Colours

Warm paper, navy ink and one brand blue. Rust only ever means risk.

Cream
#F8F1E8 · RGB 248 241 232
Page ground

Eggshell
#F3ECDF · RGB 243 236 223
Alternate bands

Card
#FFFDF8 · RGB 255 253 248
Raised surfaces

Navy
#21374B · RGB 33 55 75
Text and the logo

Brand blue
#1E3D9A · RGB 30 61 154
Hero fields and dither bands

Periwinkle
#5B87D8 · RGB 91 135 216
Links and accents

Green
#10342A · RGB 16 52 42
The business audience

Rust
#D65A39 · RGB 214 90 57
Risk only, never decoration

How a verdict looks

Every Carmen check ends in one of three risk levels, with the reasons and one thing to do next. On screen a verdict is a small dot and the words, in the colour of its risk level.

High risk
#D65A39 · RGB 214 90 57

Medium risk
#B87931 · RGB 184 121 49

Low risk
#3F8F68 · RGB 63 143 104

Type

Two typefaces, both free from Fontshare (fontshare.com) for personal and commercial use.

Headlines

Zodiak

Is it a scam? Ask Carmen.
Paste it. Carmen reads it.

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 0123456789

Regular 400 and Italic for headlines, section titles and large numbers. Light 300 and Bold 700 appear in a few headlines.

Body and interface

General Sans

Paste the text, email or link. Carmen checks it in under a minute and tells you what to do.

Regular 400 · **Medium 500** · **Semibold 600**

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 0123456789

Regular for body text, Medium and Semibold for labels and buttons.