# Figured Brand Guidelines

September 2020

# Our logos

Our multi coloured corporate logo is to be used on all corporate documents and letterheads. It can only be used on a full white background.

Horizontal

Vertical

# Logo usage

Our primary single colour logo is for all our customer facing media.

## Horizontal

## Vertical

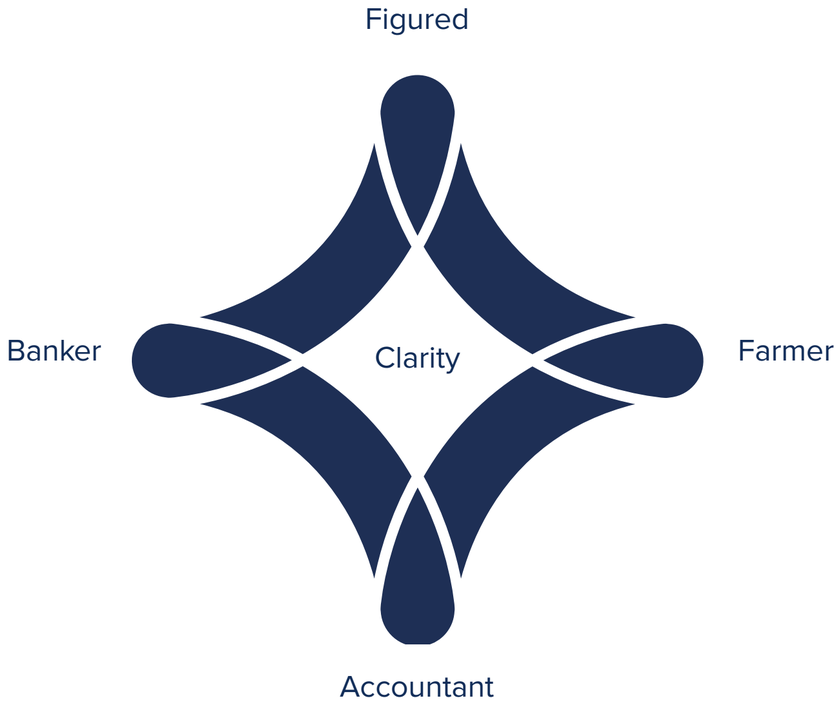
# Logo spacing

Both the corporate and primary Figured logos have been designed with ‘clear space’ allowance. This space allows the logo to stand out from surrounding messages and graphics. No other graphic element or text may invade this space. The principle created by the dotted line is the optimal amount of clear space that is required.

# Logo combinations

# Our logo icon

The icon represents four distinct pillars: Farmers, accountants, bankers and Figured, which brings them all together providing clarity in their decision making. The simplified contemporary icon works well on all design and advertising mediums. It also sits equally as well on its own or when locked by with our logo type.



# Our logo type

The Figured logo typeface was based on Akzidenz Grotesk Bold. The font has been altered to reflect the curves used within the Figured icon. F, I, U and D embrace quarter circles while the G’s loop has been curved.

# Our colour palette

## Primary colours

**Dark Blue**
HEX: #102C58
RGB: R16 G44 B88
CMYK: C100 M86 Y38 K30

**Orange**
HEX: #ED6E26
RGB: R237 G110 B38
CMYK: C0 M67 Y89 K0

**Light Blue**
HEX: #1395BA
RGB: R19 G149 B186
CMYK: C78 M23 Y18 K2

**Green**
HEX: #6ABE83
RGB: R106 G190 B131
CMYK: C61 M0 Y61 K0

**White**
HEX: #FFFFFF
RGB: R0 G0 B0
CMYK: C0 M0 Y0 K0

**Dark Grey**
HEX: #455A64
RGB: R51 G51 B51
CMYK: C70 M60 Y56 K66

# Expanded colours

## Colour Shades

| | | | | |
|---|---|---|---|---|
| **Dark Blue**<br>#102C58 | **Light Blue**<br>#1395BA | **Orange**<br>#ED6E26 | **Green**<br>#6ABE83 | **Brown**<br>#9C5A3A |
| **Dark Blue - 60%**<br>#70809B | **Light Blue - 60%**<br>#71BFD6 | **Orange - 60%**<br>#F4A87D | **Green - 60%**<br>#A6D8B5 | **Brown - 30%**<br>#C49C89 |
| **Dark Blue - 30%**<br>#B7BFCC | **Light Blue - 30%**<br>#B8DFEA | **Orange - 30%**<br>#F9D3BD | **Green - 30%**<br>#D2EBD9 | **Brown - 30%**<br>#E1CDC3 |
| **Dark Blue - 15%**<br>#DBE0E6 | **Light Blue - 15%**<br>#DCEFF5 | **Orange - 15%**<br>#FDEADF | **Green - 15%**<br>#E9F6ED | **Brown - 15%**<br>#F0E7E2 |
| **Dark Blue - 9%**<br>#E9ECF0 | **Light Blue - 9%**<br>#EAF5F9 | **Orange - 9%**<br>#FDF2EB | **Green - 9%**<br>#F2F9F4 | **Brown - 9%**<br>#F6F0ED |
| **Dark Blue - 6%**<br>#F1F3F5 | **Light Blue - 6%**<br>#F1F9FB | **Orange - 6%**<br>#FEF7F2 | **Green - 6%**<br>#F6FBF8 | **Brown - 6%**<br>#F9F5F3 |

# Expanded colours

## Colour Shades

| | | | | |
|---|---|---|---|---|
| **Dark Purple**<br>#380E48 | **Purple**<br>#9D4BBB | **Yellow**<br>#F7BA2A | **Red**<br>#FF4949 | **Mid Grey**<br>#607D8B |
| **Dark Purple - 60%**<br>#886E91 | **Purple - 60%**<br>#C493D6 | **Yellow - 60%**<br>#FAD67F | **Red - 60%**<br>#FF9292 | **Light Grey**<br>#90A4AE |
| **Dark Purple - 30%**<br>#C3B6C8 | **Purple - 30%**<br>#E1C9EA | **Yellow - 30%**<br>#FCEABF | **Red - 30%**<br>#FFC8C8 | **Lighter Grey**<br>#B0BEC5 |
| **Dark Purple - 15%**<br>#E1DBE4 | **Purple - 15%**<br>#F1E4F5 | **Yellow - 15%**<br>#FEF5DF | **Red - 15%**<br>#FFE4E4 | **Muted Grey**<br>#CFD8DC |
| **Dark Purple - 9%**<br>#EDE9EE | **Purple - 9%**<br>#F6EFF9 | **Yellow - 9%**<br>#FEF9EC | **Red - 9%**<br>#FFEFEF | **Pale Grey**<br>#ECEFF1 |
| **Dark Purple - 6%**<br>#F3F1F4 | **Purple - 6%**<br>#F9F5FB | **Yellow - 6%**<br>#FFFBF3 | **Red - 6%**<br>#FFF4F4 | **Super Pale Grey**<br>#F4F6F7 |

# Typography

Our typeface is Proxima Nova. With 16 different type styles available, it can be hard deciding what to use, so we have selected three main weights that will allow us to communicate our messages effectively across all design and advertising mediums.

By using a thinner weight in our headlines, we come across more approachable, while creating a more modern look.

Heading - large

Proxima Nova Thin

Heading - small

Proxima Nova Light

Subheading

**Proxima Nova Bold**

Body text

Proxima Nova Regular

# How we talk

Confident / Genuine / Friendly / Trusting / Empowering / Collaborative / Future-focused

## If you want to go places, come with us

We need to talk, not like we are some mysterious software or we are a cutting edge tech business. We need to talk like we are the obvious choice for any progressive farmer. We don’t need to tell people it’s super simple or going to be a walk in the park. But we do tell them it’s going to be the start of a journey to their success.

We have one voice, whether it’s talking face-to-face or in our communications, be it our advertising, emails, website or social media. While all rural companies are proud of their good old rural roots, we are unapologetically future-focused. If you want of go places, come with us.

# How we look

We’re not a corporate, we understand rural / We bridge the rural/urban divide / We’re modern and future-focused / We’re unique in what we offer and how we offer it / We’re surprising

While we always appear modern and cutting edge, we’re firmly rooted in the day-to-day realities of our target audiences. We need to appear like a trustworthy company, we are asking people to entrust their deepest darkest money stuff with us.

We need to look simple, uncomplicated and approachable. This makes it feel that our software is simple and uncomplicated also.

# Photography

We’re collaborative, so when we show people we always show two or more, never someone isolated on their own. We use natural images to show our connection to people and the land.

# Layout examples

## Print executions

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