



Talk Money Week  
Brand Guidelines  
Version 1.0 October 2018

Logo

- Overview
- Master logos
- Rules
- Matrix
- Partnerships & co-branding
- Device hierarchy
- Campaign grid
- Don'ts

Colour

Typography

Hero graphic

Photography

Iconography

Infographics

Logo





**For use in B2B facing communications**

We have two logos for B2B facing communications. One for assets relating to Talk Money Week, and one for assets purely for Talk Money Conference. Each owns their own colour; blue for Talk Money Week and purple for Talk Money Conference (see colour breakdowns on **page 13**).



**For in consumer facing communications**

We have one logo for consumer facing communications. This mark differentiates itself from the B2B facing mark through owning the colour orange (see colour breakdowns on **page 13**).



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English



**Usage**  
Our Talk Money Week logos are available in English and Welsh.

Welsh





**Clear zones**

This is the area of uninterrupted space surrounding the logo into which no other graphic element can intrude. The minimum clear space is equivalent to 'x'. 'x' is calculated at the 1.5 x the height of 'o' in money, squared.

The only exception is the use of the secondary orientation on the website and Intranet where a smaller exclusion zone is allowed.

**Logo size**

To ensure maximum impact, the logo should always be prominent. The name must be legible. The size of the logo will vary depending on the context in which it is used. Minimum sizes are indicated here.

**Minimum guide sizes**

Talk Money Week, portrait  
A4 – 28mm  
A5 – 20mm

Talk Money Conference, portrait  
A4 – 40mm  
A5 – 29mm



Minimum size:  
20mm (w)  
57px (w)



Minimum size:  
29mm (w)  
82px (w)

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**Choosing the right logo**  
The primary version of our logo is full colour. The other versions are only used when practicalities, backgrounds or colour restrictions dictate (e.g. one colour printing).

Primary version					
Black					
White					



Centre aligned

Clear space

Both logos need their space. Leave at least 'x' between each logo and the separation line – See figure 1.

Separation line

Both logos should be separated using a 100% stroke line. The stroke weight should be half the weight of the 'k' in week – See figure 2.



Figure 1 – Measuring x



Figure 2 – Separation line





Size

The talk money device can be scaled up to fit the space its occupying.

Where possible, on Talk Money Week led communications, a 70:30 size ratio should be aimed for between the Talk Money Week/Conference and Financial Capability Week marks. On assets like letterheads and lanyards, this may not be possible.





Size

Where possible, on Talk Money Week led communications, a 70:30 size ratio should be aimed for between the Talk Money Week and Financial Capability Week marks. On assets like letterheads and lanyards, this may not be possible, but still the Talk Money Week/Conference mark should be more dominate.

Position

Wherever possible the marks should sit in opposite corners as in the lanyard example opposite.

When space is restricted and the logos need to set next to each other, lock up the two marks using the co-branding guidelines on **page 7**.

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Colour

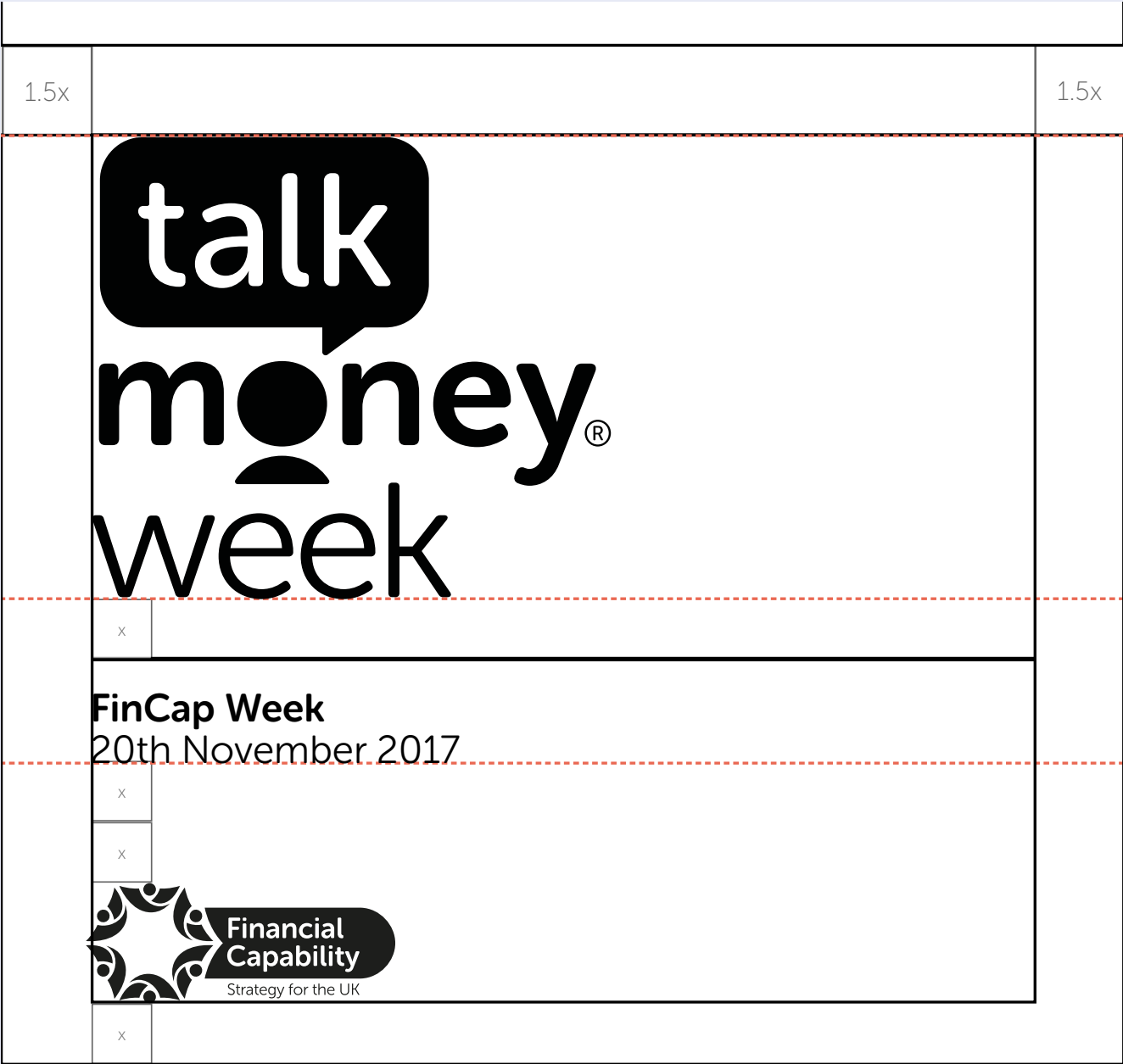
Typography

Hero graphic

Photography

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Don't stretch it



Don't change its colours



Don't tilt it



Don't separate the mark from the words



Don't shift either part



Don't sit the colour logo on dark backgrounds

**Logo**  
It is important that our logo remains strong and recognisable. Take care not to mistreat it.

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# Colour

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Colour

Core sets

Talk Money Week (B2B)

CMYK C100M84Y08K00

RGB R00G51B153

HEX 003399

PANTONE DARK BLUE C

\*

CMYK C65M00Y37K00

RGB R81G185B175

HEX 51B9AF

PANTONE 563C

\*

Talk Money Week (Consumer)

CMYK C00M60Y90K00

RGB R239G126B37

HEX EF7E25

PANTONE 158C

CMYK C10M84Y100K00

RGB R214G67B9

HEX D64309

PANTONE 1665

\*

CMYK C00M20Y93K00

RGB R255G204B00

HEX FFCC00

PANTONE 116C

Talk Money Conference

CMYK C76M88Y00K00

RGB R102G51B153

HEX 663399

PANTONE 268C

\*

CMYK C65M00Y37K00

RGB R81G185B175

HEX 51B9AF

PANTONE 563C

\*

**Colours**  
Each section of Talk Money (Week B2B, Week consumer and Conference) has its own colours to help distinguish between them. Shades of these colours can be used to help give the communications more variety.

\*Level AA accessible copy on white.

\*

CMYK C00M00Y00K100

RGB R00G00B00

HEX 1D1D1B

CMYK C00M00Y00K00

RGB R255G255B255

HEX FFFFFF

Logo

Colour

Core sets

Don'ts

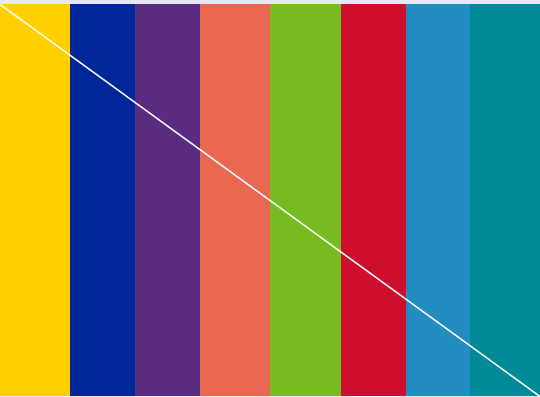
Typography

Hero graphic

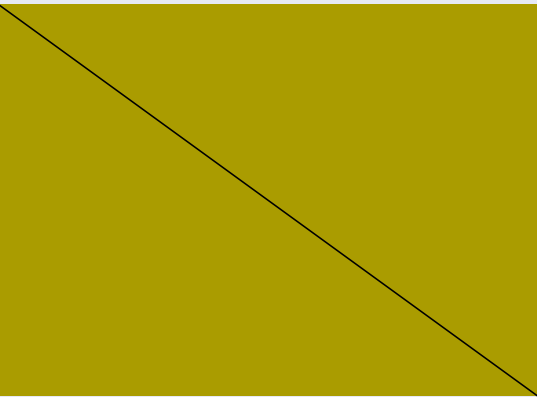
Photography

Iconography

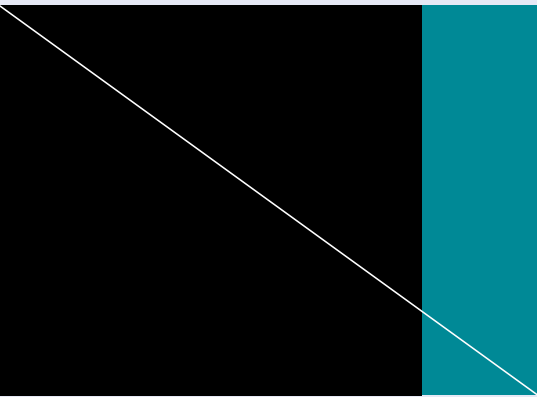
Infographics



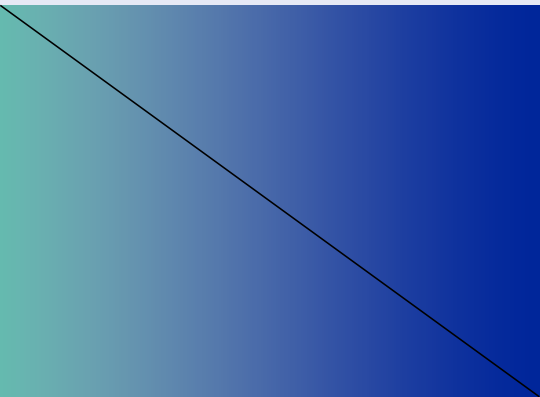
Don't use too many colours



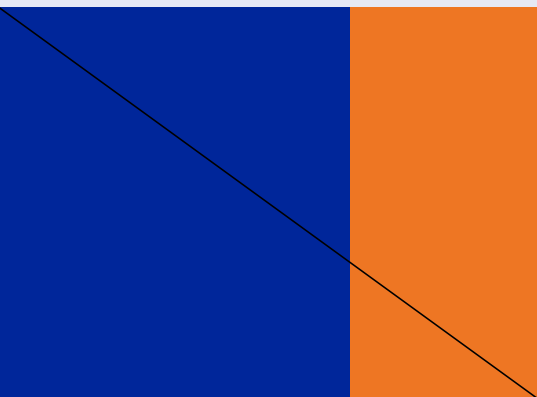
Don't introduce random new colours



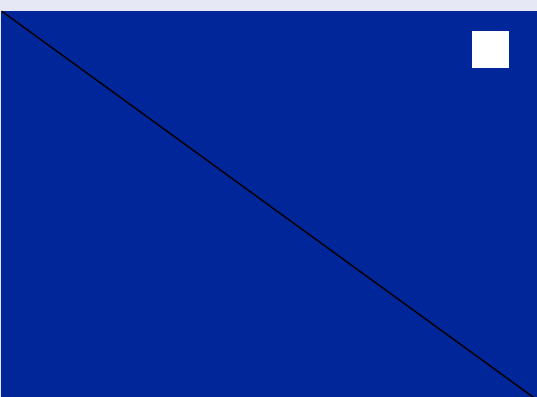
Don't over use black



Don't graduate colours



Don't mix the section colours



Don't forget the importance of white space

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# Typography



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**Brand font**  
Our primary typeface is Museo Sans Rounded. We have a system alternative but Museo should be used wherever possible.

a b c d

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Museo Sans Rounded 100

Museo Sans Rounded 500

Museo Sans Rounded 700

Museo Sans Rounded 900

Museo Sans Rounded

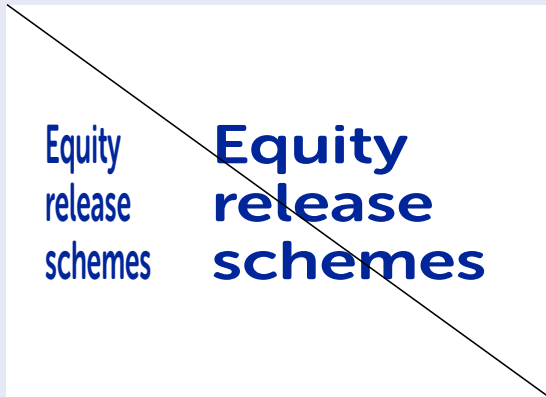
This is our primary typeface



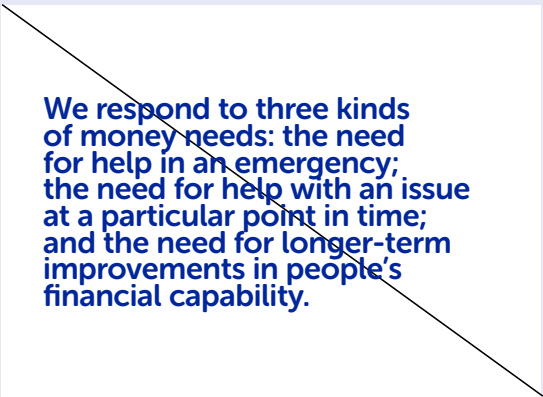
Calibri  
Light

Calibri  
Regular

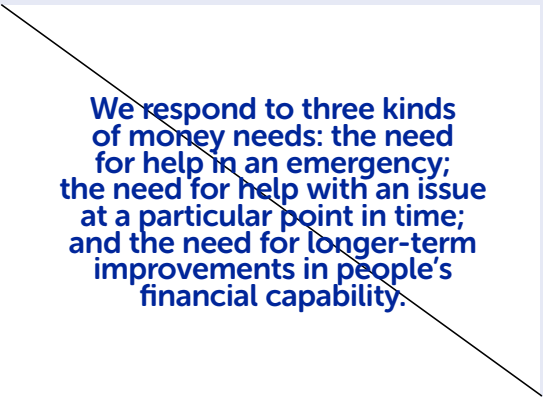
Calibri  
Bold



Don't stretch or skew type



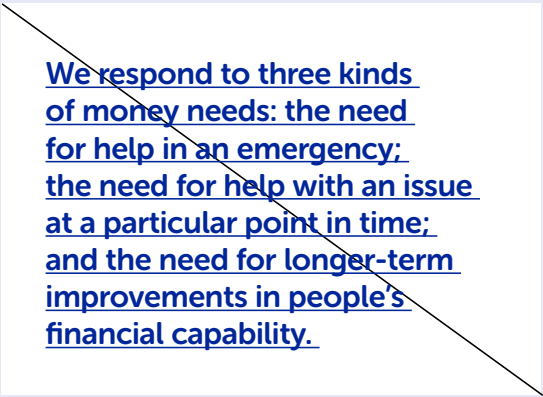
Don't use tight leading



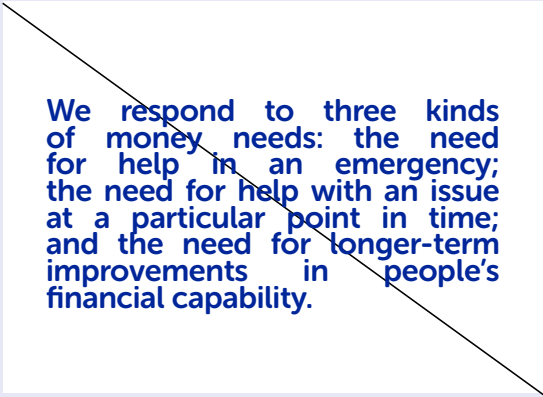
Don't centre type



Don't mix multiple weights and styles



Don't underline chunks of text



Don't justify type

**Typography**  
Our messaging is important as it communicates all the helpful advice we offer. We need to be clear and transparent, so typography needs to be used well.

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- Using the Hero graphic
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# Hero graphic

Logo

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Hero graphic

Hero assets

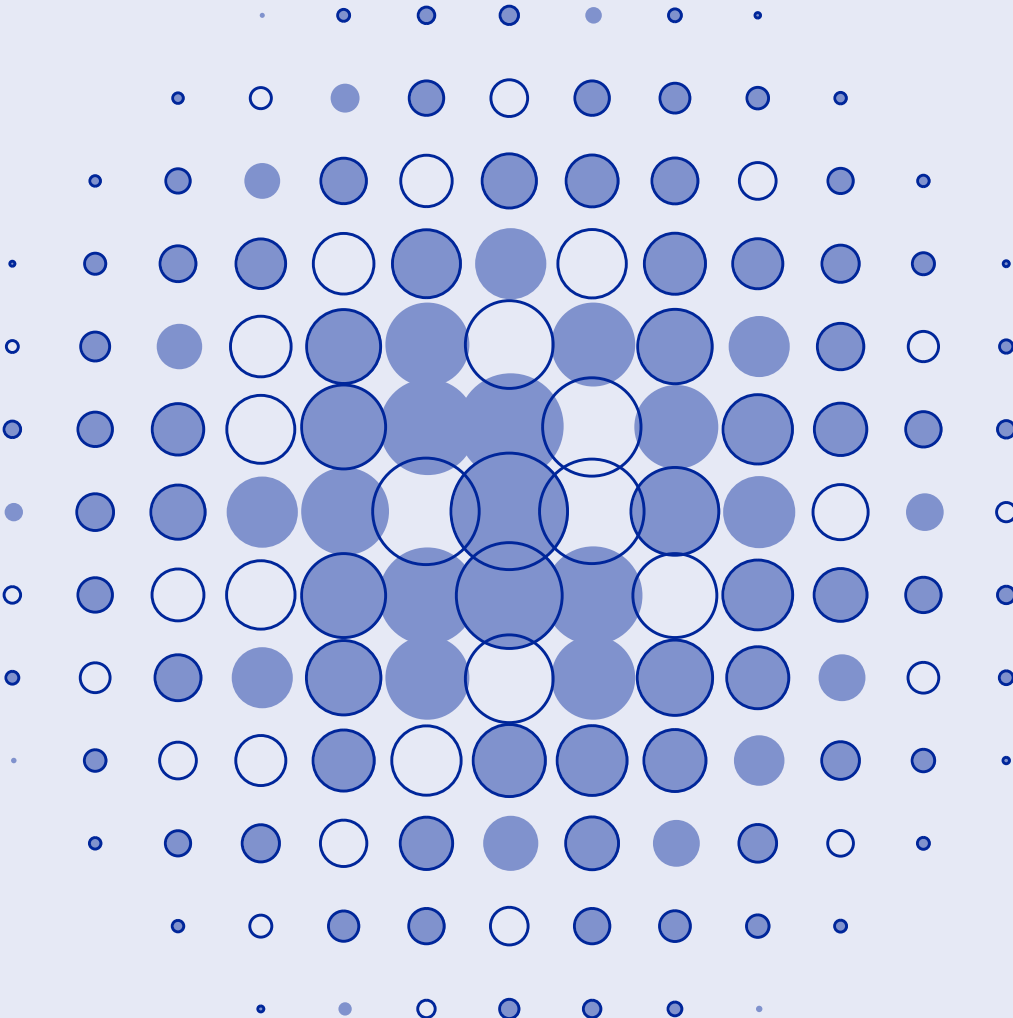
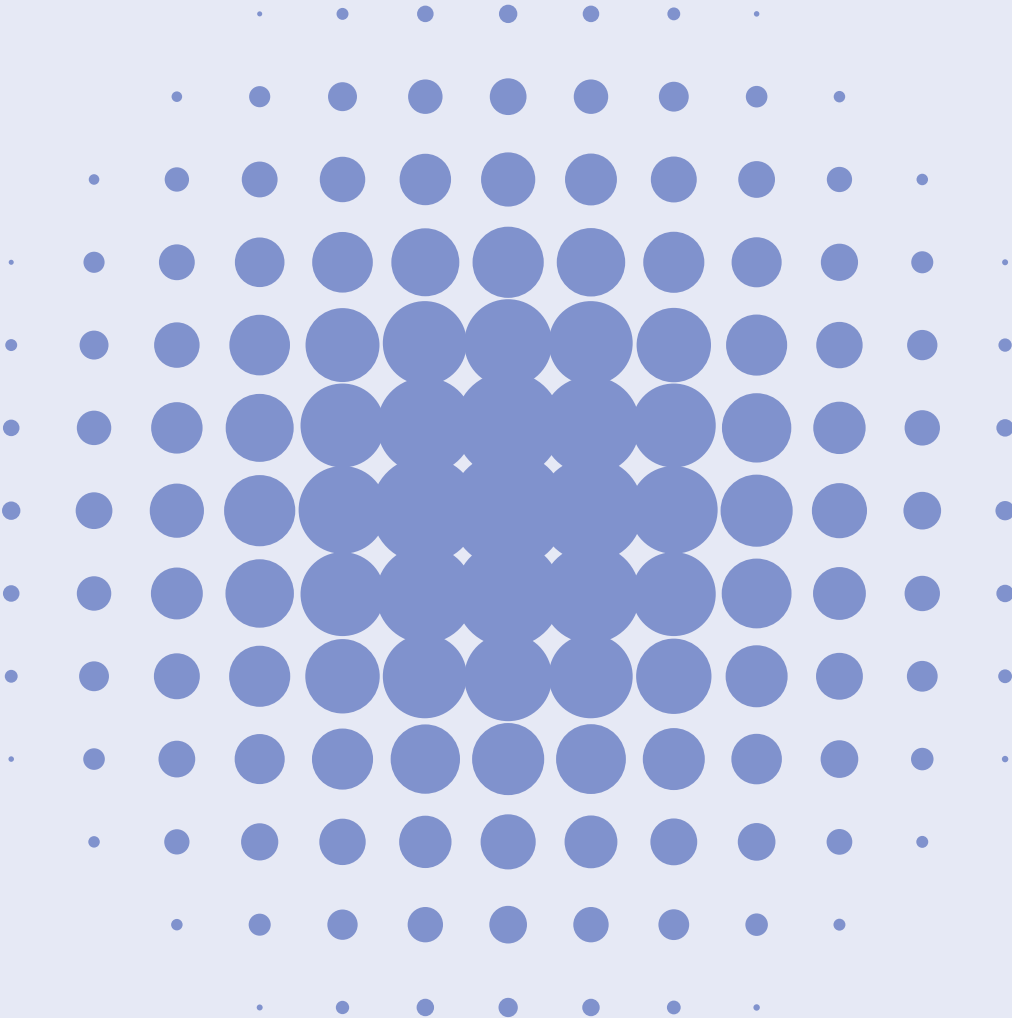
Using the Hero graphic

Don'ts

Photography

Iconography

Infographics



**Hero graphic**  
To make communications more dynamic and create consistency across communications, we have two Hero graphics .

**Collective impact**  
This is the over-arching idea behind Financial Capability Strategy. Every individual act and organisation is important, but it's only when they act together that they really make transformations on a larger scale.

Logo

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Hero assets

Using the Hero graphic

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Iconography

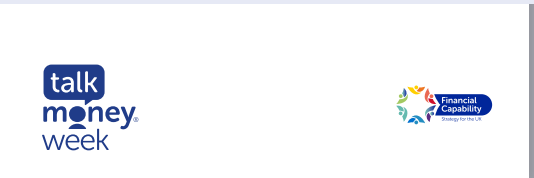
Infographics



Hero graphic



Using the Hero graphic



**Variety**  
The Hero graphic can be used in a range of ways to provide variety amongst our communications whilst also maintaining consistency.



Logo

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Hero graphic

Hero assets

Using the Hero graphic

Don'ts

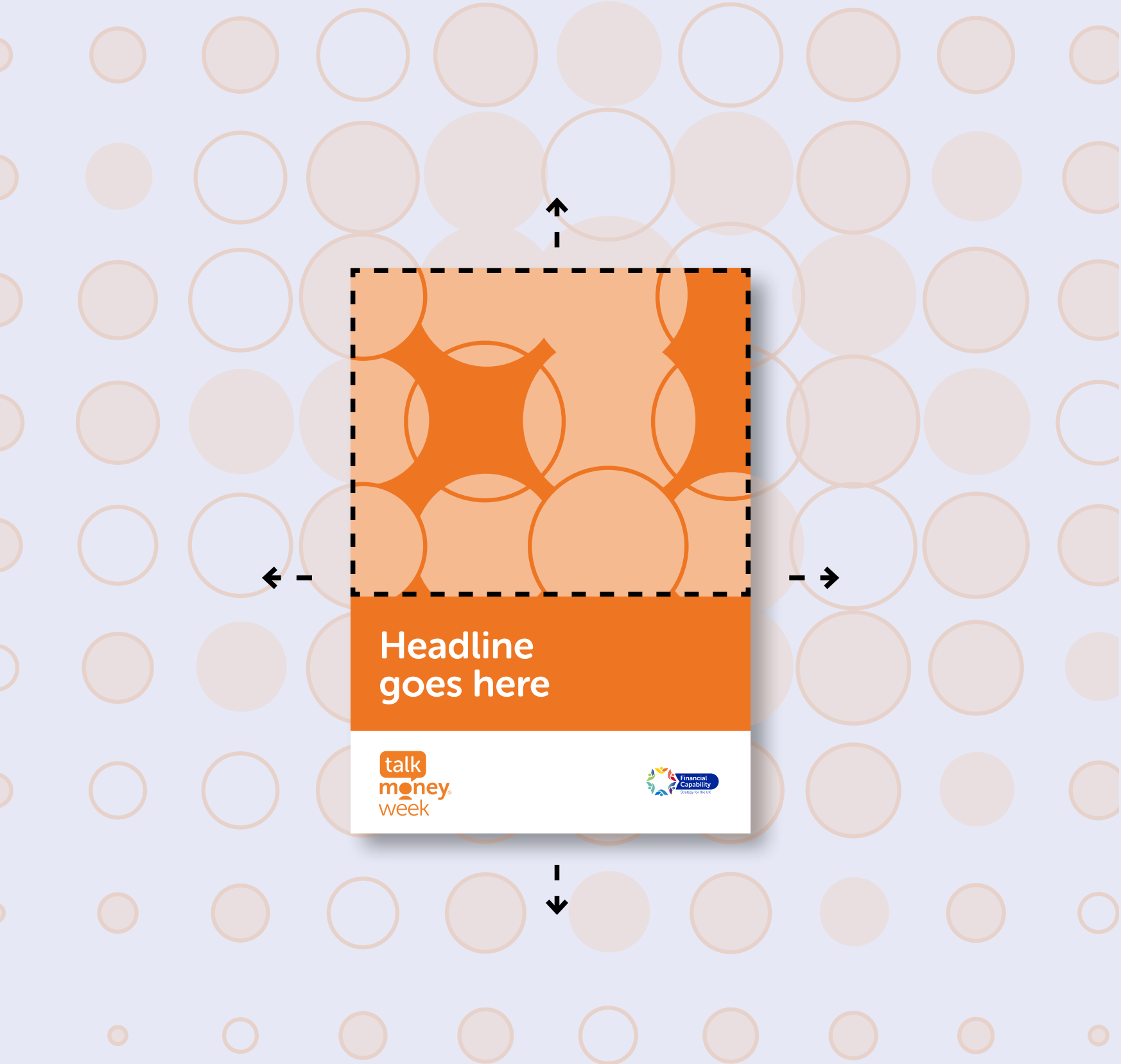
Photography

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Scale

The Hero graphic shouldn't ever be seen in its entirety. Crops become simpler and calmer the larger they are.





Logo

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Hero graphic

Hero assets

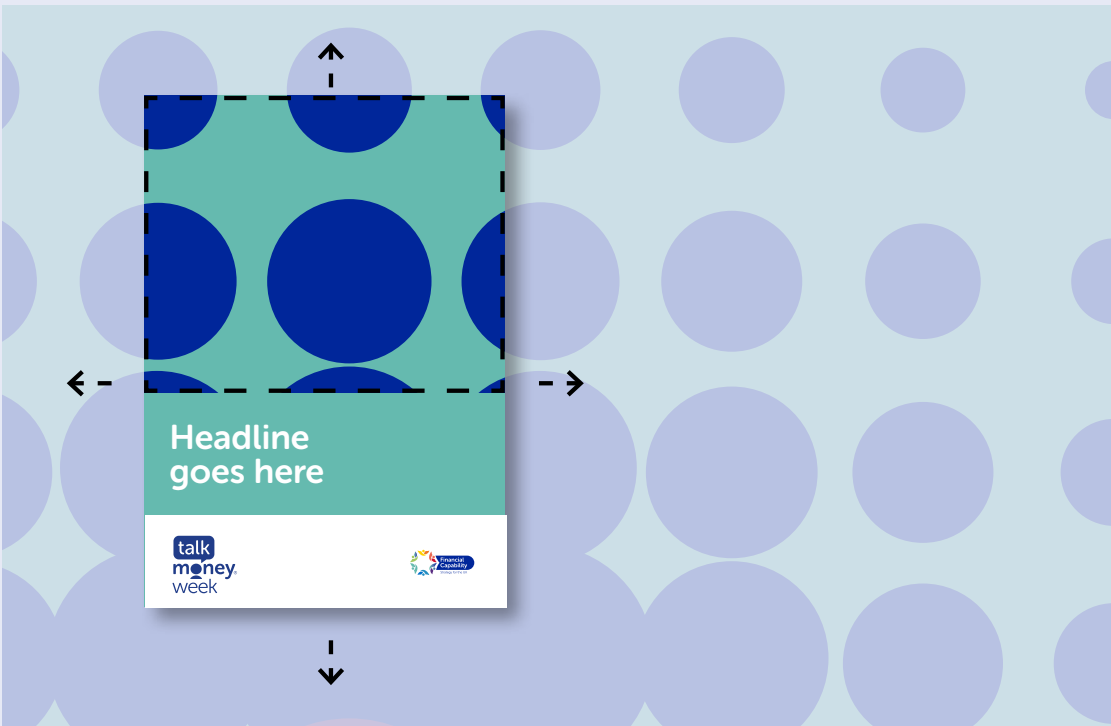
Using the Hero graphic

Don'ts

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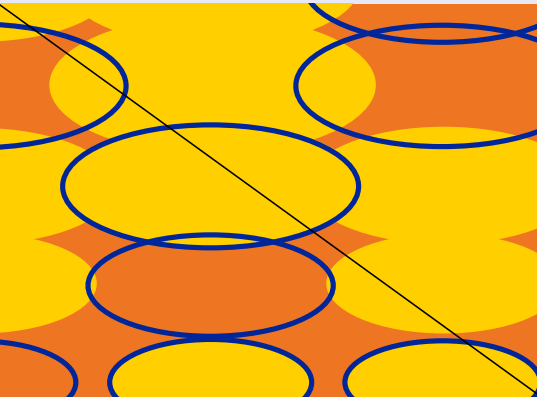
Infographics



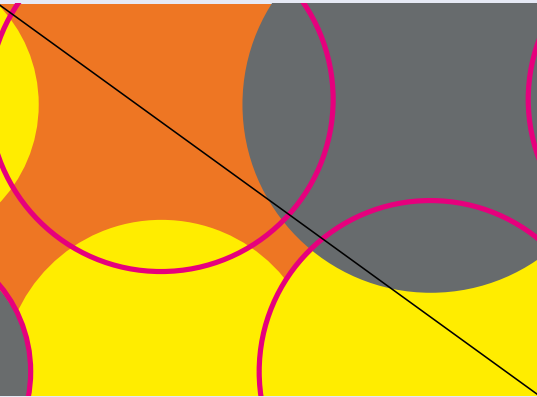
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Hero graphic

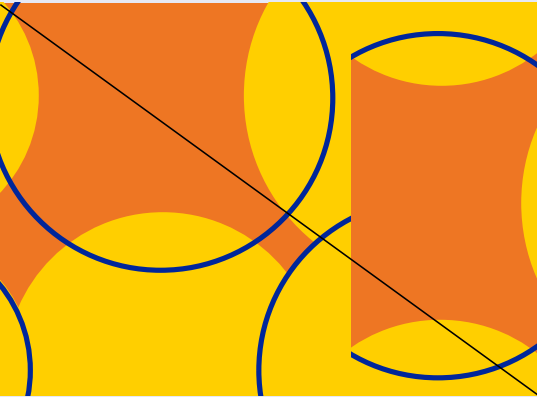
Don'ts



Don't stretch it



Don't change it's colours



Don't create new hero graphics

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- B2B
- B2E
- B2C
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# Photography



**Photography**  
Our photography is important to our success this is where we can show how our actions come together through authenticity, diversity and togetherness as **collective impact**.  
Photography is split into three sections, B2B (business to business), B2E (business to employee) and B2C (business to customer). They all have their differences, it's important to follow the guidelines.





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**Key search terms**

Working together • Collaboration •  
Co workers • Employees •  
Work place • Office workers • Office  
fun • Office talk • Work colleagues •  
Office life • Blue collar • White collar

**Briefing photographers**

B2B imagery should always show interaction between more than one person, as we need to show 'collective' in these images. Images should be captures of moments and must have a sense of movement. Eye contact with the camera isn't necessary as the people in the images are conversing with others in their working environments. Backgrounds are simple if in focus, or blurred if busy.





Key search terms

Work • People at work •  
Workshop • Workplace •  
Work uniform • Employees •  
Restaurant workers • Retail workers •  
Proud workers • Workforce • Working  
person • Company person

Briefing photographers

B2E imagery should always show  
‘impact’. These images captures of  
moments of an employees working  
day with them in a good place. Eye  
contact with the camera can happen  
as the people in the images have a  
story to tell. Environments must be  
place of work – work equipment or  
uniforms are an indication that they  
are employees.





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Key search terms

UK Real life • UK Real people •  
Family life • Home • Home life •  
Everyday life • Everyday people  
• Family at home • Generations  
• Families • UK Life • Parentage •  
Playtime • Storytime

Briefing photographers

These images have a cross over with  
MAS imagery. The images show people  
who have a story to tell. The imagery is  
more 'gritty' than the B2B & B2E images.  
Real people in real places, naturally  
posed and shot using natural daylight.  
Nothing is over staged, or negative.  
We show how the Financial Capability  
strategy has helped. The copy and  
images work together to take the viewer  
on a journey.





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# Iconography

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Hero graphic

Photography

Iconography

Overview

Existing icons

Icon principles

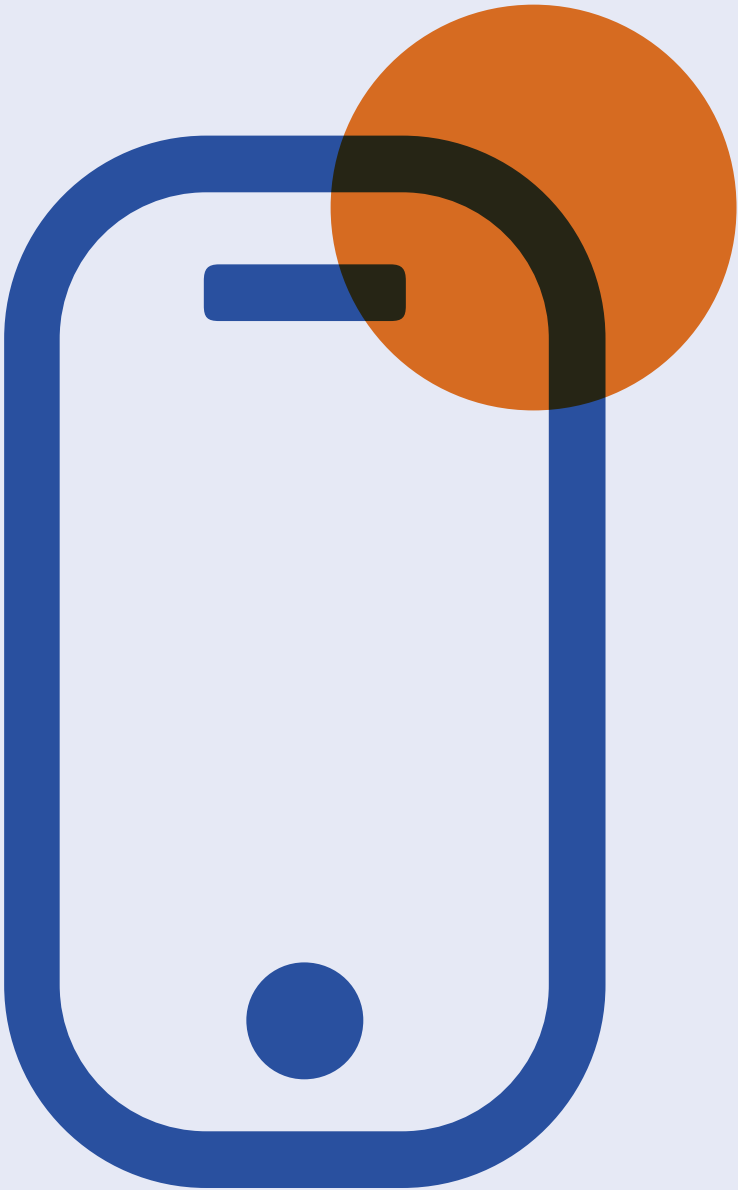
Infographics

Icons

These help colleagues, customer partners, peers and stakeholders navigate communications. They are quick to understand and need no explanation.

Icons should never be used as decoration or on their own as infographics.

If an icon becomes confusing or difficult to create, it shouldn't be an icon.



Style

Our icons are friendly and reflect the curves that echo our logo. We have added the flat circles to have stronger connections back to the logo.

Outline icons

These are our primary icons as they are lighter and simpler.

Solid icons

Solid versions can be created of any icon, they are generally used when the icon is more of an illustrative feature or when a communication needs more solid areas of colour and contrast.

Choose between solid and outline at your discretion.

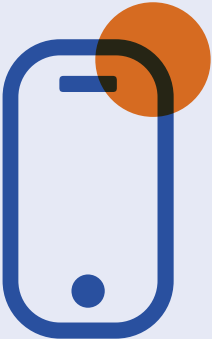
Outline icons



Document



Discuss



Phone



Ideas



Home

Solid icons



Document



Discuss



Phone



Ideas



Home

Creating new icons

New icons can be easily created when needed. Be sure to include as many of the characteristics highlighted to below to ensure your icons feels part of the family.

Brand sign off

New icons need to be approved by the brand team before use.

The overlayed colour circle is the same radius as the corner of the icon. See figure 1.

Even 90 degree corners are rounded.

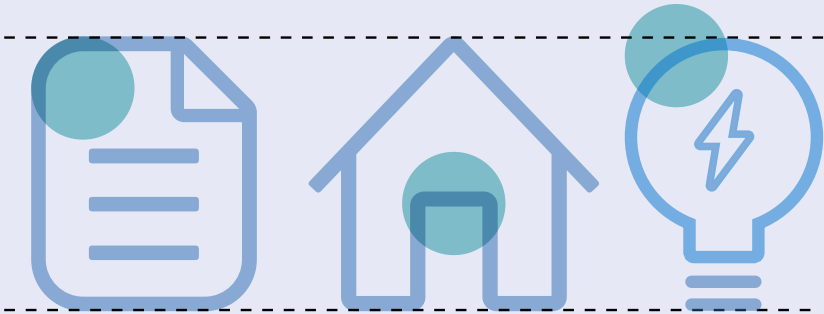
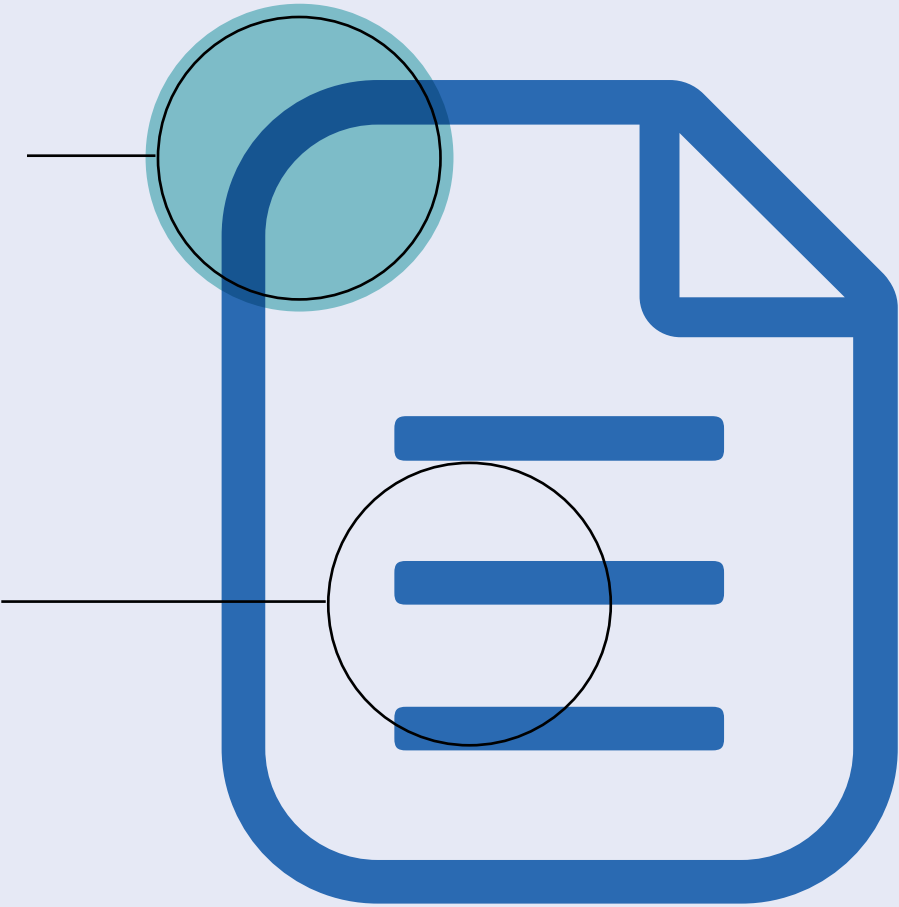


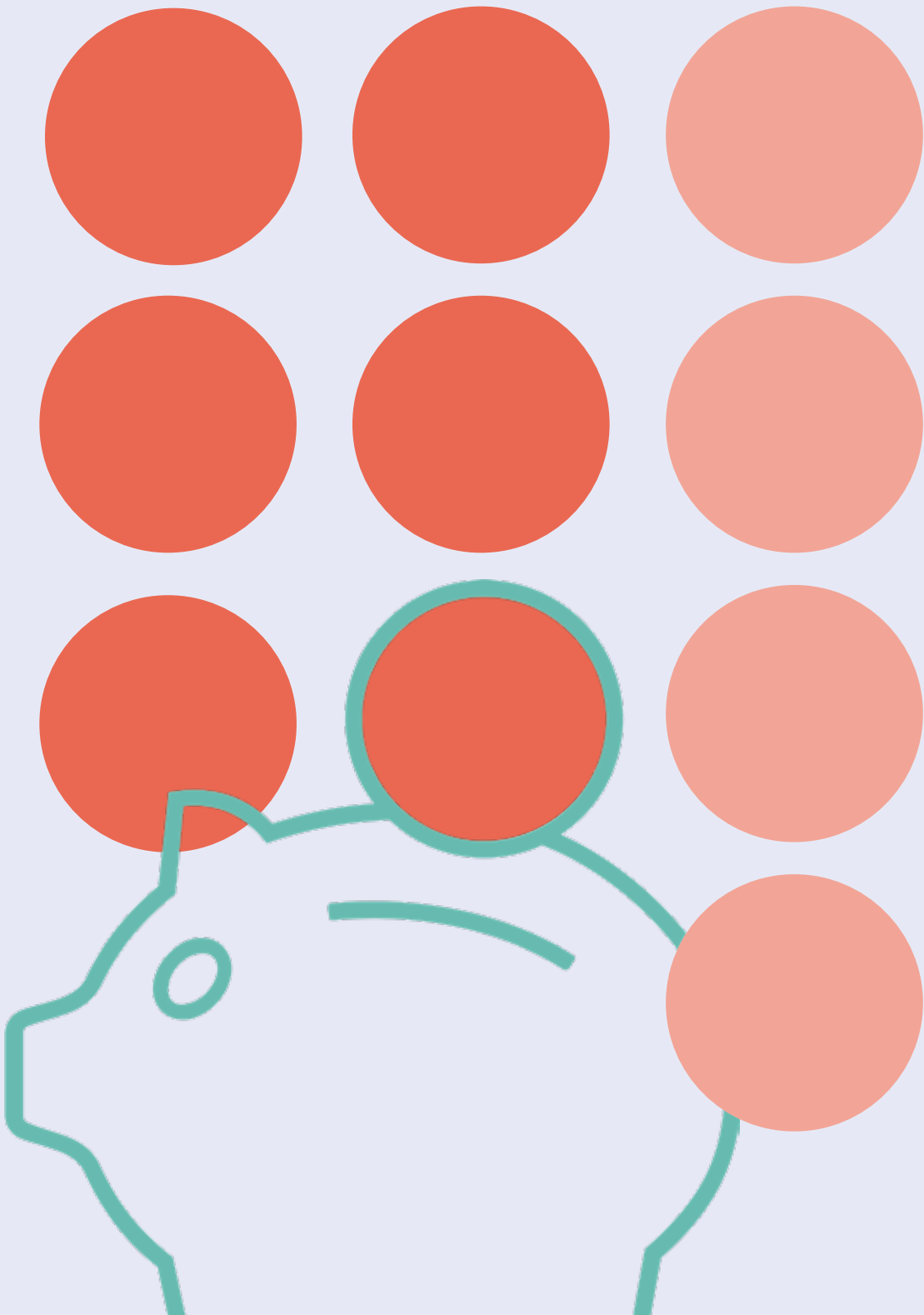
Figure 1

For icons with small corners or large curves, use the read/document icon to get a size for the overlayed circle.

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# Infographics

**Icons**  
Icons can support infographics where necessary to make them even easier and quicker to understand. They should be used as signposting rather than decoration.



6/10  
people have a  
savings buffer  
of £500

Logo

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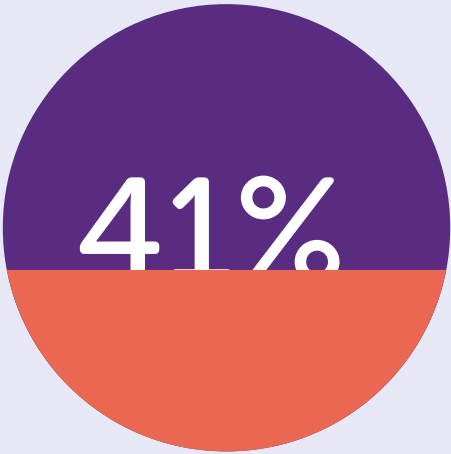
Overview

Examples

**Infographics**  
Information can be easily translated into the Financial Capability world. Data is plain facts which can be used to measure and highlight what needs to be done or what has been achieved. Showing this in simple shapes and type will represent the data in a digestible way that is comfortable in our brand.



**23%**  
of people either revolve around a credit card or use high cost short term credit



of adults do not know their current account balance within £50



Logo

Colour

Typography

Hero graphic

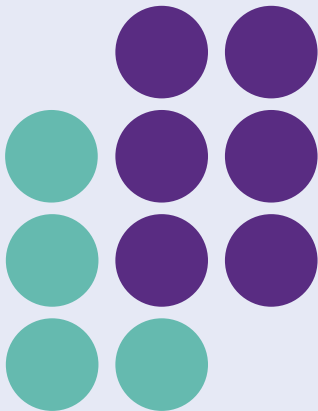
Photography

Iconography

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▲  
6/10  
people have a savings  
buffer of £500



▲  
23%  
of people either revolve a  
credit card or use high cost  
short term credit



▲  
41%  
of adults do not know their  
current account balance  
within £50



▲  
22%  
of people could not read the  
balance on a bank statement – an  
increase from 9% in 2005



▲  
50%  
of people with families have  
life cover



▲  
people are not saving enough  
for their retirement

