



Daon®



Media Guide

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This guide outlines the proper use of Daon brand elements and standards for brand presentation.

If you have any questions,
please contact:

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Correct Logo Usage



The full-color Daon logo is the primary logo and should be leveraged in most use cases.



The all-black logo should be used for applications where only a single color is allowed and the logo is being printed on a light-colored background.



The full-color, white Daon logo should be used when the logo is being printed on a dark-colored background. It is important to make sure that the background color does not conflict with the yellow. It should never be presented with a box around it. The example to the left is for representational purposes only.



The all-white logo should be used for applications where only a single color is allowed and the logo is being printed on a dark-colored background. It can also be used when a full-color logo is allowed, but the yellow conflicts with the background color. Like the full-color, white logo, it should never be presented with a box around it.



The minimum spacing around the logo is 1/2 the width of the Daon "X" on the left and right sides of the logo, and 1/2 the height of "Daon" on the top and bottom of the logo.

Approved Alternative Logos

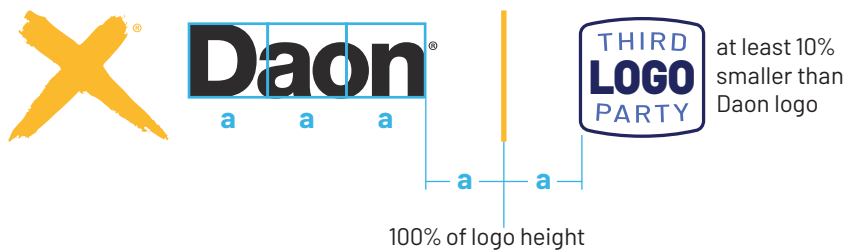
Logo with Descriptor

This is the preferred logo when presenting the Daon brand without supporting copy to define the brand.



Third-Party Shared Branding

For shared branding of press releases, articles, etc. Either option is acceptable.



Daon logos are available in all formats (PNG, EPS, & SVG preferred). Please contact Scott Ellis, Director of Brand & Creative, at sellis@daon.com, providing the specs (size/format/color) for the logo(s) you require that were not included in the media kit.

Incorrect Logo Usage

Improperly Scaled Logos

When scaling, make sure the proportions are not distorted.



Improper Background

Never place the Daon logo over an image, texture, or a color that creates contrast issues with the logo colors.



Improperly Colored Logos

The logo colors should never be changed from the approved designs.



Graphical Modifications

Do not add any graphics. This includes things like circling or framing the logo.



Improper Logo Proximity

The logo should never be in close proximity to other elements. (logos, text, etc.)












Improper Trademarks

The Daon logo has 2 registration marks. The only instance where either can be removed is where they would be too small to read/print.



Brand Colors

PRIMARY		Print Color	Digital Color
		C:1 M:29 Y:91 K:0	R:253 G:187 B:48 Hex: #FDBB30
		Black	R:0 G:0 B:0 Hex: #000000
ACCENT		96% Black	R:31 G:31 B:31 Hex: #1F1F1F
		PMS 021C C:0 M:82 Y:100 K:0	R:250 G:97 B:0 Hex: #FA6100

SECONDARY		Print Color	Digital Color
		PMS 177C C:0 M:63 Y:32 K:0	R:251 G:144 B:139 Hex: #FB90BB
		C:45 M:0 Y:63 K:0	R:108 G:217 B:138 Hex: #6CD98A
		PMS 298C C:65 M:10 Y:1 K:0	R:60 G:189 B:255 Hex: #3CBDFE
		78% Black	R:93 G:93 B:93 Hex: #5D5D5D
		29% Black	R:253 G:187 B:48 Hex: #BFBFBF

The Daon Story

From the dawn of civilization, transactions have been a key element of human activity. Beginning with the exchange of goods between neighbors or a handshake over an agreement, commerce rapidly spread, requiring personal interactions to be replaced by proxies— a wax seals, a signature, or your “mark”—to indicate agreement with the arrangement. While these proxies enabled broadening the scope of human commerce, they also gave birth to risk, from forgeries to impersonation. Still, the expansion of transactional reach did not slow, and the tools we used to identify ourselves had to keep pace. We now find ourselves in the digital age, where entire transactions can take place with no direct interaction between parties, facilitated by trust built upon something someone knows—a password or PIN—or something they have—a card or device. Progress has created an environment ripe for customer frustration and identity fraud.

Enter Daon. Our goal is to put the human back into transactions, so every business can know each customer, no matter their location, and be certain who they are doing business with at every interaction. We do that by integrating biometrics, along with advanced fraud detection technologies and security best practices, into onboarding and authentication processes. With Daon technology, instead of a customer having to remember a completely unique 12-character, mixed-case password with numbers and symbols, all they have to do is look at their phone to be accurately identified and have access to the services they need. How? Because their face, or their voice, or their fingerprint is their password—a password that can’t be lost, stolen, or easily duplicated. By both simplifying and securing their access, Daon technology empowers businesses to offer customers the peace of mind they desire and the accessibility to services they deserve.

But Daon doesn’t stop there. Our solutions make sure that every customer can be recognized as the individual they are, allowing companies to offer personalized service that builds loyalty. How do we do that? Through a unique method of delivery developed by Daon called Identity Continuity. We stand alone in our ability to provide easily customizable identity workflows that start with identity verification at onboarding and then support authentication at every point of interaction on all channels—web, mobile, voice, and even in person—all on a single platform and with one centralized record for each customer. So, if a customer visits the online portal, accesses the app, calls the contact center, uses a kiosk, or identifies themselves at a physical location, there is a record of that activity, and centralized customer data can be used to optimize their transaction.

You see, at Daon, we’ve been working with biometric identification for a quarter of a century. Yes, really. We have over 285 global patents to show for it and we’re not stopping there. Our team at Daon Labs is constantly innovating to make sure we are able to meet the ever changing needs of our customers and combat identity fraud in any form it takes, now, and into the future. We’ve secured billions of identities across multiple industries on 6 continents while making it easier for people to access important services and reducing the cost of doing business. Still, it all circles back to our primary goal, putting the human back into transactions. After all, we are Daon, and in Old Irish, Daon means human.

Daon Products

Core Product Suite

Daon's core identity verification and authentication product suite consists of two platforms and four applications that can work together or individually to provide our customers the right solution to meet their needs, while allowing for future growth. When integrating one of our platforms with our verification and at least one of our authentication solutions, our customers can take advantage of Identity Continuity, a cross-platform, single user record identity solution that spans the entire customer journey.

Platforms

IdentityX[®]

Hosted on premise or in the cloud, our 5th generation identity management platform supports Daon's entire suite of identity proofing and authentication applications across multiple channels. Chosen to secure iconic brands around the globe, IdentityX can provide all of the tools you need to maximize security and regulatory compliance.

TrustX[®]

Our cloud-native, SaaS-based identity continuity platform revolutionizes the management of your customer's digital identity journey. From proofing, to authentication, to recovery, TrustX supports every application you need to create secure, custom, cross-channel identity assurance – and thanks to its no-code orchestration interface, you won't need a development team to do it.

Applications

xProof[™]

Our identity verification application leverages patented document verification and face biometrics to minimize friction and maximize compliance during onboarding, so you can know your customer.

xAuth[™]

Employ our comprehensive portfolio of knowledge, possession, and biometric factors to create customized multi-factor authentication solutions perfectly aligned to the fraud prevention and user experience needs of your organization and your customers.

xFace

Our server-side facial biometric authentication application provides the highest level of fraud prevention for account access, step-up authentication, and account recovery, while meeting regulatory requirements.

xVoice[™]

Our secure, low- to no-friction voice biometric authentication application offers both passive and active solutions to accurately identify customers on any voice channel.

Daon Products

Deepfake and AI-Driven Fraud Solutions

With the rise of AI-Driven fraud, Daon was one of the first companies to develop a tool specifically for detecting synthetic audio in voice communication. The xDeTECH application uses proprietary AI algorithms to detect signals within a live audio stream that indicate the audio was created synthetically. It is completely content and language agnostic, so it can detect potential fraud globally, and it can be integrated into any audio communication channel, with or without a Daon platform.



xDeTECH is a component of Daon's larger AI.X suite of functionality to defend businesses against the growing threat of AI-driven identity fraud and deepfakes, which also includes our presentation attack detection, patented document validation, and cross-channel multi-factor authentication capabilities.

Document Validation Solutions

Originally developed during the COVID-19 pandemic to help travel providers safely transport passengers around the globe by accurately determine vaccination status, Daon's document validation tool now serves to decrease operational costs and improve customer experience by automating the travel document validation process prior to boarding/embarkation.



The VeriFLY solution seamlessly integrates into any travel provider's application to assist travelers with identifying, collecting, and verifying the documentation required for their itinerary. The application builds a list of required documents from the itinerary in the app, loads those documents as they are collected, checks them for validation, and finally clears the customer for travel before they arrive at the air or seaport.

Brand Language

Descriptor

The Daon company descriptor has specific rules for how it is to be presented, depending on how it is framed:

When presented in a paragraph, the words “the” and “company” are always lower case.

Daon®, the Digital Identity Trust company™, enables market-leading organizations ...

When presented stand alone, the entire descriptor is capitalized.

The Digital Identity Trust Company™

Boilerplate

Daon®, the Digital Identity Trust company™, enables market-leading organizations worldwide to easily and accurately proof, verify, authenticate, and secure customer identities at every trust point across the entire customer lifecycle. With industry-leading identity proofing and biometric authentication technologies at its core, Daon’s technology ensures that customer identities are accurately verified, safely secured, and easily recovered. By mitigating fraud, reducing friction, and ensuring regulatory compliance, Daon helps businesses deliver a seamless customer experience, increase customer satisfaction, and reduce costs. Daon delivers these solutions through its AI and ML-powered platforms, available for on-premise or SaaS deployment. Leading companies in financial services, telco, travel & hospitality, and other industries choose Daon to secure and process hundreds of millions of digital identity transactions daily. Learn more at www.daon.com.

Trademarks/Copyright

Trademarks

Daon owns a number of trademarks. Please be careful to properly represent these in any content that leverages the Daon brand. The basic standards for our trademarks are:

- Never remove trademarks from logos/branding elements.
- The trademark should be applied to the first instance of a trademarked word in the body text on a composition. It should only appear in the text once per composition for each trademarked word.
- If the trademarked word(s) appear in a header, but also appear in body text, the mark should be applied to the first instance in the body text.
- If the trademarked word(s) only appear in header text, the trademark should be applied in the header.

Daon Trademarks

Daon®	Daon Trusted Identity Services® - EU only
IdentityX®	The Digital Identity Trust Company™
TrustX®	Identity. Proven. Trust.™
VeriFly®	The Daon X is also registered, so it should carry a ® in its graphical form.
xProof™	
xAuth™	
xVoice™	
xDeTECH™	

Thought Leaders



Ralph Rodriguez
President &
Chief Product Officer

Identity & Biometric Technology

Ralph can offer a vast amount of both academic and experiential knowledge in all areas of identity technology. As the longest-serving Fellow at MIT, he pioneered research on AI, cloud, mobile, neural science, and security technologies. Prior to joining Daon, he served as the CIO/CTO for multiple public companies, including a stint as Head of Identity Verification for Facebook. As an entrepreneur, he co-founded five research & identity technology companies.



Clive Bourke
President
EMEA & APAC

Global Identity Applications

A founding member of Daon, Clive has extensive knowledge gleaned from nearly a quarter-century of identity technology experience. As the leader for both the EMEA and APAC regions, he can offer a unique, global perspective on identity technology, including cultural/regional perception, regulatory compliance, and national ID systems, as well as speaking to the challenges of multi-regional implementation.



Conor White
President
New Industries

New and Unique Identity Applications

As a member of the core team that built Daon, and the original CTO, Conor has a wealth of knowledge about both the inner workings and application of identity technology. As Daon's President of Strategic Initiatives, he can offer a unique perspective on the varied application and benefits of the technology for different industry verticals, both those that have already adopted the more advanced solutions and those who have yet to take the next step.



Bob Long
President
Americas

Human Aspects of Identity Technology

Unlike our other thought leaders who all come from a technical background, Bob's experience is in working with people. Combine that with not one, but two stints as part of the Daon team and you have a unique perspective on identity solutions and makes him the perfect person to talk about ethics, inclusion, customer experience, and the various other human aspects of identity technology.