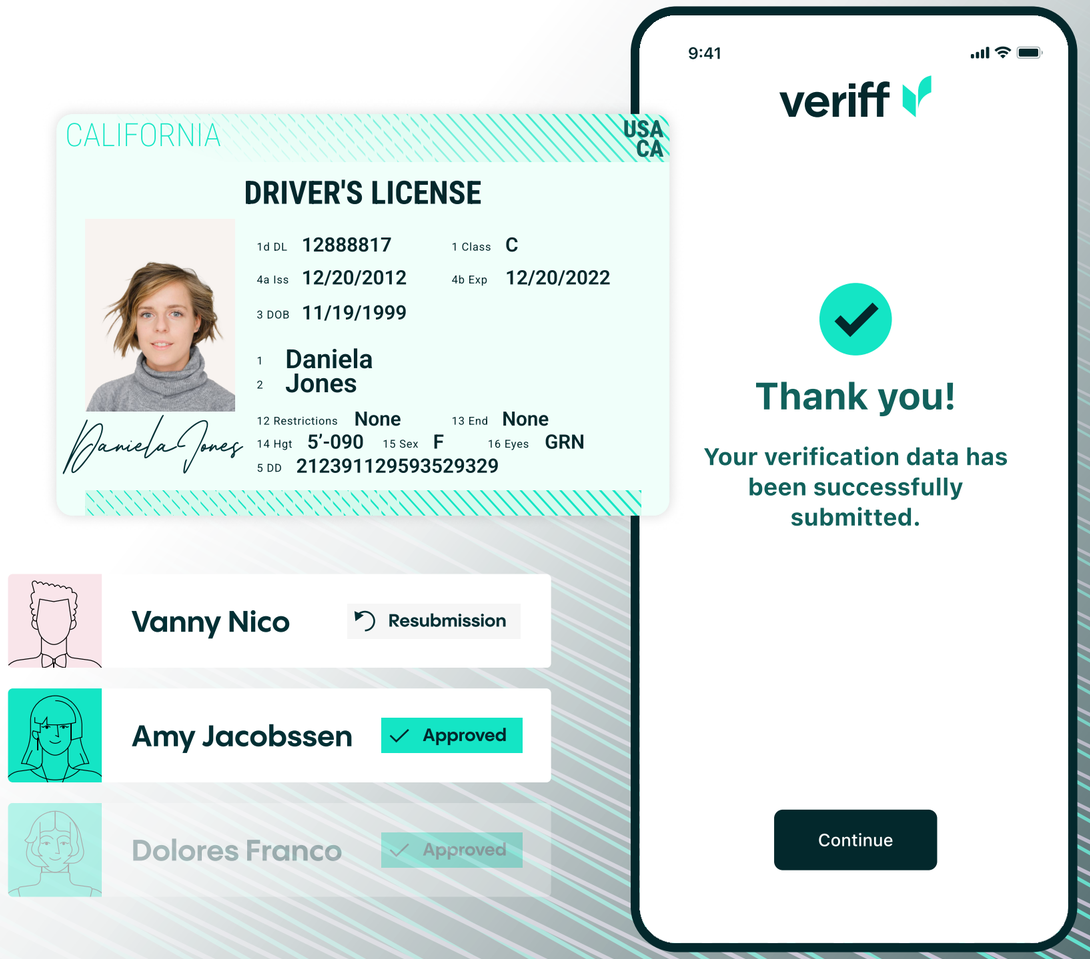
veriff



Web Customization Guide

CONFIDENTIALITY NOTICE: All content provided herein is confidential and protected by the confidentiality terms signed by the Parties.

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Required elements

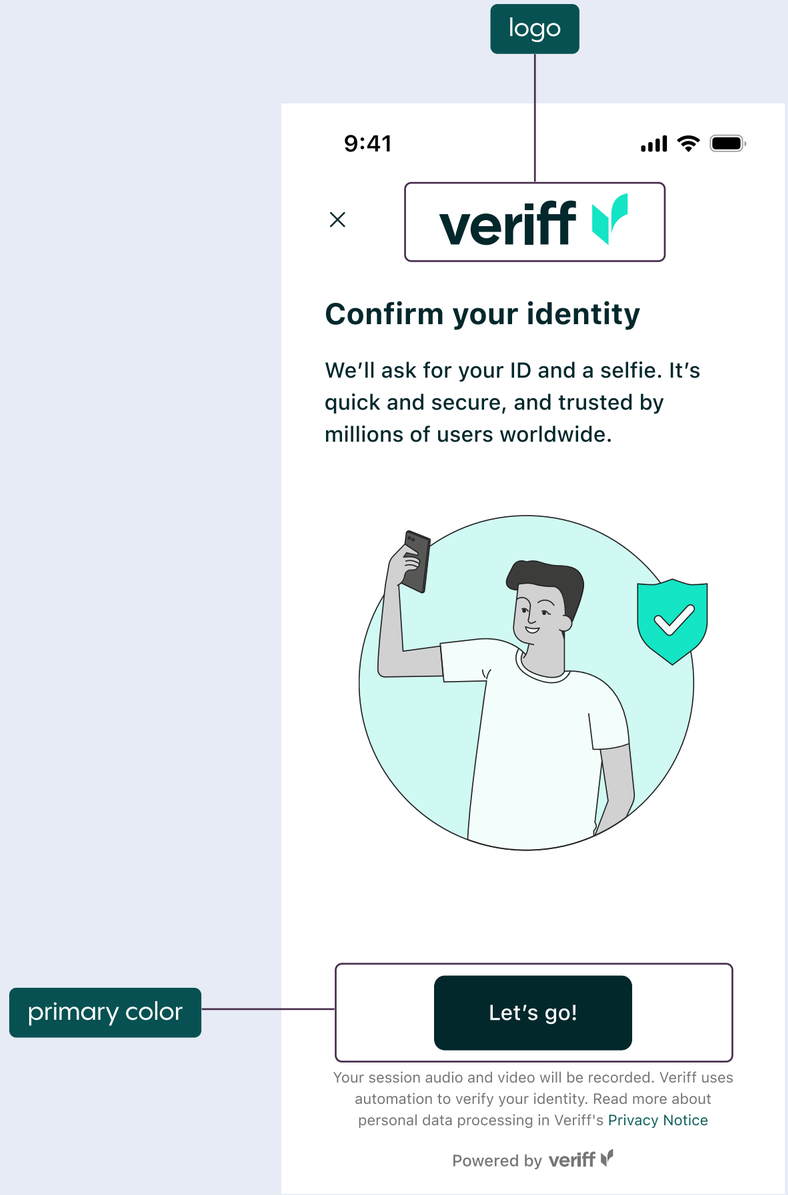
To customize Veriff, please send the following details to your account manager and our team will take it from there

1. Your **logo** as an SVG file
2. Your **primary brand color** in HEX format

Customization options

This section will go through Veriff's customizable elements. These elements can be modified to suit your brand guidelines, aligning our end-user flows with your brand experience.

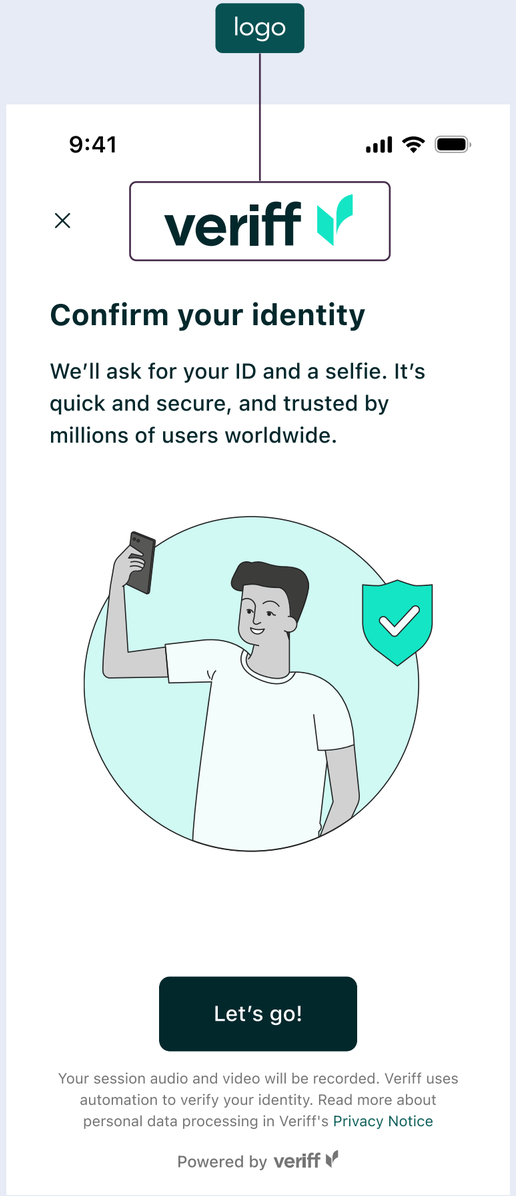
1. Logo
2. Primary color



1. Logo

Your logo will be positioned at the top of the screen, and is displayed in all views.

Pleae note that our software only supports logos in **SVG** format.



2. Primary color

The following elements of our verification flows can be modified to match your brand colors.

2.1 Buttons and links

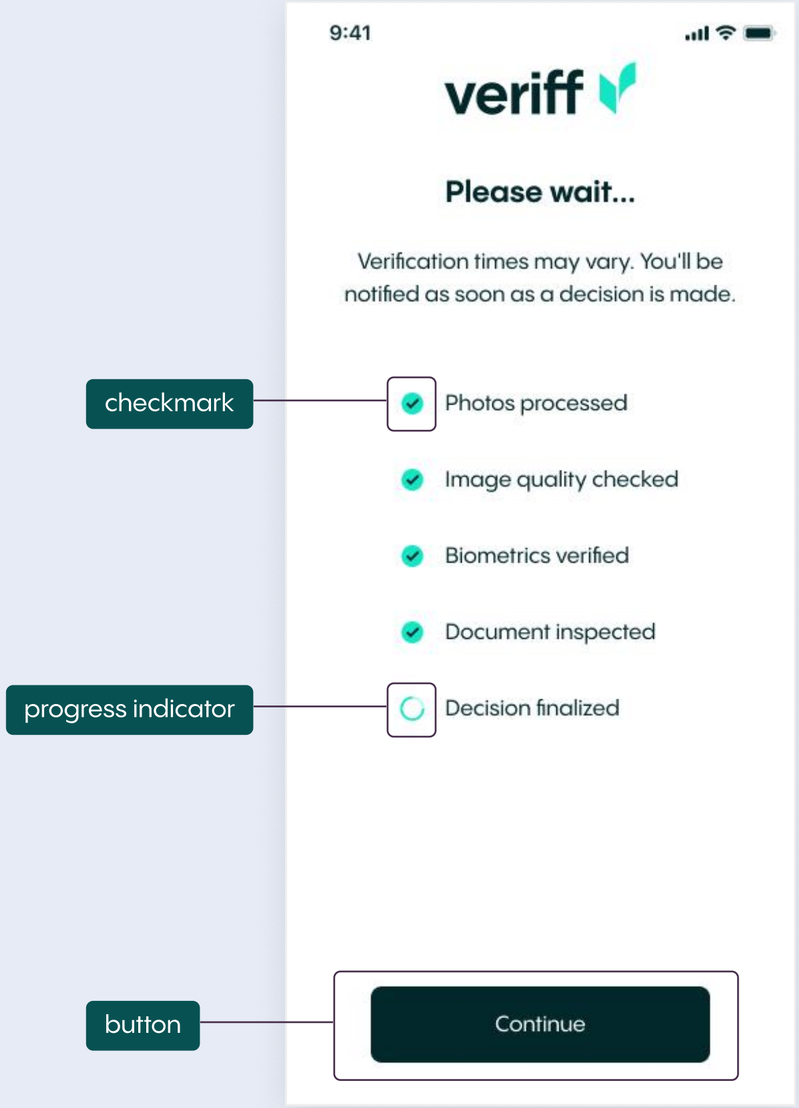
Buttons trigger actions and activate links. They come in different styles depending on their level of importance. The buttons in our end-user flows come in one size with text or in a combination of text and icon.

2.2 Checkmarks and progress indicators

Checkmarks are used to indicate when required steps have finished. Progress indicators (spinners) are for loading states.

All colors must be WCAG 2.0 level AA compliant

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text, 3:1 for large text, and a contrast ratio at least 3:1 for graphics and other user interface components.



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Accessibility

Designing for accessibility makes it possible for users of all abilities to navigate your user interface and interact with the right elements. Color and contrast are tools that, when used well, help users interpret the content of your app or website correctly, and understand the actions they trigger.

Contrast ratios

Contrast ratios represent how different a color is from another color. It is most commonly written as 1:1 or 21:1, and the higher the difference between the two numbers in the ratio, the higher the contrast.

More precisely, contrast ratios are defined by the World Wide Web Consortium (W3C) as the relative luminance or intensity of light emitted between a color and its background ranges. Contrast ratios are measured on a scale of 1 to 21.

Requirements

To ensure our clients achieve the best possible conversion rates, color customizations in Veriff must be WCAG 2.0 Level AA-compliant.

This translates to the following minimum contrast ratios depending on the element:

- Regular text: 4.5:1
- Headings: 3:1
- Graphics and other UI components: 3:1

You can check contrast ratios for your preferred colors using a tool such as:
https://colourcontrast.cc/

Here are some sources for further reading:
https://webaim.org/articles/contrast/
https://material.io/design/usability/accessibility.html

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If you have any questions, feel free to reach out to our design team at **design@veriff.com**