



FINOS

Brand Guidelines
April 5, 2018



About

The FINOS visual system is a suite of complementary visual elements, including the wordmark, icon, color palette, and typographic styles.

Consistency in the use of these elements is critical to establishing and maintaining the unique FINOS brand identity.



Icon

FINOS

Wordmark

Primary lock-up: Color



Primary lock-up: Black



Primary lock-up: White

The Logo

The FINOS logo — the visual representation of the brand — expresses the personality and culture of FINOS. The simple and elegant planes of the icon, combined with the clean bold letterforms of the wordmark, creates a logo that has strength and presence, but is also approachable. This logo is the primary identifier and the foundation’s most valuable brand asset.

The logo consists of two elements, the icon and wordmark. Designs may choose to include some of those elements or add additional elements. Each of these variations is referred to as a lock-up and must be applied in a consistent way, utilizing the supplied logo files. Colors, size relationships and element arrangements should not be modified. See page 5 for examples of some “don’ts” regarding lock-ups.

At launch to build awareness of the new entity, the full name of the foundation, FINOS Fintech Open Source Foundation, should appear on all materials, within headlines and/or body copy. This allows for the more concise, straightforward lock-ups shown on this page to provide maximum brand presence.

In some cases, the full name may appear in a variation of the lock-up, as illustrated on page 3.



FINOS

Fintech
Open Source
Foundation

Alternative lock-up: Icon + Wordmark + Name



FINOS

Fintech
Open Source
Foundation

FINOS

Fintech
Open Source
Foundation

Alternative lock-up: Wordmark + Name

FINOS

Fintech
Open Source
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Lock-up Alternatives

Full foundation name variations

To provide flexibility within the system, files are also provided for a lock-up of the wordmark and the full foundation name, as well as a lock up of all 3 elements: the Icon + wordmark + full foundation name.

For example, when the icon is used as a supergraphic (as seen on page 5), the lock-up of wordmark + the full foundation name is appropriate.

Clear Space



The width of the icon is used as a guide to create a clear area around the lock-ups.



Clear Space and Minimum Size

Clear Space

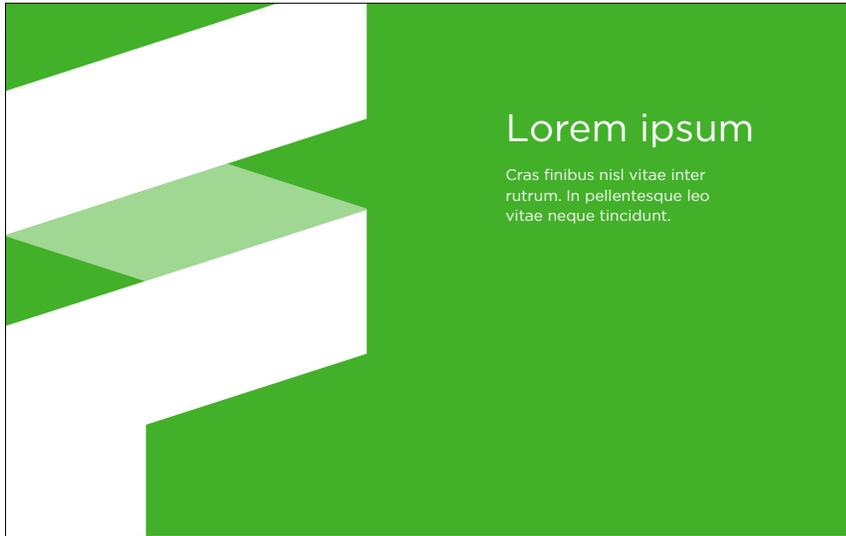
The clear space required for all lock-ups is equal to the width of the icon at its size in use. All type, images, graphics or design elements must be kept free of the clear space. This ensures that the lock-up will have an uncluttered presentation at all times. Clear space requirements as outlined here illustrate the *minimum* space required.

Minimum Size

For all lock-ups, the minimum width for the wordmark is 0.4375" (7/16 of an inch).

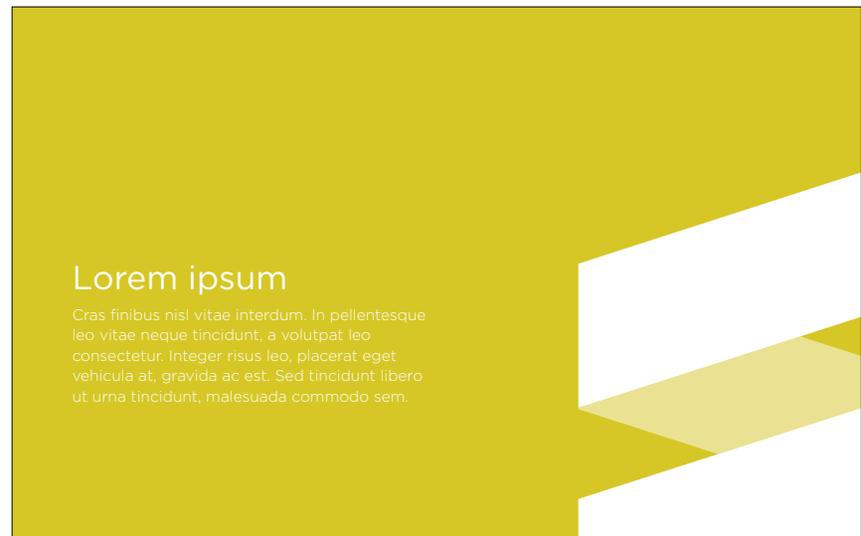
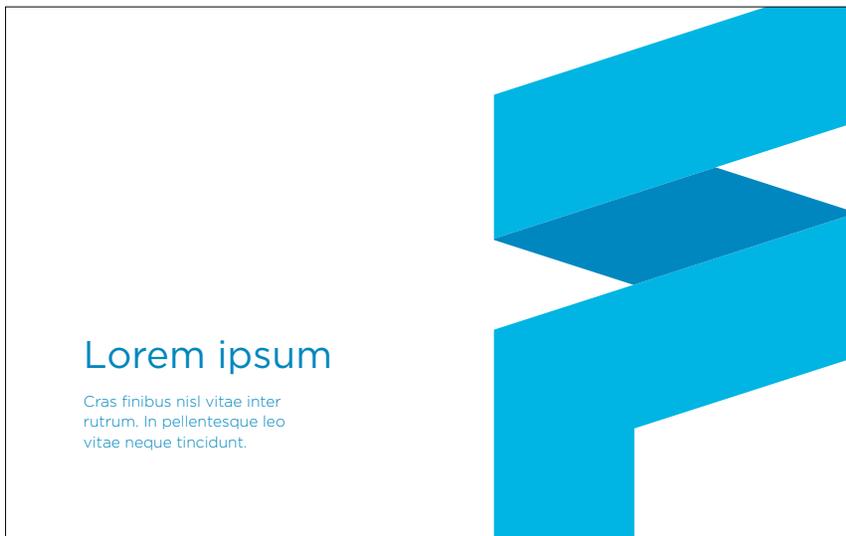
Minimum Size





Using the Icon as a Supergraphic

The icon may be used as a supergraphic on covers, presentations, banners, etc. In this case, it is preferable to crop the icon at the edge of a layout. Some approved applications are illustrated on this page. When it appears on a field of color, the white icon should always be used.





Do not expand or condense the lock-ups.



Do not add elements to the lock-ups.



Do not use special effects such as drop shadows.

Logo and Lock-up Usage

The logo and lock-up variations should appear in a consistent manner on all communications to reinforce and build recognition of the FINOS brand. The elements and their relationships should not be changed or altered from their original form.



Do not alter the colors applied to the lock-up.



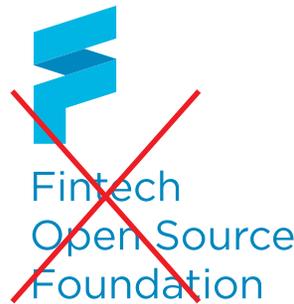
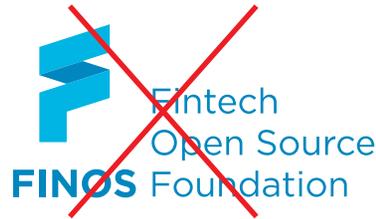
Do not alter the typeface used in the wordmark.



Do not place the lock-up on backgrounds that do not provide adequate contrast.



Do not combine brand elements except as outlined in this guide.



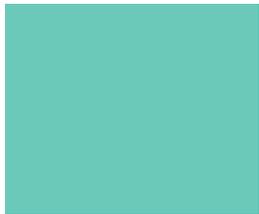
Do not use brand elements or lock-ups without the wordmark.



FINOS Light Blue
 PMS C 306
 PMS U 306
 CMYK: 75 / 0 / 5 / 0
 RGB: 0 / 181 / 226
 HEX 00b5e2



FINOS Dark Blue
 PMS C 7460
 PMS U 7460
 CMYK: 100 / 6 / 2 / 15
 RGB: 0 / 134 / 191
 HEX 0086bf



FINOS Teal
 PMS C 570
 PMS U 570
 CMYK: 57 / 0 / 36 / 0
 RGB: 107 / 202 / 186
 HEX 6bcaba



FINOS Green
 PMS C 361
 PMS U 368
 CMYK: 77 / 0 / 100 / 0
 RGB: 67 / 176 / 42
 HEX 43b02a



FINOS Gold
 PMS C 611
 PMS U 605
 CMYK: 7 / 0 / 90 / 10
 RGB: 215 / 200 / 38
 HEX d7c826



FINOS Dark Grey
 PMS C 7475
 PMS U 7476
 CMYK: 69 / 12 / 30 / 36
 RGB: 72 / 122 / 123
 HEX 487a7b



FINOS Grey
 PMS C 442
 PMS U 442
 CMYK: 25 / 7 / 19 / 20
 RGB: 162 / 172 / 171
 HEX a2acab

Color Palette

The FINOS color palette has been specified in Pantone Coated (PMS C), Pantone Uncoated (PMS U), four color process (CMYK), RGB and Hex values.

Note: Pantone and CMYK values have been selected to match the colors as experienced on-screen at finos.org and within presentation or PDF documents. As such, supplied RGB and Hex values are not representative of a direct translation of PMS value to these color formats.

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

‘?’“!”“(%)[#] {@}/&\<-+ =>®©\$€£¥¢:;,.*

10pt — Preferred body copy

The spectacle before us was indeed sublime. Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Gotham Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

‘?’“!”“(%)[#] {@}/&\<-+ =>®©\$€£¥¢:;,.*

Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

‘?’“!”“(%)[#] {@}/&\<-+ =>®©\$€£¥¢:;,.*

Brand Fonts

The FINOS brand font is Gotham, and its range of weights complements the strong logo lock-up. The font is best used within printed materials.

It is available from [Hoefler & Co.](#)

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
'?!"(%)[#{@}/&\<-+ =>®©\$€£¥¢;:,.*

10pt — Preferred body copy

The spectacle before us was indeed sublime. Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
'?!"(%)[#{@}/&\<-+ =>®©\$€£¥¢;:,.*

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
'?!"(%)[#{@}/&\<-+ =>®©\$€£¥¢;:,.*

Web Alternative Fonts

Montserrat includes gracefully balanced letterforms and a range of weights that are an effective substitution for the brand font Gotham. Montserrat is best used for digital and presentation platforms.

It is available from [Google](#).

FINOS_Icon_RGB.png



FINOS_Icon_Wordmark_PMS_C.eps



FINOS_Icon_Wordmark_Name_CMYK.eps



FINOS_Icon_White.eps



Files and File Naming

FINOS brand assets have been collected into a library of digital files for use in print, digital and web materials.

EPS Files

EPS files are vector art files that are infinitely scalable, providing consistent sharpness and quality. These files are used primarily for printed and large-scale display materials. They are supplied in four color process (CMYK) and Pantone spot colors (PMS C and PMS U) for printing on coated and uncoated papers. Additional print ready files are included in black and in white for use on dark backgrounds.

AI Files

Adobe Illustrator (.AI) files have also been supplied for all formats. These provide the best compatibility when building in Adobe applications (InDesign, Photoshop, etc.)

JPG and PNG Files

These pixel-based files are for use in presentation slides, Microsoft Office applications, digital communications, and web pages. They use RGB colors and can be reduced in size without loss of quality. However, enlarging these files can result in soft or pixelated images.

All JPG files have solid backgrounds and PNG files have transparent backgrounds.

SVG Files

SVG files are vector art files formatted for use in digital applications and on the web. They are ideal for use in video, interactive media and animations.