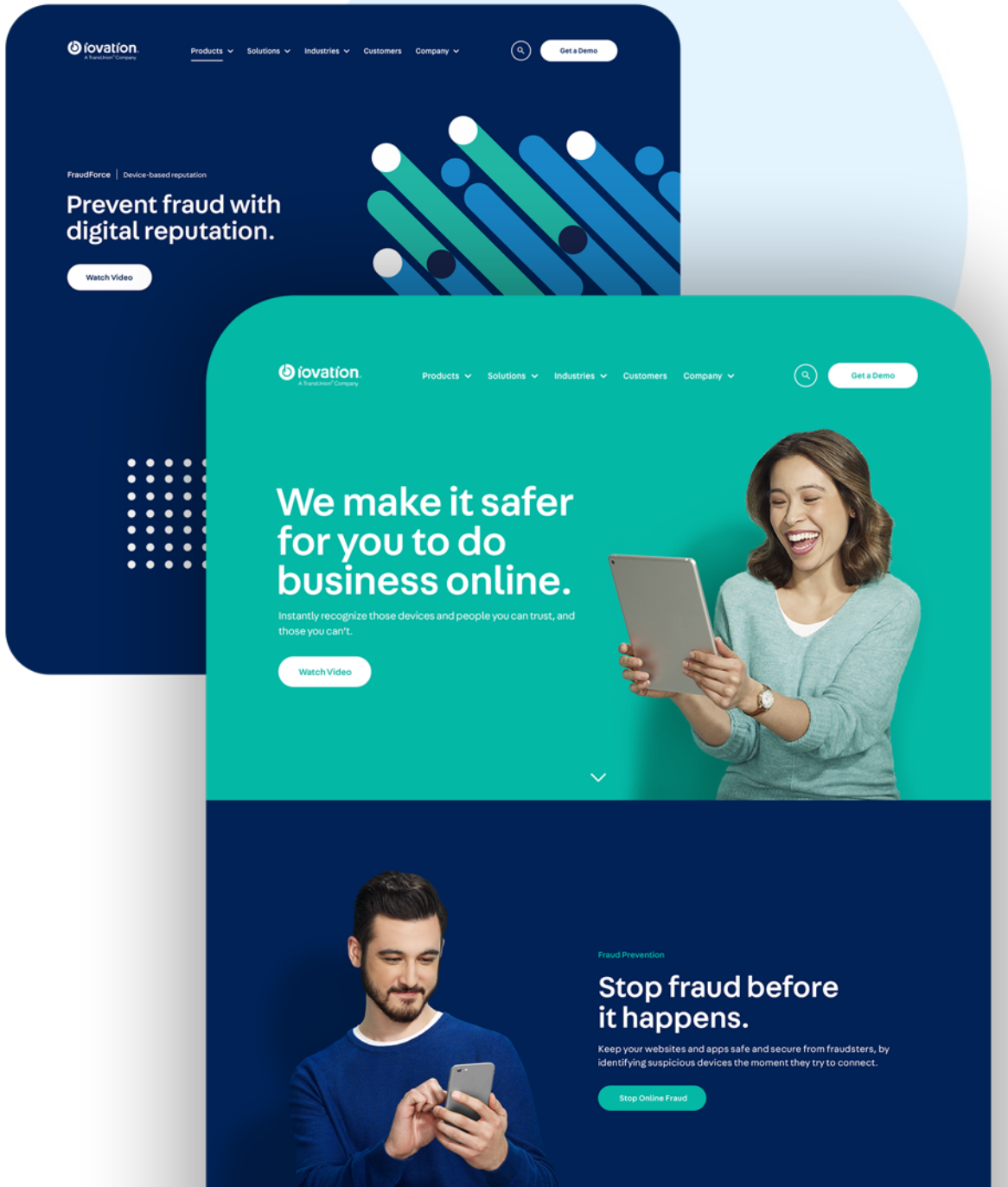
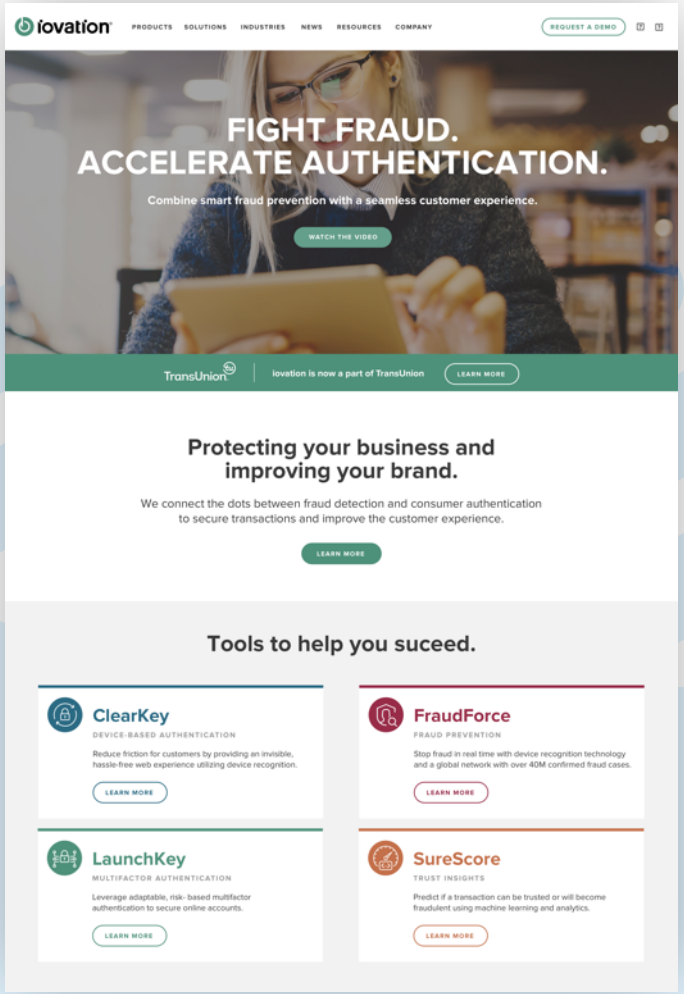
2019 Branding Update

iovation
A TransUnion® Company

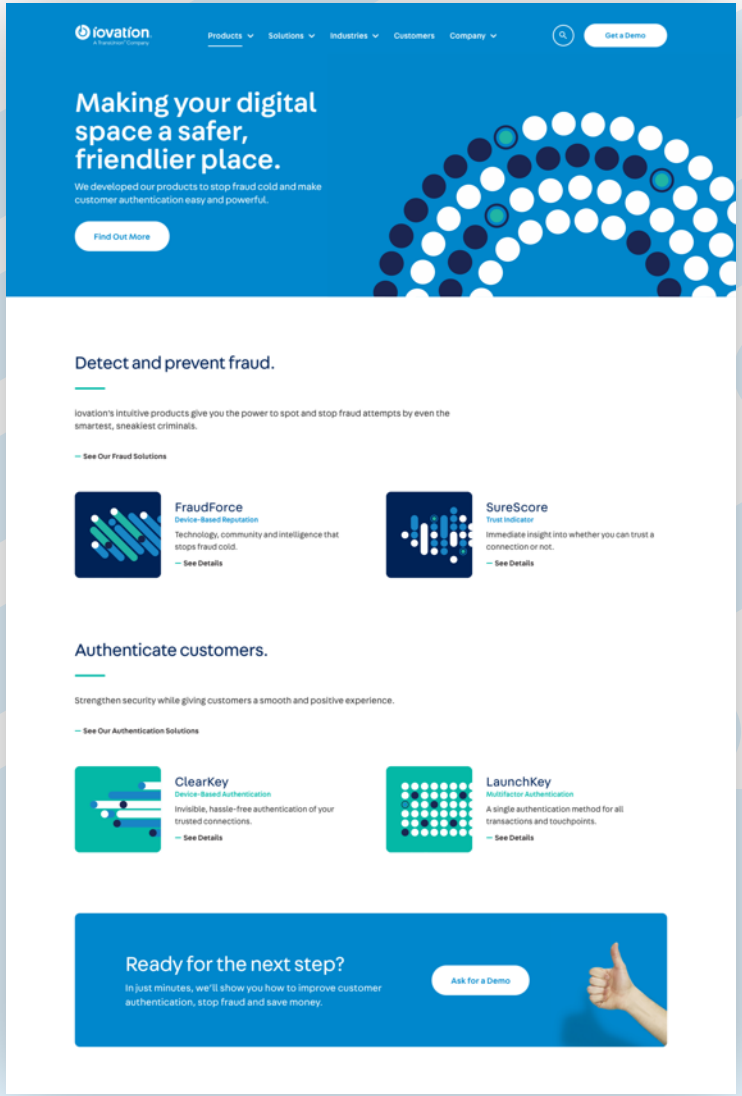
Website Launch

- Modernize the look of the brand and establish a personality.
- Harmonize our visual brand with TransUnion while reflecting a ‘distinct to iovation’ look and feel.
- Communicate credibility and trust.





Look & Feel Prior to Launch



Look & Feel Post-Launch

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YoY Comparison

January – May, 2018 vs. 2019

USER SESSIONS

OVERALL

↑ 9.4%

77,455 vs 70,801

USER SESSIONS

FOR ORGANIC TRAFFIC

↑ 34%

25,230 vs 18,834

AVERAGE LOAD TIMES

(SECONDS)

↓ 36.3%

5.35 vs 8.4

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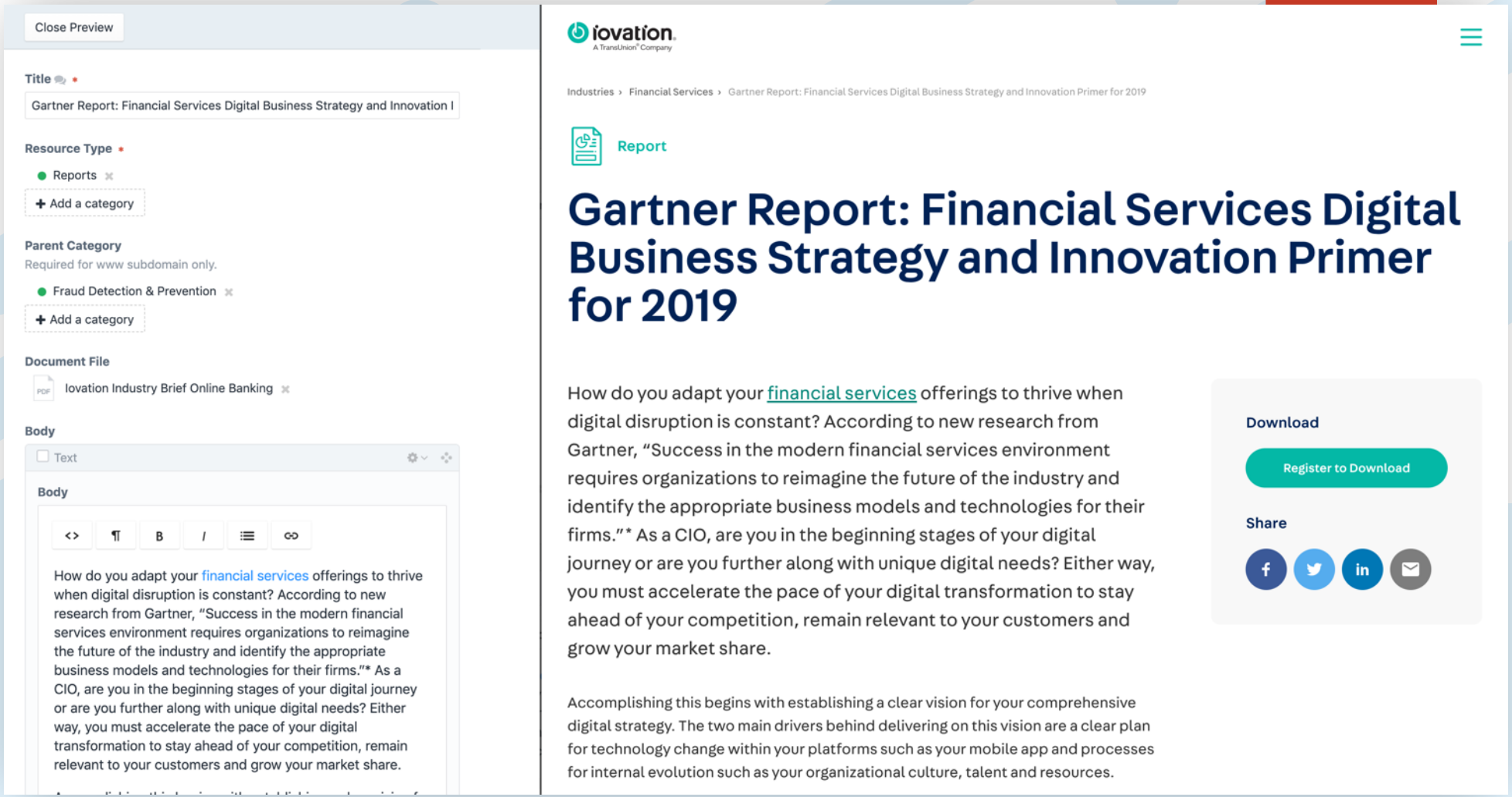
Migration to Craft CMS

- 100% Editable Templates
- Live Previews
- Simple and Intuitive Backend
- Less Reliance on Plugins
- Greater Overall Security

Preview Mode



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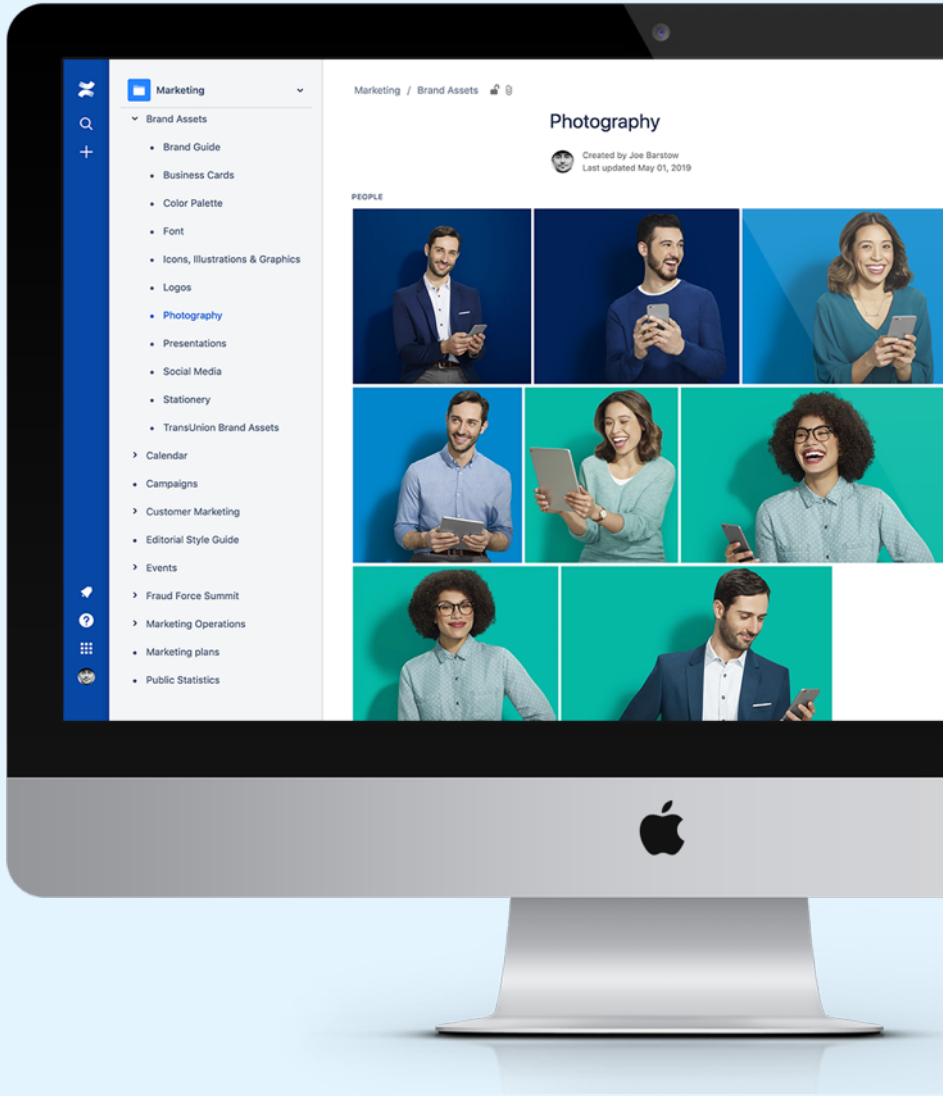
Confluence Library

- Ensure we’re appropriately representing our brand.
- Find all our brand content in one central place.
- Self-service web portal where everyone can easily import assets into projects.



Now available on

Confluence

BUSINESS CARDS

COLOR PALETTE

FONTS

ICONS, ILLUSTRATIONS AND GRAPHICS

IOVATION LOGOS

PHOTOGRAPHY

PRESENTATIONS

SOCIAL MEDIA

STATIONARY

TRANSUNION BRAND ASSETS

https://iovation.atlassian.net/wiki/spaces/marketing

Brand Assets

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PRIMARY LOGO MARK

FULL COLOR ON A LIGHT BACKGROUND	FULL COLOR ON A DARK BACKGROUND
iovation. A TransUnion® Company	iovation. A TransUnion® Company
ONE COLOR ON A LIGHT BACKGROUND	**ONE COLOR ON A DARK BACKGROUND**
iovation. A TransUnion® Company	iovation. A TransUnion® Company

2019 Color Palette

PRIMARY

	GREEN	BLUE	NAVY
PMS	3265 C	2925 C	280 C
CMYK	75, 1, 44, 0	82, 38, 0, 0	100, 92, 35, 35
RGB	4, 184, 166	0, 134, 202	0, 34, 86
HEX	#04B8A6	#0086CA	#002256

SECONDARY

	TEAL	DENIM	AZURE
PMS			
CMYK	94, 13, 60, 1	53, 31, 0, 0	4, 0, 1, 0
RGB	1, 150, 133	122, 157, 211	242, 249, 252
HEX	#019685	#7A9DD3	#F2F9FC

GRAYSCALE

	BLACK	DARK GREY	MEDIUM GREY	LIGHT GREY
PMS				
CMYK	70, 67, 64, 74	69, 63, 62, 58	62, 53, 53, 24	2, 1, 1, 0
RGB	35, 31, 32	51, 51, 51	95, 95, 95	248, 248, 248
HEX	#231F20	#333333	#5F5F5F	#F8F8F8

2019 Presentation

WALKING DECKS

Download Email & Phone Number Verificatic

Download TU Investor Presentation

Download TransUnion FS Summit - The Evol

Collateral

Devices

Events

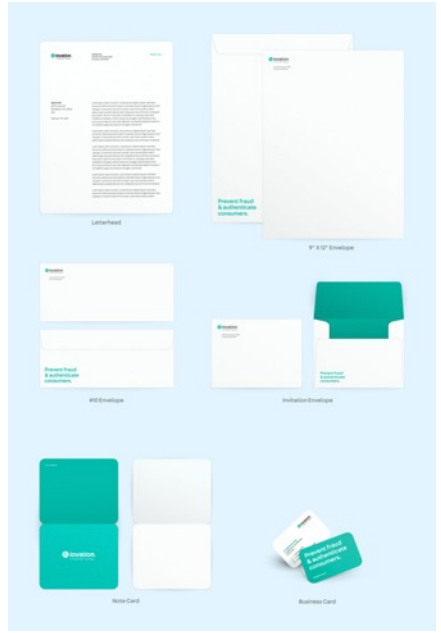
Fraud

Industry

Miscellaneous

ICONS

INDUSTRY GRAPHICS



PRODUCT ILLUSTRATIONS

FABRIGA MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

FABRIGA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Download Fabriga Font (with embedding license)

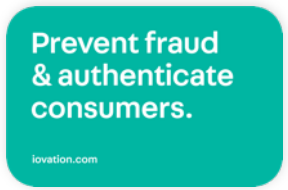
ARCHIVO MEDIUM

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

ARCHIVO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Download Archivo (Also available as a Google Font)



iPad Screensaver

iPad Screensaver

iPad Screensaver

iPad Screensaver

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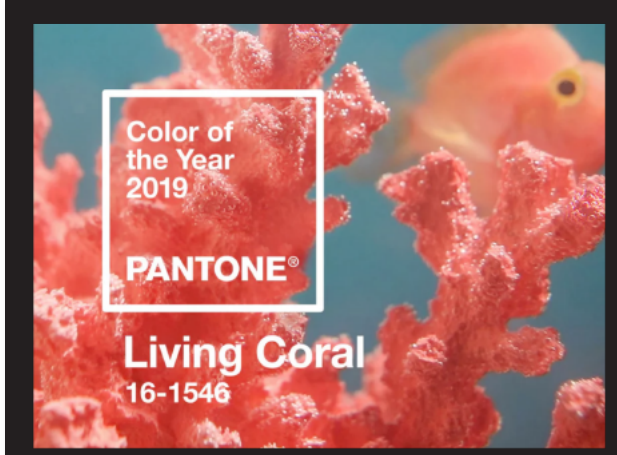
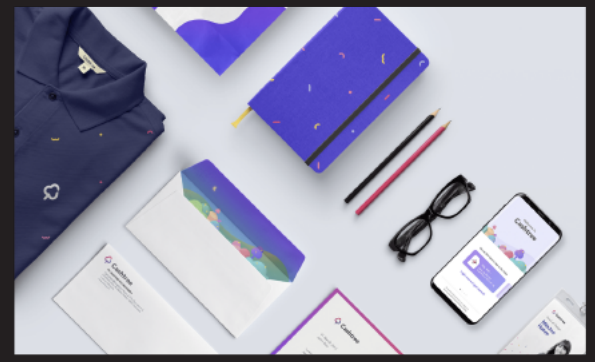
Secondary Color Palette Exploration

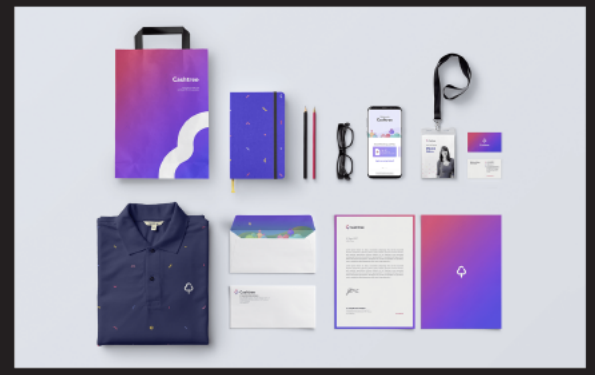
- Add energy to Presentations, Infographics, Campaign Landing Pages & Social Banners.
- Increase the depth and dynamic range of color combinations available to our team.
- Fill in the gaps that will complete our Brand.

Mood Board

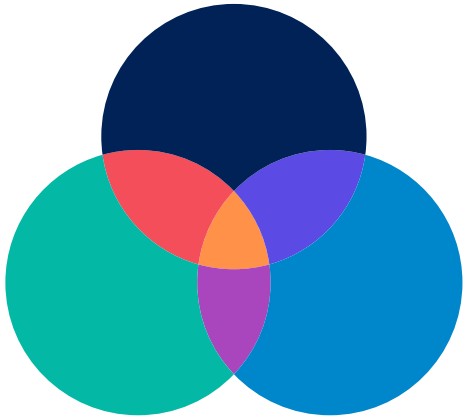
- Modern Brand Examples
- Trending Colors
- Application Techniques







Vibrancy



Primary

Green

Navy

Sky Blue

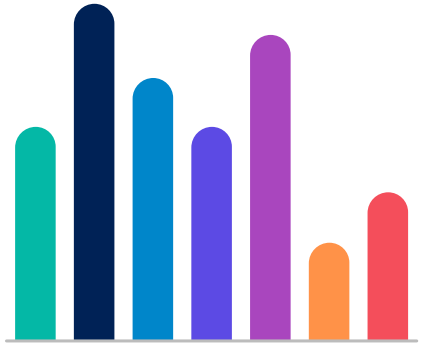
Secondary

Iris

Violet

Coral

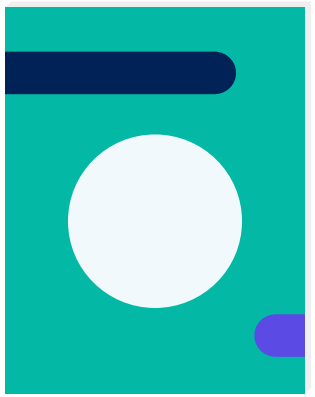
Tangerine



Chart

Graph

Infographic



Collateral

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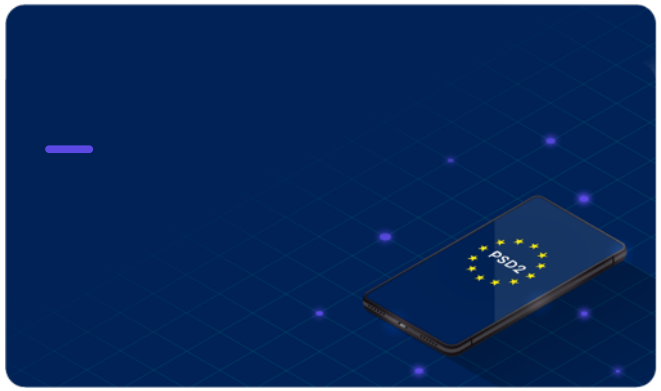
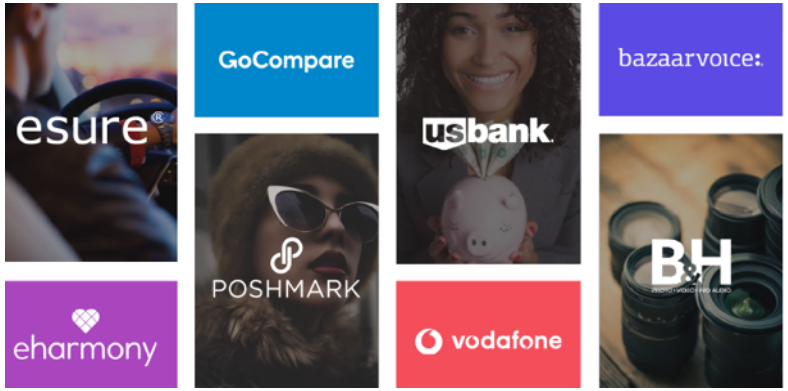
3 Tiered Approach

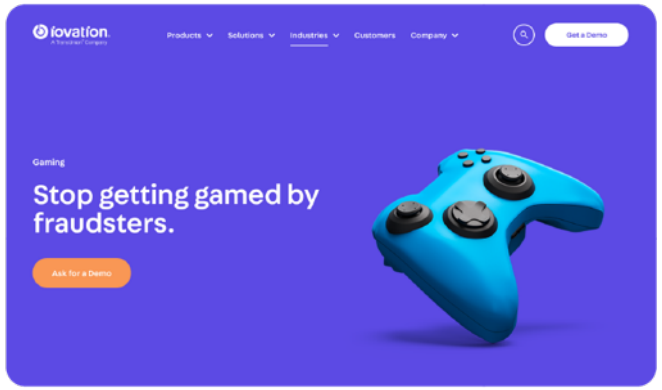
Minimal Use



Moderate Use



Maximum Use



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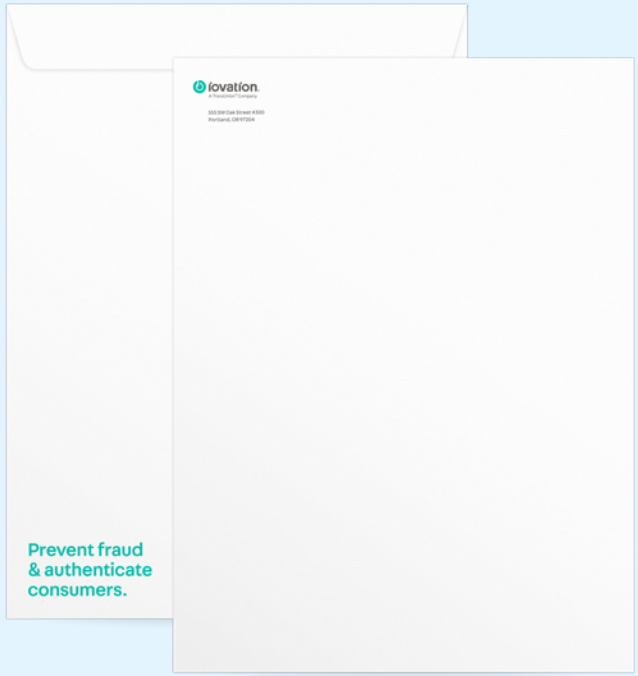
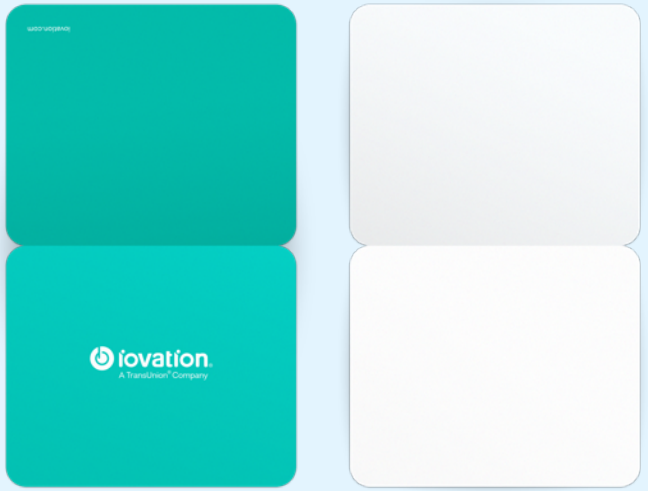
Business Cards & Stationary

- Makes a visually appealing and impactful first impression.
- Improves credibility and brand reputation.
- Customized high-end, paper stock with a smooth finish.

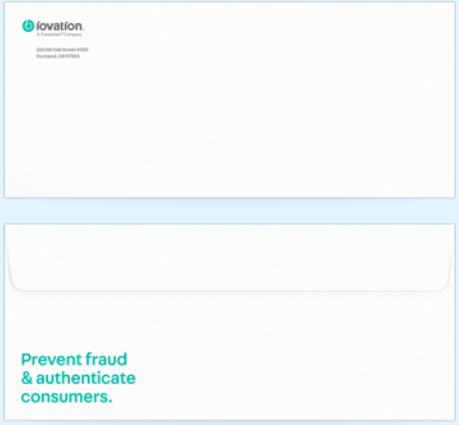
Letterhead



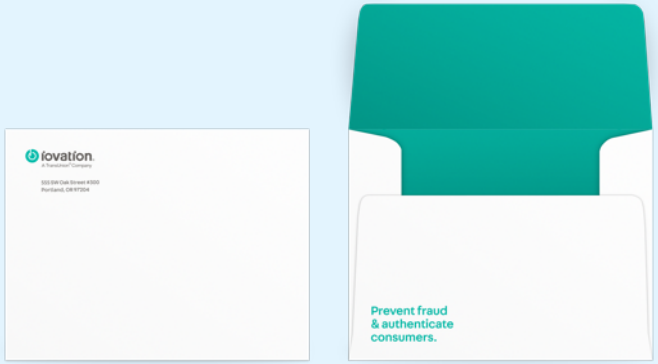
9″ X 12″ Envelope



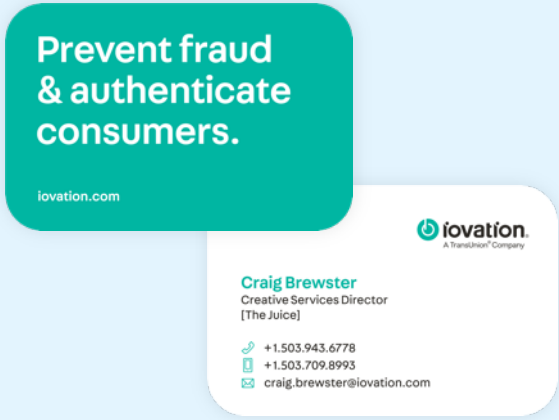
Note Card



#10 Envelope



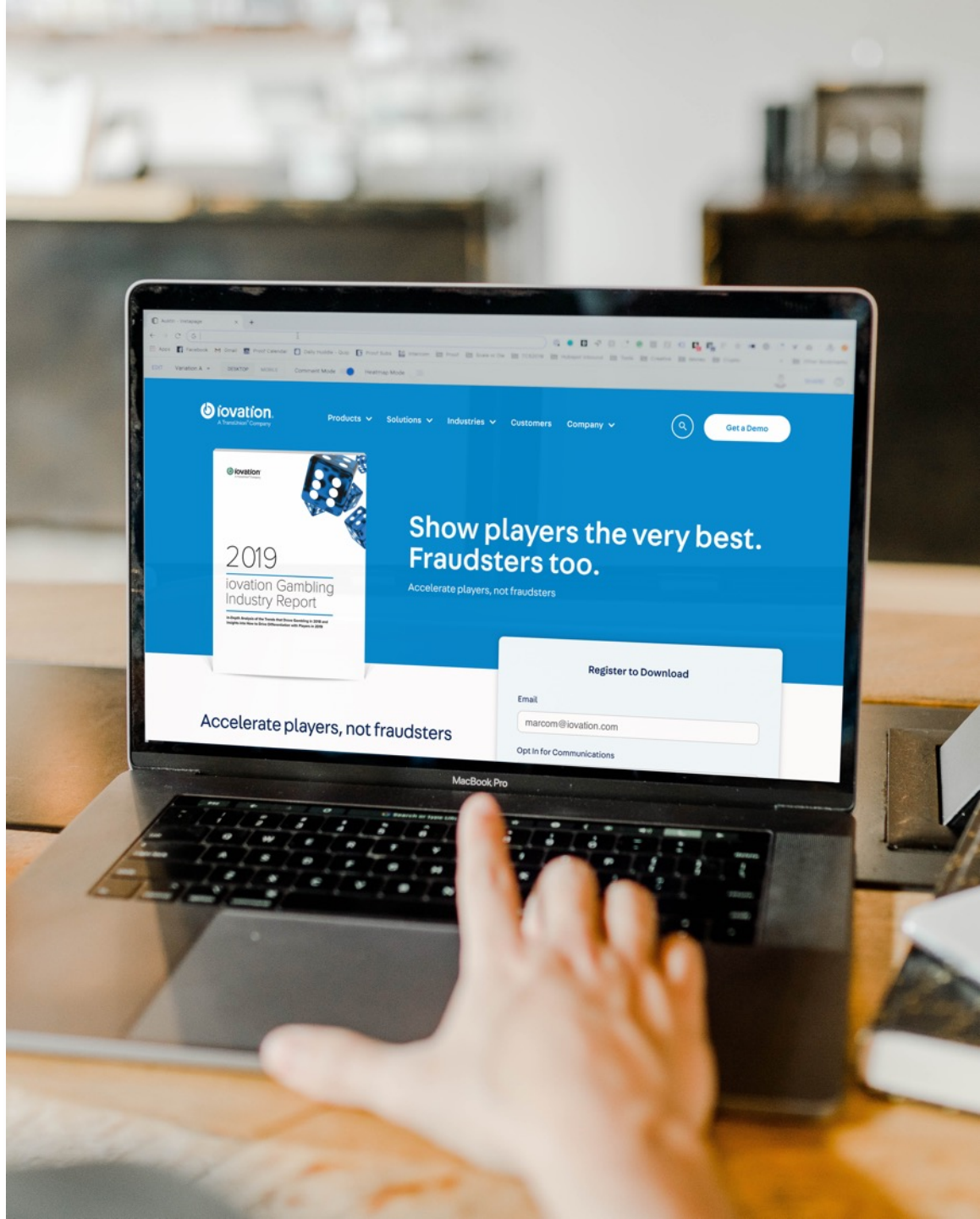
Invitation Envelope



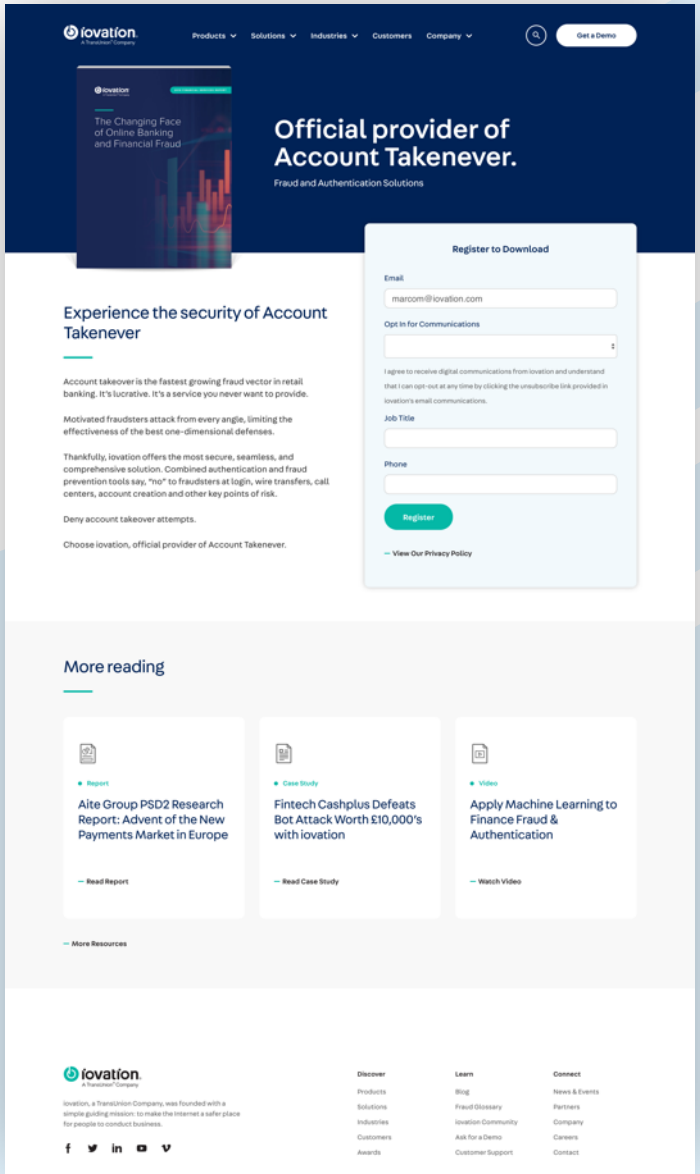
Business Card

Campaign Landing Pages

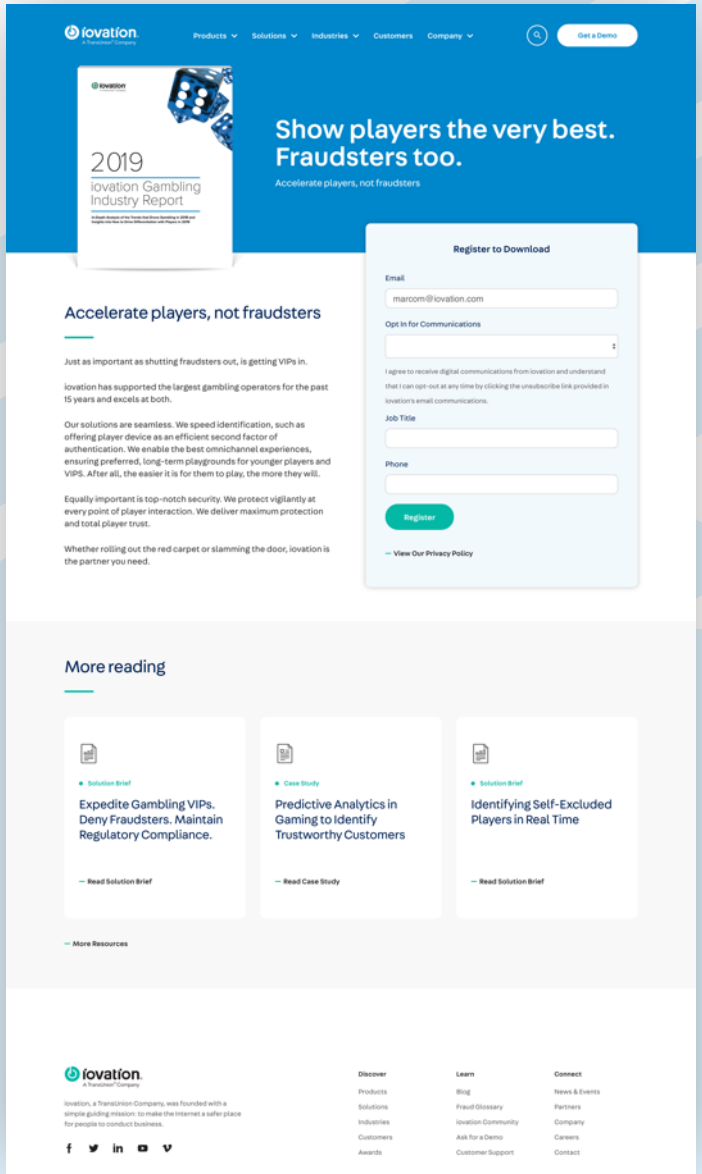
- Supports digital campaigns by providing a strong call to action.
- Dedicated landing pages make it easy to promote key content assets.
- Directs prospects to a lead capture form.



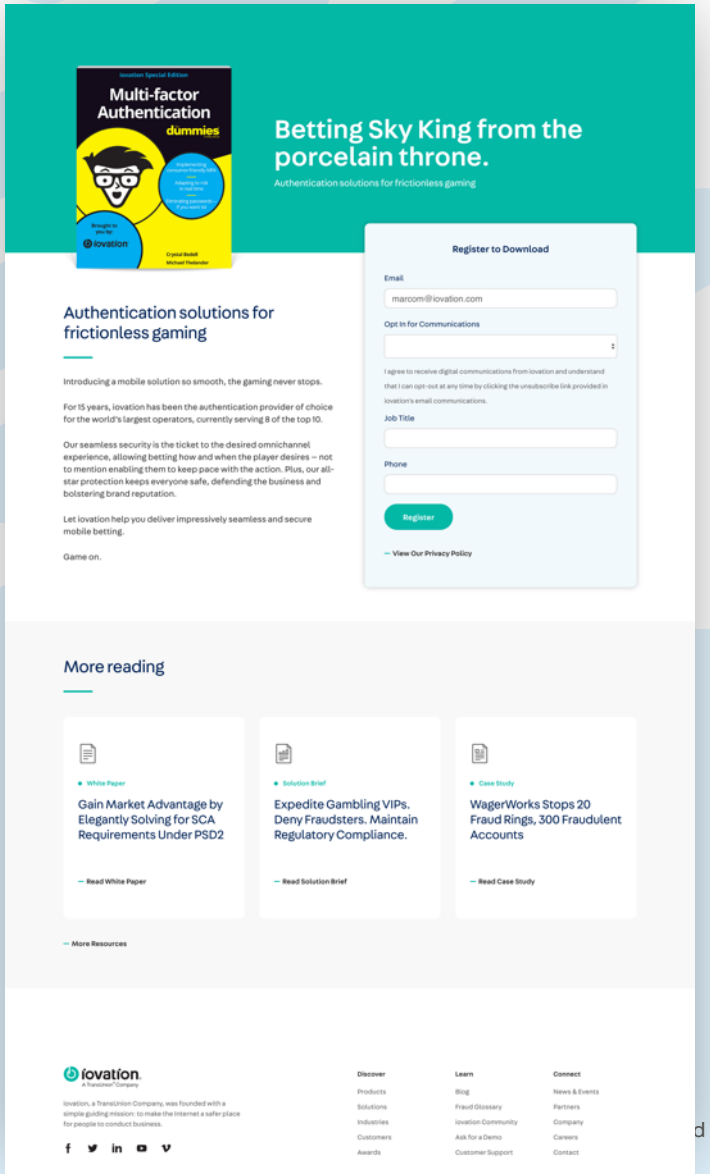
Account Takenever



Accelerate Players

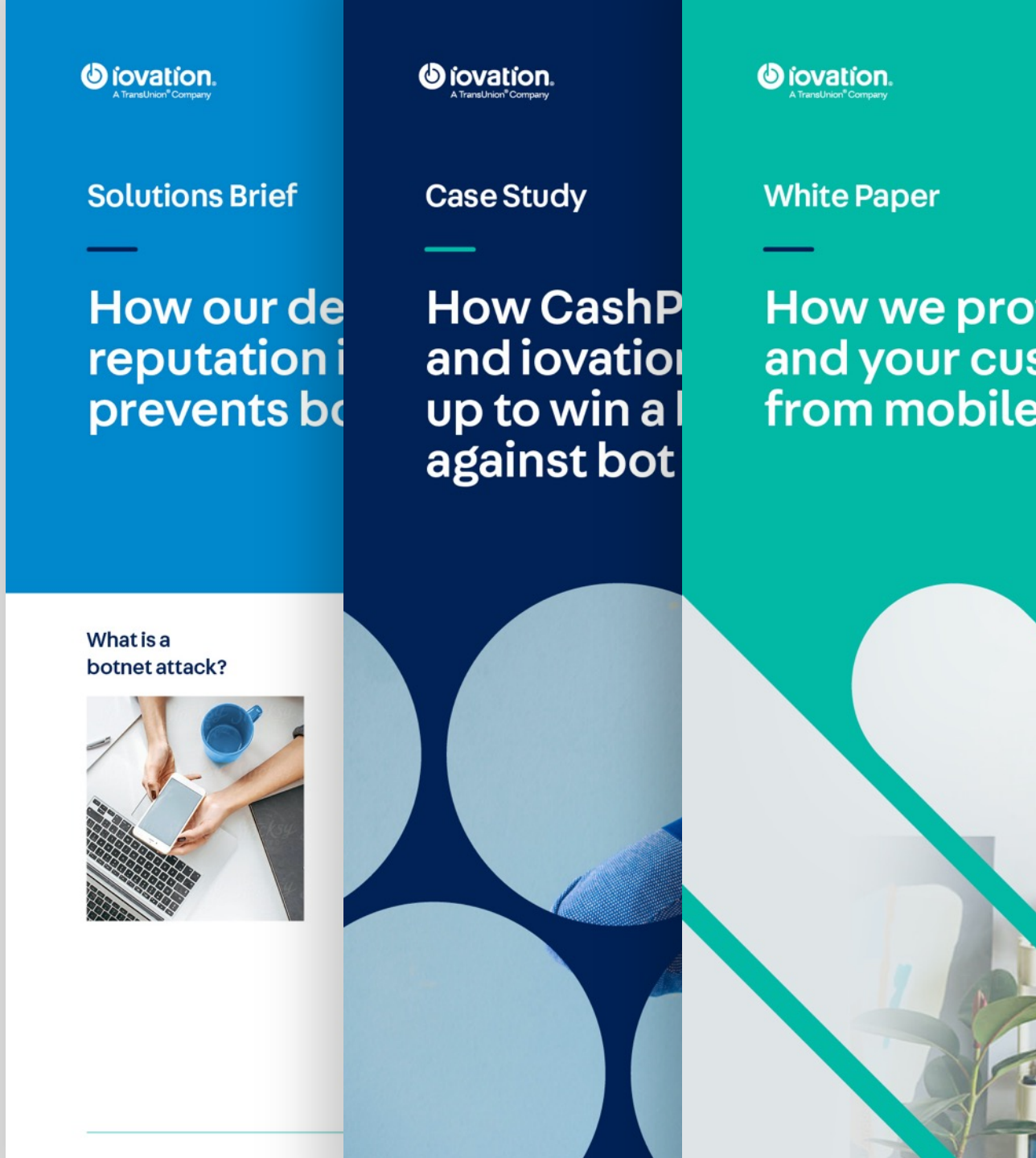


Frictionless Gaming



Collateral Redesign

- Update collateral to bring new life to it.
- Have our marketing materials convey relevance and not look outdated.
- Improve the quality of our content.
- Match the style of the brand as innovative and forward-thinking.



White Paper

- Research-based, and positions how we think.
- Provides introduction, introduces challenges, unpacks solutions and results.
- Educational and reinforces our thought leadership.

Case Study

- Customer-Specific Content
- Frames opportunity, unpacks our solution, highlights results of working together.
- Used as a promotional or sales tool.

Solutions Brief

- Demonstrates how we solve problems.
- Frames the context of a problem and unpacks our unique solution.
- Used for product awareness and knowledge.

Product Sheet

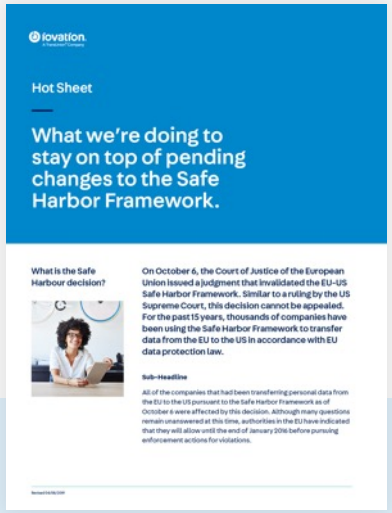
- Explains product features at a detailed level.
- Technical Content and Product Benefits
- Educational and increases product knowledge.

Hot Sheet

- Spotlights an issue and what you need to know.
- Brief description of issue and identifies product features that addresses issue.
- Timely and Informational

Collateral Kit

What’s in the Redesign Queue



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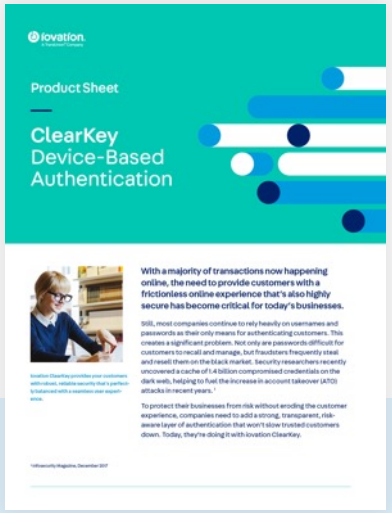
Hot Sheets



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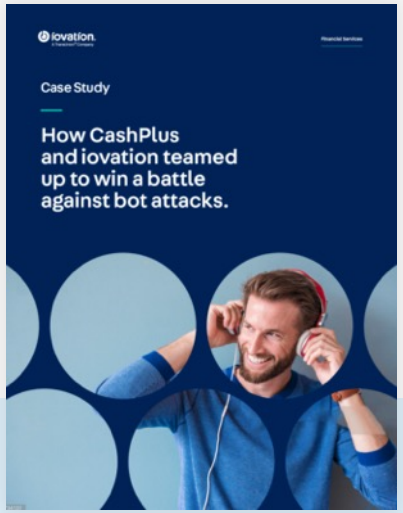
Product Sheets

14

Solutions Briefs



26

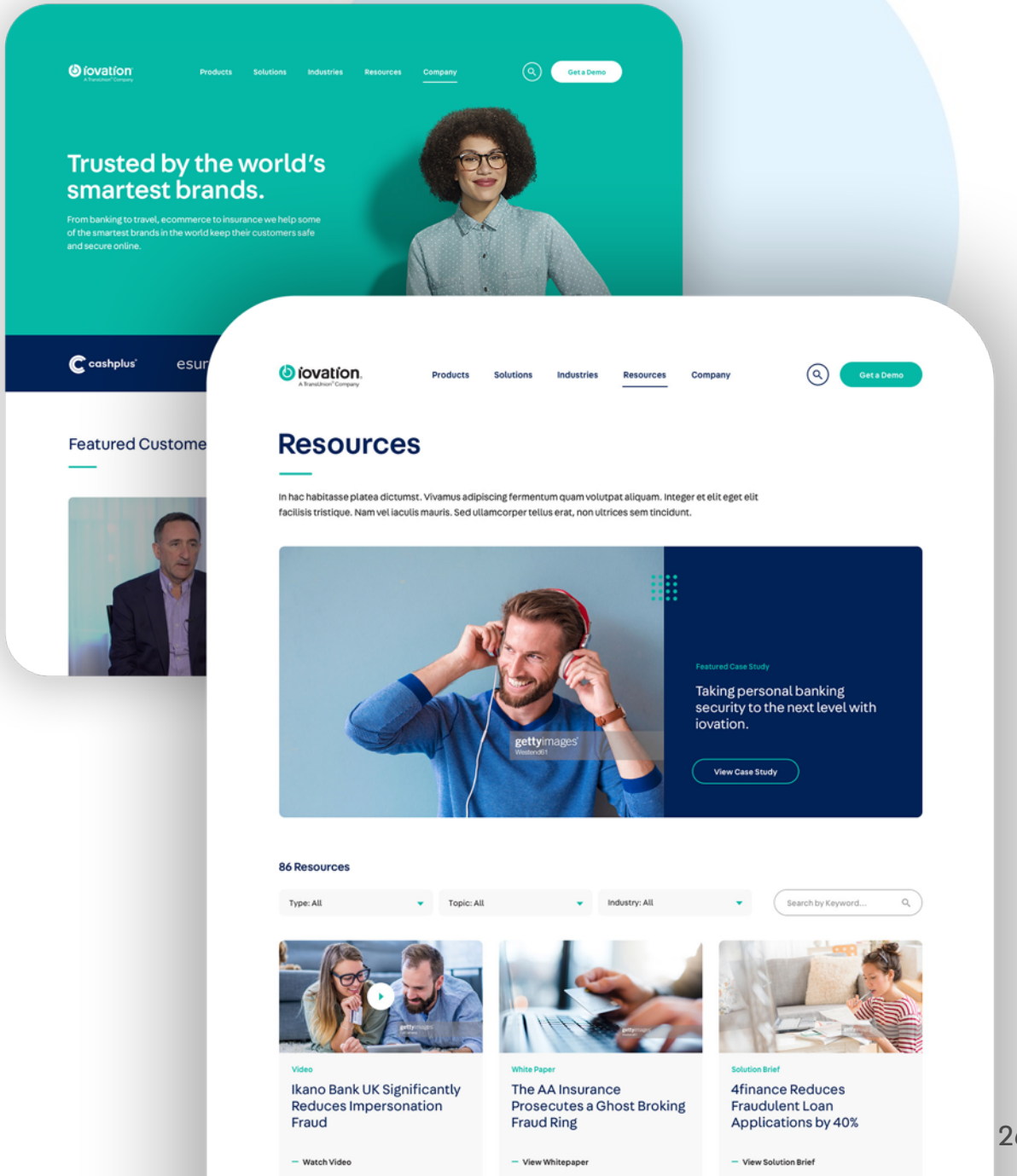
Case Studies

4

White Papers

2H Website Updates

- Demo Page
- Solutions
- Topics Pages
- Customers Page
- Resources

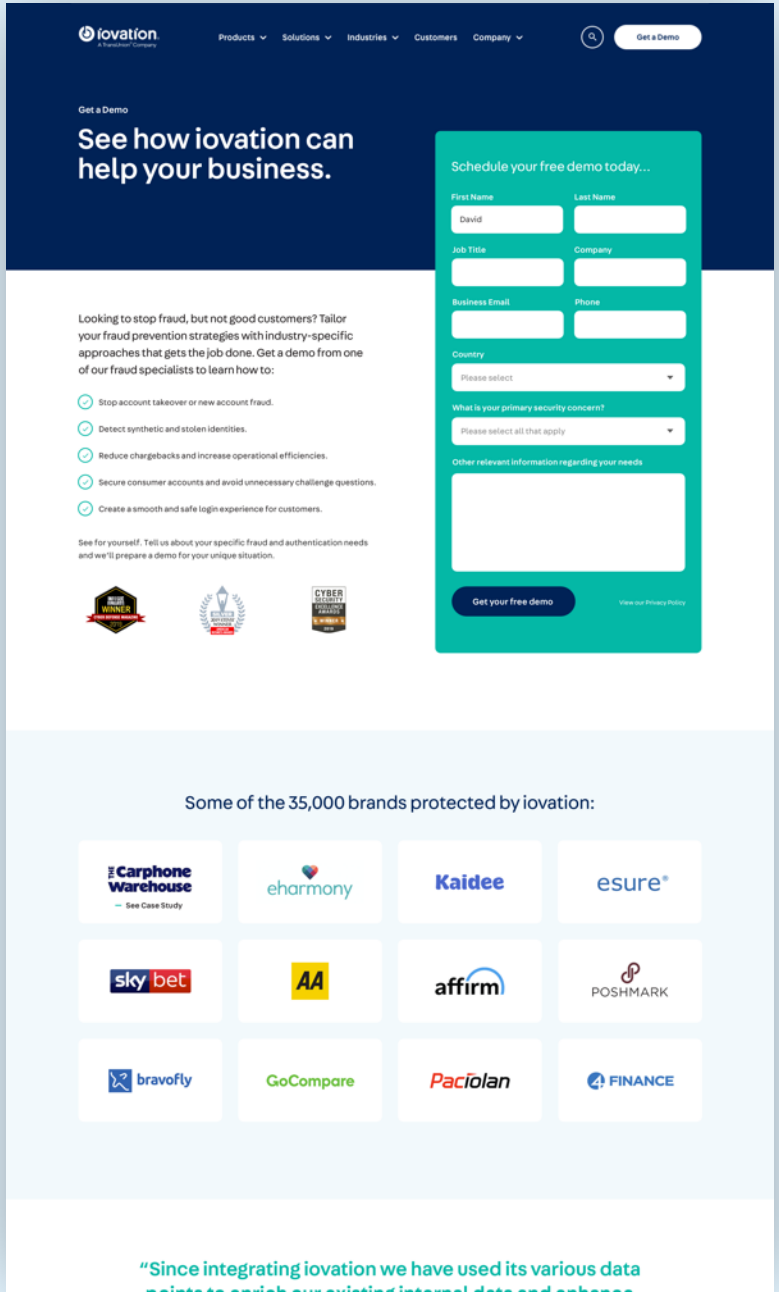


Demo Page

UI Improvements

Key Updates

- Make the form stand out more and contrast well with the rest of the page.
- Minimal copy with bullet points about what prospects will learn, without overwhelming them with too much to read.
- Add social proof through client logos, testimonials and awards.

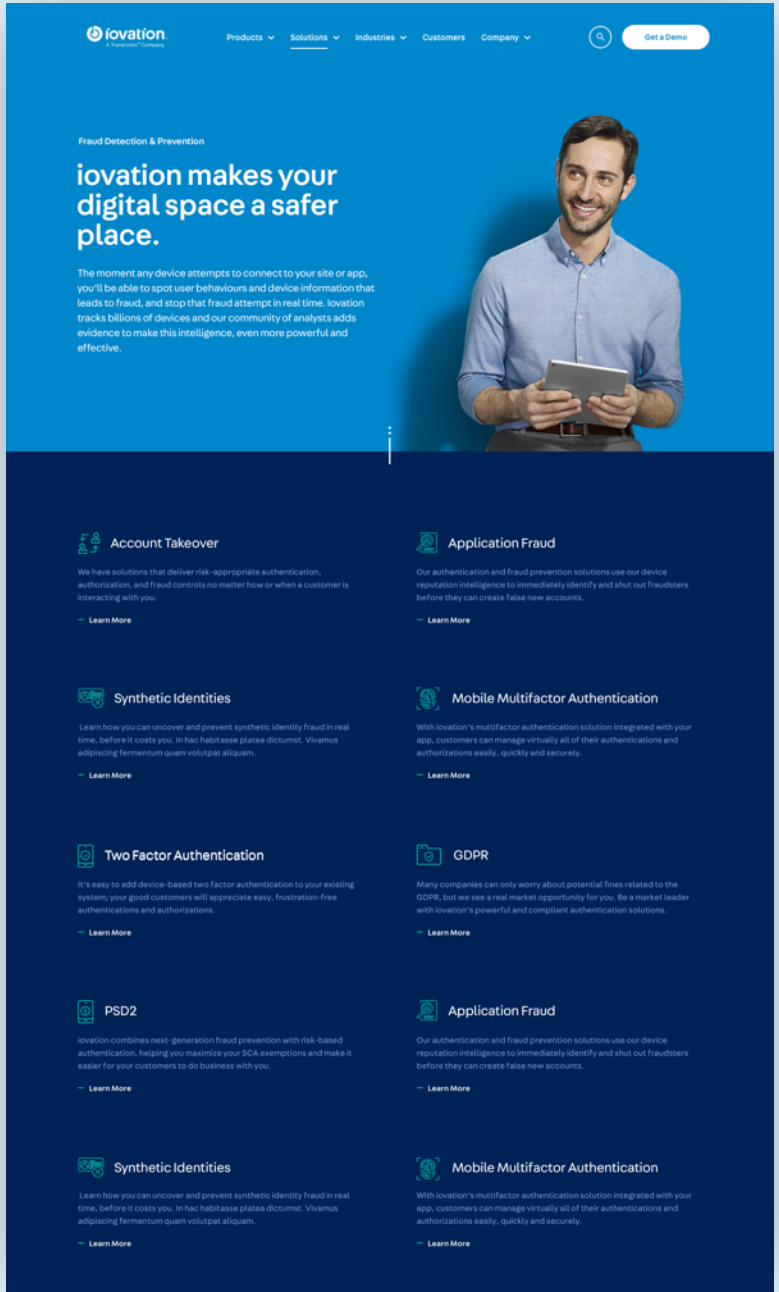


Solutions

UI Improvements

Key Updates

- Make solutions easier to navigate from landing pages.
- Create solution topic labels that are clear and easy to read at a glance.
- Include the flexibility to add many new solution topics.

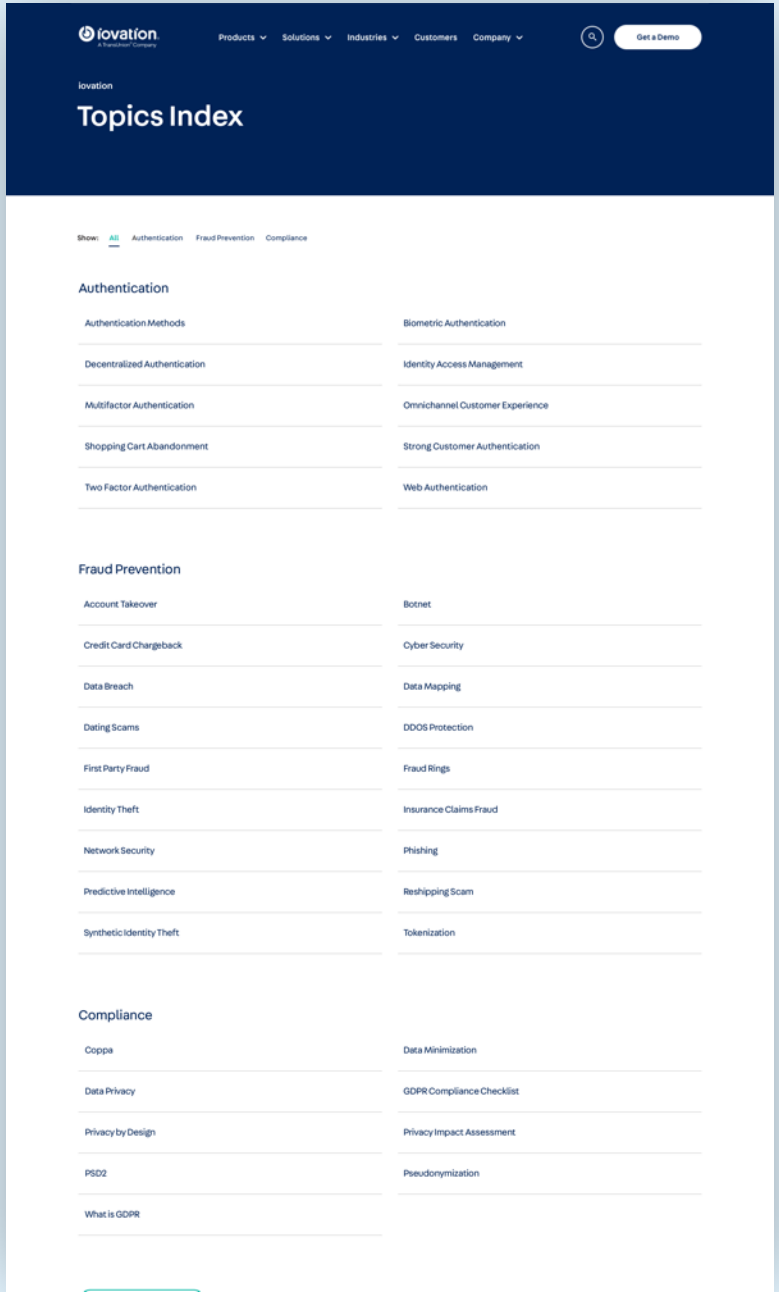


Topics Pages

SEO Optimization

Key Updates

- Add 50-150 topics to target a broader list of keywords.
- Use the topic pages in increase keyword rankings.
- Be relevant to topics customers are looking to learn about to drive SEO traffic.

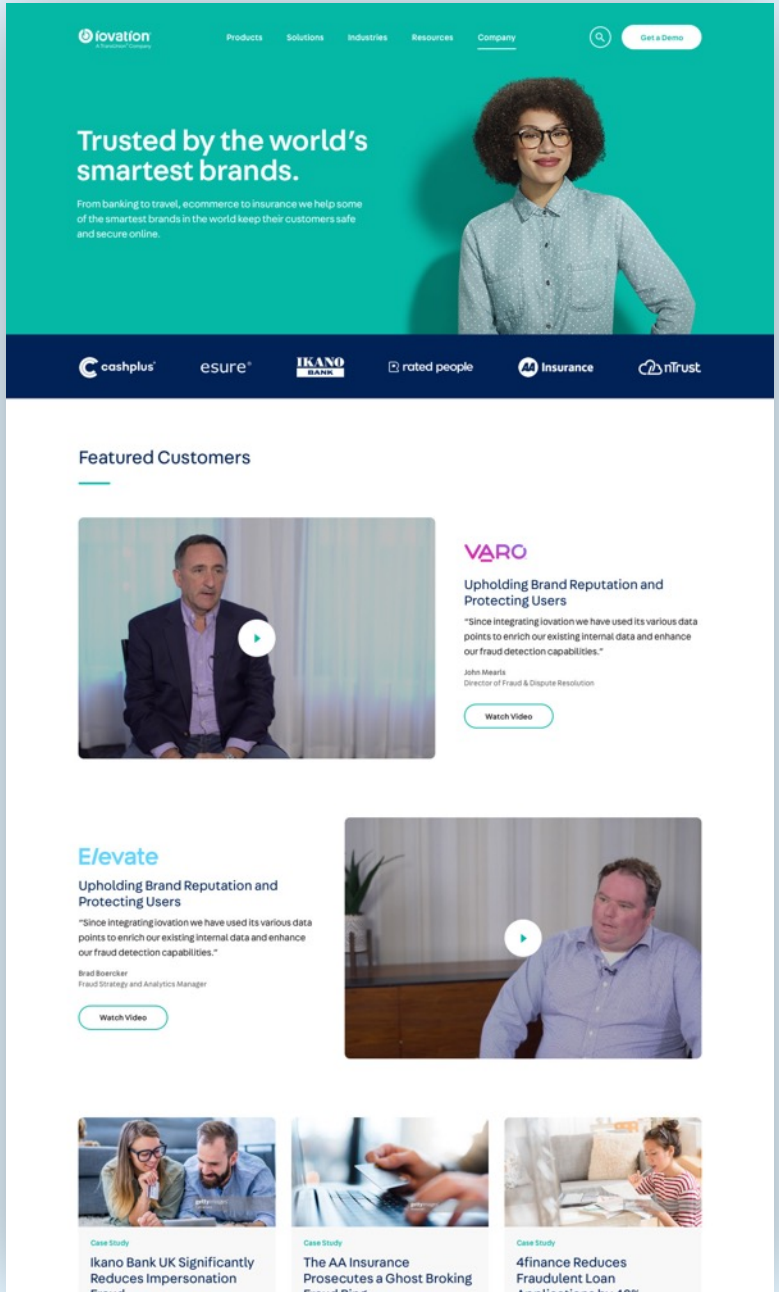


Customers

Website Improvements

Key Updates

- Add more credibility to the page with customer logos.
- Feature client video testimonial content for better engagement.
- Add G2Crowd and Gartner Peer testimonials.

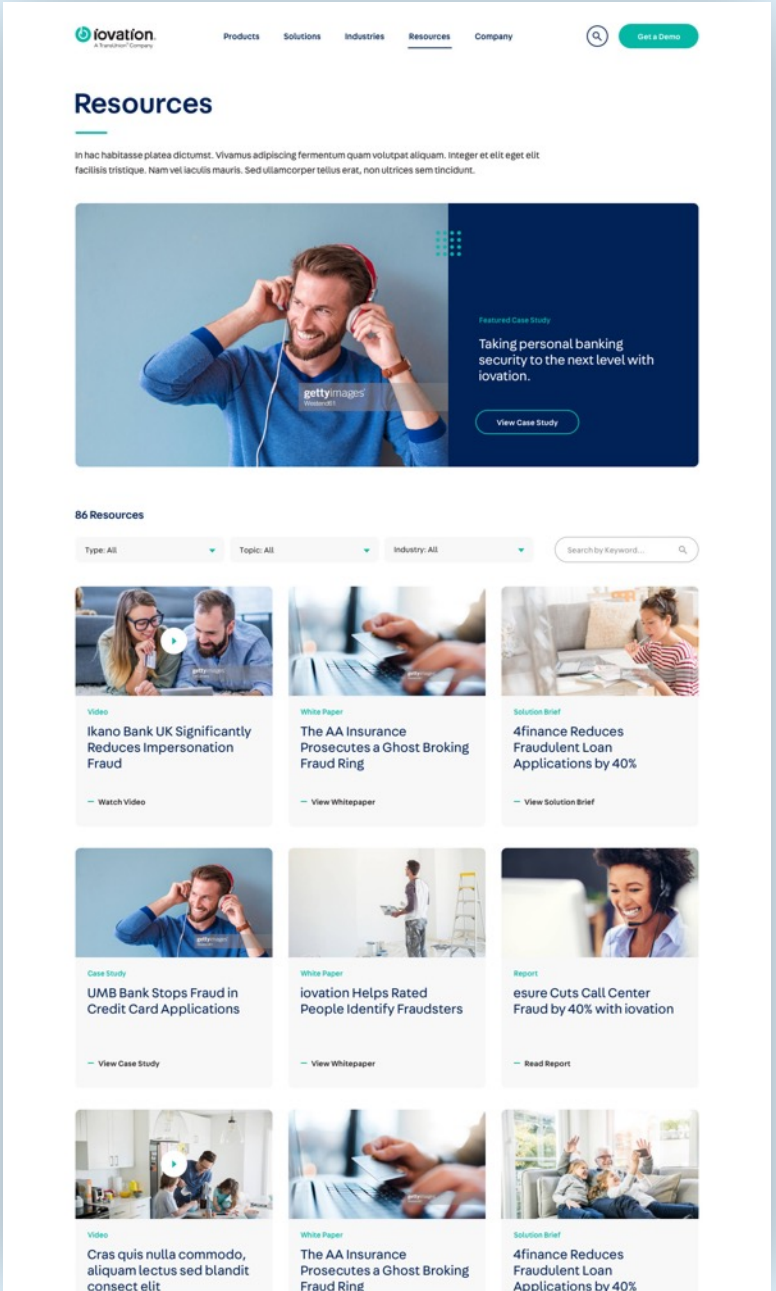


Resources

Website Updates

Key Updates

- Feature a resources hub where it is easy to find and share content.
- Supports SEO and social media efforts as well as lead generation and website conversion.
- Add more visual appeal to our content assets.



Brand Video

- Tell the story of ‘Building Trusted Connections’ to inspire and motivate.
- Help our audience identify, relate and have more confidence in iovation.
- Reach more potential customers through the ease of social sharing.
- Create a rich emotional appeal that can’t be captured in written content.

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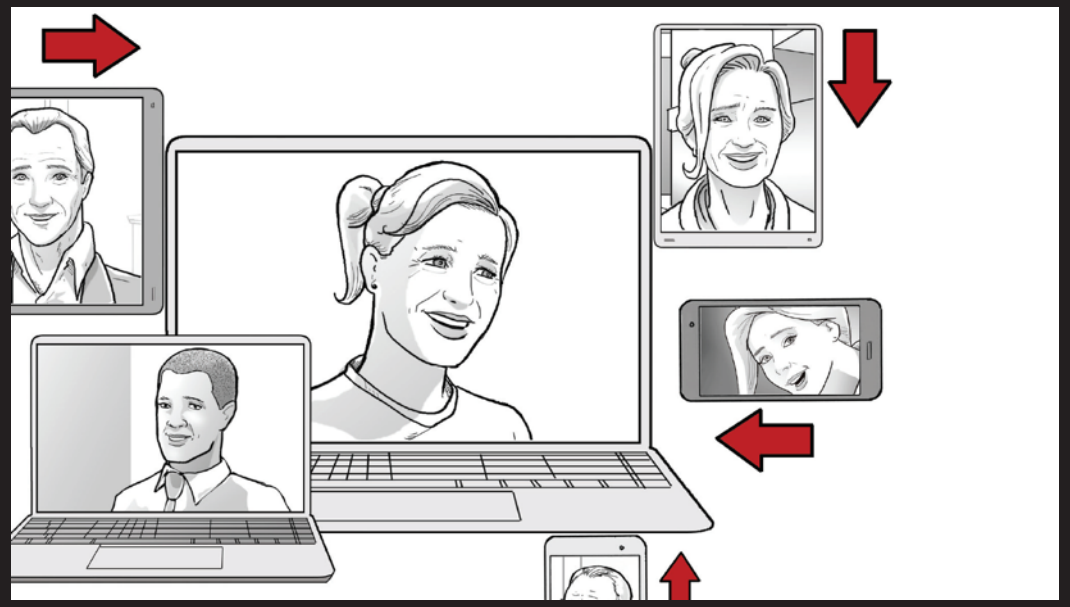
Connected Delivery

We show moments of doubt, followed by the happy results of putting trust in those deserving of it (good customers)

Trust Enabled



We deliver a manifesto that begins with individual people on screens and ends with a connected grid that brings individuals together.

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PowerPoint Modules

- iovation Solutions
- Why iovation
- iovation Products
- Industries
- SBR & Customer Success
- Customer References

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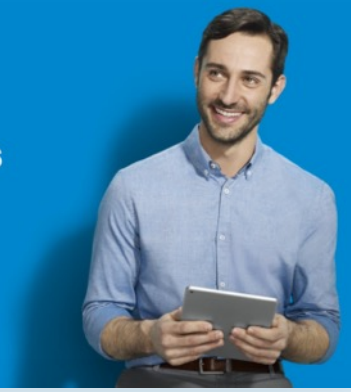
iovation
A TransUnion Company

iovation Solutions

How to stop fraud and ease authentication



Nannette Vilushis
March 13, 2019

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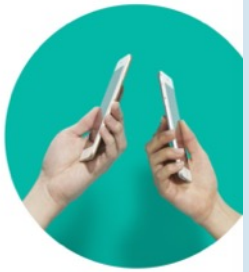
iovation was founded with one mission:

To help businesses deliver a safer and more valuable experience to consumers.



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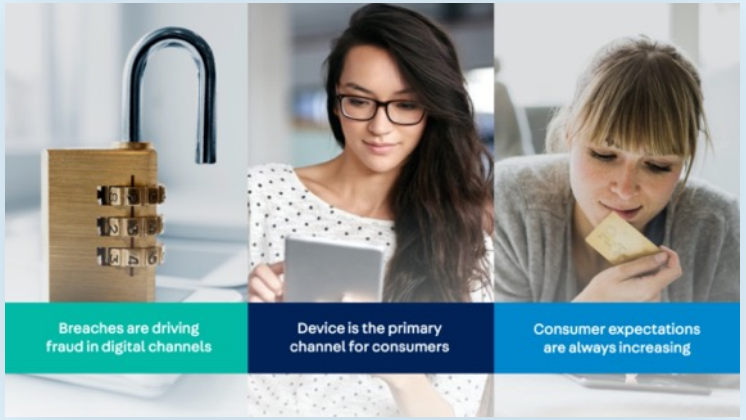

Breaches are driving fraud in digital channels

Device is the primary channel for consumers

Consumer expectations are always increasing

The Power of Device Intelligence

Prevent Fraud – Authenticate Consumers – Authorize Transactions

- Device behavior and machine learning
- Device risks and anomalies
- Device reputation and associations

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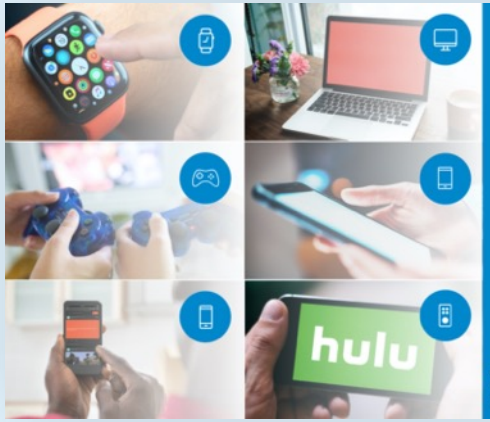

If a device can connect to the web, iovation can recognize it and use it as a factor of risk, identity, or authentication.

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Building Consumer Trust

Reducing Risk in the Customer Journey

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Authenticate Consumers

Who are you – really?

Your Customer

- Validate that the consumer is who they say they are
- Authenticate at the touchpoints you specify
- Authorize high-risk transactions post-authentication

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Three Fundamental Questions

What you want to know at the transaction point

Your Customer

Who are you?

Your Customer

Your Customer

Your Customer

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Synthetic Identity Fraud

Account Origination

Eliminate known risky or fraudulent individuals

Identify risk of consumer-provided email and phone information

Identify device risk indicators like velocity, geolocation, device anomalies, reputation, and associations

Leverage machine learning to accelerate good customers and flag reviews

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JULY	AUGUST	SEPTEMBER
IOVATION SOLUTIONS	SBR & CUSTOMER SUCCESS	INDUSTRIES
WHY IOVATION	IOVATION PRODUCTS	CUSTOMER REFERENCES

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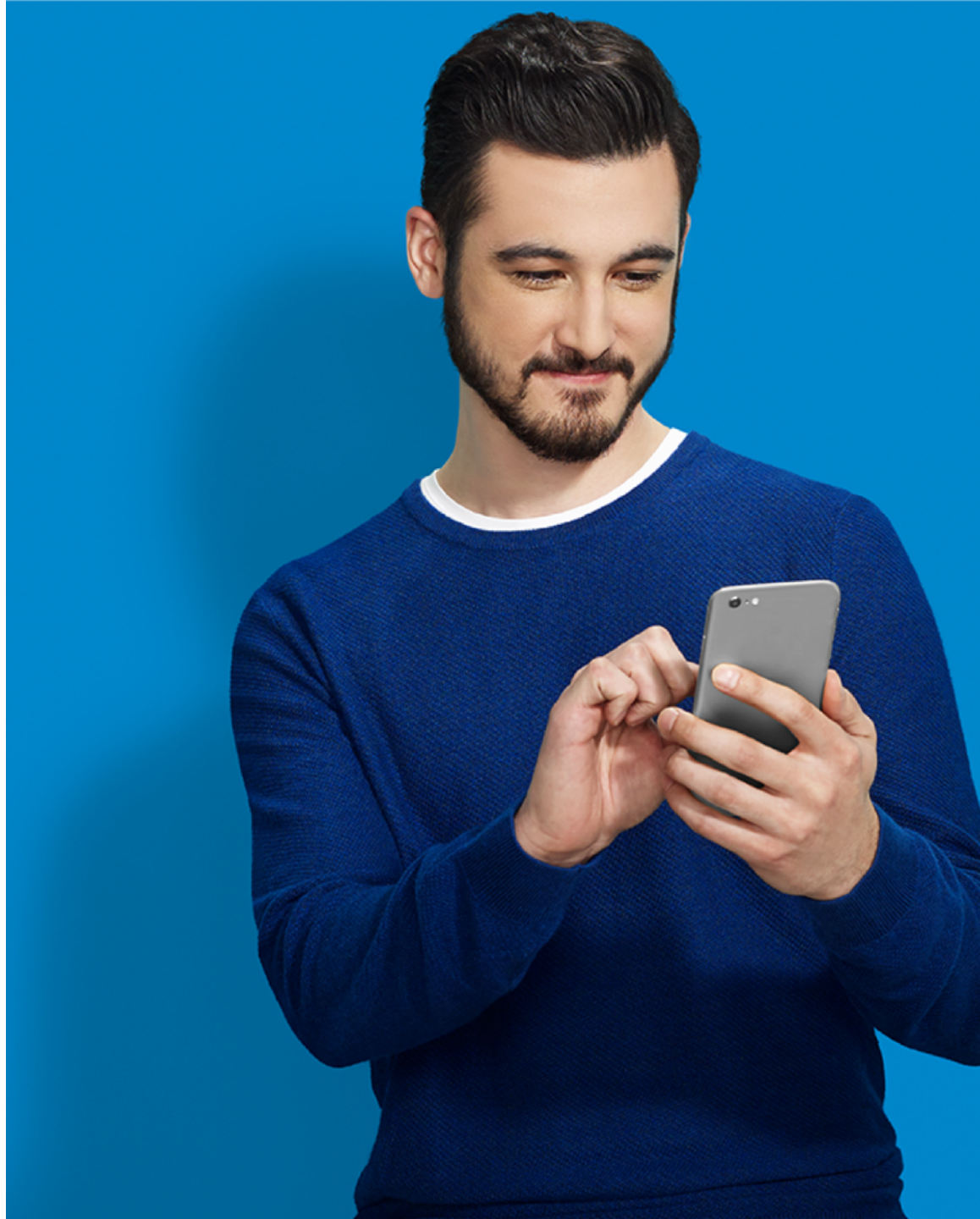
Photography 2.0

- Increase the breadth and number of images we have for the brand library.
- Shoot photos that capture ‘Trusted Connections’ and explore industry themed concepts.



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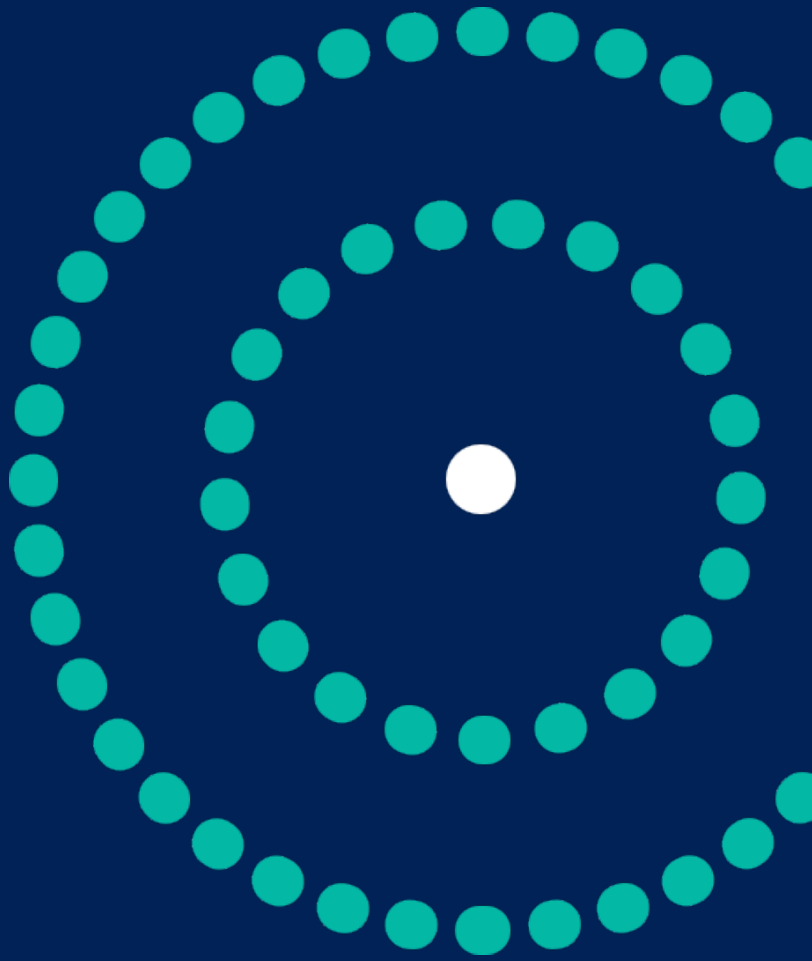
Discussion



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