



**FINOV**

Financial Innovation

**BRAND**

**GUIDELINES**

V 1.0 2024

01 LOGOS

02 TYPOGRAPHY

03 COLOR

04 PRINT

05 PHOTOGRAPHY

06 DIGITAL

# 01

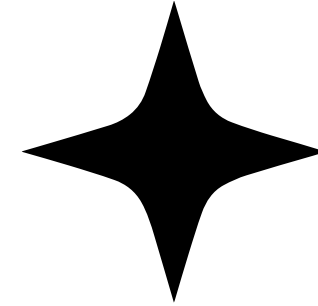
# LOGOS

The logo is the most recognizable element of our brand identity, representing the essence of who we are. It is essential that the logo is used consistently and correctly across all applications to maintain brand integrity and recognition.

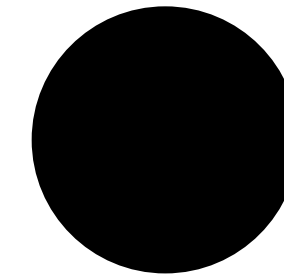
This section provides clear instructions on how to use the logo in various contexts.

## ABOUT THE LOGO

In this section, we will know the meaning and reason for creating the logo.



**Star**  
(Innovation /  
Customer Centric/  
Visionary)



**Circle / Globe**  
(Finance /  
Collaboration)



**Globe Movement**  
(Agility /  
Forward thinking  
innovation)

## FULLMARK LOGO

The full mark logo is the complete and primary version of our brand's visual identity. It typically includes both the symbol (or icon) and the wordmark (the brand name in a specific font).

This version of the logo is designed to represent the brand in its most recognizable and comprehensive form, combining all elements of our visual identity into a single, cohesive mark.



## FULLMARK SPACING

Logo spacing, also known as "clear space," refers to the area surrounding the logo that must remain free of any other elements, such as text, images, or other graphics.

This space is crucial for maintaining the visual integrity of the logo and ensuring that it stands out clearly and effectively in all applications.



## FULLMARK PALETTE

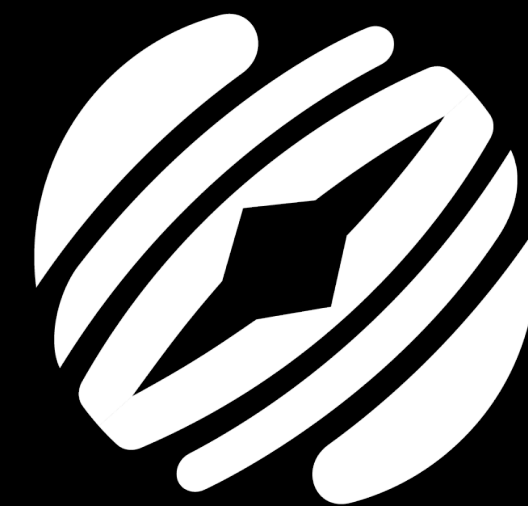
This is the application of the fullmark version logo in the accepted color scheme.



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## ICONMARK

The iconmark is a key element of our brand's visual identity, often serving as a simplified representation of the brand.

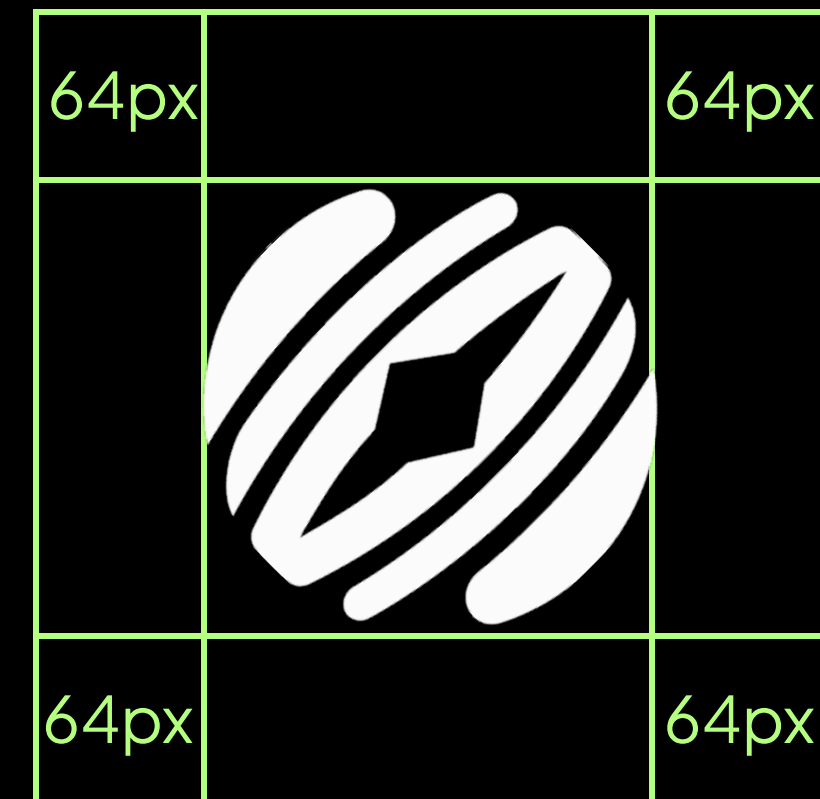
It is typically a graphical symbol or icon that can be used independently of the full logo, making it a versatile and recognizable component of our brand.



## ICONMARK CLEARSPACE

Logo spacing, also known as "clear space," refers to the area surrounding the logo that must remain free of any other elements, such as text, images, or other graphics.

This space is crucial for maintaining the visual integrity of the logo and ensuring that it stands out clearly and effectively in all applications.



## ICONMARK PALETTE

This is the application of the iconmark version logo in the accepted color scheme.



## ICONS

This application utilizes the iconmark version of the logo as the designated app icon.

The iconmark, representing a simplified and distinctive element of our brand identity, is well-suited for use in this context due to its clarity and recognizability at smaller sizes.



# 02

# TYPOGRAPHY

Typography is a key component of our brand identity, playing a crucial role in conveying our message and tone of voice. The consistent use of our selected typefaces helps create a cohesive and professional appearance across all communications.

This section outlines the approved fonts and their appropriate usage to ensure clarity and brand recognition.

## FINANCE

This is the primary typeface used for the heading or titles.

The typeface chosen is done purposefully to be modern, open with a slight hint of finance or digitization.



A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P

0 1 2 3 4 5 6 7 8 9 . ( ? & \$ ) !

## PLUS JAKARTA SANS

This is the secondary typeface used for the body text, caption, notes, etc..

The typeface chosen is modern as well.

Aa

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p  
0 1 2 3 4 5 6 7 8 9 . ( ? & \$ ) !

# 03

# COLOR

Color is one of the most powerful elements of our brand identity. It sets the tone, evokes emotions, and helps create a memorable and consistent brand experience across all touchpoints.

This section outlines the official color palette and provides guidance on how to use these colors effectively.

## COLOR

### PRIMARY PALETTE

The primary color scheme is a fundamental component of our brand identity, representing the core colors that define our visual presence across all platforms and materials.

These colors are carefully selected to convey the brand's personality, evoke the desired emotions, and ensure consistency in all brand communications.

CLASSIC GREEN  
#00B760  
C:100 M:00 Y:48 K:28  
PANTONE 354

AVENTURINE  
#005349  
C:91 M:44 Y:68 K:37  
PANTONE 19-5421 TCX

LEMON DROP  
#FDD87A  
C:01 M:14 Y:62 K:00  
PANTONE 12-0736 TCX

BLACK AQUA  
#032E37  
C:93 M:65 Y:57 K:58  
PANTONE 20-0162 TPM

## COLOR

### SECONDARY PALETTE

The secondary color scheme in branding consists of additional colors that complement the primary color scheme.

While these colors are not as prominent as the primary colors, they play a crucial role in adding depth, flexibility, and variety to the brand's visual identity. The secondary color scheme supports the primary colors, allowing for more creative expression while maintaining brand consistency.

TOP O' THE MORNIN'  
#00A281  
C:81 M:11 Y:63 K:01  
PANTONE 20-0177 TPM

ISLAND GREEN  
#2BAE65  
C:77 M:04 Y:82 K:00  
PANTONE 16-6240

SOLAR POWER  
#F4BF39  
C:04 M:25 Y:89 K:00  
PANTONE 13-0759

SUNSTRUCK  
#F6CD4C  
C:04 M:18 Y:82 K:00  
PANTONE 13-0754

# 04

# PRINT

Print collaterals are physical materials used to communicate a brand's message, promote products or services, and reinforce brand identity.

These tangible items play a vital role in creating a lasting impression and ensuring that the brand is consistently represented in the physical world.

PRINT

## BUSINESS CARD

Compact and essential, business cards provide key contact information and serve as a portable representation of the brand.



# 05

# PHOTOGRAPHY

Photography is a vital element of our brand identity, capturing the visual essence of our brand and helping to tell our story in a compelling and authentic way.

The consistent use of photography that aligns with our brand values and aesthetics ensures that our visual communications are both powerful and cohesive.

This section provides guidance on selecting, using, and editing images to maintain the integrity of our brand.

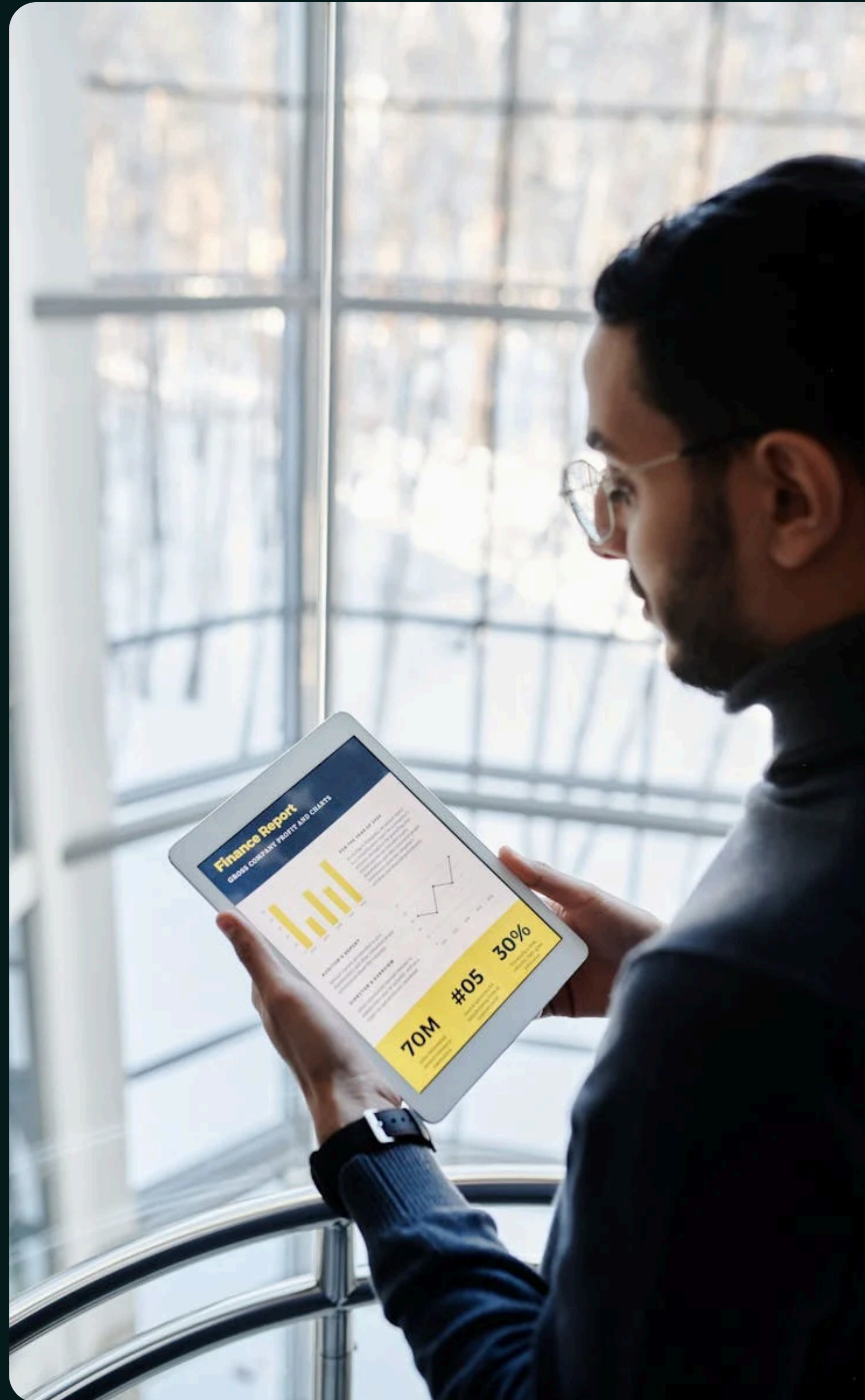
PHOTOGRAPHY

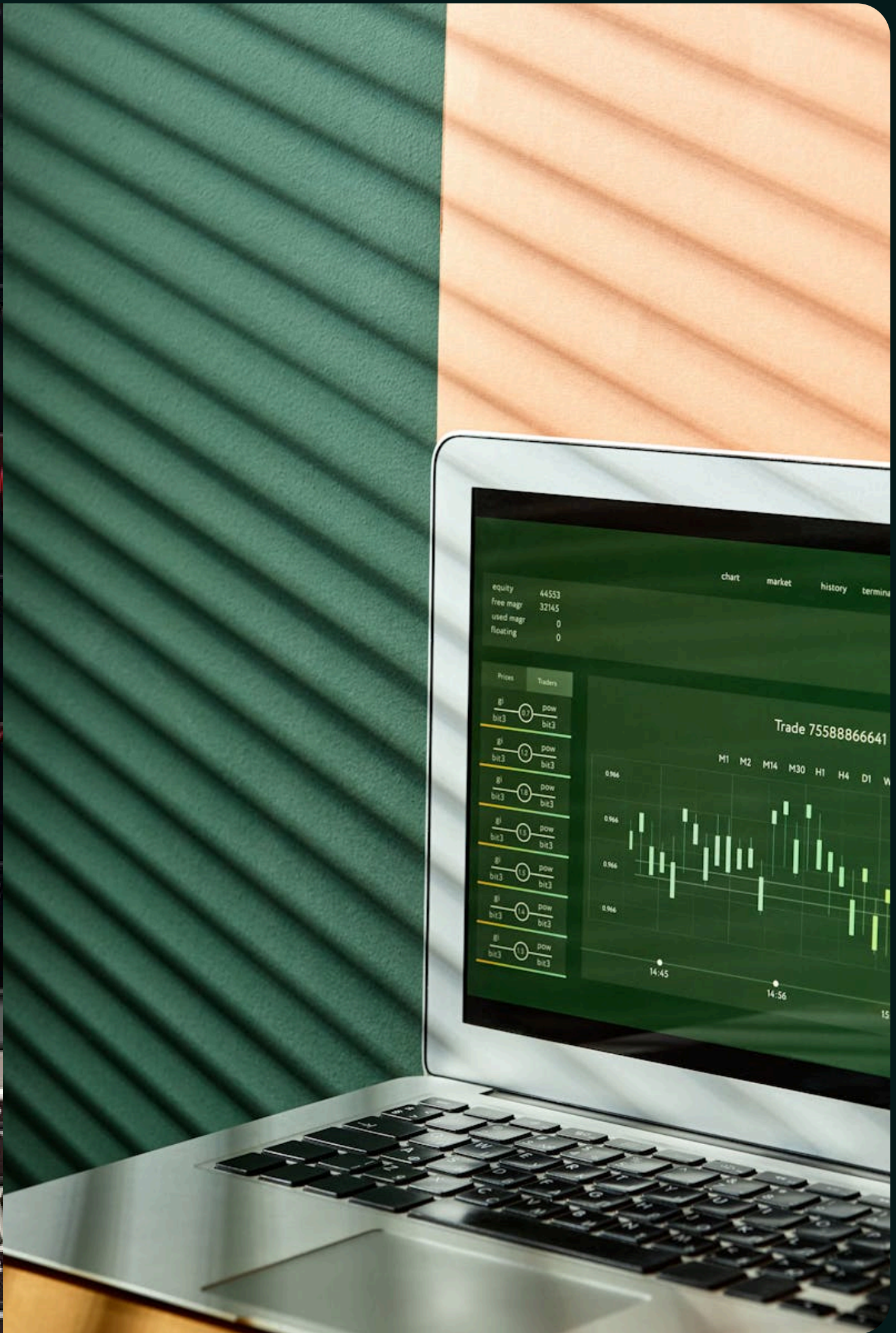
OFFICE



PHOTOGRAPHY

ENVIRONMENTAL





# 06

# DIGITAL

In today's digital-first world, the way our brand is presented online is crucial to maintaining our identity and connecting with our audience.

This section outlines the standards for applying our brand elements across various digital platforms, ensuring a consistent and engaging brand experience in all digital interactions.

## MOBILE DEVICES X 1

Use this slide to create a guidelines sections related to mobile design. Swap in relevant mocks, insert a prototype, or replace it with whatever you need.



## TABLET PLACEHOLDER

Use this slide to create a guidelines sections related to tablet or large mobile design. Swap in relevant mocks, insert a prototype, or replace it with whatever you need.



## DESKTOP DEVICE

Use this slide to create a guidelines sections related to desktop design. Swap in relevant mocks, insert a prototype, or replace it with whatever you need.



THANK

YOU



*[girmmil.design@gmail.com](mailto:girmmil.design@gmail.com)*