Credolab Brand

The essentials for anyone who creates in the Credolab name. One set of rules, kept simple.

BRAND ARCHITECTURE

What is fixed. What can flex.

Two layers. The core never changes — it's who we are.
Everything below adapts by audience, market, and moment.

Behavioural interactions - how we do it.

Our method.

never changes

Scores & Insights - the outcome of signals analysed.

Our product name.

never changes

Alternative data is the category buyers understand.

Market language — investors, analysts, procurement. We're part of it, not defined by it.

adapts by audience

Financial inclusion is the mission outcome.

Use in ESG, impact, and government contexts.

adapts by audience

Approve more. Risk less. — the business value.

Current tagline. Changes with campaign and market focus.

changes with campaign

THE COMPANY

Who we are

Credolab is a behavioural risk scoring company. We analyse proprietary interaction metadata — how users interact with their devices — to assess credit risk and intent with 100% coverage, processing zero personal data.

50+	200M+	1B+	325+
Countries	People scored	Datasets	Clients

Two products

Scores

Behavioural credit risk scores that boost approvals and reduce losses across the full applicant base — including thin-file and first-time borrowers.

Insights

A defensive layer and marketing-segmentation signal built from the same privacy-first metadata — fraud, intent, and audience quality.

WHAT WE STAND FOR

Mission, tagline & positioning

The tagline

Approve more. Risk less.

Scores and features that boost approvals and reduce losses, with zero personal data. Set in italic Poppins Light, cyan — covers, heroes, and closers. Never inline in a sentence, never with an exclamation mark.

Positioning statement

We analyse proprietary interaction metadata — how users interact with their devices — to assess credit risk and intent with **100% coverage** and **zero personal data**. We give lenders signal where the bureau is silent.

The impact we sell

+45%	+32%	-50%
Model performance lift	More approvals, same risk	Fewer losses, same book

THE MARK

Logo & clear space

Always use the supplied logo file — never redraw the wordmark. The mark appears in three treatments — blue, white, or dark gray — with no tints, shadows, or overlays.

Blue — primary On white & light gray	**Dark gray — mono** Single-colour print	**White — reverse** Brand-black surfaces only

Logo misuse

None of the following are permitted, in any tool, on any surface.

					credolab
× Recolour	× Stretch/skew	× Opacity	× Shadows	× On texture	× Set in type

PALETTE & MEANING

Colour

Cyan is a signal, not decoration — cap it at 20% of any layout. Red and green carry fixed meaning and are never decorative. Backgrounds are white or light gray only.

Accent Cyan	Brand Black	Body Gray	Light Gray	White
#2BBCD4	#1A1A1A	#5A5A5A	#F4F4F4	#FFFFFF

Chart colour priority

Work down this order for multi-series charts — never pick red or green first.

1 · Blue
Default — most series, neutral data

#2BBCD4 #8DDEED #D6F3F8

2 · Green
Once blue runs out, or a positive result

#2BAF1A #BEE0B2

3 · Red
Least used — a negative value only, never a category

#EF4444 #FF9899

TYPE

Typography

Poppins everywhere — no other typeface is permitted.
Courier New is reserved for code.

Poppins Styles

Aa Bb Cc 0123456789

Light Regular Medium **SemiBold** *Italic*

Section title	Poppins Bold · black
Sub-head	Poppins Bold Bold · cyan
OVERLINE	Poppins Uppercase · cyan
Body copy — the working text size.	Poppins Regular · black
Caption — source and context.	Poppins Regular · black
`score_v2 · 140ms`	Courier New · grey

Three principles

Light always.
Backgrounds are white or light gray. The brand never goes dark.

One accent.
Cyan is the only emphasis colour, capped at 20%. Red and green only signal bad and good.

Document feel.
Whitespace and hairline rules. No shadows, gradients, or parallax.

BUILDING BLOCKS

Components

Two button levels, one card, one radius. One accent per block.

Buttons

Try our solution | Book a meeting | Visit Trust Center →

Primary — cyan fill. Secondary — cyan outline. Text link with arrow. No ghost tertiary buttons.

Cards

Approval uplift

+22%

White fill, 1px hairline border, 10px radius. No gradients, no drop shadows.

Tags

Behavioural | ✓ Approved | × Declined | Thin-file

Pills, full radius. Cyan for neutral status, green/red for outcomes only, gray for metadata.

Icons

Outline glyph, cyan, in a circular badge — soft cyan gradient fill, hairline cyan border. Never on a solid or square fill.

DATA VISUALISATION

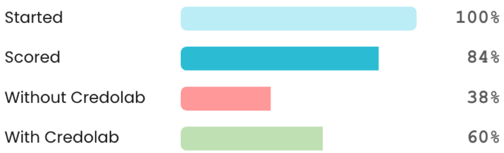
Charts

State the conclusion in the title, not the chart type. Blue for neutral series, green/red reserved for outcomes only.

Charts examples

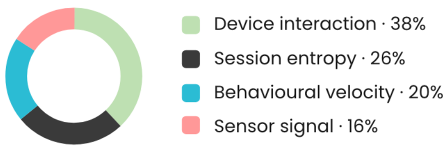
Application funnel

Bureau vs. + Credolab



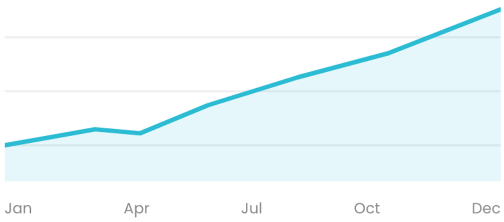
Score contribution by signal

Total contribution = 100%



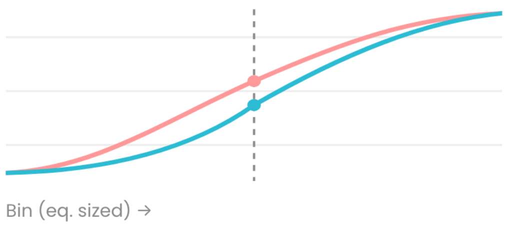
Approvals Trend, 12-Month

Indexed to baseline · 100 = Jan



Positive Rate vs Score

Inf. Value 0.5



Same rule for any chart type — blue scale for neutral series, green/red reserved for outcomes.

Additional chart colours

#BEE0B2 #5A5A5A #8FDEED #FF9899 #09558E #2BAF14

Reserve strip — use only once the primary five-step blue scale is exhausted across series.

HOW WE WRITE

Voice & tone

Confident, precise, data-driven — reads like an intelligence report, not marketing.
"We" (Credolab) and "you" (the lender). Never "I".

DO

- ✓ State the conclusion: **"Approval rate lifts 22% with Credolab Scores."**
- ✓ UK spelling — behavioural, analyse, optimise.
- ✓ Title Case headlines, sentence case body.
- ✓ Periods on standalone callouts; em dashes for asides.

DON'T

- ✕ No exclamation marks — body, headlines, or CTAs.
- ✕ No emoji, ever. ✓/✕ only in do/don't tables.
- ✕ No buzzwords — "revolutionary", "disrupt", "AI-powered".
- ✕ No vague chart titles — "trends", "overview", "insights".

Brand vocabulary

behavioural · metadata · scoring · thin-file · approval uplift · coverage gap · default rate · device interaction · lender · real-time decision · zero personal data · regulated markets

CTA labels: "Try our solution", "Book a meeting", "Contact us", "Use cases". Arrow "→" permitted in CTAs.