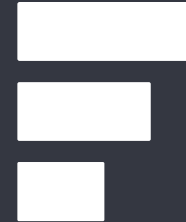




# STYLE GUIDE

---

HOW TO USE OUR BRAND



## OUR BRAND

The Finn Group was established in 2004 with our founding brands, Finn Franchise Brokers and Finn Business Sales. We have since become Australia's largest network of business brokers. As part of our planned growth, we have expanded with the launch of Finn Accommodation Brokers, Finn Financial Planning, Finn Lending Solutions, and Finn Professional Practice Sales, and we have exciting plans for continued growth.

# PRIMARY LOGO

Our logo is one of the most significant elements of our brand identity. The Finn Group logo forms the basis for all our other division logos through the use of the F icon element.



# LOGO MARK

The F element of our logo is a valuable brand asset which reinforces our brand values. It stands for growth, success, profitability.



# LOGO RULES

In order to maintain integrity and maximise the impact of the Finn Group logo, the following rules have been created.

The clear space defined by 'X' is the minimum clear area required around the logo. Whenever possible, maintain more clear space than indicated.

When used in its isolated form, the Finn Group logo should not appear smaller than 8mm high.

## EXCLUSION ZONE



MINIMUM SIZE



PLEASE DON'T...



CHANGE THE COLOUR



PLACE ON AN IMAGE WITH LOW CONTRAST



SKEW OR SHEAR



ROTATE



ALTER THE PROPORTIONS



ADD DROP SHADOW

# TAGLINE

Our tagline, “Together, for your better tomorrow” should be displayed as shown when used in conjunction with the logo. It can also be used as a separate element, when it can also be right aligned if that suits the design.

Always use the tagline with discretion, rather than adding it to all collateral.



# DIVISION LOGOS

The Finn Group is made up of 10 divisions. Each division has its own logo and colour. Please adhere to the same rules as the primary logo regarding clear space, minimum size and forbidden treatments (see previous page).

## BUSINESS AND PROPERTY SALES

---



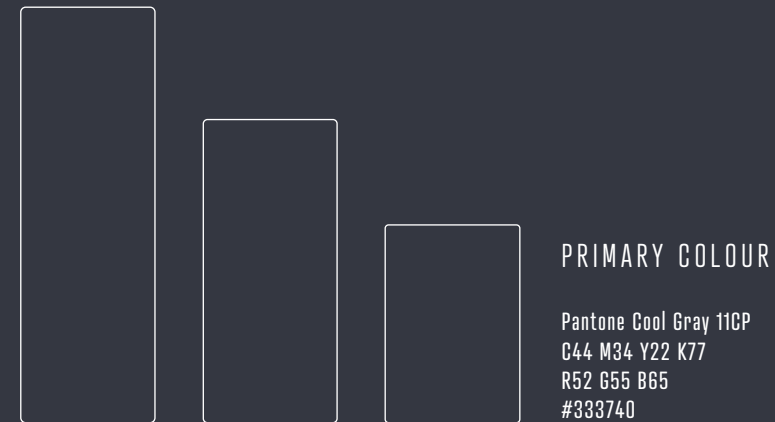
## BUSINESS SERVICES

---



# COLOUR PALETTE

The primary colour for the Finn Group brand is Pantone Cool Gray 11CP, and is paired with a lot of white. The division colour palette has been developed to stand out on both a white and the Finn Group dark grey background.



## DIVISION COLOURS





# LOGO TYPEFACE

The Finn Group logo uses Atrament, which is a Typekit font. The word FINN is in Atrament Semi-Bold, and the other text is in Atrament Light.



## ATRAMENT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,/ ? \$ %



## ATRAMENT SEMI-BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,/ ? \$ %

# SUPPORTING TYPEFACE

The Finn Group collateral uses the system font, Trebuchet MS.  
This makes our brand more user friendly for our franchisees.

## TREBUCHET MS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,/ ? \$ %

## TREBUCHET MS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,/ ? \$ %

# TONE OF VOICE

The Finn Group’s brand tone echoes its brand personality of clear, straightforward language. Always understanding that working with clients is a partnership, and to use plain English where possible, in a reassuring, easy to understand way. This helps to take the client along the experience with the brand, and helps them to feel safe in their dealings with The Finn Group.

Use words that echo a sense of safety and confidence in decisions in all marketing collateral, as well as internal communications and direct dealings with clients. Aim to promote positive messaging, and encourage improvement, rather than highlight dangers or risks. Where possible, use plural pronouns like “we”, or “us” when referring to dealings with clients so as to solidify the sense that we are working together, for your better tomorrow.



TOGETHER  
FOR YOUR  
BETTER  
TOMORROW

# ICON & GRAPH STYLE

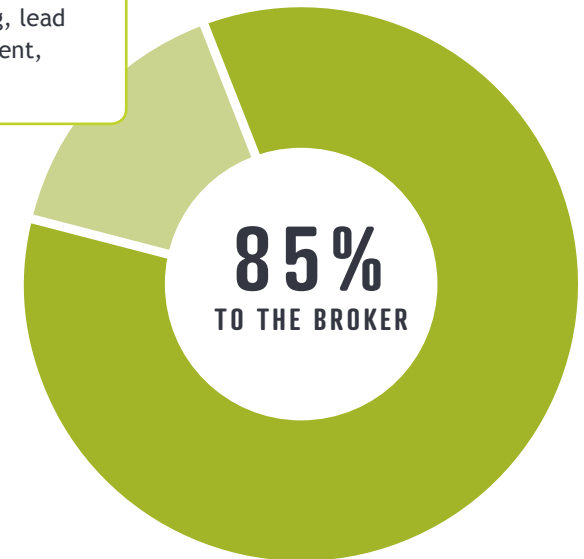
When creating any vector graphics, please keep the style bold and simple so it ties in with the overall brand. Use colours that are relevant to the division. For The FINN Group master brand, any of the colours from the palette may be used. Here's a few examples.



Just like you, we are a franchise system; all our brokers are franchisees.

## UPFRONT COMMISSIONS AND TRAIL COMMISSIONS

Approximately 15% to head office revenue commission contributes to marketing, lead generation, sales training, management, and overall support.



Business



Home



Personal

# PHOTOGRAPHY STYLE

The Finn Group uses custom-made gradient overlays on all images. Each of the Finn Group divisions have their own gradients which can be quickly and easily applied using the supplied PSD files with 'smart objects'.

The stock imagery style is candid, and location-based rather than studio shots. Lighting should be natural, and can have a warm glow.



THE FINN GROUP - MASTER

# PHOTOGRAPHY STYLE



FRANCHISE BROKERS



BUSINESS SALES



HUMAN RESOURCES



FINANCIAL PLANNING



COMMERCIAL PROPERTY



MERGERS & ACQUISITIONS



LENDING SOLUTIONS



BUSINESS INSURANCE



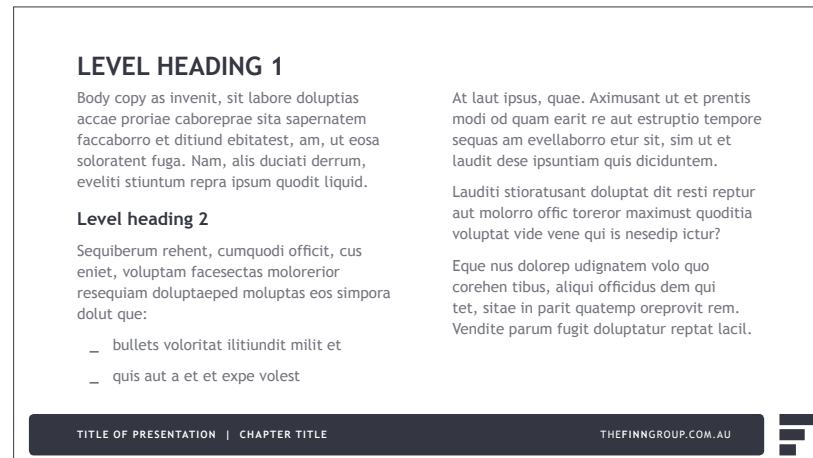
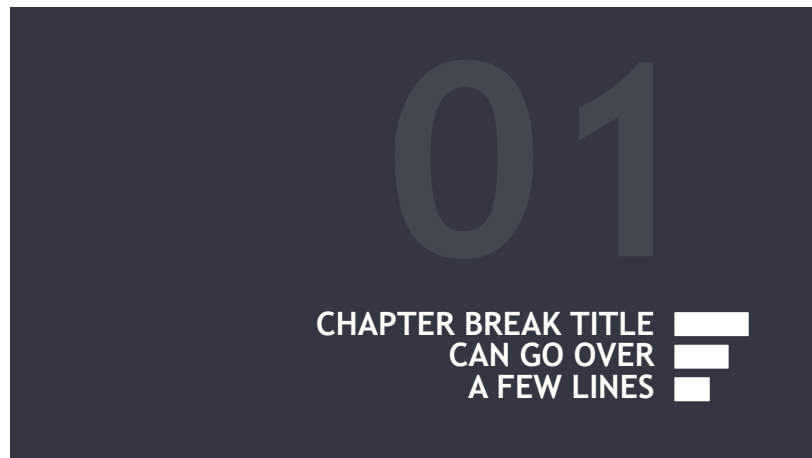
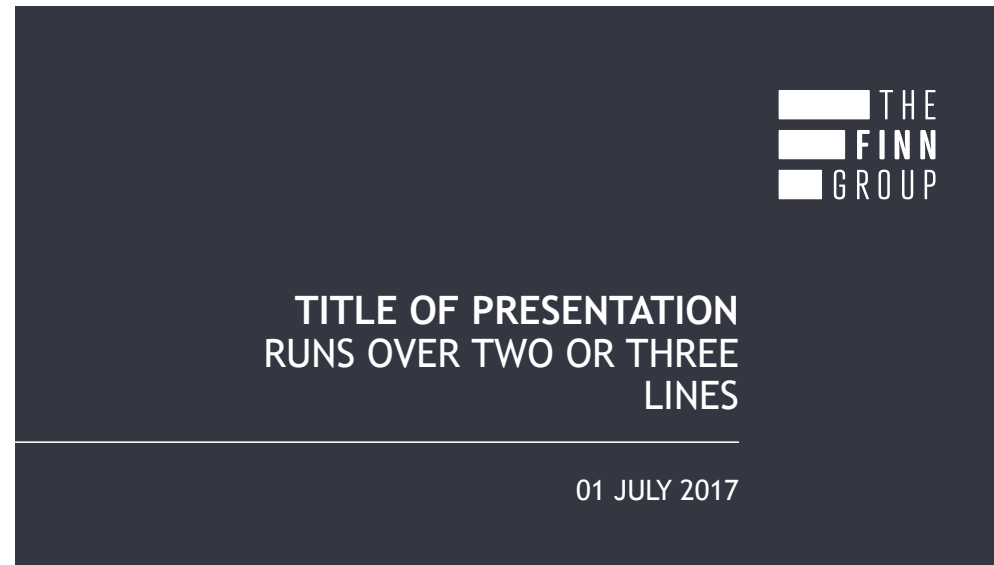
BUSINESS TRAINING



ACCOMMODATION BROKERS

# OUR BRAND IN ACTION

## POWERPOINT PRESENTATION



# OUR BRAND IN ACTION

LENDING SOLUTIONS BROCHURE





# PROFILE PICTURES

Images used for digital or print, will need to be taken by a professional photographer. Smartphone images are not accepted. Ask your photographer to not edit the photo in any way - our graphic design team will do that for you to ensure it fits all digital and print requirements. Uncropped images are required.

Images need to be saved to private Box folders and a ticket is to be logged on the Finn Support Portal, and the link to the folder be supplied.

## WOMEN

- **ATTIRE:** Black/Navy suit jacket, white business shirt
- **STANCE:** Body on 45-degree angle, face straight on or body and face straight on
- **FACIAL EXPRESSION:** Natural smile, showing teeth
- **BACKGROUND:** No background

## MEN

- **ATTIRE:** Black/Navy suit jacket, white business shirt - please wear a dark or black tie in the photo
- **STANCE:** Body on 45-degree angle, face straight on or body and face straight on
- **FACIAL EXPRESSION:** Natural smile, showing teeth
- **BACKGROUND:** No background



**ORIGINAL PHOTO - PROFESSIONALLY TAKEN**



**FINISHED PROFILE PHOTO FOR PRINT & WEB**

# APPAREL MERCHANDISE

Any items of clothing can have the Finn logo's embroidered on eg. polo shirt, business shirt, pants.

You are free to use any embroiderer, and you can choose between the F logo stand alone or the F logo with the name of the brand.

**Process:** Submit a ticket on the Finn Support Portal to request embroidery jobs. Provide the email address and contact person of the chosen embroiderer for the logo to be provided and the file format in which they require.

We will then email the logo artwork to the chosen embroiderer. The franchisee takes in the garments and pays the embroiderer direct for the service.



## PANTS

- Logo must be back right side (above back pocket as seen by the wearer)
- Pants/Skirts can be any colour
- No logos to be embroidered onto pockets, either on shirts or pants

# APPAREL MERCHANDISE



## SHIRTS

- Logo must be on the left side breast (as seen by wearer)
- Max size of logo 5cm wide x 4cm high
- Min size of logo 3cm wide x 2.5cm high
- Shirts can be polo or a business/casual shirt or blouse and must be one single block colour (refer to style guide for colours)
- No stripes, not other colours on the sleeve cuffs or colours
- 100% one single colour, either Finn Cool Grey or branded colour eg. FFB blue
- Jackets are permitted - same rules apply



THEFINNGROUP.COM.AU