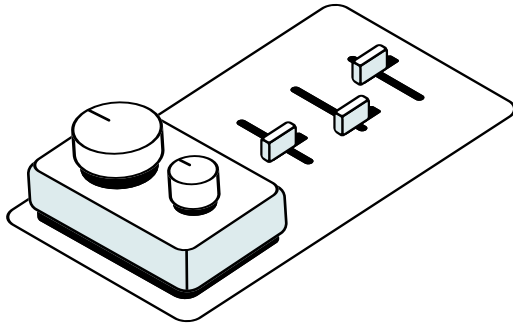
ONE PURPLE PER SCENE

Purple marks the single object a scene is about. If two things are purple, the scene has no subject.

The library so far

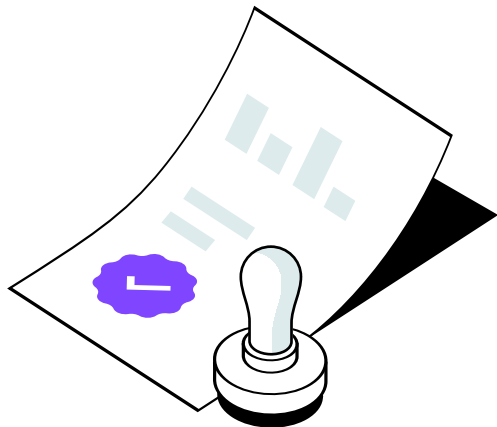
Eight scenes, all on the same grid, the same one-pixel line and the same four fills. Reuse one before drawing a new one — the set stays small on purpose.

SLIDERS



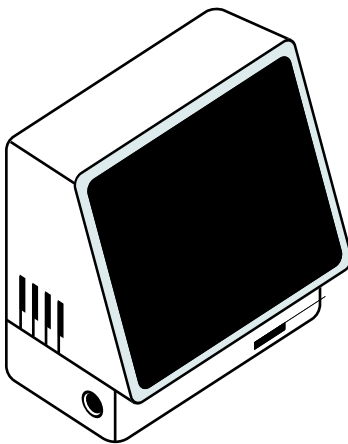
Tuning, weighting and thresholds.

CONTRACT



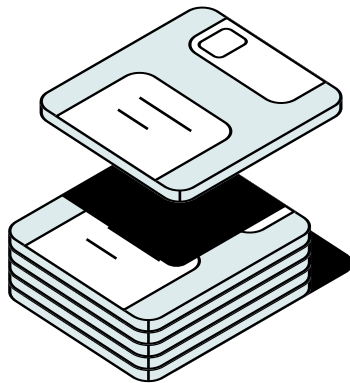
Compliance, agreements and approvals.

MONITOR



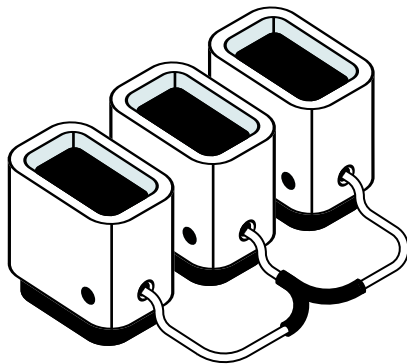
A generic screen. No specific product.

FLOPPY DISKS



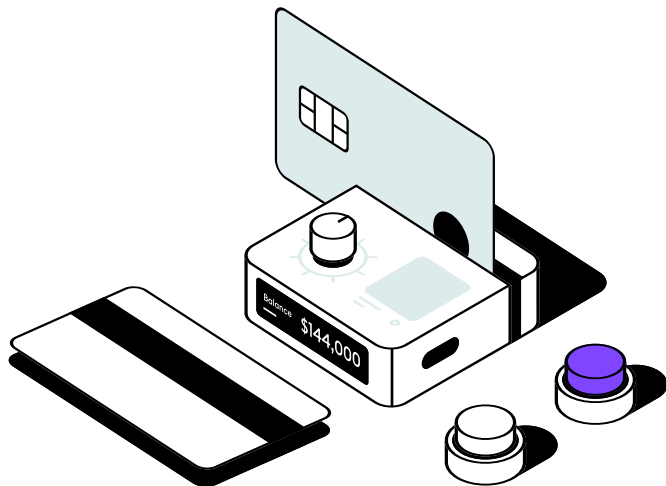
Storage, history, how far back data goes.

CONNECTOR



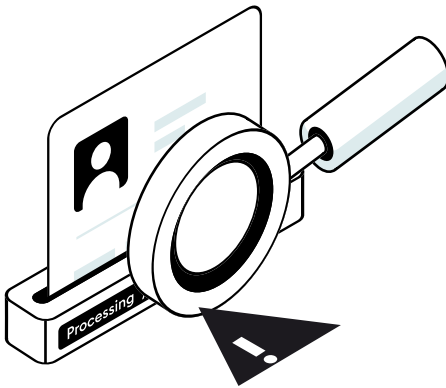
Everything joined into one. The bureaus linked.

CARD READER



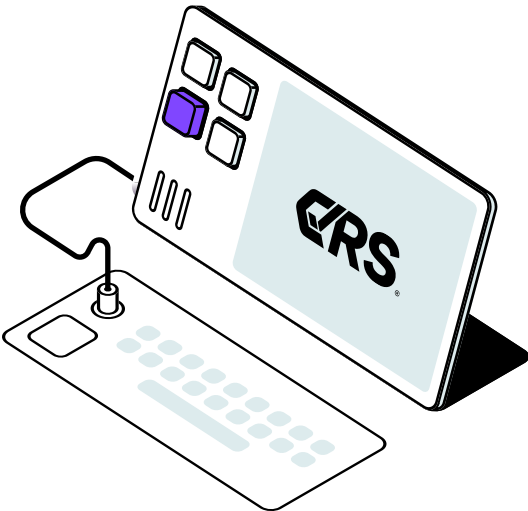
Payments and card data.

PROFILE



Background checks and flags.

CRS API



The CRS API itself.

People, not product

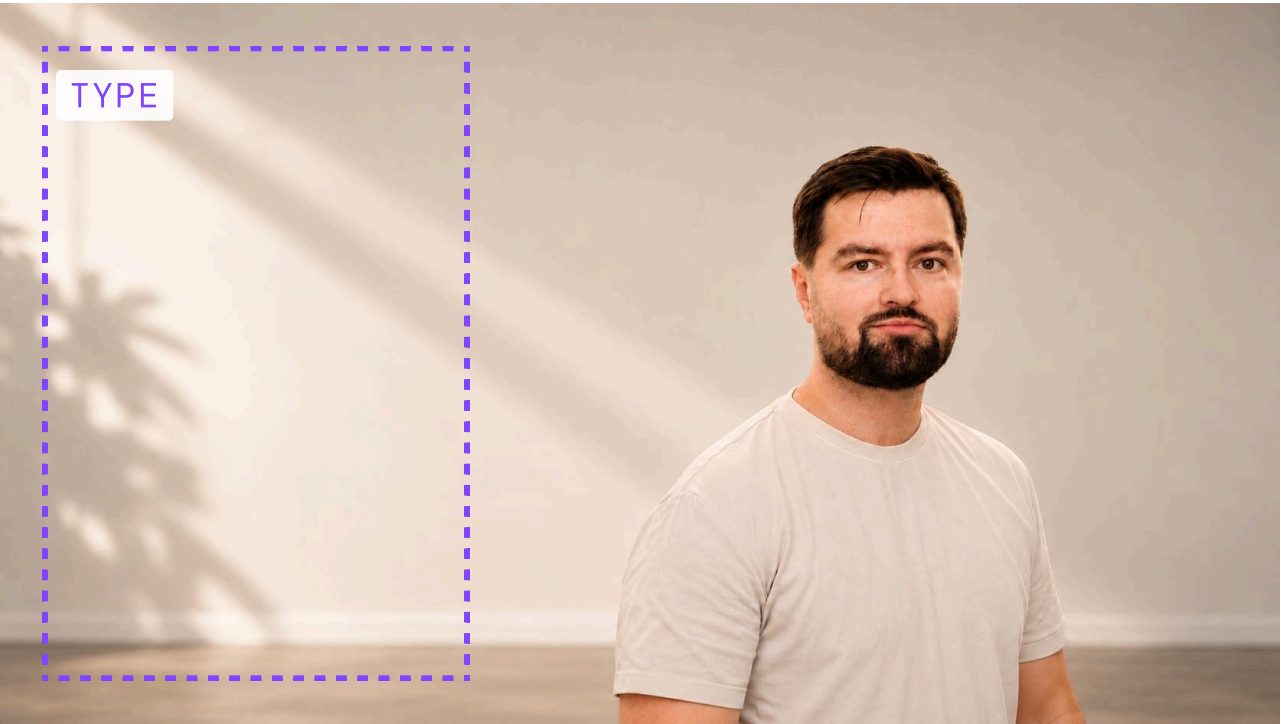
Illustration explains the product. Photography shows the people who run it. A photograph never stands in for a diagram, and the brand colour never lands on a face.

3:4 · PORTRAIT



A single person, square to camera. Team pages and quote cards.

16:9 · OPENER



People at work, unposed and mid-task. Section openers and social.

1:1 · SOCIAL



Place and detail — a desk, a hand, a room. Avatars and grid posts.

[NEVER]

- Stock handshakes and boardroom smiles
- City skylines and glowing circuitry
- Anyone pointing at a chart
- Screens carrying an invented interface
- Brand colour as a lighting gel or overlay
- Rounded corners, drop shadows, vignettes

[SOURCE]

Portraits and people at work are shot at CRS — those faces have to be ours. Place and detail may be licensed, provided no face appears in the frame.

[01]

What it is for

NO SCREENS · NO CHARTS · NO DATA

Illustration carries the product. A camera is for the people and the place behind it, never for a screen or a number.

[02]

One light

DAYLIGHT · NEUTRAL WB · SOFT

A single soft source in a daylight direction. No golden hour, no hard contrast, no coloured light.

[03]

Untreated

NO FILTER · NO DUOTONE · NO OVERLAY

The gradient and the aura never touch a photograph. If an image needs grading to fit the brand, it is the wrong image.

[04]

Room for type

SQUARE TO THE GRID · NO SHADOW

Every frame is shot with one side open. Images sit on white or ink, aligned to the column grid.

Shoot once, crop three ways

One day, one lens, one light. Everything in this book comes out of a single session, shot wide enough that all three crops are cut from the same frame instead of staged three times.

[01]

Portraits

3:4 · TWO FRAMES PER PERSON

Everyone against the same wall, same distance, same light. Shoulders square, no props, no crossed arms. One frame looking at the lens, one looking away.

[02]

At work

16:9 · UNPOSED, MID-TASK

Two people at one screen. A call already in progress. Hands on a keyboard mid-sentence. A whiteboard being used, not someone posing in front of one.

[03]

The place

1:1 · NO FACES, NO TIDYING

The entrance. A desk corner. Light coming through the window. An open notebook. Nothing staged and nothing cleaned up beforehand.

[04]

How to shoot

ONE LENS · ONE SOURCE · SHOOT WIDE

A 35 or a 50, and one soft source from the window side. Frame wider than you need so the portrait, the opener and the square all come out of one negative.

[WHAT COMES BACK]

1

PORTRAIT PER PERSON

10

AT-WORK FRAMES, MINIMUM

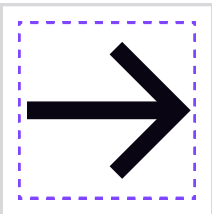
20

PLACE AND DETAIL, MINIMUM

0

IMAGES THAT NEED GRADING

Borrowed, not drawn

24 / 20 DP  arrow_forward	 check	 close	 search	 lock	 description	 bar_chart	 link
MATERIAL SYMBOLS · SHARP We do not draw icons. The set is Google's Material Symbols in the Sharp style, used exactly as it ships.		wght 400 · FILL 0 · GRAD 0 One configuration everywhere. Optical size always matches the drawn size — never scale a 24 up to 40.		20 · 24 · 40 PX Three sizes only. 20 inside dense tables, 24 as the default, 40 for a feature row.		INK, OR PURPLE WHEN ACTIVE An icon takes the colour of the text beside it. Purple marks an active control. Never two colours in one icon.	

Four passes, one film

[01]

Illustration

Every frame is drawn from scratch. No screen recordings.

LINKEDIN CTV · 1920×1080 · 16:9 · MP4

[02]

Animation

Ease in out, 240 to 400 ms, nothing bounces.

[03]

Copy

One idea per card, read in under three seconds.

[04]

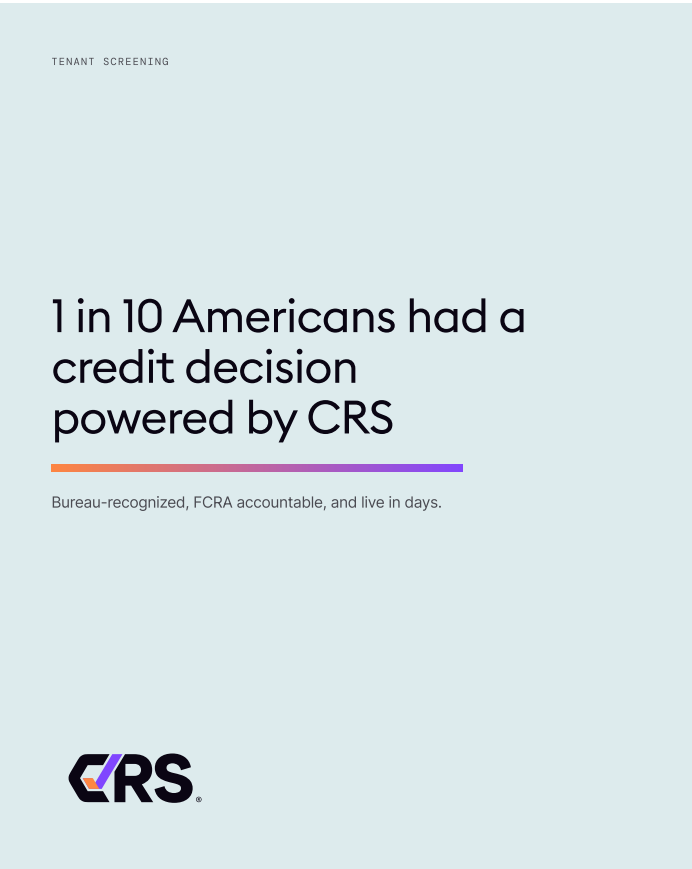
Audio

Sound on, mixed to -23 LUFS, six to sixty seconds.

Eight formats, one system



SQUARE
1080 × 1080



PORTRAIT
1080 × 1350



STORY
1080 × 1920



Every template is built from Mapped tokens, so a brand change reaches all of them at once. Headlines in Euclid Square, eyebrow in DM Mono, logo bottom left with its clear space.

On paper it changes

Paper has no screen. There is no aura and no gradient wash to hide behind — a print piece is built from ink, mist and a single accent, and from the one-ink files whenever the press runs one colour.



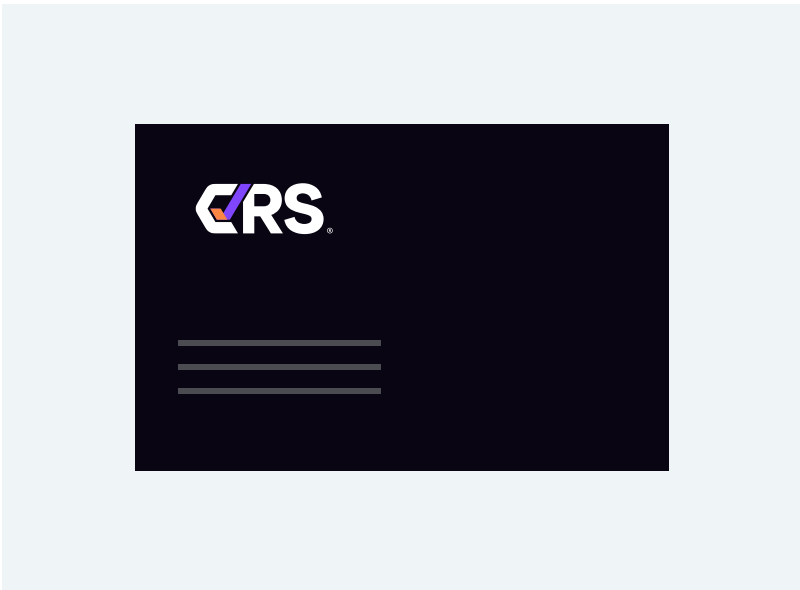
LETTERHEAD
A4 · 210 × 297

Logo top left, 20 mm margins, mono footer.



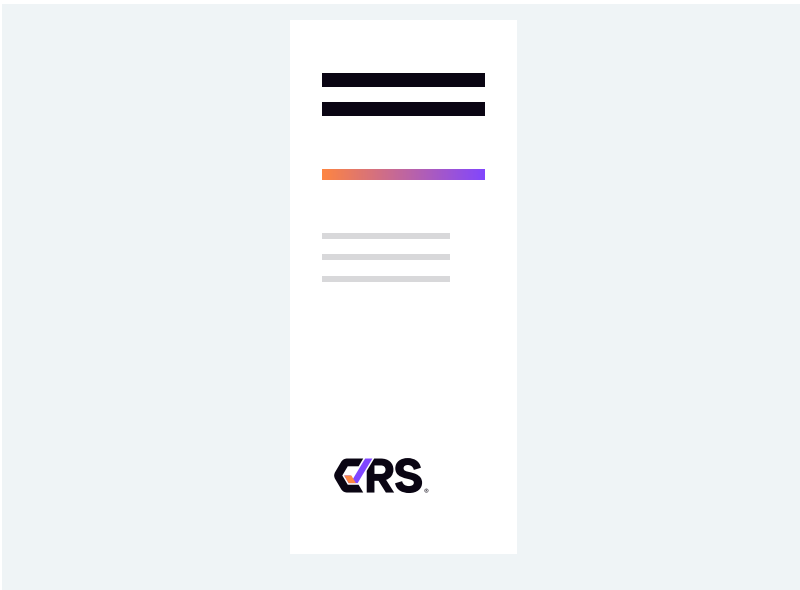
ONE-PAGER
US Letter

Two columns, mist section bands, no gradient.



CARD
85 × 55 mm

Ink field, white wordmark, mono details.



EVENT
Roll-up 850 × 2000

One headline, one gradient rule, logo bottom.



Use the one-ink files for stamps, engraving, embroidery, laser etching and any single-colour press run. The slash is knocked out, never filled with a second colour.

Minimum width on paper is 24 mm. Below that, set the wordmark solid and drop the slash detail. Never halftone the gradient — switch to one ink instead.

Nothing ships without clearance

■ 01	Bureau marks	Experian, Equifax and TransUnion logos need written authorization for each placement.
■ 02	Scoring marks	VantageScore and FICO carry their own brand usage rules. Check before pairing them.
■ 03	FCRA language	Claims about compliance, accuracy or permissible purpose are reviewed before publishing.
■ 04	Client logos	A logo goes live only after the client signs the approval request.
■ 05	Contrast	Text on colour holds 4.5:1, or 3:1 at 24px and up. White on the CTA gradient reads 2.9:1 at its warm end — treat the gradient as a surface, not a text background.

Keeping it alive

OWNER Eduardo Alarcón · Brand and web

SOURCE OF TRUTH CRS Brand System v2 in Figma

REQUESTS Open a request in the design channel, not a DM

RELEASES Versioned and published from the library