

Branding Guidelines

**Finuas**

Growing Skills for
International Financial Services



Growing Skills for International Financial Services

Finuas is a programme dedicated to specialised training within the international financial services sector, which is jointly funded by the government and companies within the sector. Managed by Skillnets Ltd. on behalf of the Department of Education and Skills, Finuas aims to support the sector in maintaining Ireland's position as a top international financial services centre through investment in the specialist skills and expertise of its workforce.

Finuas facilitates international financial services companies to form learning networks, determine their own training priorities and plan how training will be delivered.

Skillnets Ltd is an enterprise-led support body whose mission is to enhance the skills within Irish industry to support competitiveness and employability. Skillnets was established in 1999 and supports enterprise-led learning networks in a wide range of sectors and regions.

These branding guidelines have been developed to help everybody involved in the design and production of communications materials and play a critical role in building the Finuas Networks Programme identity and reputation.

For more information see www.finuas.ie / www.skillnets.ie

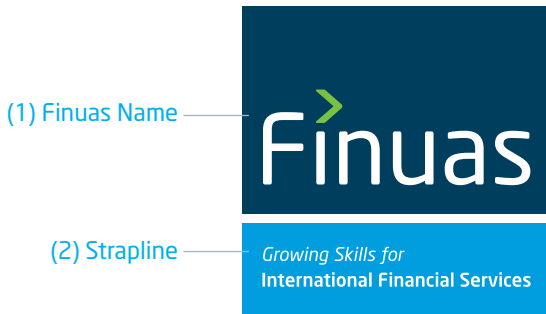
Use of the Finuas brand mark

The Finuas brand mark comprises of two blocks -

- (1) Finuas name
- (2) Strapline, grouped in a square format.

The mark should always appear as a unit.

Finuas brand mark



Applying the brand mark

Consistent application is essential.

- ✓ The brand mark should always appear with the strapline.
- ✓ Always use the correct version. (For most applications this is the Finuas-masterlogo-CMYK).
- ✗ The brand mark should never be modified.
- ✗ Never alter the proportions.
- ✗ Do not reproduce the brand mark in any other colours.

Please ensure that the appropriate artwork is used when reproducing the brand mark.

There are different brand mark formats depending on your communication materials and media.

Brand marks shown below:

Finuas-masterlogo-CMYK -

Full colour/4 colour process (for use on most applications)

Finuas-black - 1 colour option (for use on light backgrounds)

Finuas-CMYKrev - Reverse (for use on dark backgrounds)

Finuas-white - 1 colour option (for use on dark backgrounds)



Finuas-masterlogo-CMYK



Finuas-black



Finuas-CMYKrev



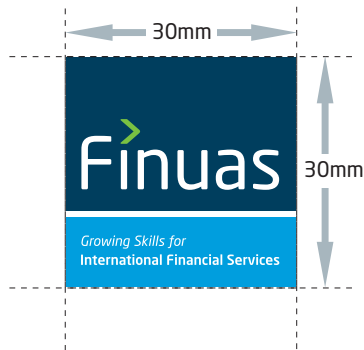
Finuas-white

Your brand mark is important

Brand Mark Rules

Minimum Size

To ensure legibility the brand mark should be reproduced no smaller than 30mm in size.



Prominent placement

The brand mark should be applied confidently, in as large a size as possible, contrasting strongly with the background.

Exclusion Zone

The exclusion zone is the minimum area around the logo that must remain clear of type or other images/graphic elements.

The measurement is calculated by using the height of the bottom block of the brand mark.



Logo Colour Palette

Primary Palette

The Finuas primary colour palette reflects the Skillnets palette.

C100 M11 Y0 K74
R0 G63 B95
Webhex #003F5F

C57 M0 Y100 K0
R122 G193 B67
Webhex #7AC143

C100 M8 Y0 K5
R0 G155 B219
Webhex #009BDB

Secondary Palette

The supporting secondary palette are colours unique to the Finuas brand.

C0 M17 Y100 K0
R255 G209 B0
Webhex #FFD100

C0 M80 Y95 K0
R241 G90 B41
Webhex #F15A29

C10 M0 Y0 K30
R167 G182 B191
Webhex #A7B6BF

Logo Typography

The brand typeface is NeoSans.

This is the font to be used for published documents .

It is available in a variety of weights.

Neo Sans

Neo Sans Light

Neo Sans

Neo Sans

Neo Sans

Neo Sans Medium

Neo Sans

Neo Sans Bold

Arial should be used when Neo Sans is not available.

Co-branding principles for Finuas learning networks

Finuas is a programme for specialised training within the international financial services, jointly funded by the Department of Education and Skills (DES) and companies from the sector. Managed by Skillnets Ltd, the programme aims to support Ireland's position as a top international financial services centre through investment in the skills and expertise of its workforce.

In order to identify learning networks approved by Skillnets under Finuas, it is necessary to apply the branding guidelines as set out below on communication materials.

Finuas Network guaranteed by Skillnets

We have developed a special approved co-branded logo to identify the Finuas network as being approved by Skillnets.

This co-branded logo should always be attached to the Finuas network name.

You can insert the name of your Finuas network in the co-branded logo to identify your specific network.

Co-branding Visual Rules and Guidelines

Rules:

- ✓ Finuas networks must develop a name (reflecting the network objectives).
- ✓ A typeface can be developed for your name.
- ✓ Finuas networks must not use Finuas as part of its corporate name registered with the Companies Registration Office (CRO) or the register of friendly societies.
- ✓ Finuas networks must use the name FINUAS network as part of its trading name, for example, xxxxxx FINUAS Network.
- ✓ The co-brand mark should not be modified in any way - the name is set in capitals in its corporate typeface Neo Sans medium.
- ✓ Finuas networks can develop a mark / symbol / name or name only.

 **FINUAS** Network

Finuas Network Logos

Network Name > **FINUAS** Network

Logotype: using only the name

Network Name

> **FINUAS** Network

Logotype: using graphic element and name

 *Network
Name*

> **FINUAS** Network

Logo: using a symbol and name



Mark: using a symbol and the name in a shape

Communication Materials

Long shelf life material -

Substantial printed documents, brochures, pop up stands, dvd's (both external labeling and content credits) and websites must apply:

1. Finuas network co-brand.
2. National Development Plan, Department of Education and Skills, Skillnets and Finuas brand marks.
(A plate containing the strip of logos is provided.)
3. The official legend below:
The xxxxxx FINUAS network is funded by member companies and the Finuas Networks Programme, managed by Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills.

Sample: Pop-up Stand



Finuas
Network
co-brand

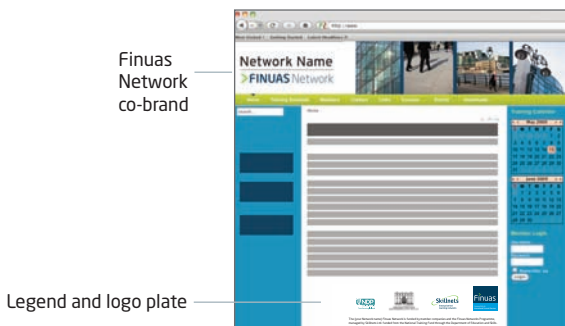
Legend and logo plate

Website -

When a network utilises a contracting organisation's website, the link page to the Finuas network on this site must apply:

1. Finuas network co-brand.
2. National Development Plan, Department of Education and Skills, Skillnets and Finuas brand marks.
(A plate containing the strip of logos is provided.)
3. The official legend below:
The xxxxxx FINUAS network is funded by member companies and the Finuas Networks Programme, managed by Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills.

Sample: Website



Short shelf life material -

Flyers, event leaflets and once-off printed documents must apply:

1. Finuas network co-brand
2. The official legend below:
The xxxxxx FINUAS network is funded by member companies and the Finuas Networks Programme, managed by Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills.

Short shelf life material **does not** require the National Development Plan, Department of Education and Skills, Skillnets and Finuas brand marks (ie the plate provided).

Sample: Leaflet



Finuas
Network
co-brand

Legend

Stationery -

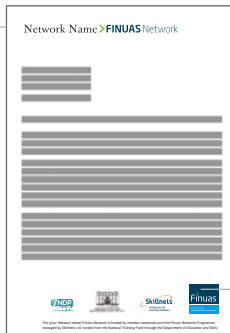
Letterhead

must apply:

1. Finuas network co-brand
2. National Development Plan, Department of Education and Skills, Skillnets and Finuas brand marks.
(A plate containing the strip of logos is provided.)
3. The xxxxxx FINUAS network is funded by member companies and the Finuas Networks Programme, managed by Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills.

Sample: Letterhead

Finuas
Network
co-brand



Legend and
logo plate

Business cards and compliment slips

must apply:

1. Finuas network co-brand only.

Advertisements -

must apply:

1. Finuas network co-brand
2. National Development Plan, Department of Education and Skills, Skillnets and Finuas brand marks.
(A plate containing the strip of logos is provided.)
3. The official legend below:
The xxxxxx FINUAS network is funded by member companies and the Finuas Networks Programme, managed by Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills.

Advertisements in national media must be pre-approved by Skillnets Ltd.

Sample: Advertisement

The advertisement is a rectangular graphic with a blue header. The header text reads "Growing Skills for International Financial Services". Below the header is a photograph of a woman with glasses pointing at a line graph that trends upwards. To the right of the graph, the text "Network Name" is followed by a green arrow and "FINUAS Network". Below this text are several horizontal grey bars. At the bottom of the advertisement, there is a legend and a logo plate. The legend text reads: "The your Network name Finuas Network is funded by member companies and the Finuas Networks Programme managed by Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills". The logo plate contains logos for VNDP, Skillnets, and Finuas.

Finuas
Network
co-brand

Legend and
logo plate

Logo Plate

The logo plate contains the strip of logos to be applied to the communication materials.

Logos:

National Development Plan, Department of Education and Skills, Skillnets and Finuas brand marks are provided.

There are 2 versions of the plate -

Standard (for use on most communication materials)

Limited Size (for use on materials where space is limited).

'Standard' Logo Plate



'Limited Size' Logo Plate



Use of contracting organisation's logo on individual Finuas network materials

The contracting organisation's logo may be used on your individual Finuas network material but your individual co-branded logo and the NDP, Department of Education and Skills, Skillnets and Finuas brand marks plate must take prominence.

Use of member companies / other companies logos

The use of member companies logos are not permitted on any individual Finuas network materials **except** in the case where sponsorship is received for a specific event.

The logo can **only** be used on short shelf life communications material relating specifically to that event.

Third parties

Use of the Finuas logo or individual co-branded network logos

- ✓ Finuas co-branded network logos may be represented in third party websites in their client list section on receipt of permission from Skillnets Ltd.
- ✓ The Finuas corporate logo may be used for branded promotional material relating to *joint* initiatives on receipt of permission from Skillnets Ltd.
- ✓ Finuas co-branded individual network logos may be used on course materials created for delivery solely in Finuas network training events.
- ✗ No third party is allowed to use the Finuas corporate logo in graphic or electronic format without the written consent of Skillnets Ltd.
- ✗ No third party is allowed to use the individual co-branded network logos in graphic or electronic format without the written consent of Skillnets Ltd.
- ✗ Third parties may not refer to their courses as 'Finuas' courses or give the impression that they are licensed as a reseller of Finuas training.