MoneyTalks Brand Guide

November 2018

This guide describes how to use the MoneyTalks brand.

If you would like to discuss how to apply the MoneyTalks branding, please email rocky@fincap.org.nz.

Logo

Please apply the MoneyTalks logo with respect. Use only logo files supplied. The MoneyTalks logo must not be manipulated or recreated in any way, for example:

- Don't alter the colour
- Don't stretch the logo
- Don't place the logo on an angle or upside down

Primary colour

MoneyTalks Light Red

CMYK
R241 G94 B95

RGB
R18 G31 B107

Hex
F15E5F

Minimum size - print

Minimum size logo

The minimum width for the MoneyTalks logo is 50mm.

The standard width for the MoneyTalks logo is 80mm.

Standard size logo

Minimum size digital

For online/digital reproduction we recommended a minimum total width of 200px.

In special circumstances our logo can be used smaller, but it must be clearly legible.

Minimum space around the logo

Clear space around the logo is measured by using the “0” in the 0800 number. Please allow a full “0” around the logo.

Colour usage

Use an appropriate background colour or image with the MoneyTalks logo. Do not use the logo with excessively bright, dark or complex backgrounds. Plain white backgrounds are preferred.

Typography

Fonts for design agencies

Design agencies producing our publications and collateral should use the following:

Headers: **Gordita Light bold**
Content: Gordita Light

Fonts for internally produced documents

MoneyTalks standard fonts are the same as those of FinCap.

Cover page title

Calibri
55pt
Bold
centred
single line spacing

Use only on the cover page of the document.

Header 1

Main page headings

Calibri
23pt
Bold
left aligned
single line spacing

Use at the top of a page. On a cover page (as a subtitle) it may be centred.

Header 2

Sub headings

Calibri
14pt
Bold
left aligned
capitals
single line spacing

Header 3

Sub sub headings

Calibri
11pt
Bold
left aligned
single line spacing

Header 4

Paragraph

Calibri
11pt
left aligned
single line spacing

Paragraph

Callouts

Georgia
14pt
left aligned
11pt spacing before and after

Callouts may also have a black border or a lightly coloured to add emphasis and break up text. Callouts may also have alignment different to the main text to provide a pleasing aesthetic.

Callout

Numbered list: Use the default Word numbered list button

1. Like this
2. Like this
    a. Like this
        i. Like this

Bullet points: Use the default Word 2007 bullet point list

- Like this
- Like this
    - Like this
        - Like this

Note: use the default Word indents. Do **not** use spacebar to align text.

Note: use two blank lines between the bottom of a paragraph or header, and the following text. Like this:

> ...this is the end of a paragraph. [Enter]
> [Enter]
> [Enter]
> **This is a header**[Enter]
> [Enter]
> This is the following text.

The only exception is between headers, where one blank line is sufficient. As an example, see the way headers are used in the section below.

White space

A page crammed full of text or graphics with very little white space runs the risk of appearing busy, cluttered, and is typically difficult to read. Judicious use of white space can give a page a classic, elegant, or rich appearance.

Where possible, use white space to enhance the message you are conveying.

Making it pop

It is important your document has visual flair. For this reason, we have developed a number of images and colour schemes you can use.

You can also use callouts and other formatting to give your document an attractive appearance.

Tone

The tone of your document will depend on your audience. Generally speaking, FinCap should write with a helpful, plain English and authoritative tone.

Capitalisation

Capital letters should only be used at the beginning of a sentence, for the names of people and the names of places, job titles, days and months, nationalities and regions, ethnicities, languages, titles of publications. If something is important use formatting to show this, not capitals.

Specific examples where capital letters are warranted: Joe Bloggs, Manager, FinCap, Client Voices, Style Guide.

Note: financial mentor (except where used as a job title), financial capability and budgeting service (except where part of a name).

Formatting text

Alternative formatting should be used conservatively. If you need to use it to emphasise a word, then use italics.

There are times when emphasised word need to be set apart from one another, and shared formatting would confuse them as a group. In that case it's ok to bold, and then underline (in that order).

Italics: Suitable for highlighting quotes, and formatting the *and* between the second to last and last items on a list. For example:

- Item one
- Item two*, and*
- Item three

Bold: Use to draw attention to an entire phrase or sentence.

Underline: Only when you've already used plenty of italics and bold, and you need to set a phrase apart from what's already been emphasised.

Colour

Primary colour	Secondary colours	
MoneyTalks Light Red	**MoneyTalks Dark Crimson**	**MoneyTalks Dark Grey**
CMYK R241 G94 B95	**CMYK** C30 M91 Y44 K9	**CMYK** C75 M62 Y59 K52
RGB R18 G31 B107	**RGB** R168 G57 B97	**RGB** R48 G57 B60
Hex F15E5F	**Hex** A83961	**Hex** 30393C

The secondary colours broaden the palette to more than the MoneyTalks Light Red. These colours may be used to provide variety and visual interest.

MoneyTalks Light Red must still be the principal colour.

Design elements

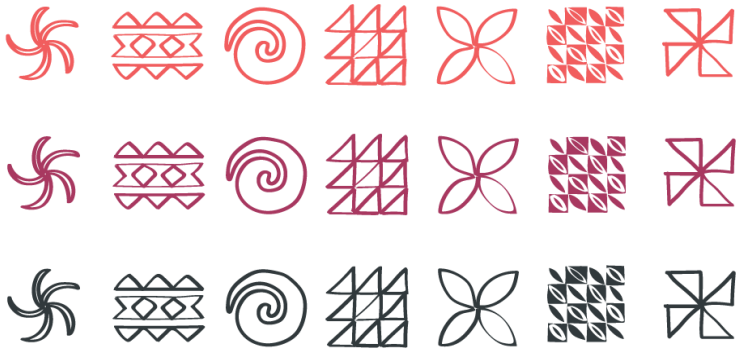
Borders

Tiles

These tiles can be used to frame a design, or add a Pasifika flavour to the design.

Outline tiles

When used as a border, the width of the border should be no more than 1/10th of the overall width of the page.



Solid tiles