



**Visual**  
**Principles & Guidelines -**  
**Implementation Manual for Vendors**

## BRAND VISUAL LANGUAGE

The following pages explain how the visual language has evolved.

It has been developed to be able to standardise the graphic elements and bring about a cohesiveness in the Fincare experience.





Fincare Bank Symbol

This "progression" icon, a derivative of the Fibonacci sequence, showcases every step of growth as a positive, inspiring step on the progression to financial actualization.



Fincare Bank Logo

The Fincare logo conveys the deeply entrenched philosophy of ensuring continual growth for all. It captures the breadth of its services and reach. It also underscores the Bank's commitment to continuously innovate, improve and re-define itself to always surpass expectations in ensuring customer's growth and progress.



Utilizing the graduated progression from orange to red and its interplay with the sensible grey, we may convey Fincare's persona, bold yet thoughtful, progressive yet compliant, trailblazing yet driven by values. The overall aura of Fincare will always be warm, inviting and convey a sense of possibilities.

Horizontal Logo



Lorem Ipsum is simply dummy text of the printing.

Vertical Logo



Lorem Ipsum is simply dummy text of the printing.

## Monochrome

Single-colour variants are to be used in monochrome printing. Variants for darker-colour backgrounds are also shown here where the logo is to be used in white.



Logo in Single Colour



Logo on Dark Background



Logo in Single Colour



Logo on Dark Background

# Colour Palette



C  
18

M  
100

Y  
100

K  
16

R  
178

G  
51

B  
54

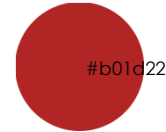
C  
0

M  
0

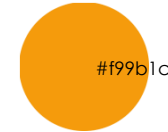
Y  
0

K  
80

The primary colours for Fincare are Maroon and Grey and should be used everywhere for the brand to be instantly recognized.



C18, M100, Y100, K16  
R 178 G 51 B 54



C0, M46, Y100, K0  
R 248 G 158 B 50



C2, M100, Y100, K4  
R 224 G 51 B 54



C0, M33, Y100, K0  
R 252 G 180 B 47



C0, M83, Y100, K0  
R 240 G 91 B 54



C0, M29, Y100, K0  
R 253 G 187 B 45



C0, M57, Y100, K0  
R 246 G 138 B 52



C0, M13, Y100, K0  
R 253 G 214 B 36

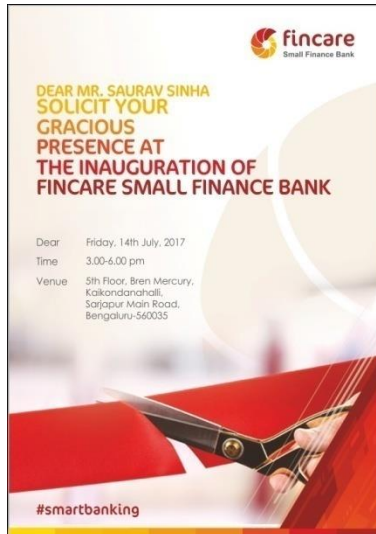
In addition to the primary colours, a palette of secondary colours have also been developed that are to be used to create a visual interest.

## Colour Bar on Branding

The colour bar of Fincare comprises selected group of dark and light colours that enhance our identity and add depth and variety to our communication.



Poster



Standee



Signage 1



Signage 2



Signage 3



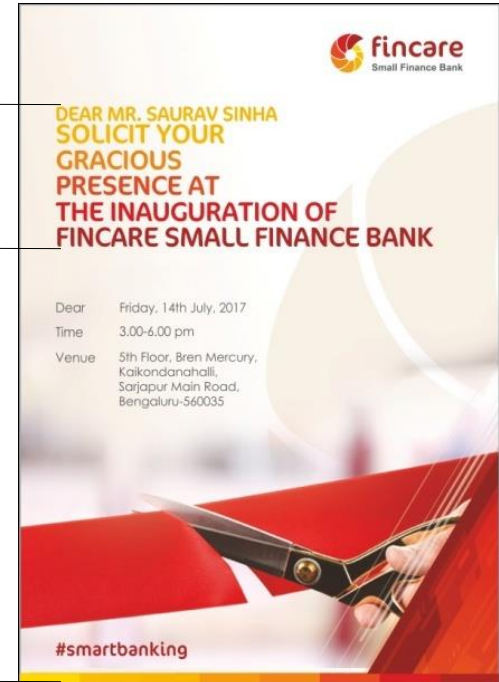
## Colour Bar on Branding

The gradual progression from orange to red can be used in external communications such as posters, e-mailers, brochures and newsletters.



COLOR SHADE  
ON TEXT

Poster



COLOR BAR



## Colour Bar on Branding

The gradual progression from orange to red can also be used in the images to create a cohesive visual experience.



Poster

COLOR SHADE ON TEXT



THE FINCARE WAY

COLOR SHADE ON TEXT



COLOR BAR



## Colour Bar on Branding

The gradual progression from orange to red can also be used in cases of single-colour usage.



## Typography

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### Cocon (FINCARE)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Arial Bold (SMALL FINANCE BANK)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Typeface:

The primary typeface is Cocon Font, which should be used for headlines.

The secondary typeface is Arial Font, which should be used for call-out boxes and taglines.

The body-copy typeface is Century Gothic, which should be used for print and web collaterals, such as e-mailers, manuals, brochures.

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#### LOGO USAGE BY RELATED ENTITIES

No other entity other than Fincare Small Finance Bank is authorized to use the logo for any business activity. In case any other entity requires the logo to be used for any extraordinary promotional purposes, the same has to be vetted through proper management approval channels.



## Contacts

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