

Brand Guidelines

May 2020



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Agency Logo

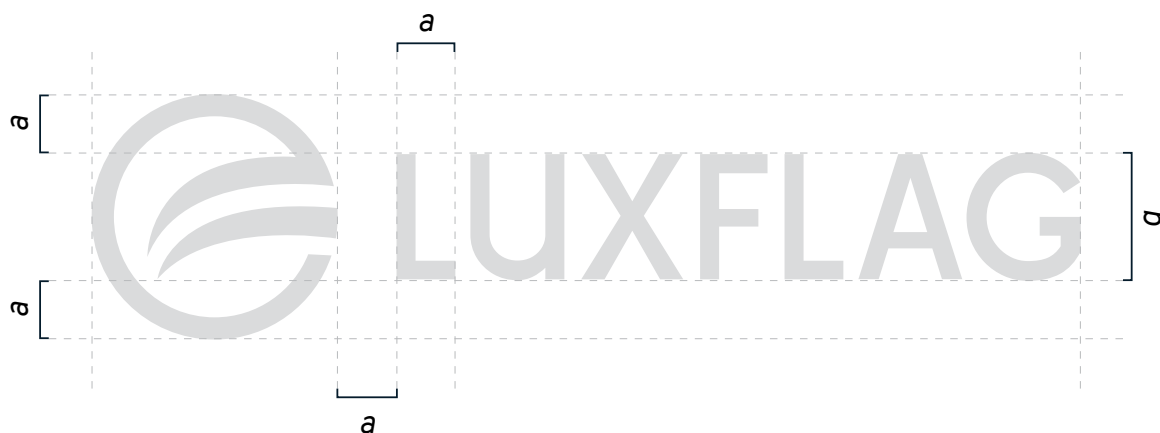
The Logo

The Logo has been revisited in order to turn it into the perfect fit for the new brand identity. The font of the Wordmark has been replaced with the “Kulim Park” font, the same font that will be used in headlines (see more about headlines in the Typography section).

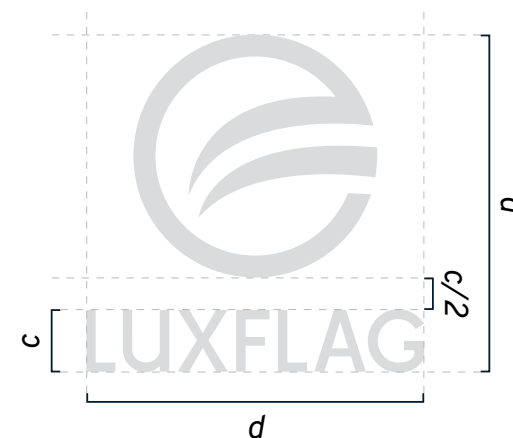
Moreover, the colors of the Logomark have been edited with the colors of the new colour palette. This logo, without a tagline, should be used for small deliverables mainly, such as business cards, as the tagline is hardly legible on most small sized deliverables.

Finally, the spacing and the Logomark’s size have been adjusted to even out the different weights. The spacing between the Logomark and the Wordmark is equal to the width of the “L” of the Wordmark (a). While the height of the Logomark is equal to the height of the Wordmark (b) plus 2 times the width of “L” (a).

Horizontal logo



Vertical logo



The Tagline

The Logo with the Tagline will be your ally for bigger sized deliverables. The Tagline is only necessary to emphasize the purpose of the Agency. In fact, most of the time, the logo with no Tagline will perfectly do its job. Hence, it is suggested to use the Tagline only if necessary. The logo with the Tagline has been revisited too.

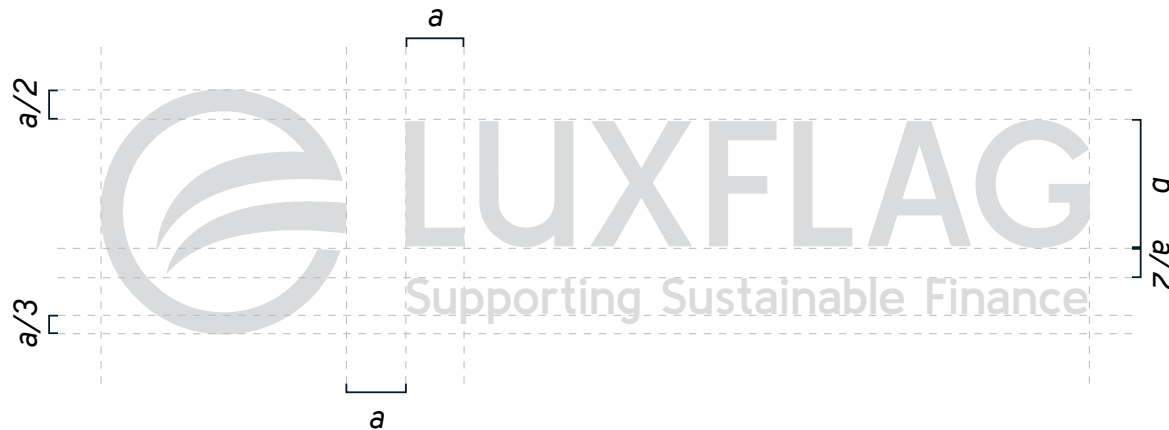
The font of the Tagline is the same as the font of the Wordmark but smaller.

The spacing has been modified to create an harmony between the Logomark, the Wordmark as well as the Tagline.

For this logo too, two variants have been created. An horizontal version, that will have to be used

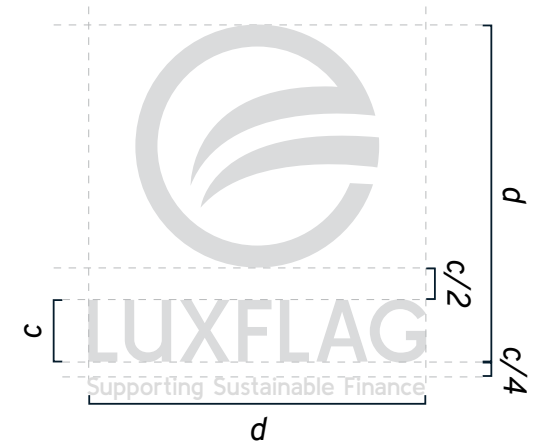
mostly when there is room for it and in rectangle containers (*profile picture in social media). While the vertical logo will have to be used in case there would not be much space for an horizontal logo as well as in squared and circled containers.

Horizontal logo with tagline



Tagline

Vertical logo with tagline








Size Guide & Containers

Now that we've seen how the logo are structured we can move onto the next part: their minimum size and how should you use them within containers. I divided the sizes in 2 different units, one for digital use (in pixels, px) the other for print use (in millimeters, mm - for print always use 300dpi resolution).

These minimum sizes should be respected as otherwise problems of legibility would arise. It is especially true for the logo with its tagline, which starts to get hardly legible under the minimum sizes, so when you need a smaller logo use another option instead - if you can't properly read the tagline there is no point showing it.

As for the containers the vertical logo as well as the Logomark alone should be used in squared and circled containers, while the horizontal logos are made for rectangles containers. It is highly recommended to follow this guideline as the horizontal logo in squared and circled container would be crushed by blank spaces.

Minimum sizing

20 px	220 px	60 px	60 px	140 px
				
8 mm	78 mm	28 mm	28 mm	50 mm

Logo in containers

					
Width (W.) logo : 66% W. Container	Width (W.) logo : 66% W. Container	Width (W.) logo : 66% W. Container	Width (W.) logo : 66% W. Container		

Clearspace & Alignment

Now let's move on to the clearspace and alignment. An important guideline to keep in mind when using the Luxflag logo with other elements such as images, text or other logos.

When it comes to clearspace, the logo must have a free space between it and other elements which is at least equivalent to the size of its Logomark.

This is true for all the type of logos, the Logomark alone, the vertical logo, the horizontal logo and the horizontal logo with the tagline.

This is true everytime the logo gets close to an image, a text or another logos. It does not work for a background color (see cover page of the brand guideline) or the margin of a page.

When it comes to alignment, with other logos, the icon of another logo should never surpass the size of Luxflag's Logomark. When a logo is only composed by a wordmark, or the wordmark is bigger than its logomark, the wordmark should never be bigger than Luxflag's wordmark (see deloitte alignment relative to Luxflag).

Clearspace



Alignment



This is an example

Obisatium rehent esequae esequidundel im dolorestota ad mo incto etur? Ent et unt faccum que cullatio volorennate cus enis conseditio eum, cus moluptatur as quia vita eniae excea verro ipsa.



Alique corrum quae perro tem auda ea nis ea quasinu sdanda si iur alit atium rent, cusam cus, cus nonectatemo ima quiaeped eaqui acerum renis eos maiora aruptatur? Vollaception consed ut la corro-vid eos molupta dolest perrorro con conecat quiati repuda volume et ut pedis ium quam, unt viducim fugia nam essequodist etur sime pa idendelliqui is re officiassum ipidell uptatem nime omnihilit.



Coloured logo on backgrounds

The Luxflag logo coloured version should be used only on specific backgrounds as otherwise colours might not be seen properly.

The background colours that can be used are white, black and the navy blue (new Luxflag Colour).

Avoid using the coloured logo on any other background as well as on images.



One-colour logo on backgrounds

The Luxflag logo one-colour version should be used on top of all the brand colours as well as images. For brighter colours such as the yellow it is advised to have the logo in navy blue, while for the darker backgrounds, such as the blue, the red and the orange it is advised to use the logo in white.

When it comes to images, it is advised to add a layer with the navy blue. The navy blue layer should have a “multiply” transparency set to a minimum of 24% when the images have darker tones and a minimum of 48 % (when the images have brighter tones).



Improper logo use

The logo should be used in the way described in the previous pages of the guidelines. It is strongly suggested to not alter it as it may interfere with the whole feel, look and most importantly the consistency of the brand.

Hereunder you will find some examples of improper use of the Logo.

The logo, all logos (vertical, horizontal, logomark alone and the logo with tagline), should never be used in the way described hereunder.



Do not add a shadow to the logo or any other effect that might disturb legibility.



Do not outline the logo



Do not cut parts of the logo



Do not stretch the logo.



Do not rotate parts of the logo



Do not use another font for the wordmark



Do not reduce the opacity of the logo.



Do not move parts of the logo around



Do not use the logo on a background unless you added a navy blue layer as described on page 9.



Do not use any other colours that were not advised in the brand guideline



Do not interchange logo colours



Do not move the tagline of the logo around

Colours

Colour Palette

Colours are the soul of a brand. They express and set the visual tone of the company bringing communication to a higher level.
For Luxflag 6 main colours have been chosen, which is suggested to avoid deviating from.
From left to right we find as the first colour the “Cooperative Navy Blue”, which is the colour of

the Wordmark as well as all the fonts used across this brand guideline. It is suggested to keep this colour as a substitute for the black on most communication materials (are excluded formal documents and e-mail).

The other 5 colours act as main colours for icons, illustrations, backgrounds, and subtle elements in layouts and website (i.e. buttons). These colours are not to be used for other purposes, except for the Reliable blue and Dynamic Red in the logomark.

Cooperative Navy blue	Reliable Blue	Dynamic Red	Sustainable Green	Financial Green	Diplomatic Gray
HEX: #051C2C	HEX: #00B7F4	HEX: #D6001C	HEX: #00857D	HEX: #00D2B3	HEX: #E5E1E6
Pantone: 296 C - 296 U	Pantone: 298 C - 306 U	Pantone: 2035 C - 2347 U	Pantone: 7717 C - 3282 U	Pantone: 2239 C - 333 U	Pantone: 663 C - 5315 U
CMYK: 90; 75; 55; 68	CMYK: 67; 9; 0; 0	CMYK: 9; 100; 100; 2	CMYK: 86; 28; 54; 7	CMYK: 67; 0 ; 42; 0	CMYK: 9; 9; 5; 0
RGB: 5; 28; 44	RGB: 0; 183; 244	RGB: 214; 0; 28	RGB: 0; 133; 125	RGB: 0; 210; 179	RGB: 229; 225; 230

Colour Tints

Tints are accessory colours that can be used to enhance the primary colour palette. They give depth to a core colour, hence making it perfect to use for icons, illustrations (for shadows for example) and backgrounds as well as parts of websites.

It is suggested to use this colour palette only for the precited purposes.

Cooperative Navy blue	Reliable Blue	Dynamic Red	Sustainable Green	Financial Green	Diplomatic Grey
HEX: #003B49 Pantone: 309 C - 3165 U CMYK: 96; 65; 52; 44 RGB: 0; 59; 73	HEX: #4DC7EF Pantone: 2985 C - 305 U CMYK: 58; 0; 2; 0 RGB: 77; 199; 239	HEX: #EB3743 Pantone: Red 032 C - Red 032 U CMYK: 2; 93; 75; 0 RGB: 235; 55; 67	HEX: #00ACA0 Pantone: 2399 C - 3272 U CMYK: 78; 7; 45; 0 RGB: 0; 172; 160	HEX: #54DBC6 Pantone: 333 C - 3245 U CMYK: 56; 0; 32; 0 RGB: 84; 219; 198	HEX: #EEEEBEF Pantone: 9345 C - 663 U CMYK: 5; 6; 3; 0 RGB: 238; 235; 239
HEX: #2E5665 Pantone: 2215 C - 548 U CMYK: 84; 56; 46; 25 RGB: 46; 86; 101	HEX: #99D6EA Pantone: 2975 C - 2975 U CMYK: 37; 2; 5; 0 RGB: 153; 214; 234	HEX: #FF6D6A Pantone: 2345 C - Warm Red U CMYK: 0; 72; 50; 0 RGB: 255; 109; 106	HEX: #64CCC9 Pantone: 325 C - 3242 U CMYK: 56; 0; 26; 0 RGB: 100; 204; 201	HEX: #A7E6D7 Pantone: 331 C - 331 U CMYK: 32; 0; 20; 0 RGB: 167; 230; 215	HEX: #FFFFFF Pantone: White CMYK: 0; 0; 0; 0 RGB: 255; 255; 255

Colour Combinations

As previously stated colours always add an edge to the deliverables but too much colour can make informations cluttered and the layout of a page overwhelming. That is why it is suggested to not use more than 3 colours in any marketing material.

One colour alone or two colours may work better than a three colour combination when dealing with large amount of informations. Some combinations are bolder than others with contrasting colours. The bolder combinations should be used when you want to make an impact with your marketing material while the other

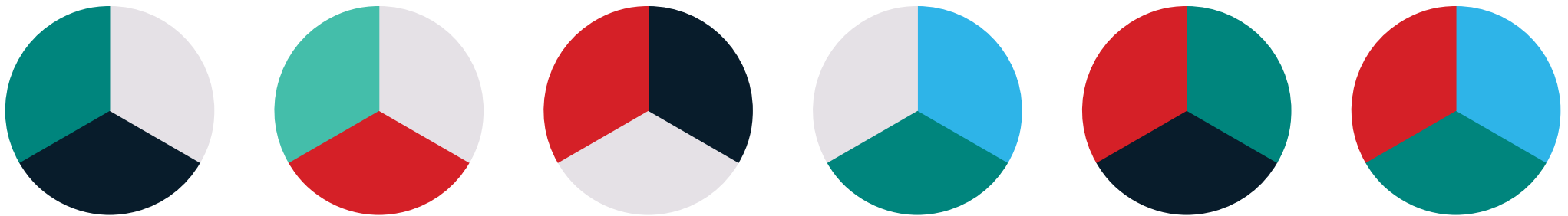
complementary combinations should be used for sophisticated communications.

Hereunder you will find the most successful combinations, but this is just a suggestion and you can combine the colours however you prefer.

Complementary

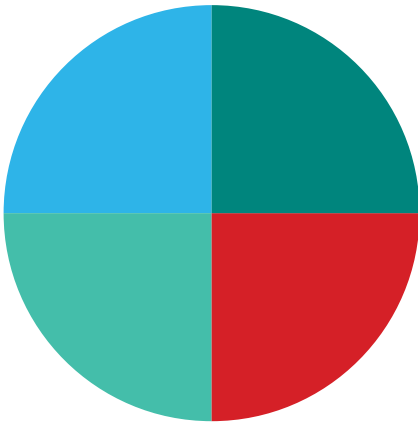


Contrasting

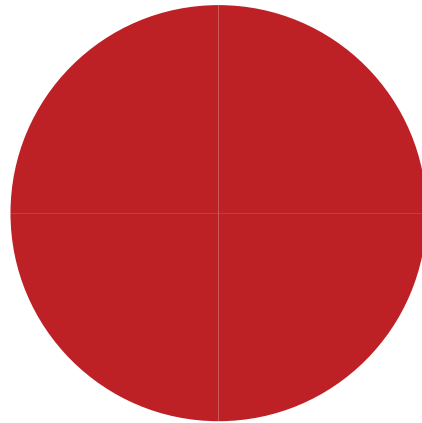


Colour misuse

It is important that the brand maintains a consistency across all visuals. That is why it is highly suggested to not deviate from the colours of the brand and not use the colours inappropriately. Hereunder some examples of colour misuses.



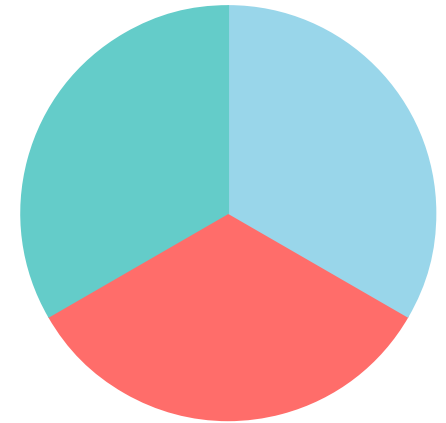
Do not use more than 3 colours in your marketing materials. You should only use the Navy blue as a fourth colour.



Do not alter colours.



Do not add transparencies to your colours a part from the navy blue when on top of an image.



Do not use more than 1 tint in your marketing materials.

Typography

Brand Headlines & Subheadlines

Typography is the most visible as well as frequent element that will appear in front of the people, companies, organizations you communicate with. That is why it is very important to be consistent and always try to use these fonts instead of substitutes. Being this fonts made from Google they are accessible on all the applications/

softwares of your computer. You will just need to install them in the computer you are working with and it will be listed in the fonts of any program you will be using.

The fonts will be 2. The first one being Kulim Park, which will have to be used for headlines and subheadlines. Having strong personality it is better to use it only for thhis purpose. Hereunder you will find the whole font family:
<https://fonts.google.com/specimen/Kulim+Park?query=kulim+park>

Kulim Park

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Font Family

Text preview

Extralight

Supporting Sustainable Finance

Extralight Italic

Supporting Sustainable Finance

Light

Supporting Sustainable Finance

Light Italic

Supporting Sustainable Finance

Regular

Supporting Sustainable Finance

Italic

Supporting Sustainable Finance

Semibold

Supporting Sustainable Finance

Semibold Italic

Supporting Sustainable Finance

Bold

Supporting Sustainable Finance

Bold Italic

Supporting Sustainable Finance

Body Text

As body text Overpass will be your first choice.
An easy to read typography that is perfect for any paragraph or long sequences of text.
Find the font here:

<https://fonts.google.com/specimen/Overpass?query=Overpass>

To understand how to install a font on a windows PC see here:

<https://support.office.com/en-us/article/add-a-font-b7c5f17c-4426-4b53-967f-455339c564c1>

To understand how to install a font on an Apple Computer see here:

<https://support.apple.com/en-us/HT201749>

Overpass

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Font Family

Text preview

Extralight

Supporting Sustainable Finance

Extralight Italic

Supporting Sustainable Finance

Light

Supporting Sustainable Finance

Light Italic

Supporting Sustainable Finance

Regular

Supporting Sustainable Finance

Italic

Supporting Sustainable Finance

Semibold

Supporting Sustainable Finance

Semibold Italic

Supporting Sustainable Finance

Bold

Supporting Sustainable Finance

Bold Italic

Supporting Sustainable Finance

Usage Guideline

This is a guide tool to use for most communication materials of small sizes (i.e. A4, PPT presentations...).

The size determines how big the font is while the leading determines the spacing between the lines. You can set up most of the settings on any word editor.

It is suggested to use the different ranges options depending on the size of the document/project.

For bigger documents/communication materials font size may aswell be bigger and go beyond the range indicated.

Header H1

Kulim Park - SemiBold
Size: 48 pt
Leading: 52 pt

Sustainable Finance

Header H2

Kulim Park - SemiBold
Size: 24 pt - 32 pt
Leading: 28 pt - 36 pt

Luxembourg finance labelling agency

Header H3

Kulim Park - SemiBold
Size: 16 pt - 18 pt
Leading: 20 pt - 22 pt

The Agency aims to promote the raising of capital for sustainable investments

Subheader

Kulim Park - SemiBold
Size: 12 pt - 14 pt
Leading: 16 pt - 20 pt

The objective is to reassure investors that the applicant invests in the Responsible Investment sector

Paragraph

Overpass - Regular
Size: 8 pt - 10 pt
Leading: 12 pt - 14 pt

LuxFLAG supports the financing of sustainable development by providing clarity for investors through awarding Labels. LuxFLAG's constant goal is to embrace a number of core values, which may be described as follows.

Clarity for investors is at the core of LuxFLAG's activities. Indeed, it is the very aim that is to be achieved through the main values that accompany LuxFLAG and that give guidance, in all matters, to the persons who bear responsibility for the Agency.

LuxFLAG supports the financing of sustainable development by providing clarity for investors through awarding Labels. LuxFLAG's constant goal is to embrace a number of core values, which may be described as follows.

Clarity for investors is at the core of LuxFLAG's activities. Indeed, it is the very aim that is to be achieved through the main values that accompany LuxFLAG and that give guidance, in all matters, to the persons who bear responsibility for the Agency.

Substitute font

The substitute font will be the font that will replace the previous fonts in case the fonts were not available in the platform (i.e: Mailchimp's free version has very limited fonts).

Tahoma

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Font Family

Text preview

Regular

Supporting Sustainable Finance

Bold

Supporting Sustainable Finance

End of V.1.2.

Add-ons to exclude from brand guideline

Regular logo



[Move to next page to compare ▶](#)

Semibold logo



Italic tagline



Move to next page to compare ►

Regular Tagline

