

FiscalTeamTM

FISCAL TEAM BRANDING KIT 2022

FiscalTeamTM

The logo for FiscalTeam features the word "Fiscal" in a dark blue, sans-serif font, followed by "Team" in a grey, sans-serif font. A purple, curved line resembling a smile is positioned below the "eam" portion of "Team". A small "TM" trademark symbol is located to the upper right of the word "Team".

2. SECONDARY LOGOS

2.1 SECONDARY LOGO - SQUARE



2.2 LOGO COLOUR VARIATIONS

NEGATIVE LOGO
WHITE ON COLOURED BACKGROUND



MONO COLOUR VERSION
PRIMARY BRAND COLOUR GREY



MONO COLOUR VERSION
PRIMARY BRAND COLOUR BLUE



3. LOGO USAGE

3.1 FULL COLOUR LOGO



3.2 MINIMUM LOGO WIDTH

FULL LOGO
MINIMUM SIZE



SECONDARY LOGO
MINIMUM SIZE



3.3 HOW TO USE YOUR LOGO



FiscalTeam™

FULL COLOUR
use the original logo
when possible



FiscalTeam™

MONO COLOUR
choose a primary brand colour when
full colour logo is not possible:
• coloured background
• 1 colour print



FiscalTeam™

BLACK & WHITE
when colour is not possible:
• black & white print
• media restrictions
• uniformity

3.4 DON'T ABUSE YOUR LOGO



FiscalTeam™

COLOUR
don't use colours other than your brand colours or change the colour code of the logo elements



FiscalTeam™



FiscalTeam™



FiscalTeam™

TYPOGRAPHY
don't use different typography



FiscalTeam™

ELEMENTS
don't change the construction
of the logo or leave out any
elements



FiscalTeam™

RATIO & SHAPE
don't stretch, squeeze or deform
your logo and make sure you
constrain the proportions when
scaling the size or changing the
dimensions of the logo

4. OTHER LOGO BRANDS | MY FISCAL TEAM

4.1 PRIMARY LOGO



4.2 SECONDARY LOGO



4.3 LOGO COLOUR VARIATIONS



5. BRAND COLOURS

5.1 PRIMARY COLOURS



CMYK C 100 M 84 Y 36 K 27
HEX #154670
RGB R 21 G 70 B 112



CMYK C 44 M 33 Y 34 K 1
HEX #959B9D
RGB R 149 G 155 B 157

3.2 SECONDARY COLOURS



CMYK C 71 M 43 Y 37 K 8
HEX #FEB502
RGB R 252 G 180 B 21



CMYK M 79 Y 100
HEX #F47920
RGB R 244 G 121 B 32



CMYK C 56 M 71 Y 35 Y 24
HEX #6B4D68
RGB R 107 G 77 B 104

5.2 TEXT COLOURS



CMYK C 64 M 45 Y 42 K 10
HEX #557887
RGB R 85 G 120 B 135

6. VISUAL ELEMENT: THE SMILE



THE SMILE

can be used as an icon and graphic element.

Use the full colour version or the mono

versions in any primary brand colour.

The smile can also be used as a favicon or monogram.



7. TYPEFACE LOGO & TYPOGRAPHY

7.1 TYPEFACE LOGO

FiscalTeam

VAG ROUNDED LIGHT (CUSTOMIZED TRACKING)

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890.(+&€@!?!;=)-%

7.2 TYPOGRAPHY PRINT & WEBSITE

A/ HEADLINES & EMPHASIS

Source sans Pro Black

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890.(+&€@!?!;=)-%

Nunc ac elit est. Morbi hendrerit feugiat elit eu mattis. Sed ac eros lacus. Nullam bibendum est et placerat ultricies. Integer turpis dui, congue in eros vel, viverra adipiscing leo. Vivamus a metus et elit congue porttitor at eget urna. Phasellus sollicitudin blandit eros et commodo.

B/ BODYCOPY

Raleway Regular

abcdefghijklmnopqrstuvwxy

abcdefghijklmnopqrstuvwxy

1234567890.(+&€@!?!;=)-%

Nunc ac elit est. Morbi hendrerit feugiat elit eu mattis. Sed ac eros lacus. Nullam bibendum est et placerat ultricies. Integer turpis dui, congue in eros vel, viverra adipiscing leo. Vivamus a metus et elit congue porttitor at eget urna. Phasellus sollicitudin blandit eros et commodo.

C/ CALL TO ACTION / BUTTON

Ubuntu Semibold

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ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890.(+&€@!?!;=)-%

Nunc ac elit est. Morbi hendrerit feugiat elit eu mattis. Sed ac eros lacus. Nullam bibendum est et placerat ultricies. Integer turpis dui, congue in eros vel, viverra adipiscing leo. Vivamus a metus et elit congue porttitor at eget urna. Phasellus sollicitudin blandit eros et commodo.

7. TYPEFACE LOGO & TYPOGRAPHY

7.3 TYPOGRAPHY MICROSOFT TEMPLATES

Calibri Regular
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ
1234567890.(+&€@!?!;=/-)%

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Calibri Italic
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Nunc ac elit est. Morbi hendrerit feugiat elit eu mattis. Sed ac eros lacus. Nullam bibendum est et placerat ultricies. Integer turpis dui, congue in eros vel, viverra adipiscing leo. Vivamus a metus et elit congue porttitor at eget urna. Phasellus sollicitudin blandit eros et commodo.

Calibri Bold
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ABCDEFGHIJKLMNPNPQRSTUVWXYZ
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Nunc ac elit est. Morbi hendrerit feugiat elit eu mattis. Sed ac eros lacus. Nullam bibendum est et placerat ultricies. Integer turpis dui, congue in eros vel, viverra adipiscing leo. Vivamus a metus et elit congue porttitor at eget urna. Phasellus sollicitudin blandit eros et commodo.

Calibri Bold Italic
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNPQRSTUVWXYZ
1234567890.(+&€@!?!;=/-)%

Nunc ac elit est. Morbi hendrerit feugiat elit eu mattis. Sed ac eros lacus. Nullam bibendum est et placerat ultricies. Integer turpis dui, congue in eros vel, viverra adipiscing leo. Vivamus a metus et elit congue porttitor at eget urna. Phasellus sollicitudin blandit eros et commodo.