



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

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Time and consideration has been taken crafting this lock-up for legibility, brand recognition and consistency 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