



Welcome to the **Linked Finance** brand identity guidelines.  
The purpose of this guide is to give you an overview of the key elements of the design and a few examples of how to apply it.

We recommend that you read through this guide before starting any design work.

Our aim is to give you all the help we can to produce high quality, consistent design that really brings our brand to life.

Whether you are a member of staff or a supplier, you must follow these rules.

Logotypes, documents and other artwork not supplied can be obtained by contacting the Creative Team:

Marc Rafferty

Email: [marc@linkedfinance.com](mailto:marc@linkedfinance.com)

[www.linkedfinance.com](http://www.linkedfinance.com)



Brand positioning is the basis for building your brand experience. It helps your clients to connect with your brand and generate an emotional response.

# 01 Brand Positioning

# Brand Positioning Statement

“Linked Finance connect lenders and business borrowers,  
delivering competitive and effective services with clarity and  
imagination”

# Linked Finance...

Is a community where lender and business borrower connect, share and prosper


Are the specialist providers of competitive loans to established and growing businesses

Operate a transparent service supported by a team of knowledgeable professionals

Are a dynamic company who embrace technology to deliver seamless, effective and innovative services

Value the success of their client's businesses over all else

## Our Values



Encourage

Specialist

Honest

Bold

Integrity





A Brand is made up of a combination of the elements which are used in a variety of applications.

These guidelines will explain how to use the elements so that the style and brand are used in the correct way.

Every application must maintain the 'spirit' of the identity and be well designed.

## 02 Basic Elements

# Corporate Colours

The Linked Finance logo is comprised of 2 Pantone colours.

The below colour references are to be used for accurate colour reproduction and matching.

Pantone Cool Grey 11C



| CMYK |    | RGB          |     |
|------|----|--------------|-----|
| C    | 0  | R            | 113 |
| M    | 2  | G            | 112 |
| Y    | 0  | B            | 116 |
| K    | 68 | HTML# 717074 |     |

Pantone 172C



| CMYK |    | RGB          |     |
|------|----|--------------|-----|
| C    | 0  | R            | 113 |
| M    | 2  | G            | 112 |
| Y    | 0  | B            | 116 |
| K    | 68 | HTML# 717074 |     |

# Typography

The Linked Finance typeface family is Gotham HTF. This is used for the tagline and body copy on all corporate material.

For ease, four weights have been selected for use throughout the organisation (see below). However, if you have access, you can use any weight within these families. The one you use will depend on the needs and emphasis of your particular communication material.

**Note.** When using a professional print house and/or design agency, no other typeface(s) should be used alongside or independently of Gotham HTF

# Internal Use

For everyday internal usage (not using a professional print house and/or design agency), Arial must be used.

Examples: emails, letters, invoices, internal memos etc.

|                          |  |
|--------------------------|--|
| Gotham HTF Light         | AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz<br>0123456789 |
| Gotham HTF Book          | AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz<br>0123456789 |
| Gotham HTF Medium        | AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz<br>0123456789 |
| Gotham HTF Bold          | AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz<br>0123456789 |
| Arial Regular            | AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz<br>0123456789 |
| Arial <i>Italic</i>      | AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz<br>0123456789 |
| Arial <b>Bold</b>        | AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz<br>0123456789 |
| Arial <b>Bold Italic</b> | AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz<br>0123456789 |



The logotype is unique and is one of the most important visual elements of the identity.

## 03 Logotype

# Mechanics

The logotype comprises the Name and Symbol. These elements should be used in conjunction (locked-up) with each other and in the approved colour-ways.

The various logotype versions are laid out and explained in this section. They can be obtained in a variety of file formats including: EPS, JPEG, PNG and WMF files. Please study this section before using the logotype.

Unique logos are not allowed, without exceptions. Use of unique typographic or pictorial logos undermines efforts to build a unified FLI brand. Please contact the Marketing Team if you have questions or concerns.

The logotype has been created in a number of colour-ways, which are explained in more detail within this section.

**Do not try to alter any aspect of the logotype and do not try to recreate it. Use only the logotype which has been supplied and approved.**



# Tagline

All Linked Finance material, should be accompanied by the Tagline where possible - the business lending people

The font used is Gotham HTF Book.

The tagline can sit with the logo or away from it.

When using it with the logo, the tagline must sit the height of 1 'b' below the main logo.

Certain documents may not need to carry the Tagline. Please check with the Marketing Team for clarification.



# Colour Versions

For documents with high-quality print reproduction it is best to render the logotype in its five corporate colours. Always try to get a good colour match.

Black, white and grey versions are also provided for when colour is not possible.

The logotype can appear on a colour or photographic background. It should only appear on an approved corporate colour or image that will 'hold' the detail. Make sure the correct version of the logotype is used.



Colour CMYK/Pantone/RGB



Greyscale



Black



White



Reverse

# Exclusion Zone

An exclusion zone—the minimum unobstructed area around the logotype—has been developed to make sure that the logotype is sufficiently prominent.

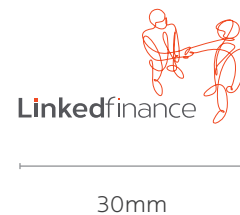
For all logos, the exclusion zone is determined by the height and width of the 'Li' of Linked Finance. The measure of this space is minimum unobstructed area around the Logotype.

Do not allow type, rules or any other graphic device into this area.



# Minimum Size

For clarity and reproduction quality, do not use any logotype smaller than the one shown (30mm). Use the correct version of the logotype depending on the size requirement and reproduction quality.







[www.daracreative.ie](http://www.daracreative.ie)