Fintech Innovation

Media Ressources

These are our Media ressources. They explain how to use our visual identity with clarity. These ressources have been designed to educate how our brand assets can and should be utilized.

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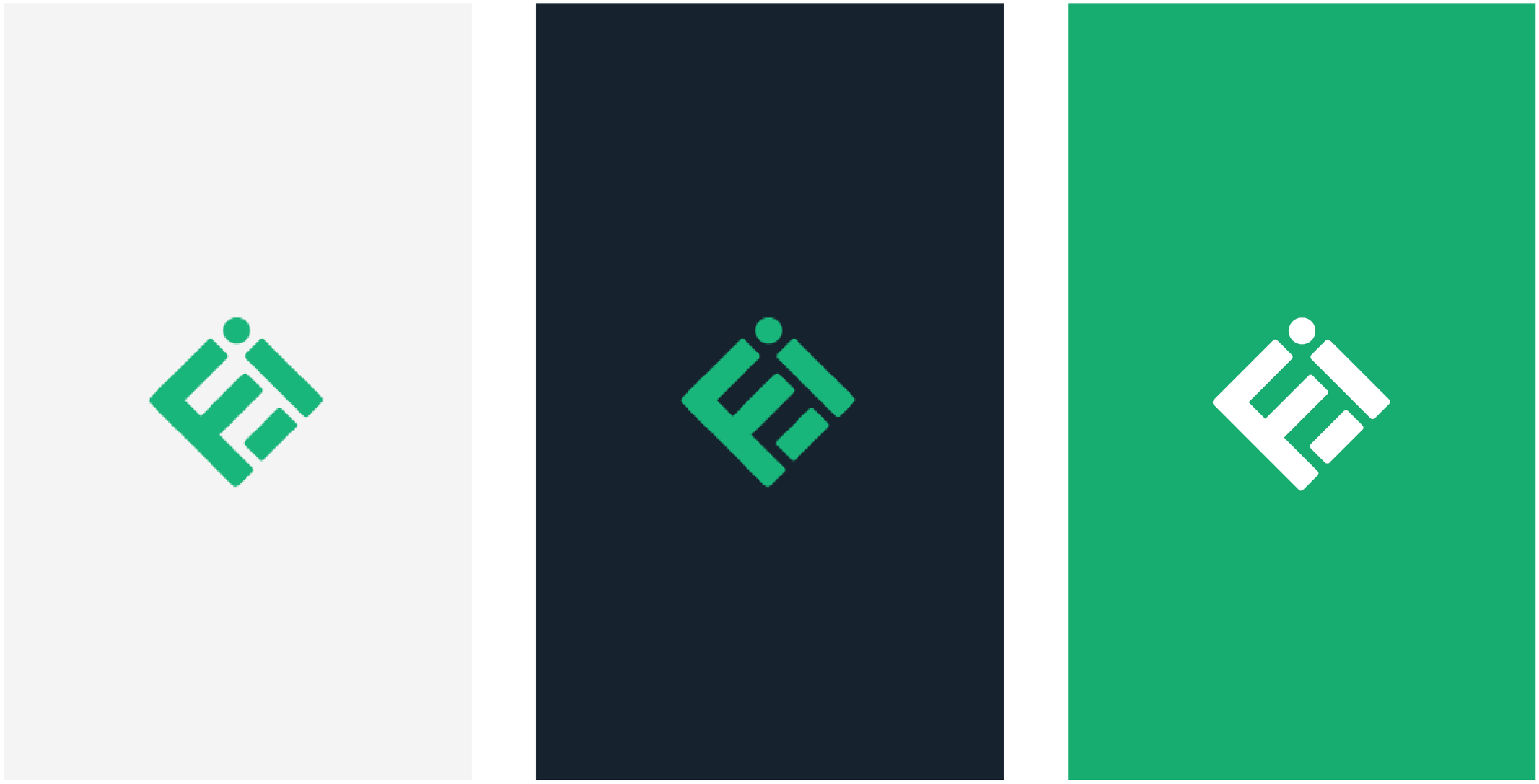
Logo & Color

The full-color logo (green) should be used only on white and black backgrounds. Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image. If placed on green, please use the monochrome (white) version.

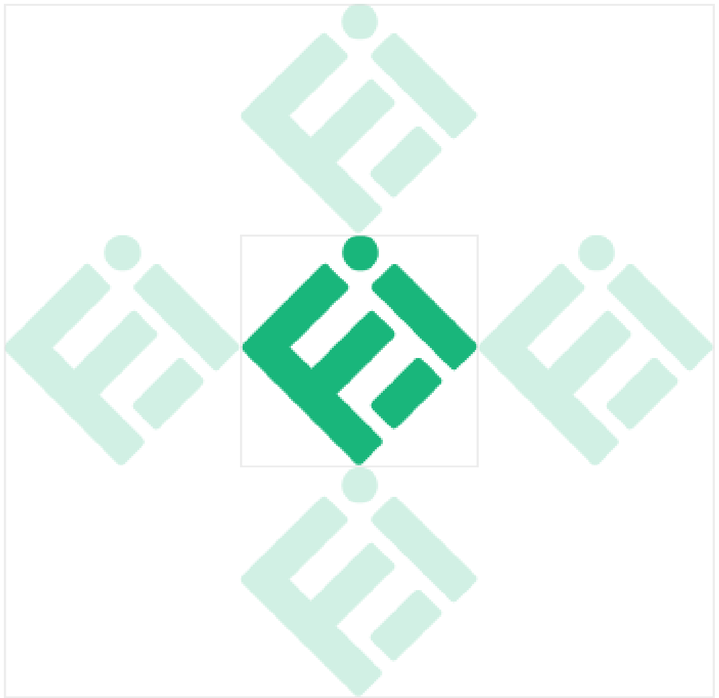


The full-color logo (green) should be used only on white and black backgrounds. Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image. If placed on green, please use the monochrome (white) version.

Logo Placement & Clear space

Example:

Ensure there is adequate space between the logo and surrounding elements. For the horizontal logo, the clear space around it should always be greater than or equal to the size of the icon.



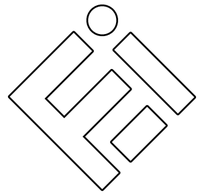
Ensure there is adequate space between the icon and surrounding elements. The clear space around it should always be greater than or equal to the size of the icon.

Do not

Crop Logo

Stretch logo

Outline logo



Use Other colors than listed

Use background image in logo

Lower opacity

Tile logo

Add effects on logo (i.e. shadow, textures, etc)

You may not:

• Use any logos or similar imagery to represent Fintech Innovation other than the examples we have provided in the Fintech Innovation guidelines
• Use a Fintech Innovation Asset as a substitute for your own — if you don’t have a logo, please do not co-opt ours
• Overprint or obstruct any part of the logo
• Add special effects to the logo
• Use old versions or any other marks or logos to represent our brand
• Distribute or otherwise make available our logos, marks, or assets