

Ethical Trace

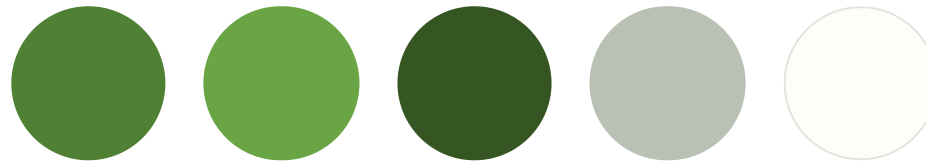
BRAND BOOK



01 Brand Overview

Ethical Trace is a halal verification and traceability platform that connects Muslim consumers, food businesses, and official halal certification authorities. It enables users to easily search for restaurants, check real-time halal verification statuses, and review certificate details with confidence.

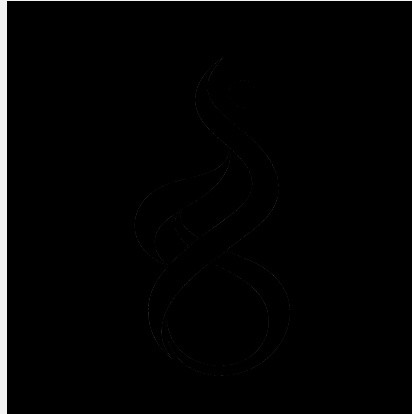
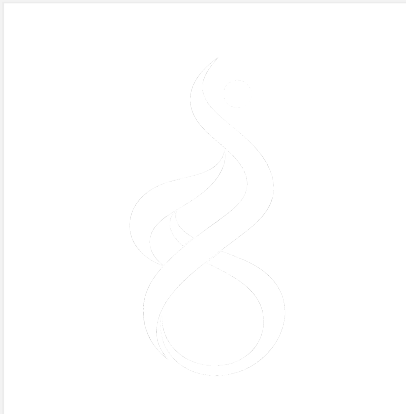
"Eat with confidence
and find verified halal
restaurants wherever you go."



02. Brand Logo



Variants



Logo Clear Space



Always maintain clear space around the logo to keep the logo clean and legible.

125 px on each side

Minimum Size



Below this size, clarity is lost.
Always honor the minimum.

1.58 inch / 152 px width

03 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%\$

04. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



Fern Green

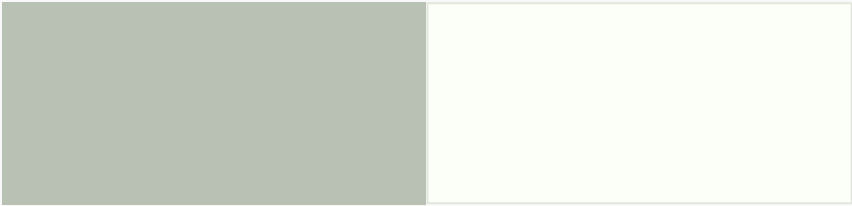
Hex #4F8033
RGB 79, 128, 51
CMYK 38%, 0%, 60%, 50%
HSL 98, 43%, 35%

Olive Green

Hex #69A445
RGB 105, 164, 69
CMYK 36%, 0%, 58%, 36%
HSL 97, 41%, 46%

Ivy Green

Hex #355623
RGB 53, 86, 35
CMYK 38%, 0%, 59%, 66%
HSL 99, 42%, 24%



Sterling Silver

Hex #B9C0B4
RGB 185, 192, 180
CMYK 4%, 0%, 6%, 25%
HSL 95, 9%, 73%

Snow White

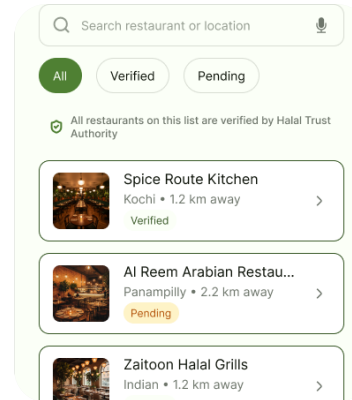
Hex #FBFFF7
RGB 251, 255, 247
CMYK 2%, 0%, 3%, 0%
HSL 90, 100%, 98%

05. Imagery



Eat With Confidence

Find verified halal restaurants wherever you go



VALUES

"Trust, Traceability, Transparency"

AESTHETIC

Ethical Freshness
Verified Clarity
Earthy Modernism
Approachable Trust
Playful Assurance

TONE OF VOICE

Trustworthy
Reassuring
Clear
Accessible