



# Brand Guidelines

## Brand Mark

Formats	02
Master Brand	03
Primary	04
Colour Restricted	05
Misuse	06
Clear Space & Minimum Size	07

The most identifiable element within a brand's design system is its logo or brand mark.

It is critical this mark is applied consistently in all applications.

#### **Artwork**

##### File Formats

Artwork has been created in the following file formats:

#### **AI (Illustrator)**

An illustrator file (.ai) is an uncompressed, working file that is created when using Adobe programs.

#### **JPEG**

(Joint Photographic Experts Group)

300dpi (Dots per inch)

A 300dpi JPEG (.jpeg) is a high resolution raster file suitable for print.

72dpi (Dots per inch)

A 72dpi JPEG (.jpeg) is a low resolution raster file suitable for on-screen applications like websites, banners or presentations.

#### **PNG**

(Portable Network Graphics)

PNG (.png) files are web-based and are ideally suited for MS Office applications.

#### **Usage**

#### **PMS**

For offset printing.

#### **CMYK**

For full colour process printing.

#### **RGB**

For web, digital media and MS Office applications.

#### **B&W**

Greyscale for applications where only a single colour is available for reproduction.

## Financio Advisor Brand Guidelines

Master Brand

---

The Financio Advisor brand mark is comprised of inseparable elements.



## Brand Mark

Primary

---



### Primary Brand Mark Positive

The primary positive brand mark is the preferred logo and should only be used on a white background.



### Primary Brand Mark Reverse

The primary reverse brand mark should only be used on a dark background.

## Brand Mark

Colour Restricted

---



### Monotone Black Positive

When multiple colour printing is not an option and the brand mark is to appear on a white background please use a solid black brand mark.



### Monotone Black Reverse

When colour is not an option and the brand mark is to appear on a black background please use the solid white brand mark.

## Brand Mark

### Misuse

---

#### Brand Mark

##### Misuse

As a key asset of the brand, it is important that the appearance of the brand mark remains consistent. The brand mark should not be misinterpreted, altered or added to in anyway.

These rules apply to all the variants of Financio, Colour Restrictions, and Company brand marks.



**DO NOT** distort the brand mark.



**DO NOT** outline the brand mark.



**DO NOT** rearrange the brand elements.



**DO NOT** rotate the brand mark.



**DO NOT** place the Primary Positive brand mark on a dark background.



**DO NOT** place the Primary Positive brand mark on photography.

## Brand Mark

### Clearance & Minimum Size

---



#### Primary Brand Mark

##### Clear Space

To ensure consistency of logo treatment and use, it is very important to follow the clear space rules.

The Financio brand mark must always feature a minimum amount of clear space as indicated by the height of the 'a graphic' in the brand mark. No other logos, copy or images are to encroach on this space.

These rules apply to all the variant of the Financio brand marks.

#### Primary Brand Mark

##### Minimum Size



The minimum size for the Financio brand mark is 8mm high.

These rules apply to all the variants of the Financio brand mark.



## Brand Tools

Typography	09
Brand Colours	11

It is important that the typographic treatment is consistent across all applications. Financio typography is always ranged left. This is so there is a strong connection between how the type and Financio brand mark are positioned graphically. It also provides the eye with a constant starting point for each line, making text easier to read.

#### Typography

##### Tracking Values

Generally, all Financio communications use a tracking value (letter spacing) tighter than the default settings. In Adobe Creative Suite applications this usually equals a value of - 10 for body copy (this size), and up to - 20 for large headline type.

#### Typography

##### Line spacing and tracking

Line spacing (also called leading) refers to the spaces between the lines of type. It is set in points and sometimes half point. If space is neither added nor deleted the type is said to be set solid. For headline the text is usually in caps and should generally be set solid, i.e. 40 points over 40 points leading. However for body copy on this page is set as 9 points over 12 points leading.

## Brand Tools

### Typography

---

#### Typeface

PAG Revolucion W00 Regular

Inspired by and based on retro propaganda posters, movie posters, shopfront lettering & advertisements in the early 20th century.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()\_+{}:"'?

#### Secondary Typeface

Campton Light and Bold

Campton is a modern day and unorthodox loved ones that is definitely flawlessly fitted to graphic layout software ranging from editorial and company structure to world wide web and interaction design and style.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@\$%&(){}:"'?

#### Colour



#F9B233



#5D5D5D

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@\$%&(){}:"'?

## Brand Tools

### Brand Colours

#### Brand Colours

Primary

The primary colours are Financio turquoise and Financio Aqua and supported by a neutral colour (White).

#### Financio Turquoise

Primary

CMYK  
88/40/42/11

RGB  
11/116/130

HTML  
#0B7482

PANTONE®  
7715 UP

#### Financio Aqua

Primary

CMYK  
66/0/32/0

RGB  
68/192/188

HTML  
#44C0BC

PANTONE®  
3262 UP

#### White

Supporting

CMYK  
0/0/0/0

RGB  
255/255/255

HTML  
#FFFFFF

#### Financio Orange

Secondary

CMYK  
1/33/91/0

RGB  
249/178/51

HTML  
#F9B233

PANTONE®  
1235 U

#### Financio Gray

Secondary

CMYK  
62/54/53/26

RGB  
93/93/93

HTML  
#5D5D5D

PANTONE®  
Black 3 U

#### Turquoise Gradient

Colour Breakdown



CMYK: 88/40/42/11

RGB: 11/116/130

HTML: #0B7482

PANTONE®: 7715 UP

CMYK: 66/0/32/0

RGB: 68/192/188

HTML: #44C0BC

PANTONE®: 3262 UP

## Financio Brand Guidelines

### Contact Details

---

To seek clarification on how to implement the Financio brand, please contact:

#### Financio

##### Malaysia Office

Block KA3-2-13 Kuchai Avenue No 39,  
Jalan Kuchai Maju 13,  
Kuchai Entrepreneur Park  
58200 Kuala Lumpur

##### Singapore Office

33, Ubi Avenue 3, #08-67  
Vertex Tower A  
Singapore 408868

Malaysia Phone: 1300 880 883  
Singapore Phone: (65) 6505 6582  
International Phone: (603) 7989 0599  
Email: [support@financio.co](mailto:support@financio.co)  
Website: [www.financio.co](http://www.financio.co)