



**FINANCE NOW** | BRAND GUIDELINES  
26 APRIL 2017

## Master Logo & Strapline



Minimum clear space around lock-up



Minimum size for logo & strapline

### Stacked Version (Positive)

This is the preferred option for all communications (**without strapline**)



Minimum size for logo without strapline

## Master Logo & Strapline

The strapline version can be utilised when “money your way” is used in the copy



**Landscape Version** (Positive) Strapline Right



**Landscape Version** (Positive) Strapline Left

## Master Logo & Strapline



**Stacked Version** (Reversed)



**Landscape Version** (Reversed) Strapline Right



**Landscape Version** (Reversed) Strapline Left

Primary brand colours



**Pantone 2965**  
C: 100 M: 38 Y:0 K: 64  
R: 0 G: 58 B: 99  
#003a63



**Pantone 311**  
C: 63 M: 0 Y: 0 K: 12  
R: 66 G: 196 B: 221  
#42c4dd

Secondary brand colours



**Pantone Cool Grey 7**  
C: 0 M:0 Y:0 K: 60  
R: 128 G: 130 B: 133  
#808285



**Pantone 354**  
C: 95 M: 0 Y: 100 K: 0  
R: 0 G: 175 B: 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

## Brand Colours



### Dark Blue

CMYK: 100/80/37/26

### Light Blue

CMYK: 62/0/11/0

### Grey

50% Black

## Brand Typeface

Karbon Light  
*Karbon Light Italic*

Karbon Regular  
*Karbon Regular Italic*

Karbon Medium  
*Karbon Medium Italic*

Karbon Semibold  
*Karbon Semibold Italic*

Karbon Bold  
*Karbon Bold Italic*

abcde