



Introduction

The following document has been designed as a guideline for the FS Reg visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The FS Reg logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding and identity guidelines please contact White Key Marketing at 1300 577 419.



Logomark

Primary Logo

A contemporary logomark designed to be simple yet professional. The primary logo is horizontal for a balanced look and feel, and should ideally appear against the charcoal background.

The logo may also be used against a white background as shown. Furthermore, the logo is supplied in the supporting colour found in the colour palette, an emerald green. This is to be used where the background colour is appropriate.



Logo Variations

Stacked Logo

The secondary variation for the FS Reg logo is stacked. The logo should ideally appear against the charcoal background.

The logo may also be used against a white background as shown. Furthermore, the logo is supplied in the supporting colour found in the colour palette, an emerald green. This is to be used where the background colour is appropriate.

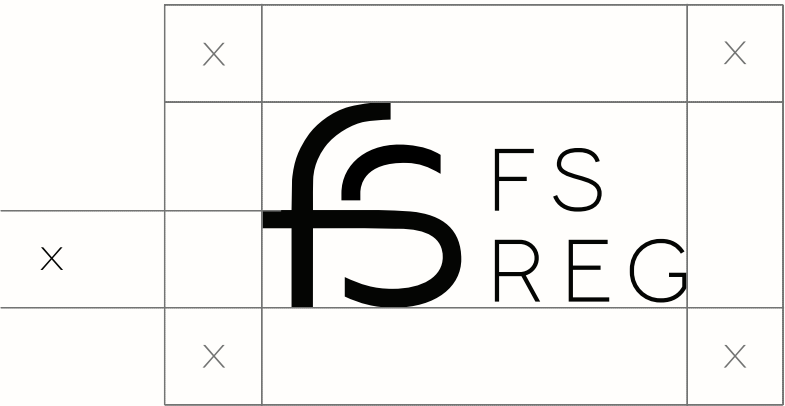


Logo Principles

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram.

Do not place any other elements within the clearspace zone specified.

Clearspace rule



Minimum size



Colour

A minimalist, professional palette.

Charcoal

C 22 M 17 Y 18 K 0
R 199 G 198 B 197
#c7c6c5

Cream

C 0 M 0 Y 1 K 0
R 255 G 255 B 251
#fffffb

Emerald

C 87 M 43 Y 86 K 48
R 17 G 74 B 47
#114a2f

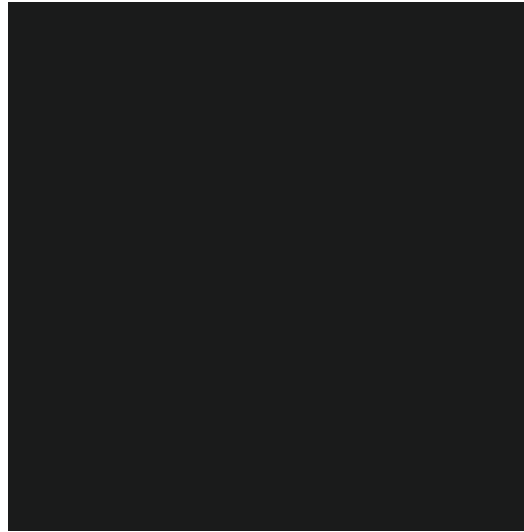
Slate Grey

C 56 M 47 Y 47 K 13
R 115 G 116 B 116
#737474

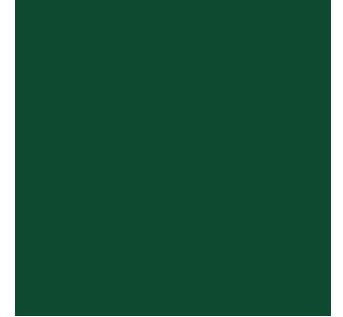
Black

C 0 M 0 Y 0 K 100
R 35 G 31 B 32
#231f20

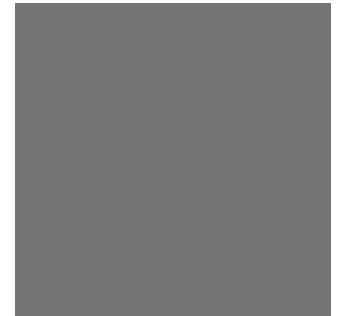
Charcoal



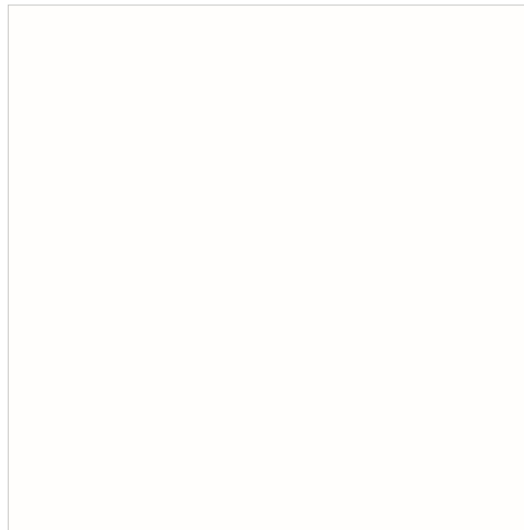
Emerald



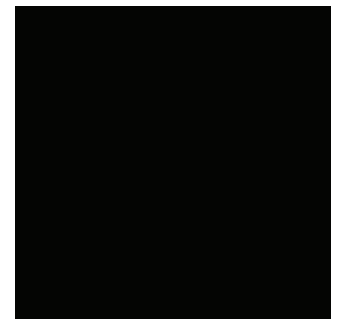
Slate Grey



Cream



Black



Typography

A clear, sophisticated typeface is used for headlines to bring a confident aesthetic. The body copy uses a functional and very legible typeface to complement the headline font.

Headlines

AZO Sans, Bold

Title Case

Leading: 40/48

Tracking: Metrics 0

Body Copy

Bilo, Extra Light

Sentence case

Leading: 16/22

Tracking: Metrics 0

Subheaders

AZO Sans, Medium

Sentence case

Leading: 16/22

Tracking: Metrics 0

Call To Action

Bilo, Extra Light

Sentence case

Leading: 16/22

Tracking: Metrics 0

Headlines

Financial Services FS Reg

Body Copy

We are a team of compliance experts who specialise in the financial services sector. Our senior experts play a direct role in your project, and will provide you with industry best practice and insight.

Subheaders
CTA

Contact us
fsreg.com.au



Imagery

Imagery is used to inspire and encapsulate the FS Reg brand.

There a sense of professionalism, but also cleanliness, modernism & simplicity - as well as a team of experts who enjoy their work. These elements are strong focuses within the FS Reg brand.

The photographic style further captures a note of sensibility and aspiration.





This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

