

MEDIA KIT

MARCH 2019 / v. 1



BRAND CONSTRUCTION

The equfin Brandmark is comprised of three elements: the Symbol, the Logotype (equfin) and the Descriptor (HOLDINGS).

To maintain its impact and immediate visual recognition, no text, graphic element, or edge should interfere with logo.

The registration mark must appear with every use of the equfin brandmark.

There are two configurations of the brand; vertical and horizontal.

The vertical configuration is the preferred version. Horizontal version should be used when there is insufficient space for the vertical version.



VERTICAL CONFIGURATION



HORIZONTAL CONFIGURATION

MONOCHROME VERSIONS

Monochromatic logos are available only for black-and-white and monochromatic scenarios.

However, the equfin brandmark should only be used in its monochromatic versions when colour printing or multi colouring is not available -print or digital.



BACKGROUND CONTROL

To allow proper readability and maximum visual impact, 'dash' in the symbol appears in equfin gradient when used on light/medium background. Wordmark and symbol can be equfin gray or white.

When the equfin brandmark is used on dark background, 'dash' in the symbol appears in solid equfin blue or purple, according to the background colour. In this case, wordmark and symbol should appear in white.



when used on light backgrounds

when used on medium backgrounds



when used on dark backgrounds

MISUSE

To preserve the integrity of our brand, we must use it correctly and consistently in every application.

Poor use of the equfin brand mark makes us look inconsistent and unprofessional.

When using the equfin brand mark, the following rules should be followed at all times.



DON'T REPLACE FONTS



DON'T CHANGE BRAND COLOURS INTO ANY OTHERS THAN THOSE SPECIFIED



DON'T REPOSITION BRAND COMPONENTS



DON'T RESCALE BRAND COMPONENTS



DON'T SKEW OR BEND IN ANY WAY



DON'T USE DROP SHADOW, STROKE OR OTHER VISUAL EFFECTS

BRAND TYPOGRAPHY

When used in a consistent and thoughtful way, typography becomes a powerful brand tool that can add visual meaning to communications.

equin's typography communicates clearly and with clarity, and is flexible in a wide range of situations. Our brand typeface, Gotham family, was selected because it is clean, open and legible at all sizes.

GOTHAM LIGHT

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,:;'"><!?@&*)

GOTHAM BOOK

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,:;'"><!?@&*)

GOTHAM MEDIUM

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,:;'"><!?@&*)

GOTHAM BOLD

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,:;'"><!?@&*)

GOTHAM LIGHT ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,:;'"><!?@&)*

GOTHAM BOOK ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,:;'"><!?@&)*

GOTHAM MEDIUM ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,:;'"><!?@&)*

GOTHAM BOLD ITALIC

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 (.,:;'"><!?@&*)

WEB TYPOGRAPHY

Two approved fonts for online media use –Poppins and NunitoSans- offer maximum legibility to its audience. They are available in a variety of approved weights and formats.

Poppins is a sans serif-font for headings (H1, H2, H3 and H5). For H2 it is recommended to be used only in all caps.

Aa Aa

Poppins Regular
Poppins Italic
Poppins Medium
Poppins Medium Italic

Poppins SemiBold
Poppins SemiBold Italic
Poppins Bold
Poppins Bold Italic

NunitoSans is a sans serif-font for span, headings (H4 and h6) and body copy for an impressive and clean visual impact.

Aa Aa

NunitoSans Light
NunitoSans Light Italic
NunitoSans Regular
NunitoSans Italic

NunitoSans SemiBold
NunitoSans SemiBold Italic
NunitoSans Bold
NunitoSans Bold Italic

TITLES & HEADINGS

H1 Poppins Semi Bold 600, 52px

Lineheight 60px, Letter Spacing -1px, Bottom Pad. 40px, #333

Span NunitoSans Light 300, 20px

Lineheight 30px, Bottom Pad. 40px, #000

H2 POPPINS BOLD 700, 15PX

ALL CAPS, Lineheight 20px, Bottom Pad. 30px, #999, #90278e

H3 Poppins Bold 700, 32px

Lineheight 40px, Bottom Pad. 40px, #333

H4 NunitoSans Bold 700, 24px

Lineheight 30px, Bottom Pad. 40px, #333

H5 Poppins Bold 700, 20px

Lineheight 30px, Bottom Pad. 30px, #333

h6 NunitoSans Bold 700, 18px

Lineheight 24px, Bottom Pad. 30px, #333

p Nunito Sans Regular 400, 16px

Lineheight 24px, Bottom Pad. 20px, #000

COLOURS

PRIMARY PALETTE

To maximise brand recognition our brand has been designed to be reproduced in specific core colours and must not appear using any alternative palettes.

Our brand palette ensures that equfin communications will be clean, distinctive and at the same time impactful.

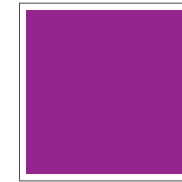
equfin Gray, Blue and Purple are our primary colours and should appear in all of our visual communications.



equfin Gray



equfin Blue



equfin Purple

Pantone	Cool Gray 11 C	Process Blue C	513 C
CMYK	C:0 M:0 Y:0 K:80	C:100 M:30 Y:0 K:0	C:50 M:100 Y:0 K:0
RGB	R:88 G:89 B:91	R:0 G:136 B:207	R:144 G:39 B:142
HEX	#58595b	#0088cf	#90278e



SLIDER LOCATION 50%



equfin Gradient

QUESTIONS AND CLARIFICATIONS

email marketing

