

Logo

Core logo

This is the Social Finance logo.

It embodies our brand and is a key identifier in all our communications. It should be used across all materials produced by Social Finance.

The core logo consists of two elements, the marque and the logotype.

Logo use

Our logo and its arrangement are fixed and must not be altered from its original state in any way.

Never recolour, rotate, stretch or add any effects to it.

Avoid placing it on overly busy backgrounds, and make sure there is sufficient contrast between our logo and the background colour or image it sits upon.

Always use our logo from the artwork files provided.



Logo Variants

The Social Finance logo is available in two variations only – positive or negative to ensure maximum legibility for different applications and requirements.

1. Positive

The positive variant of our logo should be used in the majority of applications. Where possible it should sit on white, or on a light coloured background from our colour palette.

2. Negative

The Negative variant of our logo can be used on darker backgrounds.

Positive



Colour

Negative



Logo

Exclusion zone

and size guide

Exclusion zone

The exclusion zone is the area of space around the logo into which no other element can intrude.

The minimum clear space for all applications around our logo is the equivalent to the height of 1x capital ‘N’ from our logotype.

Recommended sizes

The recommended size for the logo depends upon the material it is applied to or seen on.

The absolute minimum size that the primary logo should appear in print is 30mm wide.

On screen, the minimum size for the primary logo is 135px pixels wide.

Exclusion zone



Minimum size

Digital



Recommended sizes for print

	Dimensions	Logo width
A3	297x420mm	90mm
A4	210x297mm	65mm
A5	210x148mm	52mm
A6	148x105mm	40mm
Minimum	– 30mm	

Print



Using the logo any smaller than these recommended sizes will compromise legibility and recognition.

Logo Positioning

Our preferred positioning for our logo is shown here for all formats.

Preferred position

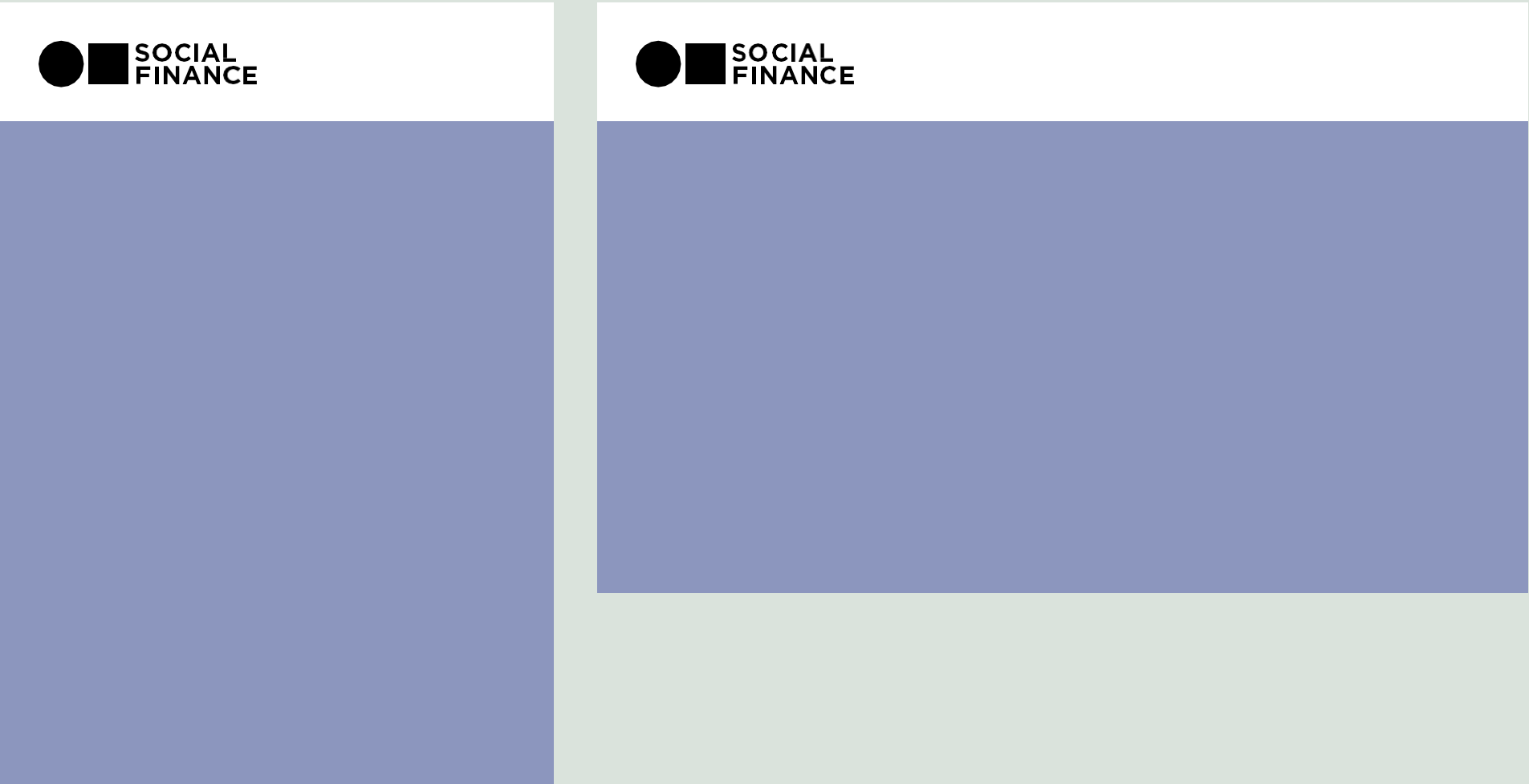
The preferred positioning for the Social Finance logo is top left, such as for most print and digital applications. This gives our logo prominence and clear space within our design layouts.

Secondary use

The secondary positioning for our logo is bottom left. This to be used for social media posts and in exceptions where it is most suited to being used as a sign off only.

Our preferred position should be used where possible, to give the logo maximum prominence and to ensure consistency.

Preferred position



Note
Top left position to be used on brochure covers, PPT presentation covers and on our website



Secondary use



Note
Bottom left position to be used in exceptions such as on social media posts and where the logo is most suited to being used as a sign off



Logo

Co-branding and partnerships

When Social Finance partners with other organisations, some basic principles must be applied.

Size and exclusion zones

Partner logos should not appear larger than the Social Finance logo. Where possible try to align logo heights or maintain a similar width and proportion.

When positioning our logo with partner logos, the minimum clear space should be the larger of the two exclusion zones, or follow our exclusion zone rules – the width of two capital ‘N’s from our logotype between them. Where possible, partner logos should sit aligned to the right of an application with the Social Finance logo to the left, to create some separation between them (see example shown).

Alignment

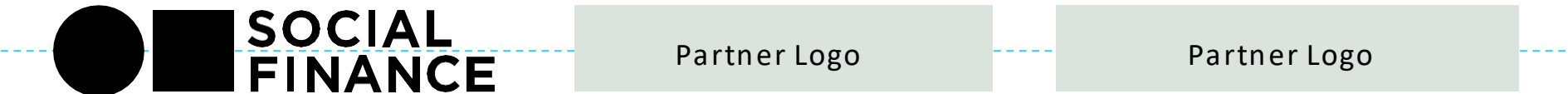
To ensure a balanced layout, all logos should be vertically aligned to the centre of each logo as shown.

Size and exclusion zones



Partner logos should not appear larger than the Social Finance logo. The minimum clear space to be the largest of the two exclusion zones.

Alignment



Vertically align logos

Partnership logo example

