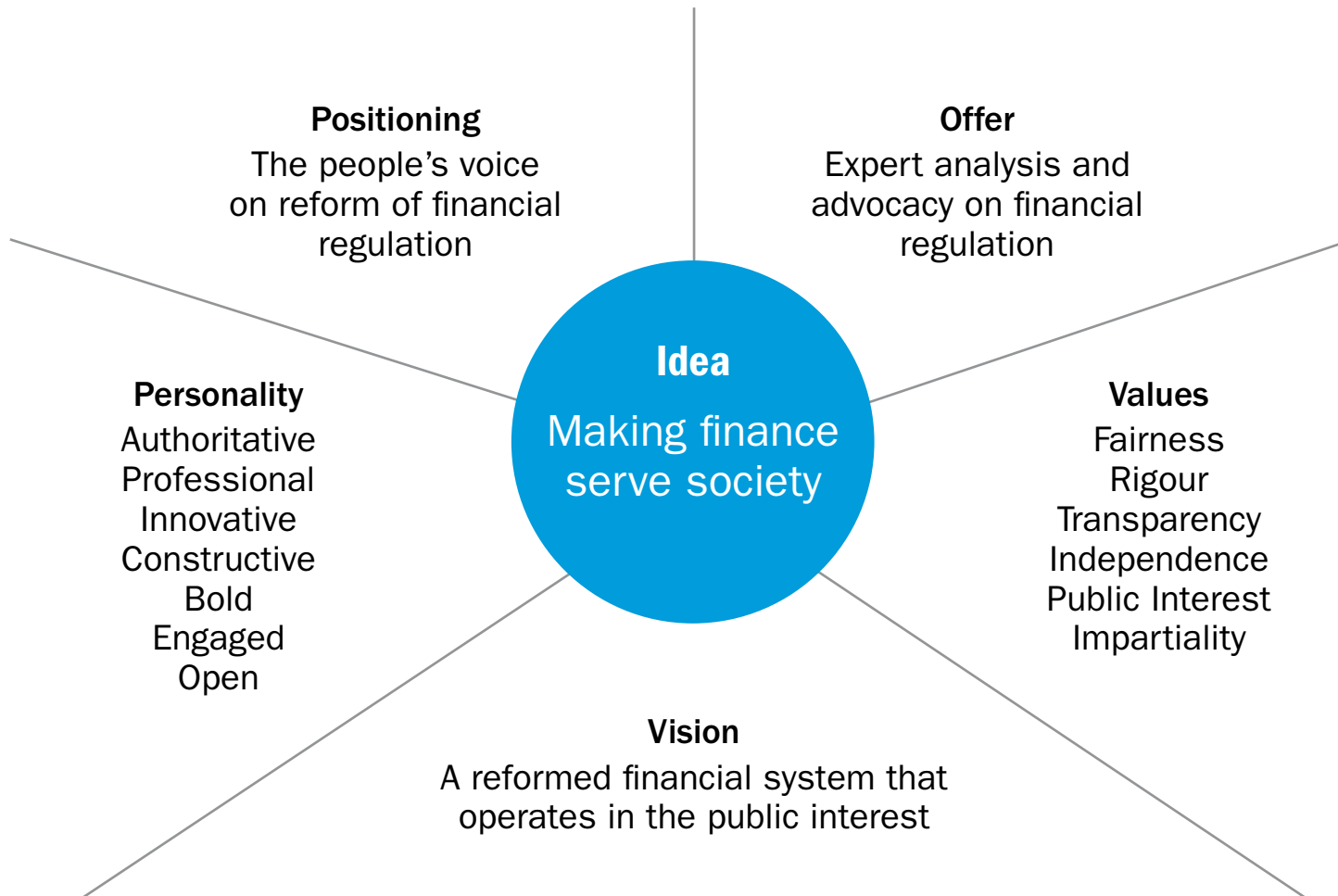# Finance Watch brand guidelines

December 2011

Introduction

At its simplest, a brand is the way in that an organisation presents itself to the rest of the world. It represents a promise of what people coming into contact with that organisation can expect.

A brand identity, which includes elements such as a logo, typeface and colour palette, is the visual expression of the brand. Together these elements give an organisation's documents and other materials a distinctive look and feel. This shows that that the organisation is clear about its role and message, as well as ensuring that people are able to recognise its printed and electronic communications.

These guidelines have been compiled to help staff and partners use Finance Watch's brand identity easily and consistently.

The Finance Watch Brand

Positioning
The people's voice
on reform of financial
regulation

Offer
Expert analysis and
advocacy on financial
regulation

Idea
Making finance
serve society

Personality
Authoritative
Professional
Innovative
Constructive
Bold
Engaged
Open

Values
Fairness
Rigour
Transparency
Independence
Public Interest
Impartiality

Vision
A reformed financial system that
operates in the public interest

Logo

The logo has been designed to reflect the role of Finance Watch in representing the public interest in the debate on reform of the financial system. The main logo uses one colour (FW Blue) and should be used in full-colour publications and on the web. Where appropriate, it can also be reproduced in black

Depending on the context, the logo can be shown in positive or reversed variants.

The logo must not be modified, distorted or redrawn in any way. The artwork is available in EPS, JPEG and GIF formats.

Core logo

Finance Watch

Making finance serve society

Core logo black & white

Finance Watch

Making finance serve society

Core logo reversed

Finance Watch

Making finance serve society

Core logo black & white (on coloured background)

Finance Watch

Making finance serve society

Using the Logo

The Finance Watch logo has been designed to embody the organisation's identity in a striking and distinctive way. It is, therefore, important to avoid using it in ways that would diminish its (and the organisation's) impact and authority.

Exclusion zone
The logo must not be crowded by other elements on a document or display. It must always be surrounded on all sides by an area of blank space (the exclusion zone) that is equal to at least the height of the 'F' in Finance Watch.

Size
There will be instances where the logotype needs to reproduced at a small scale. The standard logo (incorporating the strapline undernieth) should only be used when it is at least 30mm in width. Below this size, the standard logo should be replaced with a version that omits the strapline.

The version of the logo without the strapline should be used at sizes above 30mm only in special circumstances.

The recommended width for normal use of the logo in A4 documents is 40mm.

Supply and approval

The logo must be reproduced from original artwork supplied by Finance Watch.

All external uses of the logo must be approved in advance of publication by Finance Watch.

x

x

30mm

Below 30mm logotype should appear without the strrapline

Incorrect use of the logo

Please avoid using the logo in any of the
ways described below.

The components of the logo must not
be used separately or rearranged.
The eye can be used on its own but not
the words 'Finance Watch' in Franklin
Gothic condensed.

Do not distort the logo. When resizing,
ensure it is scaled proportionally.

Do not alter the colour of the logo.

Do not put the logo inside a shape.

Do not alter the typeface in which the
words 'Finance Watch' are presented.

Do not print the logo on a background
that does not provide sufficient contrast.

Do not add any effects, such as
shadows or outlines.

Colour Palette

FW Blue is Finance Watch's core corporate colour. The extended colour palette includes complementary shades of terracotta, grey and brown.

Colour matching
The Pantone Matching System (PMS) is an internationally recognised colour reproduction system in which more than 1000 colours have each been given a unique reference number.

The PMS colour specification given here for the core logo is for printing on white paper using offset lithography. Attempting to reproduce this colour accurately using different processes or on different surfaces can be difficult. The results should therefore be checked against the relevant PMS chips, which offer a faithful reproduction and are held by professional printers.

Please note that the colour shown on this page will have been reproduced (either onscreen or in print) using different processes and should not be treated as a reliable reference.
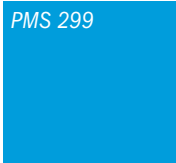
Reproduction processes
Aside from PMS, the other main colour models are CMYK (based on combinations of cyan, magenta, yellow and black pigments) and RGB (based on combinations of red, green and blue).

Ideally, when having a large number of documents printed professionally (using offset lithography), you should ask for the Finance Watch corporate colour to be reproduced as a PMS spot colour, while other colours can be reproduced using CMYK values. However, using a spot colour adds to cost and may not always be practical.
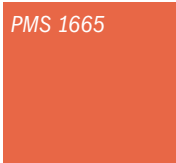
CMYK values (rather than RGB) should be used for printing logo colours digitally, both professionally (usually for smaller print runs) and in-house (usually on an inkjet printer).

The RGB values (and the Hex values that are derived from them) should be used only for reproducing the logo colour on screen.
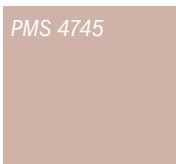
Finance Watch corporate colour

PMS 299

CMYK		RGB	
Cyan	85	Red	18
Magenta	19	Green	149
Yellow	0	Blue	216
Black	0	HEX	1295D8

Secondary colour palette

PMS 1665

CMYK		RGB	
Cyan	4	Red	231
Magenta	74	Green	102
Yellow	77	Blue	71
Black	0.5	HEX	e66646

Black – tint 20%

CMYK		RGB	
Cyan	0	Red	147
Magenta	0	Green	149
Yellow	0	Blue	152
Black	20	HEX	d1d3d4

PMS 4745

CMYK		RGB	
Cyan	19	Red	207
Magenta	29	Green	179
Yellow	30	Blue	168
Black	0	HEX	cfb3a8

Typefaces

Finance Watch's primary typeface for printed reports and briefing papers is Helvetica which can be used in a variety of weights.

Helvetica Regular

Helvetica Oblique

Helvetica Light

Helvetica Light Oblique

Helvetica Bold

Helvetica Bold Oblique

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#£%^&*.,?''

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#£%^&*.,?''

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#£%^&*.,?''

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#£%^&.,?''*

Typefaces

Arial is Finance Watch's priamary font for all items except reports and briefing papers (for example, Word, PowerPoint and html emails).

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£%^&*.,?''

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£%^&.,?''*

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£%^&*.,?''

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#£%^&*.,?''