

LuxFLAG

Branding guidelines

November 2025

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LuxFLAG logo



The Logo & its baseline

The logo with its baseline has been revisited to better highlight LuxFLAG's global focus.

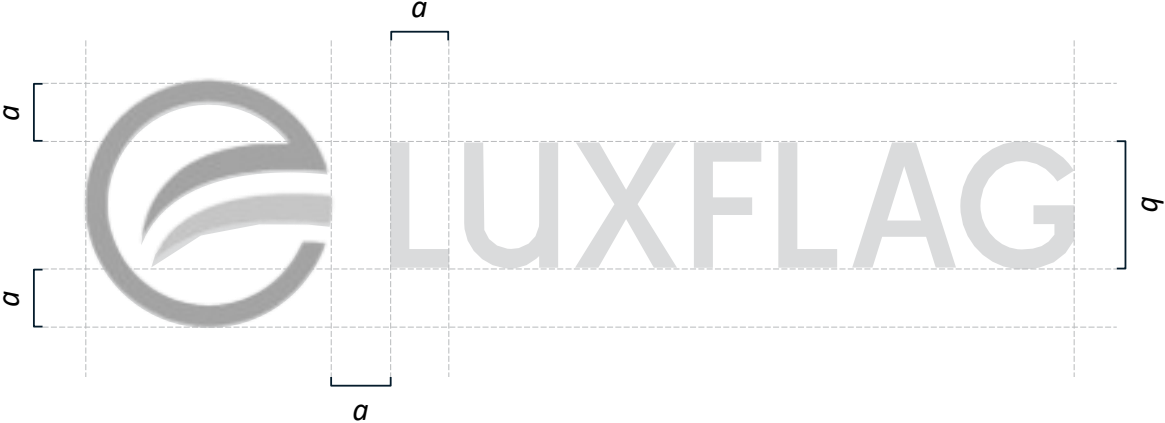
The font of the wordmark remains with the "Kulim Park" font, the same font that will be used in headlines (see more about headlines in the Typography section).

The logo without the baseline should be used for small deliverables mainly, such as business cards, given the baseline might be hardly legible on most small sized deliverables.

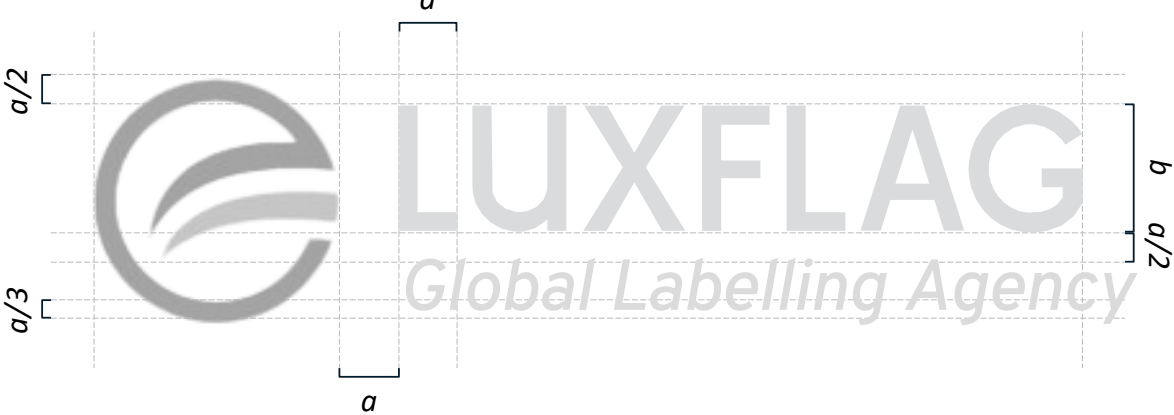
The logo with the baseline will be your ally for bigger sized deliverables.

The font of the baseline is Overpass medium italic.

Horizontal logo no baseline



Horizontal logo with baseline



Logomark

LUXFLAG

Wordmark



LUXFLAG

Global Labelling Agency

Tagline



Size guide & containers

Now that we have seen how the logo is structured, we can move onto the next part: its minimum size and how it should be used within containers. The sizes are divided 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 baseline, 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 baseline there is no point showing it.

As for the containers the round icon alone should be used in squared and circled containers, while the horizontal logo with baseline is 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



Logo in containers



Clearspace & alignment

The clearspace and alignment are important guidelines 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 applicable for all the type of logos, the logomark alone, the horizontal logo and the horizontal logo with the baseline.

Same applies for when the logo gets close to an image, a text or another logo. 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

Obisitatium rehent esequae esequidundel im dolorestota ad mo incto etur? Ent et unt faccum que cullatio volornate 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 officiasum ipidell uptatem nime omnihilit.



LUXEMBOURG
INSTITUTE OF SCIENCE
AND TECHNOLOGY



Deloitte.



Colored logo on backgrounds

The LuxFLAG logo colored version should be used only on specific backgrounds as otherwise colors might not be seen properly.

The background colors that can be used are white, black and the navy blue (new LuxFLAG color).

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



One-color logo on backgrounds

The LuxFLAG logo one-color version should be used on top of all the brand colors as well as images. For brighter colors such as 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. All LuxFLAG logos (horizontal, logomark alone and the logo with baseline), 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 colors that were not advised in the brand guideline.



Do not interchange logo colors.



Do not move the baseline of the logo around.

Colors



Color palette

Colors 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 colors have been chosen, which is suggested to avoid deviating from. From left to right we find as the first color the “Cooperative Navy Blue”, which is the color of

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

The other 5 colors act as main colors for icons, illustrations, backgrounds, and subtle elements in layouts and website (i.e. buttons). These colors 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



Additional new colors

To complement LuxFLAG's existing color palette, two additional colors have been introduced, bringing the total number of main colors to eight. These colors have been specifically chosen to support the visual identity of the new label categories and ensure

a coherent yet distinctive appearance across all label-related materials. They follow the same application principles as they existing main colors and should be used consistently across communication and design elements in line with this guideline.

Transition Orange	Impact Blue
HEX: #F59A22	HEX: #007CBA
CMYK: 0; 47; 90; 0	CMYK: 83; 39; 4; 4
RGB: 245; 154; 34	RGB: 0; 124; 186



Color tints

Tints are accessory colors that can be used to enhance the primary color palette. They give depth to a core color, 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 color palette only for the precited purposes.

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



Color combinations

As previously stated, colors always add an edge to the deliverables, but too much color can make information cluttered and the layout of a page overwhelming stated, why it is suggested to not use more than three colors in any marketing material.

One color alone or two colors may work better than a three-color combination when dealing with large amount of information. Some combinations are bolder three-color with contrasting colors. 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 colors however you prefer.

Complementary

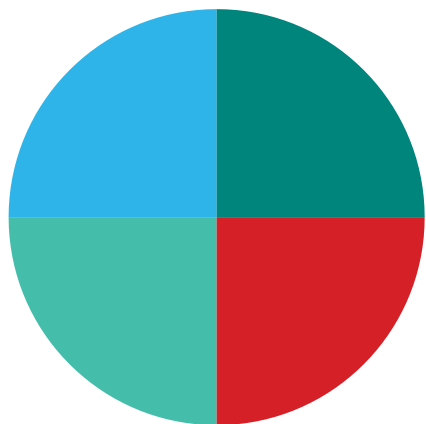


Contrasting

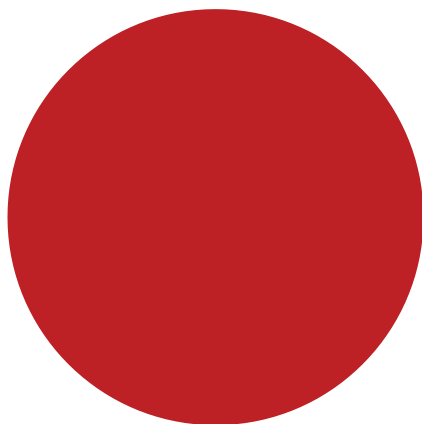


Color misuse

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



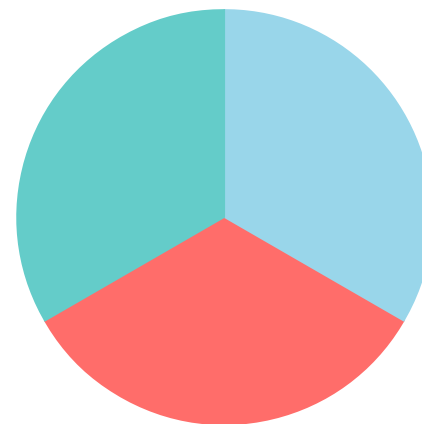
Do not use more than three colors in your marketing materials.
You should only use the Navy blue as a fourth color.



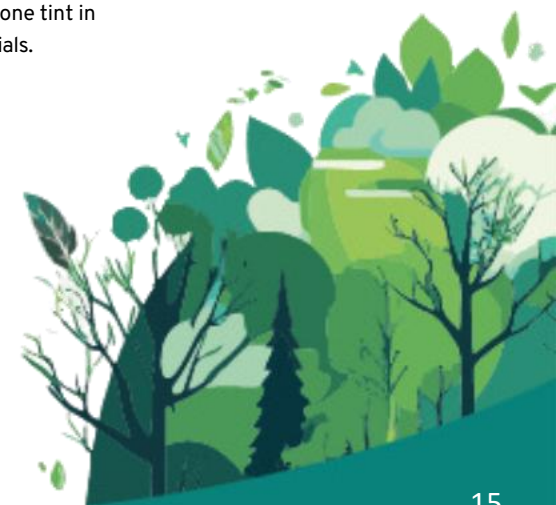
Do not alter colors.



Do not add transparencies to your colors apart from the navy blue when on top of an image.



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



Typography



Brand headlines & sub-headlines

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. Since these fonts are made from Google, they are accessible on all the applications/

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

There are two fonts. The first one being Kulim Park, which will have to be used for headlines and sub-headlines. Having a strong personality, it is better to use it only for this purpose.

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

ExtraLight 200

ExtraLight 200 Italic

Light 300

Light 300 Italic

Regular 400

Regular 400 Italic

SemiBold 600

SemiBold 600 Italic

Bold 700

Bold 700 Italic

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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.

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

ExtraLight 200

ExtraLight 200 Italic

Light 300

Light 300 Italic

Regular 400

Regular 400 Italic

SemiBold 600

SemiBold 600 Italic

Bold 700

Bold 700 Italic

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How to download fonts

How to download & install for free

1. Go to Google Fonts

1. Kulim Park
2. Overpass

2. Click on "Download family"

1. This will download a ZIP file containing the font files.

3. Extract and install

1. Unzip the file.
2. Open the **.ttf** (TrueType) or **.otf** (OpenType) font file.
3. Click **"Install"** on Windows or **"Add to Font Book"** on Mac.

4. Restart PowerPoint

1. The fonts should now appear in the font list.



User 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 as well be bigger and go beyond the range indicated.

Header H1

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

Header H2

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

Header H3

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

Subheader

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

Paragraph

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

LuxFLAG

Luxembourg finance labelling agency

Empowering the international financial community in their sustainability journey by granting our recognized labels to the most trustable and impactful financial products.

To shape a resilient and sustainable world through trust, transparency and impact.

LuxFLAG is a pioneering, international non-profit labelling agency recognized for its unique range of labels, robust processes and in-house expertise in sustainable finance and impact investing. LuxFLAG was created in July 2006 by seven private and public founding partners, namely: ABBL, ADA, ALFI, the European Investment Bank, Luxembourg for Finance, the Luxembourg Stock Exchange and the Government of Luxembourg. In 2023, ACA has become the eighth Charter Member of LuxFLAG.



Substitute fond

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

Regular

Bold

Text preview

Supporting Sustainable Finance

Supporting Sustainable Finance



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