

BRAND ON A PAGE

For:
Year:

FinX BEE
2025

LOGOS

Our logos are the primary identifiers of our brand. Laid out here are the different variations of our logo. These are displayed in their primary colour combinations but are able to be utilised in a variety of our brand colours.



PRIMARY LOGO



SECONDARY LOGO



LOGO MARK

COLOURS

Our colours are the next primary factor in our identity. Whenever colour codes or references are needed, the proper elements are listed below. Colour pairings are implemented here as well to ensure adherence to proper colour combinations.

Abyssal Anchorfish

CMYK: 84 / 69 / 58 / 68
RGB: 22 / 35 / 43
HEX: #16232B

Lake Tahoe

CMYK: 72 / 8 / 38 / 0
RGB: 52 / 175 / 170
HEX: #34AFAA

Elm

CMYK: 82 / 35 / 51 / 11
RGB: 42 / 123 / 121
HEX: #2A7B79

Glacier Bay

CMYK: 11 / 0 / 6 / 0
RGB: 224 / 242 / 239
HEX: #E0F2EF

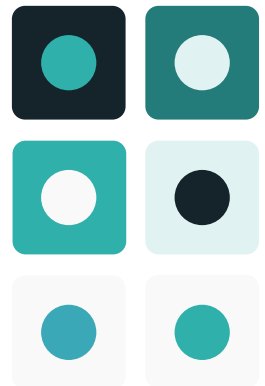
White Glove

CMYK: 2 / 2 / 2 / 0
RGB: 247 / 246 / 245
HEX: #F7F6F5

Pure White

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: #FFFFFF

PAIRINGS



TYPE

The last aspect of quick reference is our typography. The fonts used in our identity are intentional and are key in maintaining a consistent and strong visual brand identity. Find the names and characteristics of our fonts below.

HEADING EXAMPLE

Gotham

SUBHEADING EXAMPLE

Montserrat Bold

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Montserrat Medium