FinMark Trust Brand Guide

Branding Requirements

FMT
FINMARK TRUST
Making financial markets work for the poor

CONTENT

For any queries regarding the FinMark
Trust branding , please contact us.

Email:
info@finmark.org.za

Tel:
+27 11 315 9197

GENERAL REQUIREMENTS

1. There are multiple versions and configurations of the logo. Use the correct one for your needs. See configurations and versions specifications.

2. Always provide sufficient free space around the logo indicated by the "x", which is equal in width to the "FI" in the FinMark Trust logotype.

3. Always produce the mark at a size that is clear and legible (depending on screen / print resolution).

4. Always provide sufficient contrast with the background against which the logo appears.

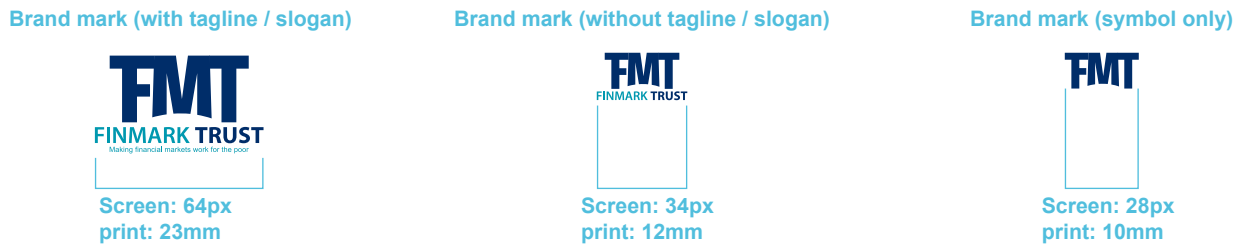5. When referencing FinMark Trust in text, see typeface and usage of FinMark Trust name in text.

LOGO ELEMENTS

FMT
Symbol

FINMARK TRUST
Logotype

Making financial markets work for the poor
tagline / slogan

FMT
FINMARK TRUST
Making financial markets work for the poor

MINIMUM FREE SPACE

x

x   x

FMT
FINMARK TRUST
Making financial markets work for the poor

x

x

x   x

FMT
FINMARK TRUST

x

x

x   x

FMT

x

MINIMUM SIZE

Brand mark (with tagline / slogan)

FMT
FINMARK TRUST
Making financial markets work for the poor

Screen: 64px
print: 23mm

Brand mark (without tagline / slogan)

FMT
FINMARK TRUST

Screen: 34px
print: 12mm

Brand mark (symbol only)

FMT

Screen: 28px
print: 10mm

BACKGROUND CONTRAST

✅ **FMT** **FINMARK TRUST**
✅ **FMT** **FINMARK TRUST**
✅ **FMT** **FINMARK TRUST**
✅ **FMT** **FINMARK TRUST**

❌ **FMT** **FINMARK TRUST**
❌ **FMT** **FINMARK TRUST**
❌ **FMT** **FINMARK TRUST**
❌ **FMT** **FINMARK TRUST**

CONFIGURATIONS AND VERSIONS

FinMark Trust Logo
The FinMark Trust logo is used by FinMark Trust and its partners to promote FinMark Trust products and programmes.

The logos available configurations are with and without the tagline / slogan. There are full colour, mono colour, mono black and mono white versions of each configuration. Choose the one that best fits the application of the logo.

The use of the logo with the tagline / slogan is preferred. When technical limitations prohibit the use of the logo with the tagline / slogan, the logo without the tagline / slogan may be used.

LOGO (WITH TAGLINE / SLOGAN)

Full colour positive

Mono colour positive

Mono black positive

LOGO (WITH TAGLINE / SLOGAN) - REVERSE

Mono white positive

LOGO (WITHOUT TAGLINE / SLOGAN)

Full colour positive

Mono colour positive

Mono black positive

LOGO (WITHOUT TAGLINE / SLOGAN) - REVERSE

Mono white positive

COLOUR
SPECIFICATIONS

FinMark Trust Logo
The FinMark Trust logo
is available in full colour,
mono colour, mono black
and mono white versions
of each configuration. Full
colour is required on screen
and is preferred on printed
collateral. When technical
limitations prohibit the use
of full colour, use the mono
black and mono white. These
colour specifications apply to
both configurations with and
without the tagline / slogan.

**FinMark Trust Brand
Elements**
The FinMark Trust brand
elements are predominantly
composed of the primary
colours dark blue and teal.
The secondary colour
emerald to be used as an
accent colour. The secondary
colour grey to be used for
watermarks and minimum
areas. The brand element
may appear in the opacity
levels between 90%, 80%,
70%, and 60%.

FMT
FINMARK TRUST
Making financial markets work for the poor

Opacity

PRIMARY
COLOURS

DARK BLUE

PANTONE 281C
CMYK
C=100 M=85 Y=5 K=35
RGB
R= 0 G= 45 B= 105
HEX
#213265

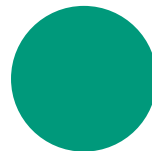90% 80% 70% 60%
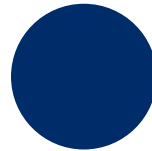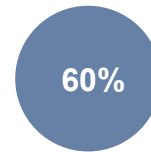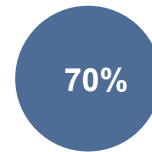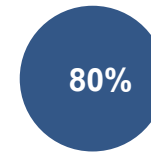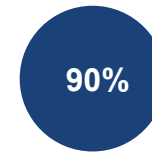
TEAL
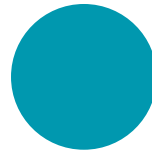
PANTONE 320C
CMYK
C=100 M=0 Y=30 K=2
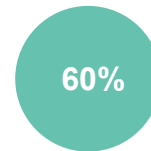RGB
R=0 G=152 B=175
HEX
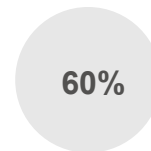#0098ae

90% 80% 70% 60%
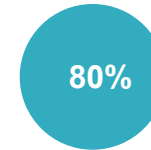
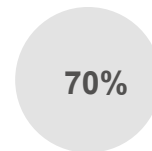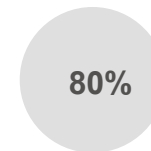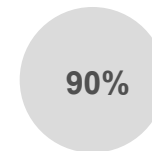SECONDARY
COLOURS

EMERALD

PANTONE 17-5641 TPG
CMYK
C=83 M=16 Y=64 K=2
RGB
R=0 G=153 B=123
HEX
#00997b

90% 80% 70% 60%
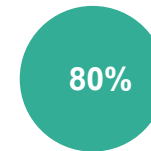
GREY

CMYK
C=0 M=0 Y=0 K=10
RGB
R=215 G=215 B=215
HEX
#d7d7d6

90% 80% 70% 60%

* The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE ® is the property of Pantone, Inc.

USING WITH OTHER BRAND MARKS

Minimum distance between brands

To ensure greatest legibility of the FinMark Trust logo, the preferred distance between logos / brands / brand marks is indicated by the "2x", "x" being the same width as the "FI" in the logotype. The minimum free space is indicated by the "x". For minimum free space requirements see general requirements specifications.
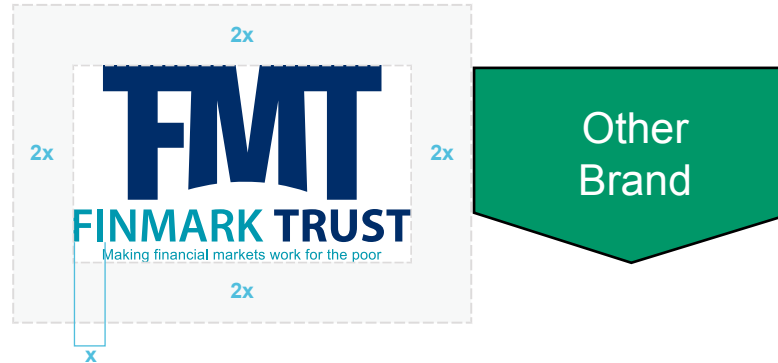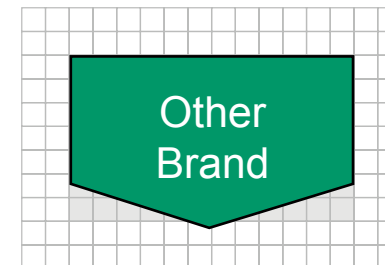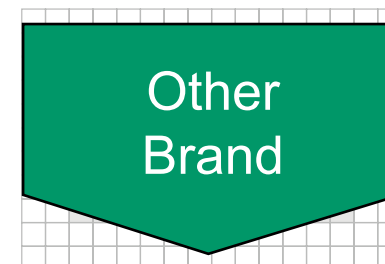
Parity

FinMark Trust is to be presented at equal parity with all other logos / brands / brand marks.

MINIMUM DISTANCE
BETWEEN BRANDS


SIZE PARITY WITH
OTHER BRANDS

Equal size parity

Unequal size parity

COMMON MISTAKES

Consistent presentation of FinMark Trust logos benefits FinMark Trust and partners, by promoting consumer recognition and use that builds business. Do not alter approved artwork in any way. Always apply the logo thoughtfully, carefully, and appropriately. To avoid some common mistakes shown here, do not:

1. Recolour the symbol
2. Recolour the logotype
3. Create a greyscale logo
4. Create a mono colour logo
5. Stretch the logo
6. Display or reproduce at insufficient resolution
7. Omit the logotype without consent from FinMark Trust
8. Omit the Symbol
9. Reposition the symbol, tagline / slogan and logotype
10. Alter, add, or combine other text to the logotype
11. Individually resize components of the logo
12. Create an outline of the logo
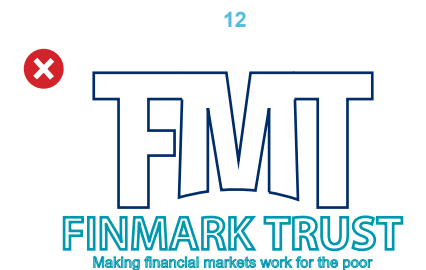
USING THE FMT BRAND WITH THE DFM SUB-BRAND

Display of brand marks
To ensure greatest legibility of the FinMark Trust logo and DFM sub-brand and highlight the sub-brand belonging to the parent brand, the DFM sub-brand is to be displayed alongside the FMT symbol with the divider in-between. The space between each brand mark is to be equal or more to the minimum space "x" yet less than 2 x "x". For minimum free space requirements see general requirements specifications.
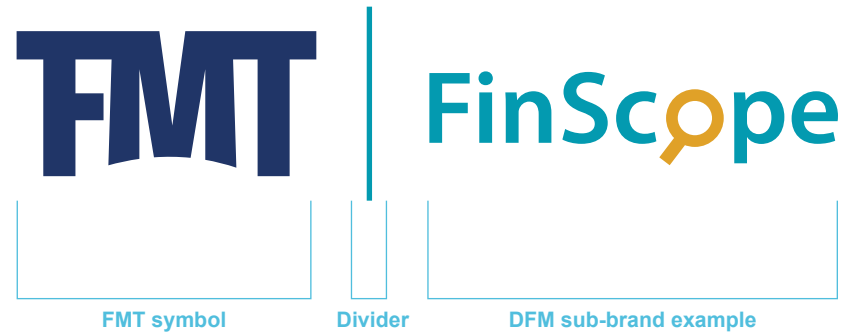
Multiple sub-brands
When multiple sub-brands are on display, each sub-brand is to appear with the FMT symbol and may not be displayed seperately without the FMT symbol.

DISPLAY OF BRAND MARKS

FMT symbol   Divider   DFM sub-brand example

MULTIPLE SUB-BRANDS

DFM SUB-BRAND REQUIREMENTS: FINSCOPE

1. There are multiple versions and configurations of the logo. Use the one for your needs. See configurations and versions specifications.

2. Always provide sufficient free space around the logo indicated by the "x", which is equal in width to the portion of the "F" in the FinMark Trust symbol.

3. Always produce the mark at a size that is clear and legible (depending on screen / print resolution).

4. Always provide sufficient contrast with the background against which the logo appears. Refer to general requirements and specifications.

5. When using the FinMark Trust FinScope visual marks, the marks may be used as a replacement of where the standard FMT logo may appear.

LOGO ELEMENTS

Symbol   **Logotype**   **FMT symbol**

VARIANTS

FinScope (General)   **FinScope Consumer**   **FinScope MSME**

MINIMUM FREE SPACE

MINIMUM SIZE

**Screen: 78px
print (a4): 28mm**

DFM SUB-BRAND REQUIREMENTS:
ANALYTICS & PORTAL

1. There are multiple versions and configurations of the logo. Use the one for your needs. See configurations and versions specifications.

2. Always provide sufficient free space around the logo indicated by the "x", which is equal in width to the portion of the "F" in the FinMark Trust symbol.

3. Always produce the mark at a size that is clear and legible (depending on screen / print resolution).

4. Always provide sufficient contrast with the background against which the logo appears. Refer to general requirements and specifications.

5. When using either the FinMark Trust Analytics or FinMark Trust Portal visual marks, the marks may be used as a replacement of where the standard FMT logo may appear.

LOGO ELEMENTS

Symbol   Logotype   FMT symbol

MINIMUM FREE SPACE

MINIMUM SIZE

Screen: 56px
print (a4): 20mm

LOGO ELEMENTS

Symbol   Logotype   FMT symbol

MINIMUM FREE SPACE

MINIMUM SIZE

Screen: 50px
print(a4): 18mm

DFM SUB-BRAND REQUIREMENTS: GEOSPATIAL & MOBILE

1. There are multiple versions and configurations of the logo. Use the one for your needs. See configurations and versions specifications.

2. Always provide sufficient free space around the logo indicated by the "x", which is equal in width to the portion of the "F" in the FinMark Trust symbol.

3. Always produce the mark at a size that is clear and legible (depending on screen / print resolution).

4. Always provide sufficient contrast with the background against which the logo appears. Refer to general requirements and specifications.

5. When using either the FinMark Trust Geospatial or FinMark Trust Mobile visual marks, the marks may be used as a replacement of where the standard FMT logo may appear.

LOGO ELEMENTS

Symbol   Logotype   FMT symbol

MINIMUM FREE SPACE

MINIMUM SIZE

Screen: 56px
print(a4): 20mm

LOGO ELEMENTS

Symbol   Logotype   FMT symbol

MINIMUM FREE SPACE

MINIMUM SIZE

Screen: 56px
print(a4): 20mm

DFM SUB-BRAND CONFIGURATIONS AND VERSIONS

DFM sub-brand logo marks
The DFM logos are used by FinMark Trust and its partners to promote FinMark Trust products and programmes.

The logos and their available configurations are with the FMT symbol. There are full colour, mono black and mono white versions of each configuration. Choose the one that best fits the application of the logo.

The use of the logos with the FMT symbol is standard.

DFM SUB-BRAND
MARKS

Full colour positive

DFM SUB-BRAND
MARKS - MONO
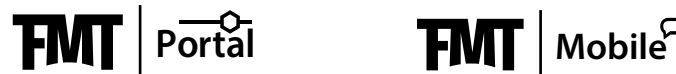
Mono black positive

DFM SUB-BRAND
MARKS - REVERSE
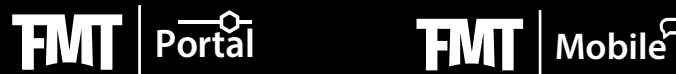
Mono white positive
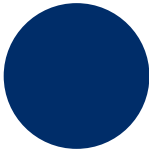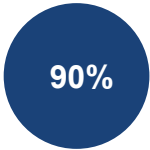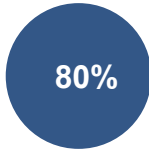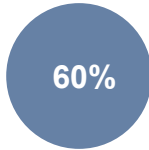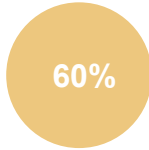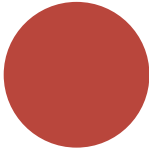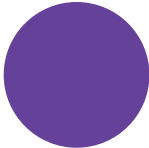
DFM SUB-BRAND REQUIREMENTS: COLOUR SPECIFICATIONS

DFM Logos

The DFM logos are available in full colour, mono black and mono white versions of each configuration. Full colour is required on screen and is preferred on printed collateral. When technical limitations prohibit the use of full colour, use the mono black and mono white. These colour specifications apply to all configurations.

FinMark Trust Brand Elements

The DFM sub-brand elements are predominantly composed of the primary colours dark blue and teal with the inclusion of the product specific colour. Brand elements relating to the specific product may appear in the opacity levels between 90%, 80%, 70%, and 60%. Use of the respective DFM sub-brand icons may be used as part of the use of elements.

Opacity

DARK BLUE

PANTONE 281C
CMYK
C=100 M=85 Y=5 K=35
RGB
R= 0 G= 45 B= 105
HEX
#213265

90% 80% 70% 60%

DARK GREEN

PANTONE 320C
CMYK
C=80 M=30 Y=78 K=16
RGB
R=52 G=122 B=85
HEX
#347a55

90% 80% 70% 60%

GOLDENROD YELLOW

PANTONE 281C
CMYK
C=12 M=39 Y=98 K=0
RGB
R= 224 G= 161 B= 40
HEX
#e0a128

90% 80% 70% 60%

FIREBRICK RED

PANTONE 17-5641 TPG
CMYK
C=20 M=85 Y=81 K=9
RGB
R=185 G=70 B=60
HEX
#ba473c

90% 80% 70% 60%

REBECCA PURPLE

CMYK
C=73 M=89 Y=0 K=0
RGB
R=102 G=65 B=153
HEX
#664199

90% 80% 70% 60%

* The color values shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult correct PANTONE Color Publications for accurate color. PANTONE ® is the property of Pantone, Inc.

FONT AND USAGE OF FINMARK TRUST NAME IN TEXT

Lettercase
When referencing the FinMark Trust name in text, use an uppercase "F", uppercase "M" and uppercase "T" with a space between FinMark and Trust. The name should not appear without an uppercase "M" and / or uppercase "T". The FinMark Trust name should appear in the same font as the surrounding text.

Font
The primary fonts associated with the FinMark Trust brand are Arial and Montserrat. When technical limitations prohibit the use of Arial and Montserrat, Corbel or Helvetica may be used. Bold font for titles and headers emphasising contrast in type are preferred.

Abbreviation
The FMT abbreviation may be used in place of using the FinMark Trust name in text given that the first mention of the FinMark Trust name appear in full with the FMT abbreviation in brackets.

Language and Style
Refer to the University of Oxford Style Guide

FONT

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789abcdefghijklmnoprstuvwxyz

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789abcdefghijklmnoprstuvwxyz

USAGE OF FINMARK TRUST NAME

✅ FinMark Trust

✅ FMT

✅ FinMark Trust's purpose is making financial markets work for the poor, by promoting financial inclusion and inclusive growth. FinMark Trust's vision is...

✅ FinMark Trust's (FMT) purpose is making financial markets work for the poor, by promoting financial inclusion and inclusive growth. FMT's vision is...

❌ Finmark Trust

❌ Finmark trust

❌ Finmarktrust

❌ Fmt

❌ fmt

❌ Finmark Trust's purpose is making financial markets work for the poor, by promoting financial inclusion and inclusive growth. Finmark Trust's vision is...

❌ Finmarktrust's purpose is making financial markets work for the poor, by promoting financial inclusion and inclusive growth. Finmarktrust's vision is...

❌ FMT's purpose is making financial markets work for the poor, by promoting financial inclusion and inclusive growth. FMT's vision is...

BRAND ELEMENTS

Elements and diagonal shapes

The brand elements make use of the primary colours dark blue and teal along with the secondary colour emerald as shown by the examples. For usage of colour see colour specifications. The display and use of elements may vary. The preferred degrees of the diagonal shapes are firstly 45°, followe by 73° and 16° to be used accordingly. Maintaining consistency in the document of use of the angle of the diagonal shapes is preferred. The use of lines may be used to a limited yet varying degree.

Photography

The use of black and white photography with beaming faces as shown by the examples is preferred. All selected images to reflect the work of FinMark Trust.

EXAMPLES OF USE OF ELEMENTS

PLAYING A CATALYTIC ROLE TO MAKE FINANCIAL MARKETS ACCESSIBLE

FMT
FINMARK TRUST

PROMOTING FINANCIAL CAPABILITY AND CONSUMER FINANCIAL PROTECTION

FMT
FINMARK TRUST

Diagonal crossing lines and shapes

PROMOTING FINANCIAL INCLUSION AND INCLUSIVE GROWTH

FMT
FINMARK TRUST

Use of black and white photography

DEGREES OF DIAGONAL SHAPES

73°   45°   16°