



FINANCE NOW | BRAND GUIDELINES
October 2021

Master Logo



This is the preferred option for all communications and branding



Minimum clear space around logo



Minimum size for logo

Primary brand colours



Pantone 2965
CMKY: 100/38/0/64
RGB: 0/58/99
#003a63



Pantone 311
CMKY: 63/0/12/0
RGB: 66/196/221
#42c4dd

Secondary brand colours



Pantone Cool Grey 7
CMYK: 0/0/0/50
RGB: 147/149/152
#939598



Pantone 354
CMYK: 95/0/100/0
RGB: 0/175/67
#00af43

How to use colours



When FN dark blue is used as a background colour use FN light blue in the lozenges



When the other FN colours are used as a background colours use FN dark blue in the lozenges



How not to use colours



Colours that don't work together



Three colour combinations



Make sure colours are evenly spread throughout the lozenges



Third party colours that are garish



Third party colours that are too similar

Master Logo & Strapline

Time and consideration has been taken crafting this lock-up for legibility, brand recognition and consistently across all aspects of communication.

Here's some examples of what we don't do with the lock-up.



Don't change the colours



Don't italicise the strapline



Don't move or change the typeface



Don't distort or skew the lock-up



Don't combine the Positive and Reversed versions together

Heading Typeface

Karbon Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Body Copy Typeface

Karbon Light/Light Italics

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Karbon Regular/Regular Italics

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Karbon Semi Bold/Semi Bold Italics

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Substitute Typeface

Verdana/Italics

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ