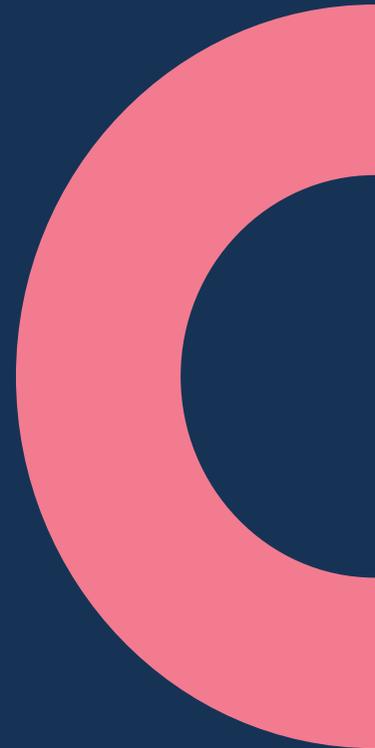


Finteco

Brand Guidelines



Corporate Brand	1.0
Employer Brand DNA	2.0
Visual Brand Identity System	3.0
Color Palette	4.0
Typography	5.0
Graphic Module	6.0
Print Guidelines	7.0
Social Media Guidelines	8.0
Illustrations	9.0

Corporate Brand

Corporate Brand

The logo for the Corporate Brand features the word "Finteco" in a dark blue, sans-serif font. The letters are closely spaced, and the 'i' and 'e' have a small dot above them. The logo is centered on the page.

A Corporate brand is a public identity in some way that becomes synonymous with the company itself and has a greater reach compared to the Employer Brand.

Employer Brand

The logo for the Employer Brand features the word "Finteco" in a dark blue, sans-serif font. The letters are closely spaced, and the 'i' and 'e' have a small dot above them. The logo is centered on the page. Above the logo, there are three geometric shapes: a dark blue rectangle, a yellow square, and a red circle. Below the logo, there are three geometric shapes: a dark blue circle, a light blue square, and a red semi-circle.

An Employer Brand provides a coherent framework for management to simplify and focus priorities, increase productivity, and to improve recruitment, retention, and commitment.

Employer Brand DNA

Who we are	2.1
Values & Principles	2.2
Corporate Social Responsibility	2.3

**Who we
are**

Purpose

A reason for a brand's existence that goes beyond profits.

We are the company that empowers and inspires its people to grow.

Tone & Language

What we sound like when we speak up.

**Bold, Ambitious,
Bright, Considerate,
Committed.**

Values & Principles

Care

Acknowledgment, Support, Cooperation, Equality, Family, Inclusion, Respect, Teamwork, Trust, Consideration, Thoughtfulness, Kind-heartedness.

- 1** We care for each other's professional and emotional wellbeing.
- 2** We don't compete for projects, positions, or benefits.
- 3** We respect the willingness to hear each other and provide valuable feedback.
- 4** We take responsibility for all successes and failures as a team.
- 5** We treat each other as equals, regardless of the position or background.

Passion

Adventurousness, Agility, Autonomy, Impact, Freedom, Freedom of expression, Empowerment, Initiative, Courage, Spontaneity, Open-mindedness.

- 1** We are disruptors, ready to break conventions and take a leap forward.
- 2** We are fired up by the ambition to make a positive change.
- 3** We are open to diverse points of view and groundbreaking ideas.
- 4** We encourage initiative on all corporate levels.
- 5** We believe that our culture is shaped and developed by each one of us.

Personality

Fun, Human approach, Authenticity, Responsiveness, Self-awareness, Sense of humor, Directness, Honesty, Radical transparency.

- 1** We embrace and support diversity in all forms.
- 2** We are human, before everything else.
- 3** We advocate honesty and transparency, whatever the circumstances.
- 4** We appreciate a good sense of humor.
- 5** We maintain a cozy, family-like vibe.

Contribution

Consistency, Commitment, Dedication, Pride, Stability, Result, Result over process, Result over ego.

1 We put results before processes and our egos.

2 We are in for the long haul.

4 We are proud to see our product used by millions.

3 We are determined to leave our mark.

5 We value commitment and hard work.

Brainpower

Common sense, Diligence, High standards, Intellect, Clarity, Continuous improvement, Growth.

- 1** We encourage professional and personal growth.
- 2** We combine tech and business expertise to deliver top-notch solutions.
- 3** We are street-smart: agile and able to thrive in an ever-changing environment.
- 4** We make decisions based upon logic and reason.
- 5** We never stop learning.

Corporate Social Responsibility

Sustainability, which is one of our key approaches to Corporate Social Responsibility, derives from our values – **Care and Brainpower**, in the first place.

We care about the wellbeing of our planet and we are able to provide our expertise to make a difference. Sustainability stands on the upper level of the Employer Brand framework: Employer Brand Communications. It encompasses our actions, activities, and is embedded into our daily routine, as well as our visual aesthetics.

A Visual Brand Identity System

Logo	3.1
Logotype	3.2
Horizontal Lockup	3.3
Reversed-Out Icon	3.4
Reversed-Out Logotype	3.5
Logo Variations	3.6
Icon Misuse	3.7
Logotype Misuse	3.8



Our logo is based on simple shapes. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.

Keeping a clear space around the Finteco logo from type, objects, and images ensures maximum impact. A clear space of 1X must be maintained around the logo at all times.



Our logotype is based on a combination of Sans and Pixel typefaces. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.

Keeping a clear space around the Finteco logotype from type, objects, and images ensures maximum impact. A clear space of 1X must be maintained around the logotype at all times.



Our horizontal lockup is based on a combination of an Icon and a Logotype.. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.

Keeping a clear space around the Finteco horizontal lockup from type, objects, and images ensures maximum impact. A clear space of 1X must be maintained around the horizontal lockup at all times.



In some instances, such as on dark or colored backgrounds, it may be necessary to use the reverse out of the Finteco logo.

The reversed-out version is only to be used for approved instances.



Finteco

In some instances, such as on dark or colored backgrounds, it may be necessary to use the reverse out of the Finteco logotype.

The reversed-out version is only to be used for approved instances.

Macro Sizing Logotype

height > 10 cm or 284 pixels



Middle Version Logotype

height < 10 cm or 284 pixels
height > 4.5 mm or 13 pixels



Micro Version Logotype

height < 4.5 mm or 13 pixels



Small Sizing Logo

20px height max, approx



Small Sizing Logo

15px height max, approx



The scale of the Finteco logo and the logotype is determined by the x-height to ensure legibility of the Finteco Brand and should always appear at the minimum specified heights or larger.

Please, make sure to follow these rules for any scaling for digital or print.

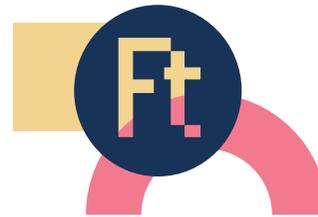
DO NOT add drop shadow



DO NOT crop



DO NOT place over shapes



DO NOT place over gradient



DO NOT stretch or skew



DO NOT change the color



DO NOT rotate or tilt



DO NOT create outline



The examples on this and the following page are an aggregation of what NOT to do with the Finteco logo.

Please, make sure to follow these rules for any scaling for digital or print.

DO NOT add drop shadow



DO NOT crop



DO NOT place over shapes



DO NOT place over gradient



DO NOT stretch or skew



DO NOT change the color



DO NOT rotate or tilt



DO NOT create outline



The examples on this and the following page are an aggregation of what NOT to do with the Finteco logotype.

Please, make sure to follow these rules for any scaling for digital or print.

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