

brand design communication



THE-RANDOME CONCEPTO



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LOGO EXPLAINED
CHAPTER ONE



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/ Symbol.

The idea was to make the simple emblem using and combining the alphabet letters of the F and the B together as a initials of Financial Brokers (FB).

F+B=FB

/ The final version of the symbol





/ Logotype.

/ The final version of the logotype

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/ Logo.

/ The final version of the logo



FINANCIAL BROKERS

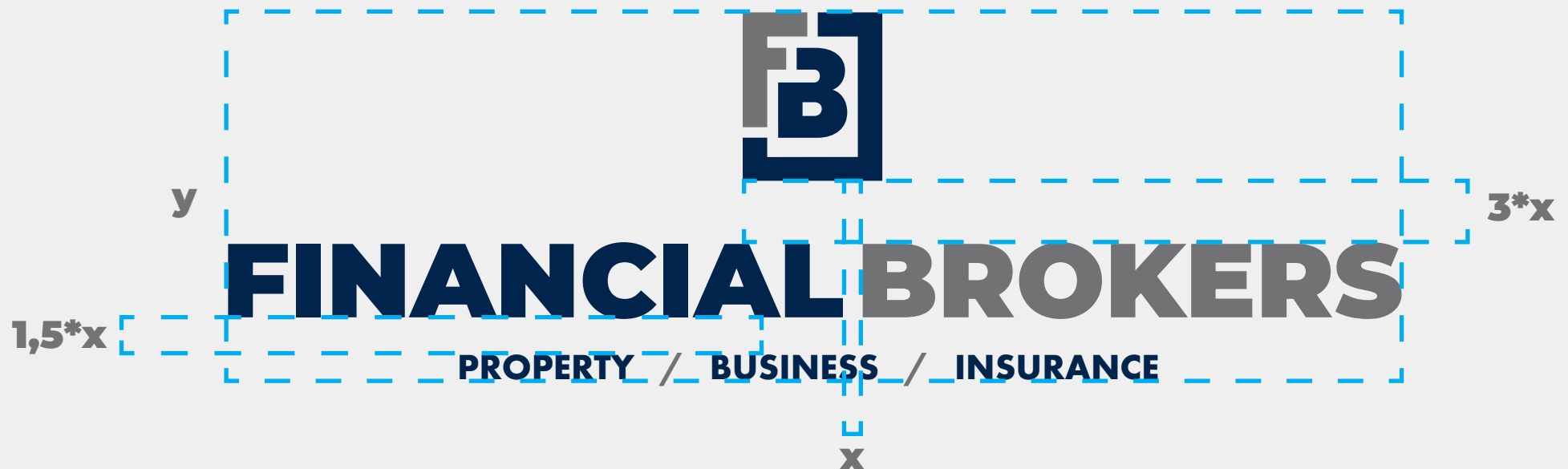
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/ Logo ratios.

The space between the Financial Brokers symbol and the text is indicated by the space between the space used in the logotype and the symbol's width and height. This should be observed in every application where Logon is used.

/ Ratios explanation of the Financial Brokers logo



/ Logo security area.

The recommended security area to leave around the Financial Brokers logos should be at least 5 mm (x).

This should be observed in every application where Logo is used (including digital usage [should be at least 20px]).

/ Logo security area explanation





/ Color theme.

The Financial Brokers logo and the basic colors used in the symbol are shown in the table below.

Do not change other than the color preference(color range) for use on different colors levels should be made.

/ Main color theme



PANTONE 280C

CMYK:	RGB:	HSB:	HEX:
C: 100%	R: 0	H: 210°	#00244c
M: 88%	B: 36	S: 100%	
Y: 40%	G: 76	B: 29%	
K: 42%			



PANTONE 416C

CMYK:	RGB:	HSB:	HEX:
C: 56%	R: 115	H: 259°	#737275
M: 49%	B: 114	S: 2%	
Y: 45%	G: 117	B: 45%	
K: 13%			

/ Additional color for digital usage



%100 WHITE

CMYK:	RGB:	HSB:	HEX:
C: 0%	R: 255	H: 210°	#FFF
M: 0%	B: 255	S: 0%	
Y: 0%	G: 255	B: 100%	
K: 0%			



/ Usage of the logotypes on different backgrounds.

Financial Brokers logo and emblem usage on different backgrounds.

Contrast should be provided using white, navy blue and gray colors.

/ Examples





/ Usage of the logotypes on photos.

The Financial Brokes logos are modeled on the correct usage of the photo as a background.

It is imperative that the composition is used in the proportional field.

/ Examples



LOGO EXPLAINED
CHAPTER TWO



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/ Wrong usage of the logo proportion.

The Financial Brokers logo should not be altered for any reason.

Corporate color preferences should not be excluded. Logotype should not be separated from each other, position and ratio must be constant. The symbol should come before or from top of the Financial Brokers logotype. The logo base should not be extended from the side or the side.

/ Examples



/ Wrong usage of the logotypes on photos.

In the following examples;

There are ways of the usage of the Financial Brokers logo that are meaningless with the reduced visibility, where the logo does not contrast and is mixed with the background content.

/ Examples



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