



Finturf Brand Guidelines





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Logo | Master Logo



The logo should not be crowded by any other graphic elements, imagery, or typography placed immediately adjacent.

As a guide to ensure proper spacing, the icon size represents the area around the logo that must be kept clear.



Logo | Rules of Usage

Clearspace



Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

Rules of Usage

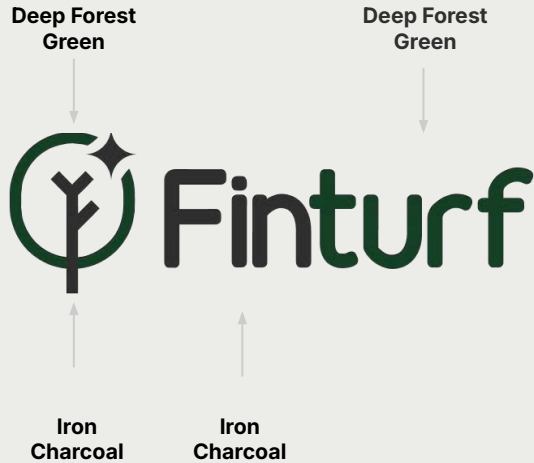
- Do not change alignment.
- Do not change space between icon and typeface.
- Do not change spacing between the letters.
- Do not change brand colors.
- Do not squeeze out the logo.
- Do not change the typeface.
- Do not use drop shadow.

Minimum Height

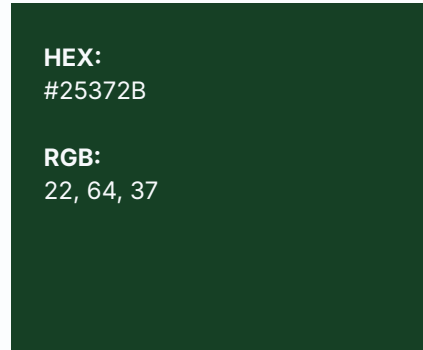




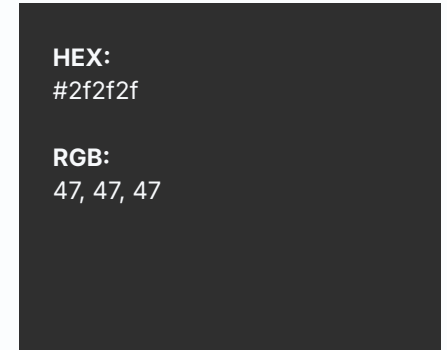
Logo | Color Palette



Logo Color Palette



Deep Forest Green



Iron Charcoal



Logo | Usage on Different Backgrounds





Color Palette | **Primary Colors**

Primary Color – **Deep Forest Green**

HEX Code

#164025

RGB:

22, 64, 37

Secondary Color - **Muted Midland Green**

HEX Code

#4b7a59

RGB:

75, 122, 89



Color Palette | Supporting Colors

Black – Iron Charcoal

HEX Code

#2f2f2f

RGB:

47, 47, 47

Grey – Concrete Mist

HEX Code

#d2d2cd

RGB:

210, 210, 205

White – Heritage Ivory

HEX Code

#ecece8

RGB:

236, 236, 232

Supporting Non-Green – Faded Denim

HEX Code

#4a5d63

RGB:

74, 93, 99



Color Palette | **Accent Color**

Accent Color - **Las Vegas Gold**

HEX Code

#c5b358

RGB:

197, 179, 88



Typography | Typeface

Typeface #1

Merriweather

[Download the font](#)

Usage

- Headings
- Slogans
- Paragraph text
- Business cards
- Presentations

Typeface #2

Inter

[Download the font](#)

Usage

- Paragraph text
- Business cards
- Presentations