

The logo icon consists of a dark teal circle on the left containing a white arrow pointing upwards and to the right. To its right is a light teal circle containing a white arrow pointing downwards and to the right.

**financio**  
**Brand Guidelines**

## Financio Brand Guidelines

### Introduction

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This brand guidelines document is a tool to ensure that the image and identity of Financio is applied consistently.

It is designed to be used by staff, business associates and suppliers who have an interest and role in using the Financio brand.

## Brand Mark

Formats	03
Master Brand	04
Primary	05
Colour Restricted	06
Misuse	07
Clear Space & Minimum Size	08
Mobile Apps Primary Logo	09
Design System	10
Typography	11
Brand Colours	13

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 Brand Guidelines

Master Brand

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The Financio brand mark is the primary symbol of our company.

The 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 reserve 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

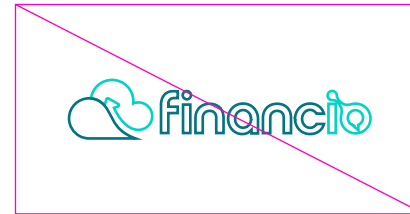
### Misuse

#### 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.

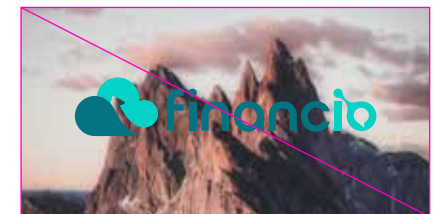
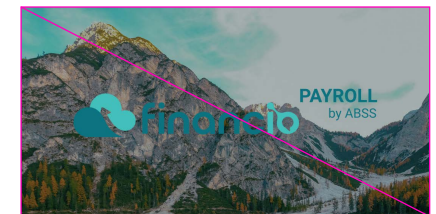
These rules apply to all the variants of the Financio, Colour Restricted, and Company brandmarks.



**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

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#### 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 while the minimum size for Financio Payroll is 10mm high.

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

## Mobile Apps

Logo

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### Mobile Apps

Logo

As a vital representation of our mobile application, it is crucial to maintain consistent appearance of our app logo. The logo must not be misinterpreted, altered, or modified in any way.

These guidelines apply to all versions of the mobile app logo.



## Financio Brand Guidelines

### Design System

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A brand is not just a logo. It is made up of a number of elements which together form the design system. This combination of elements is designed to create a distinctive and recognisable look and feel to all designed communications, building a cumulative effect and reputation for the brand.

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 headlines 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

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#### 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  
83/31/29/1

RGB  
6/138/163

HTML  
#068AA3

PANTONE®  
3135 U

#### Financio Aqua

Primary

CMYK  
66/0/32/0

RGB  
5/210/198

HTML  
#05D2C6

PANTONE®  
3255 U

#### 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: 83/31/29/1

RGB: 6/138/163

HTML: #068AA3

PANTONE®: 3135 U

CMYK: 66/0/32/0

RGB: 5/210/198

HTML: #05D2C6

PANTONE®: 3255 U

## Financio Brand Guidelines

### Contact Details

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

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Jalan SS7/15 Jalan Stadium,  
47301, Selangor

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