

# ID FINANCE

## Corporate Identity Usage Guidelines

November, 2017

# Contents

<b>Logo</b> . . . . .	<b>3</b>
Basic Logo . . . . .	3
Logo With Descriptor. . . . .	3
Clear Space . . . . .	4
Brand Colors . . . . .	5
<b>Corporate Identity</b> . . . . .	<b>6</b>
Business Card . . . . .	6
Letter. . . . .	7
Envelope . . . . .	8

# Logo

## Basic Logo

Download for print [.pdf](#) [.eps](#)

For screens [.png](#)

The logo consists of the letters 'ID' in a bold, blue, sans-serif font, followed by the word 'FINANCE' in a bold, black, sans-serif font. The letters are spaced out evenly.

## Logo With Descriptor

Download for print [.pdf](#) [.eps](#)

For screens [.png](#)

The logo consists of the letters 'ID' in a bold, blue, sans-serif font, followed by the word 'FINANCE' in a bold, black, sans-serif font. The letters are spaced out evenly.

Innovative Digital Finance

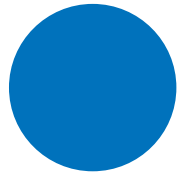
# Clear Space

All applications of the ID Finance logo should include clear space around the logo equal or greater to the height of the **D** in **ID**.

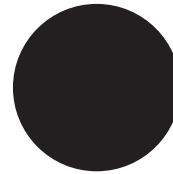
Any background inside of this clear space must be free from any other graphic elements or objects.



# Brand Colors



Pantone	300 C
CMYK	100 50 0 0
RGB	0 94 184



Pantone	Process Black C
CMYK	0 0 0 100
RGB	0 0 0

# Business Card

## Basic business card face



### Name font

PT Sans Regular, 10,7pt

Leading: 11pt

### Position and contacts font

PT Sans Regular, 7,6pt

Leading: 9,6pt

## Business card with long name



## Business card back



# Letter

Size A4 (297mm x 210mm)

Download for print [.pdf](#)

The logo for ID FINANCE is displayed within a large, empty rectangular frame defined by a dotted border. The text "ID FINANCE" is positioned in the upper left corner of this frame. The "ID" is in a blue color, while "FINANCE" is in black. The letters are in a clean, sans-serif font.

ID FINANCE

# Envelope

Size E65 (220mm x 110mm)

Download for print [.pdf](#)

The logo for ID FINANCE is centered within a dashed rectangular border. The text "ID FINANCE" is displayed in a bold, sans-serif font. The "ID" is in a blue color, while "FINANCE" is in black. The "I" and "D" are closely spaced, and the "F" is slightly larger than the other letters in the word "FINANCE".

**ID FINANCE**