

# BRAND IDENTITY GUIDE

The **Fitch Solutions** logo should always appear on a clean, clear background that provides high contrast to the logo. The area where the logo is positioned must be clear of any complex or busy patterns, textures and variations of colour that may compromise the legibility of the logo. The logo should not be altered in anyway other than shown in this document.

## Colour

Primary Logo



## ClearSpace



## Brand Colours

### Primary Colours



**Dark Blue**  
#174174  
R= 23 G= 65 B= 116  
C=99 M=76 Y=27 K=13  
PMS 7687 C



**Light Blue**  
#2A8ABF  
R= 42 G= 138 B= 191  
C=84 M=24 Y=7 K=5  
PMS 7689 C



**Fitch Red**  
#CC0033  
R= 204 G= 0 B= 51  
C=1 M=100 Y=55 K=6  
PMS 1935 C

### Text Colour



**Sky Blue**  
#33CCFF  
R= 51 G= 204 B= 255  
C=57 M=4 Y=3 K=0  
PMS 306 C



**Mineshaft Black**  
#333333  
R= 51 G= 51 B= 51  
C=69 M=60 Y=56 K=66

## File Formats Included

Print - Colour Logos



Vector based original editable working file.



Vector file that can be modified in Illustrator.



Vector or raster format that can be universally viewed

## Mono



## Favicon



## Logo Don'ts

Do not recreate the logo in any way.



Do not place the logo on a background with no contrast.



## Typography

### Lato

#### Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Digital - Colour, White, Black



Vector image that can be used online.



Uncompressed, raster image that can be used in any software.



Compressed raster image with reduced file size while maintaining high image quality.