

# fiona

## Style Guide



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# LOGO - ACCEPTABLE USE

The only acceptable examples of logo usage are listed below:



## GREEN LOGO

Use on white or light backgrounds. Proper contrast is required. This logo is the default logo and should be used when possible.



## PURPLE LOGO

Use on white or light backgrounds. Proper contrast is required. The above logo should be used sparingly, where green is not possible or in legal documents.



## WHITE LOGO

Use on dark backgrounds. Proper contrast is required. The above logo may be used in cases where the background is set at a color other than the standard white background.

## TIPS

Make sure to use a high resolution PNG or EPS file.

Use **300dpi** for **print**.

Use **72dpi** for **digital**.

# LOGO - UNACCEPTABLE USE

Here are some examples of logo uses that should be **avoided** at all costs to ensure a consistent perception of the Fiona brand by your audiences.



DON'T SQUISH OR STRETCH THE LOGO



DON'T USE OTHER COLORS



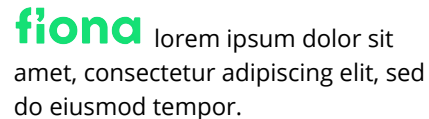
DON'T DECORATE THE LOGO



DON'T INVADE LOGO'S CLEAR SPACE ZONE



DON'T PUT LOGO ON BAD BACKGROUNDS

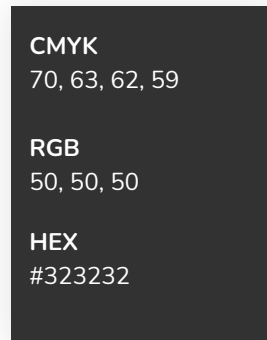
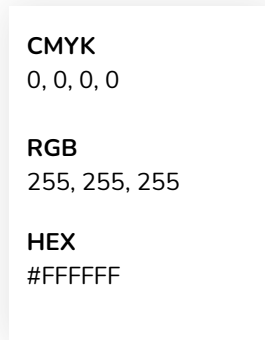
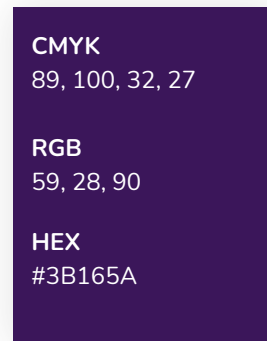
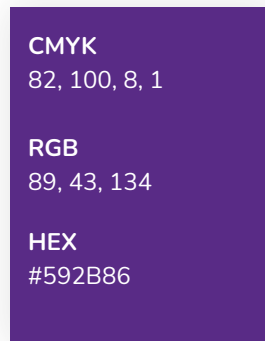
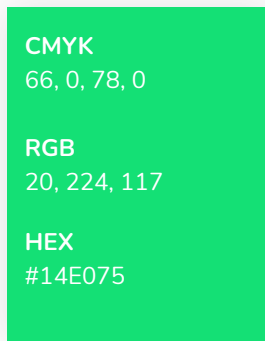


DON'T TEXT WRAP ON LOGO

# COLOR PALETTE - PRIMARY

The following palette has been selected for use in both print and digital communications.

Lighter tints of these colors are also allowed, but the logo may only be used at 100% opacity.



# COLOR PALETTE - SECONDARY

These shades of gray are meant to support the primary color palette and to be **used sparingly** when it's not possible to use the Primary Dark or Light Gray. Lighter tints of these colors are also allowed.

## CMYK

26, 17, 16, 0

## RGB

189, 196, 201

## HEX

#BDC4C9

## CMYK

43, 35, 36, 1

## RGB

152, 152, 152

## HEX

#989898

These colors are meant to be used to indicate **states/statuses** and to support the design of diagrams. Lighter tints of these colors are also allowed.

**DO NOT** use them for background colors or large graphical shapes.

## CMYK

62, 81, 0, 0

## RGB

131, 62 198

## HEX

#833EC6

## CMYK

73, 0, 80, 0

## RGB

4, 198, 105

## HEX

#04C669

## CMYK

0, 68, 100, 0

## RGB

255, 144, 0

## HEX

#FF7200

## CMYK

12, 74, 100, 2

## RGB

213, 95, 0

## HEX

#D55F00

# TYPOGRAPHY - FONTS

**Nunito** is a Google Font which can be downloaded using the link below:

Almost before we knew it, we had left the ground.

Light

Almost before we knew it, we had left the ground.

Regular

Almost before we knew it, we had left the ground.

SemiBold

**Almost before we knew it, we had left the ground.**

Bold

DOWNLOAD NUNITO

## TIPS

Fiona is generally employed as part of white label services.

Fiona adapts to partner site/brand fonts as necessary.

# TYPOGRAPHY - HIERARCHY [DIGITAL] - pt. 1

For **digital**, please consider the following treatments for creating typographic hierarchy using brand fonts and colors.

## TIPS

**Bold** or *Italic* paragraph text for emphasis. Use italic sparingly!

Left-align text. Right-align and center text sparingly. Never justify!

Never hyphenate breaking lines.

## Headline Level 1

Nunito | Bold | Title Case | 40 px / 58 px Line Spacing | #323232

## Headline Level 2

Nunito | Bold | Title Case | 32 px / 48 px Line Spacing | #323232

## Headline Level 3

Nunito | Bold | Title Case | 30 px / 40 px Line Spacing | #323232

## Headline Level 4

Nunito | Bold | Title Case | 24 px / 32 px Line Spacing | #323232

## Headline Level 5

Nunito | Bold | Title Case | 20 px / 28 px Line Spacing | #323232



# TYPOGRAPHY - HIERARCHY [DIGITAL] - pt. 2

For **digital**, please consider the following treatments for creating typographic hierarchy using brand fonts and colors.

## TIPS

**Bold** or *Italic* paragraph text for emphasis. Use italic sparingly!

Left-align text. Right-align and center text sparingly. Never justify!

Never hyphenate breaking lines.

## Headline Level 6

Nunito | Bold | Title Case | 18 px / 24 px Line Spacing | #323232

## Paragraph style large

Nunito | Regular | Sentence Case | 18 px / 32 px Line Spacing | #323232

## Paragraph style normal

Nunito | Regular | Sentence Case | 16 px / 24 px Line Spacing | #323232

## Paragraph style small

Nunito | Regular | Sentence Case | 14 px / 24 px Line Spacing | #323232

# TYPOGRAPHY - HIERARCHY [PRINT]

For **print**, please consider the following treatments for creating typographic hierarchy using brand fonts and colors.

## TIPS

**Bold** or *Italic* paragraph text for emphasis. Use italic sparingly!

Left-align text. Right-align and center text sparingly. Never justify!

Never hyphenate breaking lines.

## Headline Level 1

Nunito | Bold | Title Case | 26 pt | #323232

## Headline Level 2

Nunito | Bold | Title Case | 18 pt | #323232

## HEADLINE LEVEL 3

Nunito | Bold | Uppercase | 11 pt / 16 px Line Spacing | #323232

## Paragraph style

Nunito | Regular | Sentence Case | 10 pt / 14 px Line Spacing | #323232

## Paragraph style

Nunito | Regular | Sentence Case | 9 pt / 13 px Line Spacing | #323232

# TYPOGRAPHY - NUMBERS & LABELS

**Numbers**, especially for callout statistics or data, should be in Nunito Bold.

12.24%

Fixed APR

5 years

Loan Term

**Labels** and titles for icons should be Nunito Bold.



Loans



Life  
Insurance



Auto  
Insurance



Credit Cards



Student Loan  
Refinance



Savings

# ICONS



PERSONAL  
LOANS



LIFE INSURANCE



AUTO INSURANCE



STUDENT LOAN  
REFINANCE



MORTGAGES



SAFETY & SECURITY



CREDIT CARDS



SAVINGS



QUICK & TIMELY

Finance made friendly.

# MESSAGING - USAGE & TERMINOLOGY

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Fiona should always be referred to and written as “Fiona”.

Exceptions are made for “Even Financial, Inc. / Fiona” in legal documents or fine print.

# THANK YOU