



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**).



Logo

Overview

Master logos

Rules

Matrix

Partnerships & co-branding

Device hierarchy

Campaign grid

Don'ts

Colour

Typography

Hero graphic

Photography

Iconography

Infographics



Logo

English



Master logos



Welsh



Usage

Our Talk Money Week logos are available in English and 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)

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

Colour

Typography

Hero graphic

Photography

Iconography

Infographics



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					

- Overview
- Master logos
- Rules
- Matrix
- Partnerships & co-branding
- Device hierarchy
- Campaign grid
- Don'ts
- Colour
- Typography
- Hero graphic
- Photography
- Iconography
- Infographics



Centre aligned



Figure 1 – Measuring x



Figure 2 – Separation line

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.



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.

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

Colour

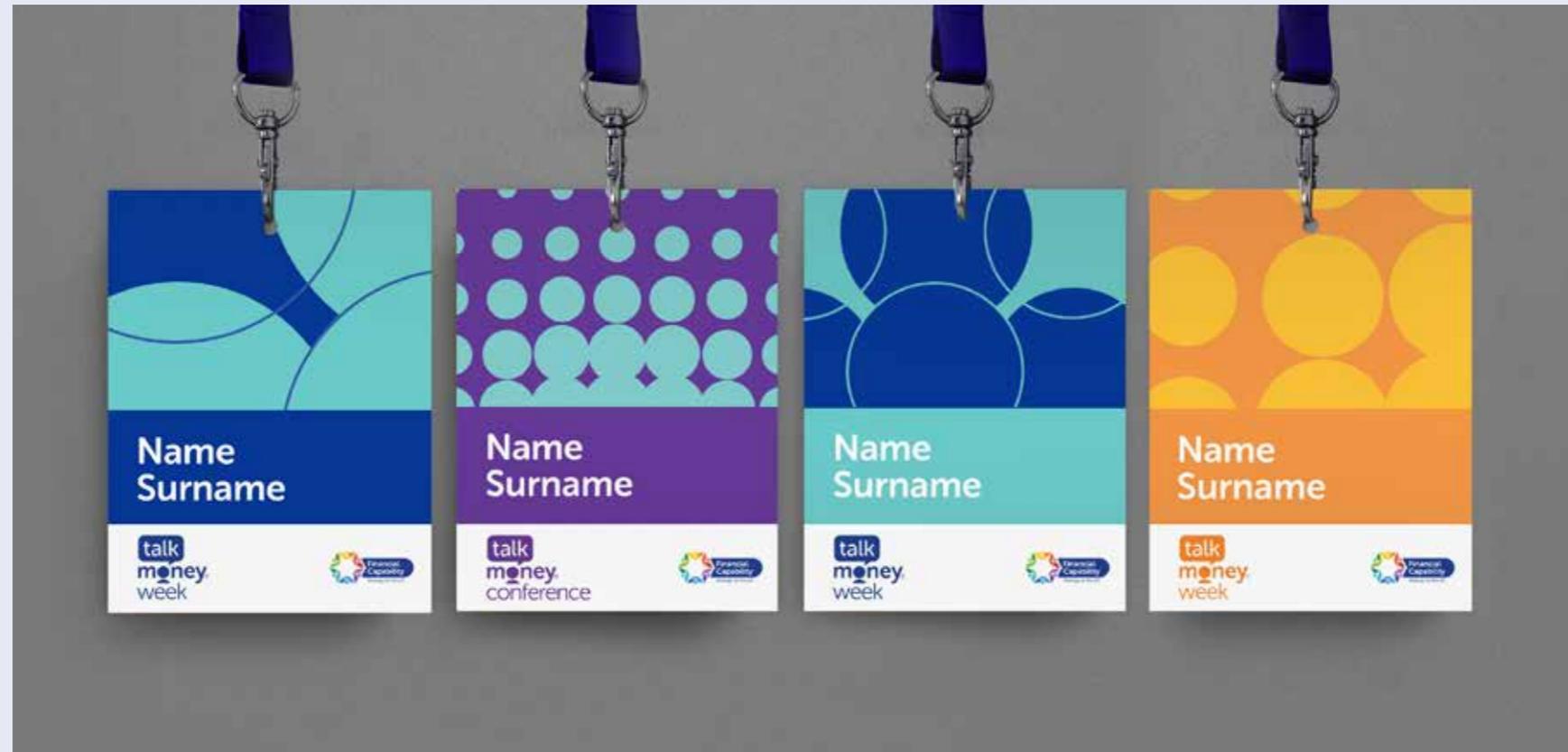
Typography

Hero graphic

Photography

Iconography

Infographics



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**.



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

Colour

Typography

Hero graphic

Photography

Iconography

Infographics





Don't stretch it



Don't change it's 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.



Logo

Colour

Core sets

Don'ts

Typography

Hero graphic

Photography

Iconography

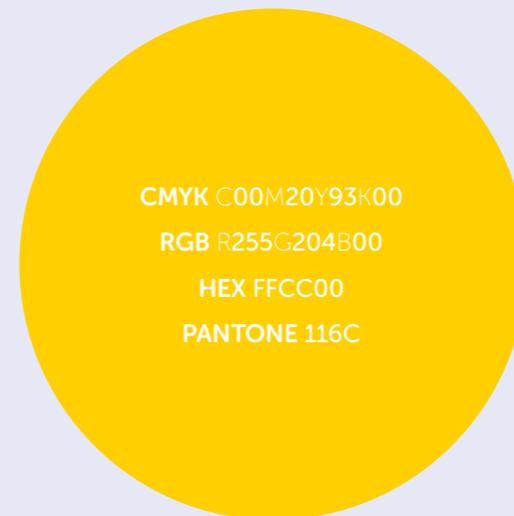
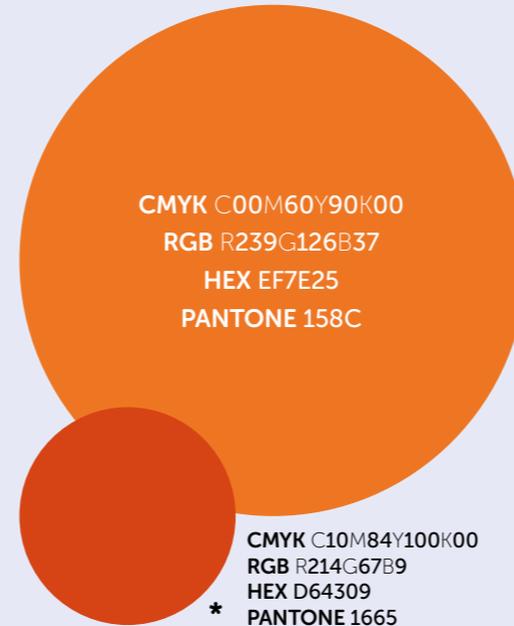
Infographics

Colour

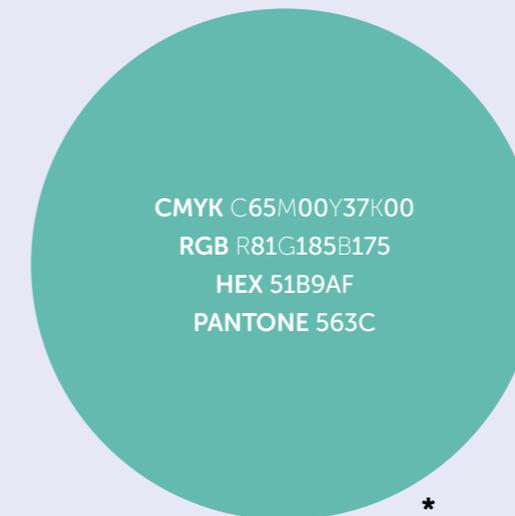
Talk Money Week (B2B)



Talk Money Week (Consumer)



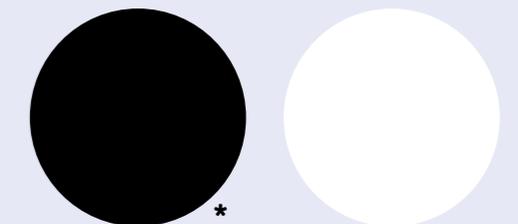
Talk Money Conference



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.

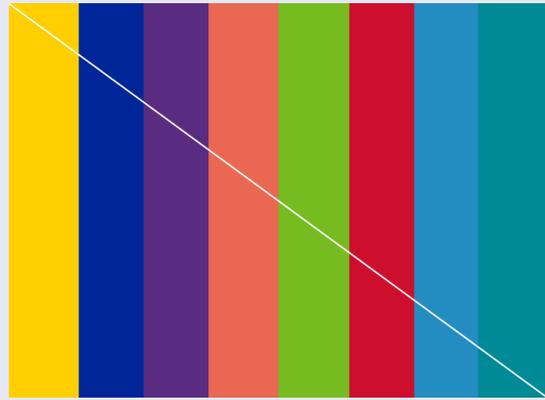
*Level AA accessible copy on white.



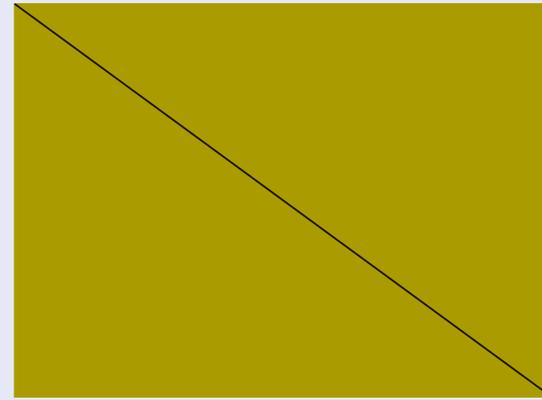
CMYK C00M00Y00K100
 RGB R00G00B00
 HEX 1D1D1B

CMYK C00M00Y00K00
 RGB R255G255B255
 HEX FFFFFF

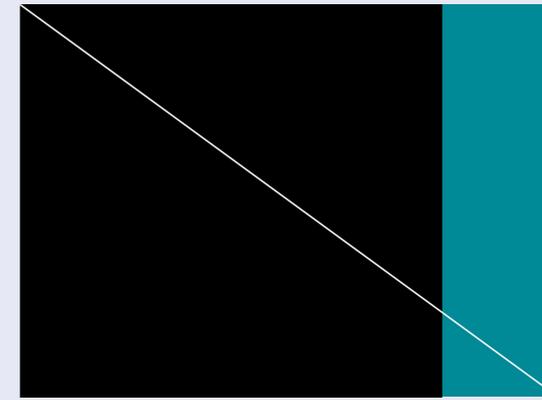




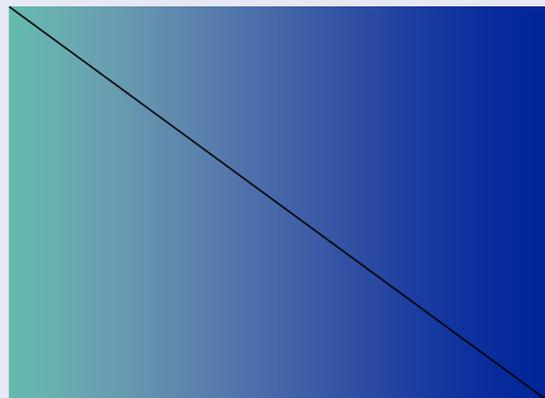
Don't use too many colours



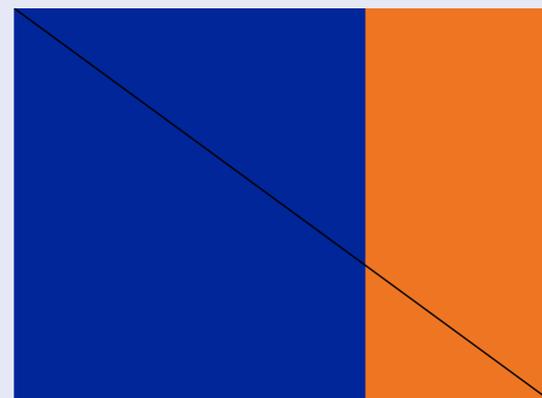
Don't introduce random new colours



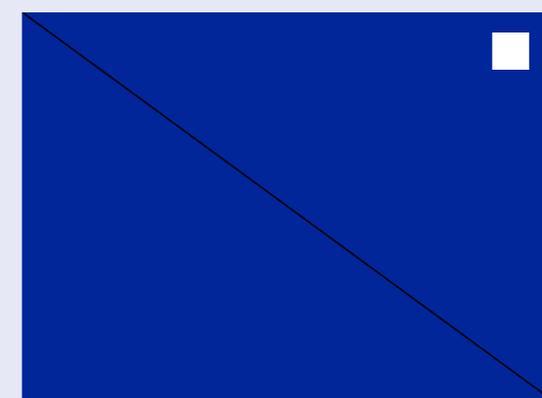
Don't over use black



Don't graduate colours



Don't mix the section colours



Don't forget the importance of white space

Logo

Colour

Typography

Overview

Font families

Don'ts

Hero graphic

Photography

Iconography

Infographics

Typography

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

Logo

Colour

Typography

Overview

Font families

Don'ts

Hero graphic

Photography

Iconography

Infographics

Typography

Font Families

Museo Sans Rounded 100

Museo Sans Rounded 500

Museo Sans Rounded 700

Museo Sans Rounded 900

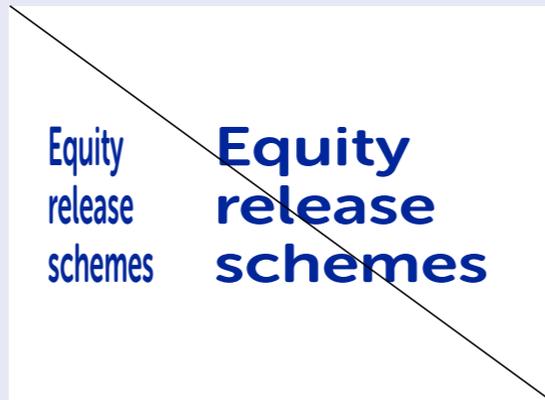
Museo Sans Rounded

This is our primary typeface

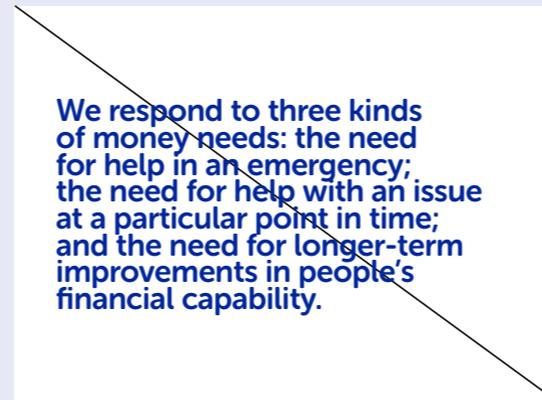
Calibri
Light

Calibri
Regular

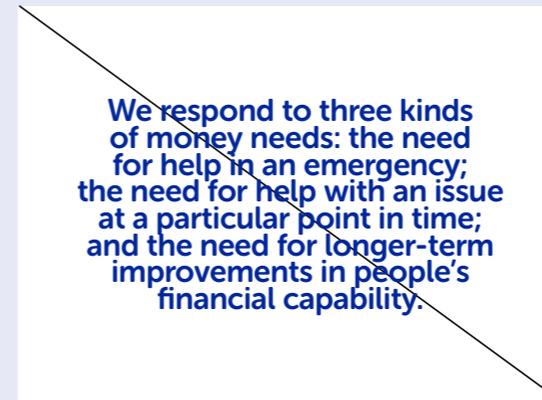
**Calibri
Bold**



Don't stretch or skew type



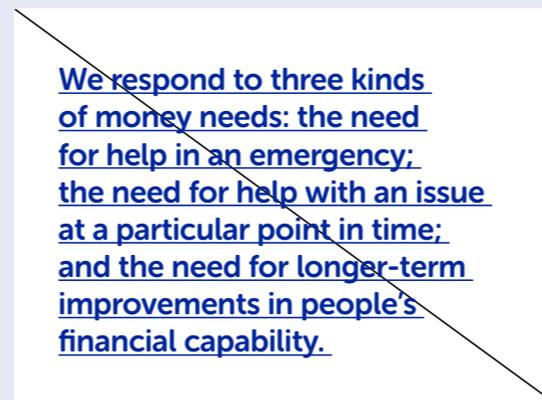
Don't use tight leading



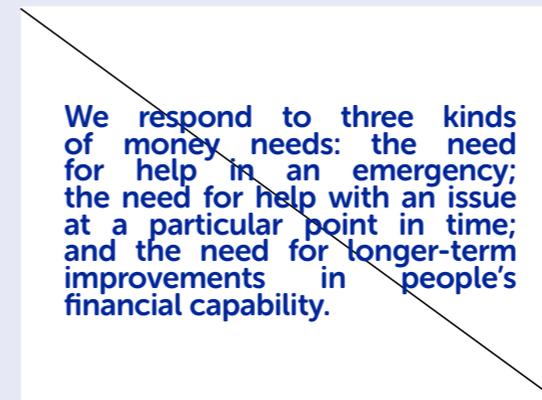
Don't centre type



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.

Logo

Colour

Typography

Hero graphic

Hero assets

Using the Hero graphic

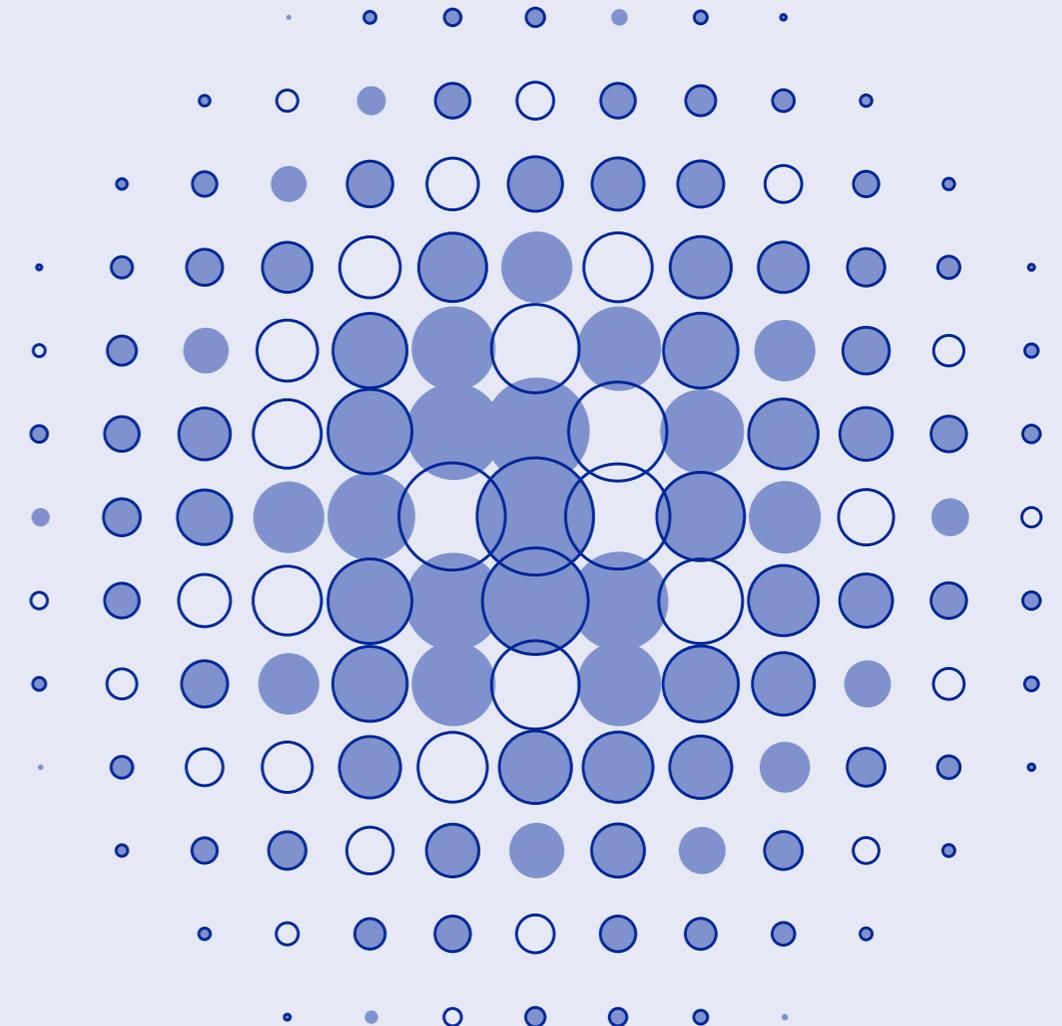
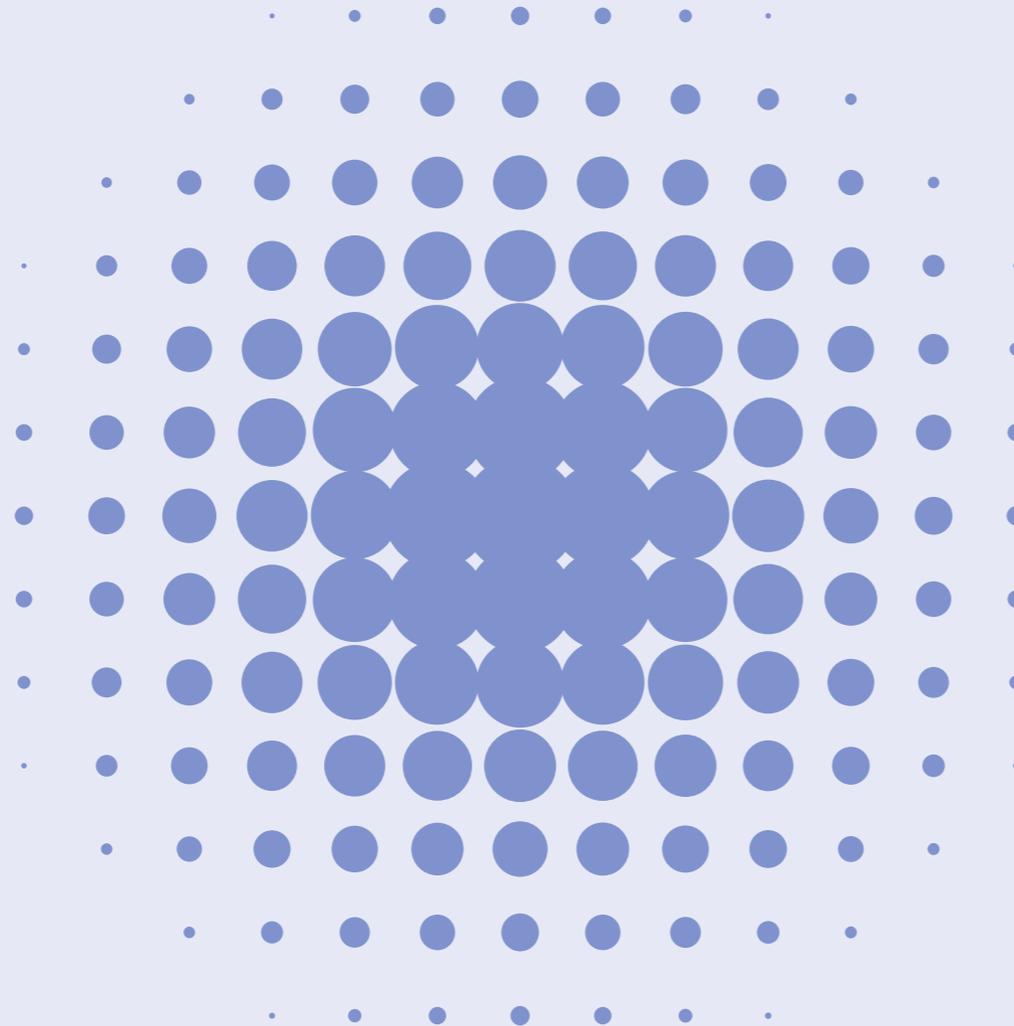
Don'ts

Photography

Iconography

Infographics

Hero graphic

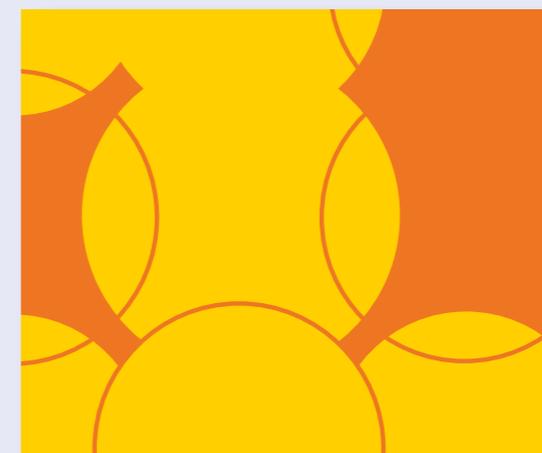
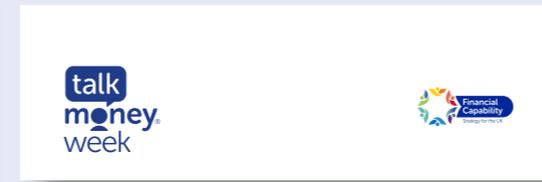
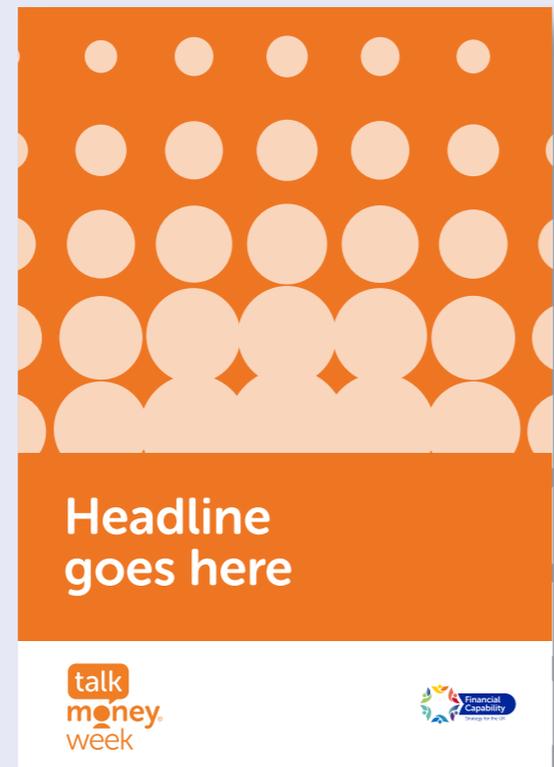


Hero graphic

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

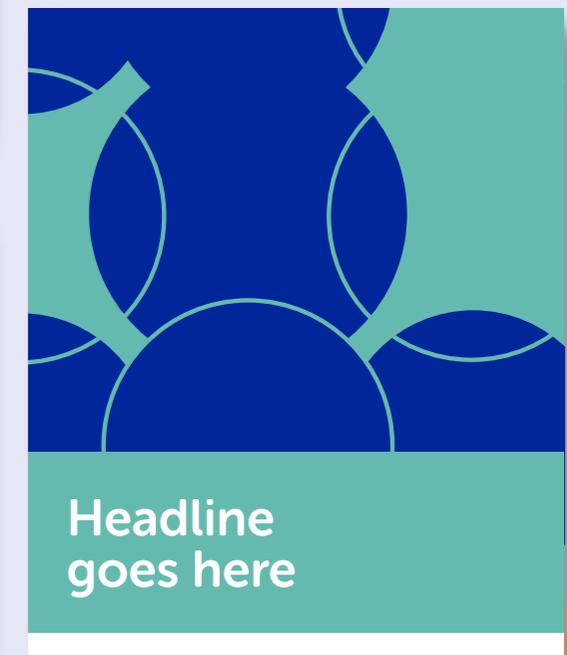
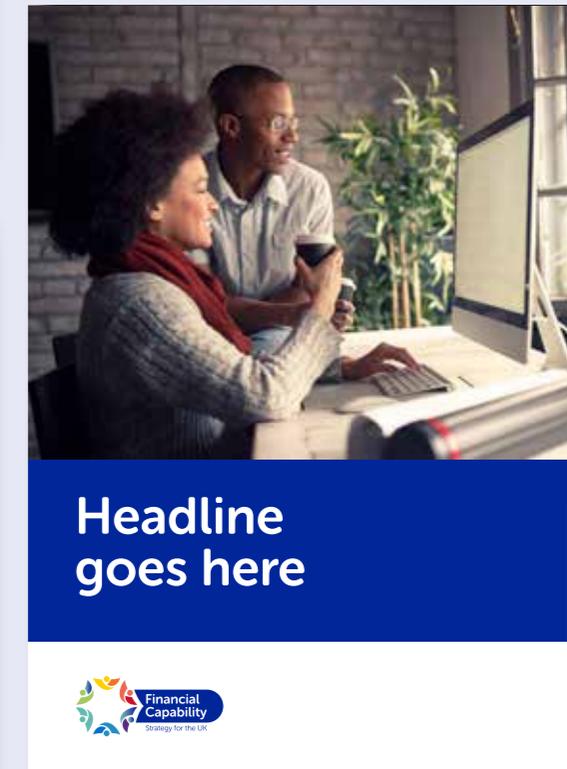
Collective impact

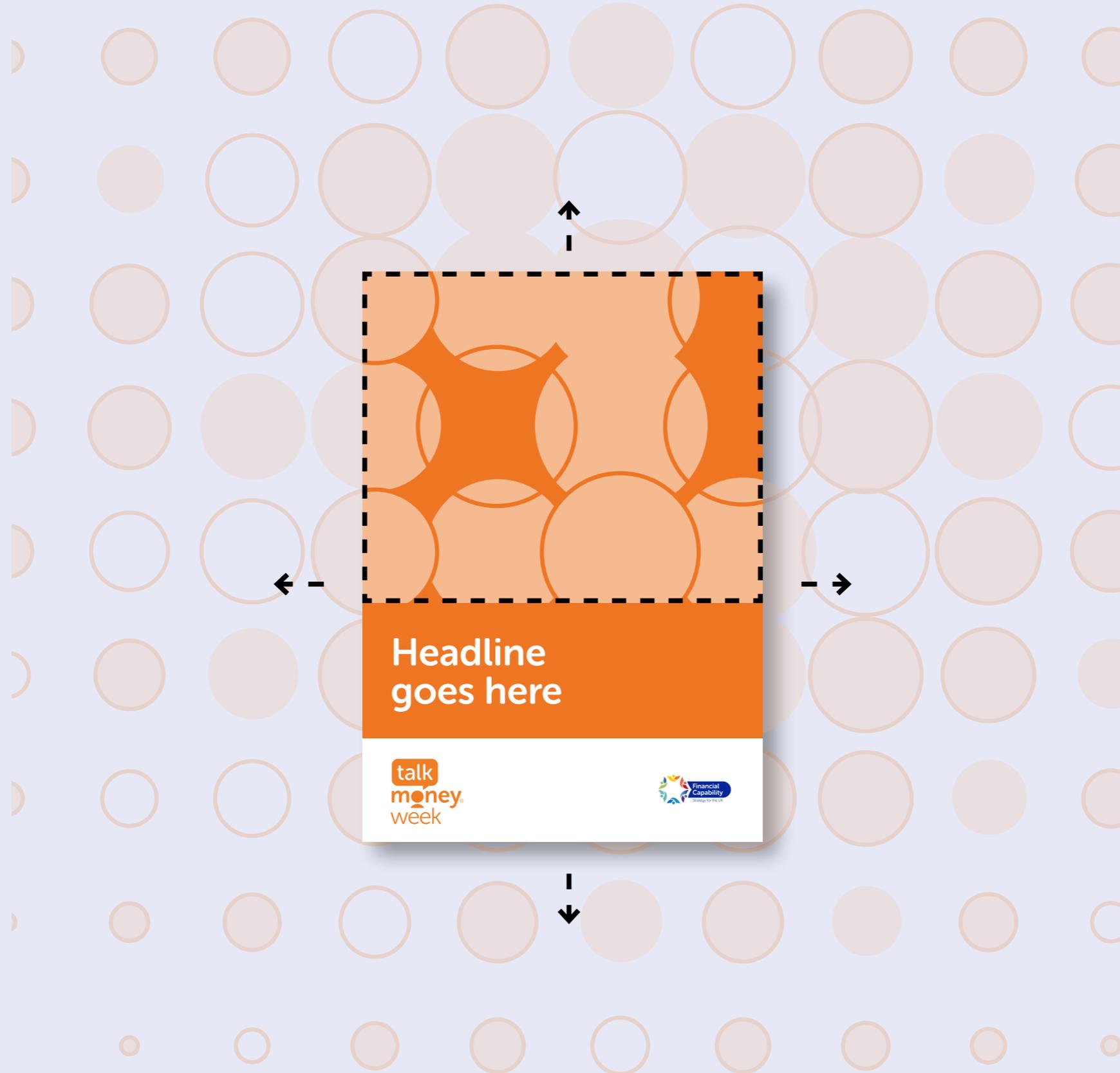
This is the over-arching idea behind Financial Capability Strategy. Every individual act and organisation is important, but it's only when they act together that they really make transformations on a larger scale.



Variety

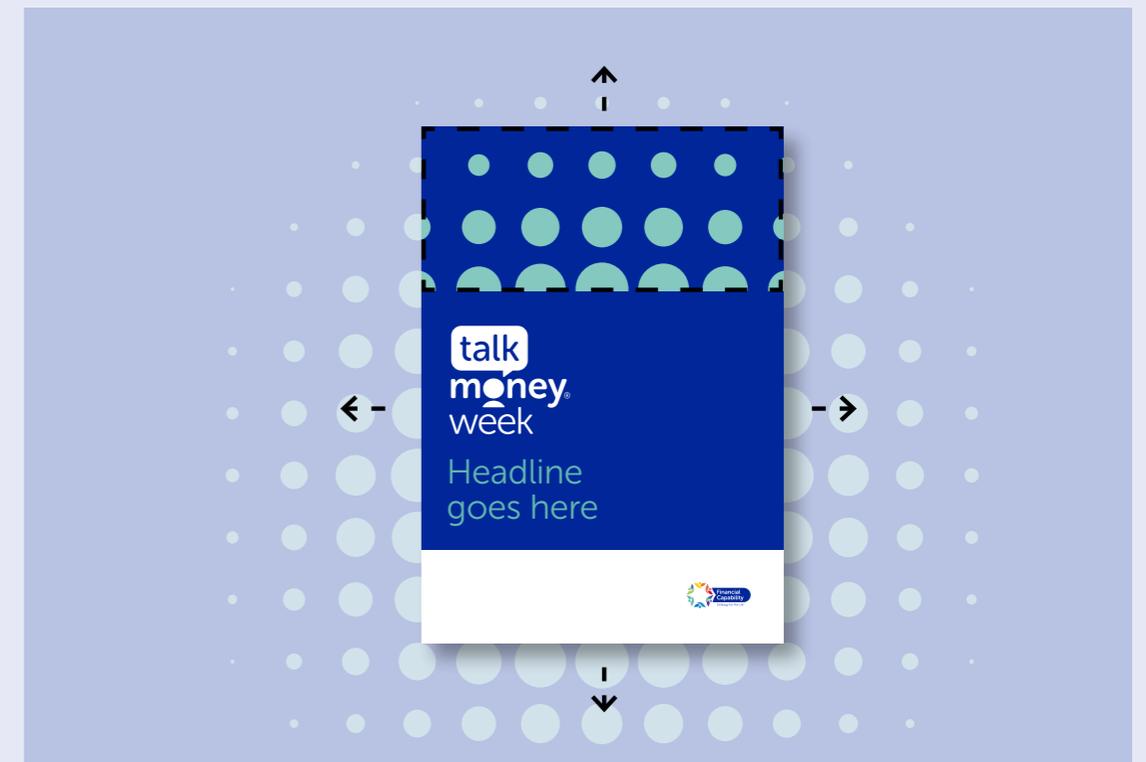
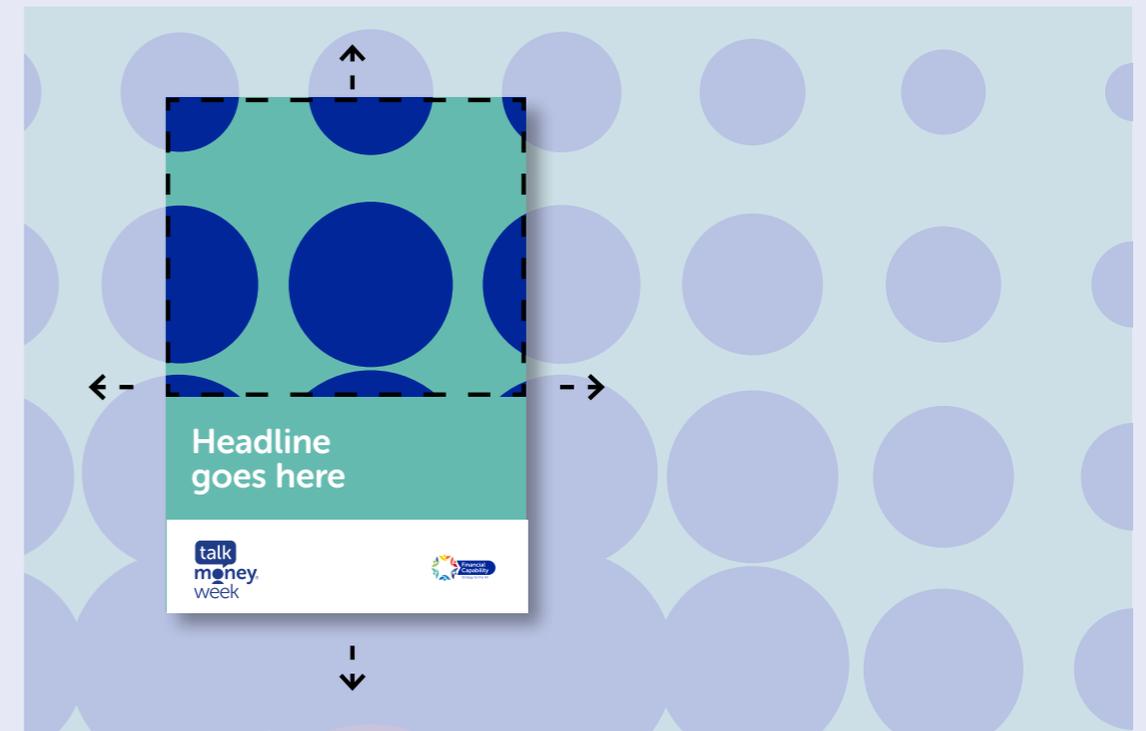
The Hero graphic can be used in a range of ways to provide variety amongst our communications whilst also maintaining consistency.

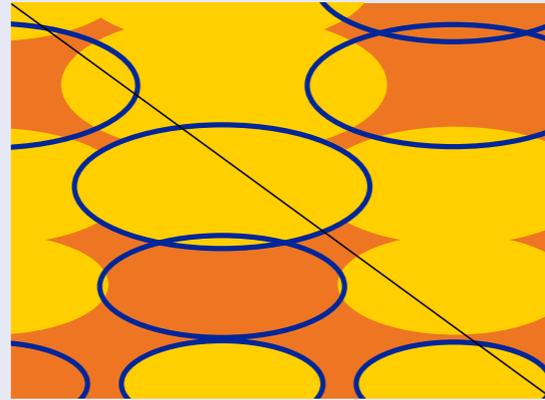




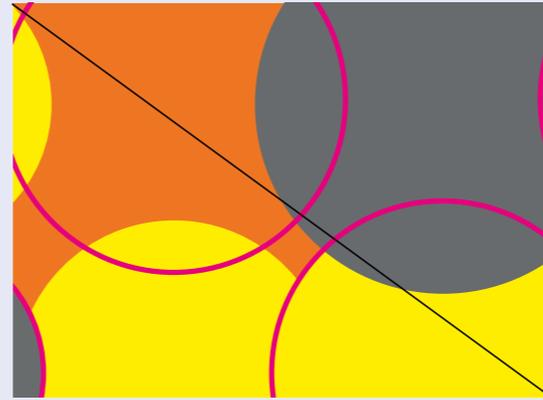
Scale

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

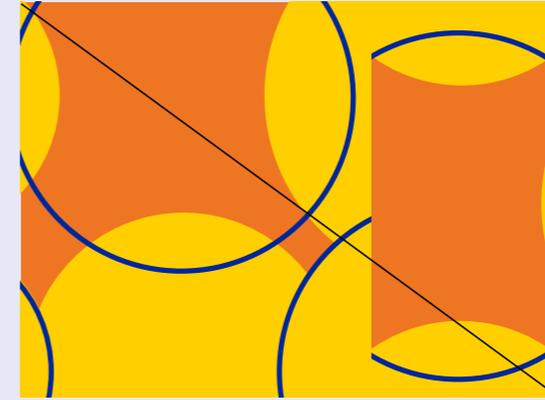




Don't stretch it



Don't change it's colours



Don't create new hero graphics

Logo

Colour

Typography

Hero graphic

Photography

Overview

B2B

B2E

B2C

Iconography

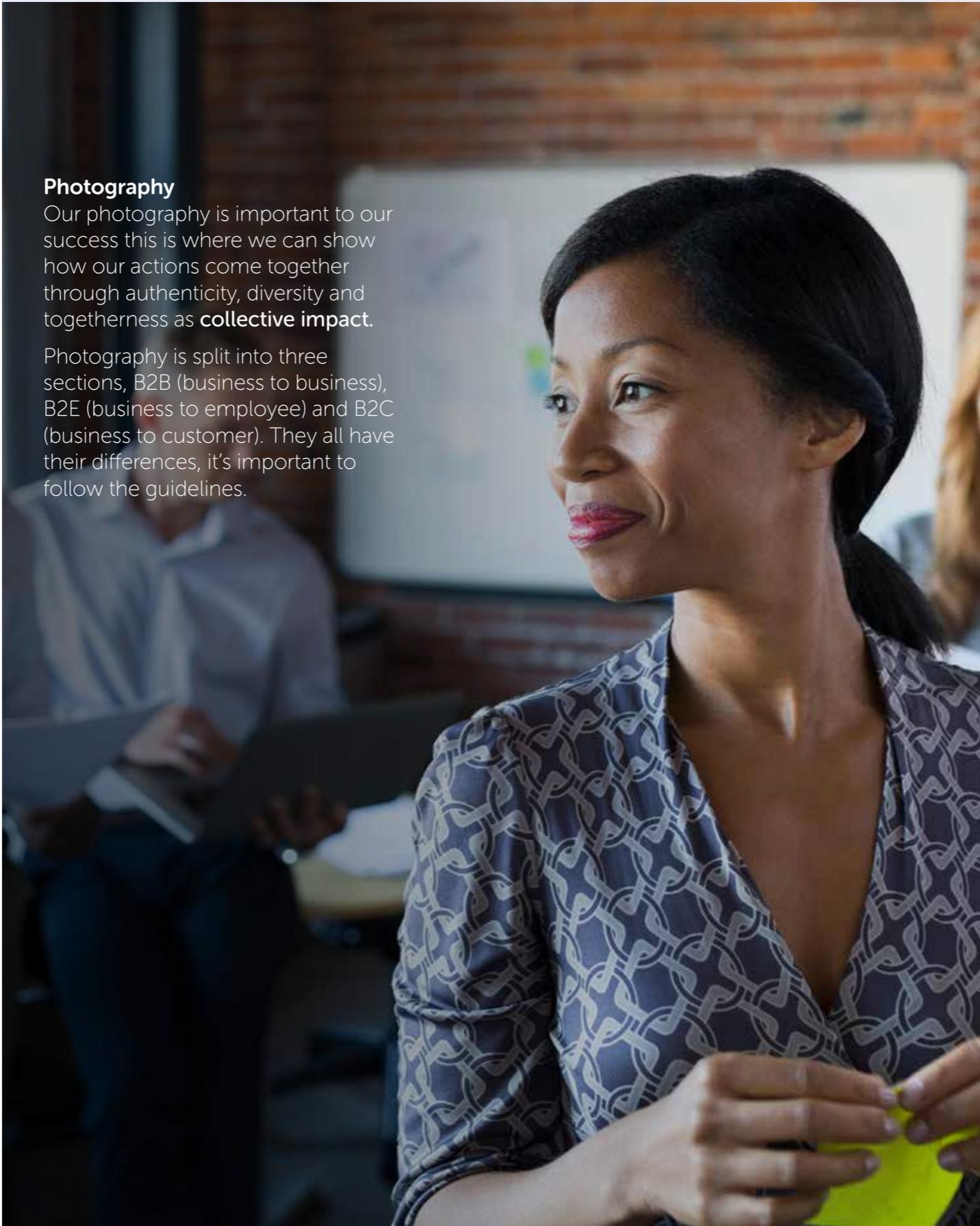
Infographics

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.





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.





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.



Logo

Colour

Typography

Hero graphic

Photography

Iconography

Overview

Existing icons

Icon principles

Infographics

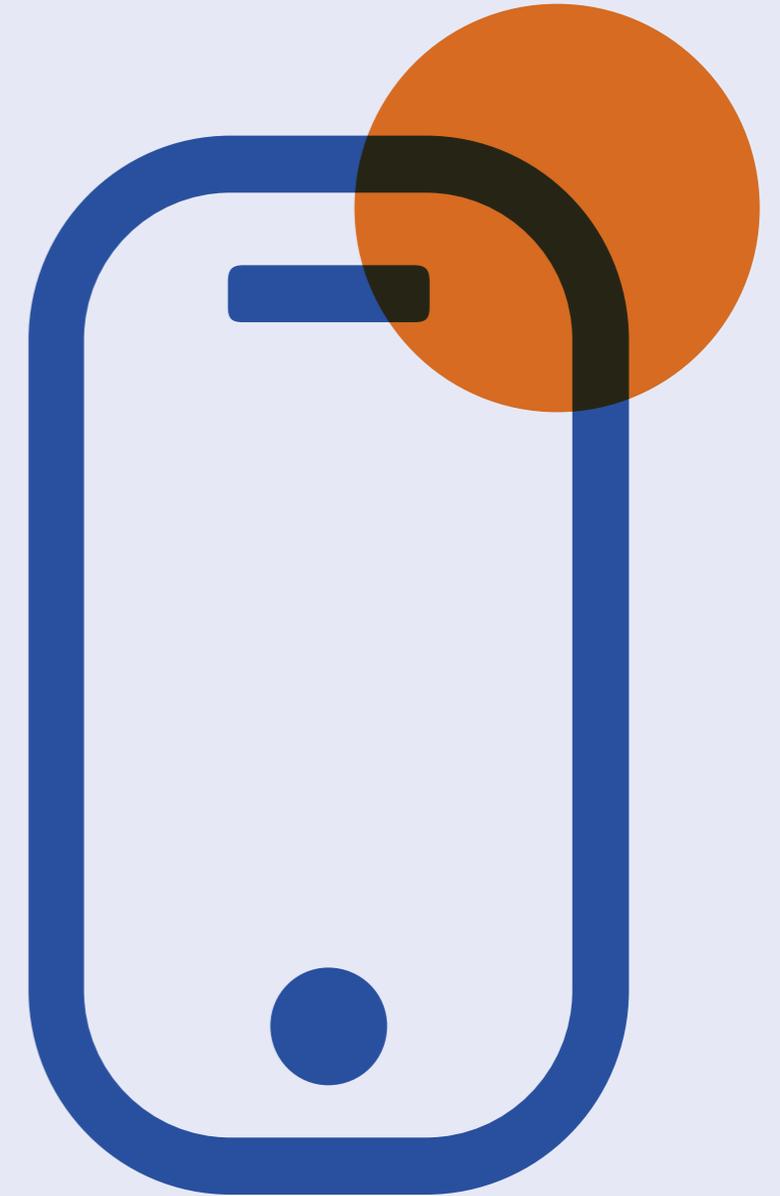
Iconography

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

Even 90 degree corners are rounded.

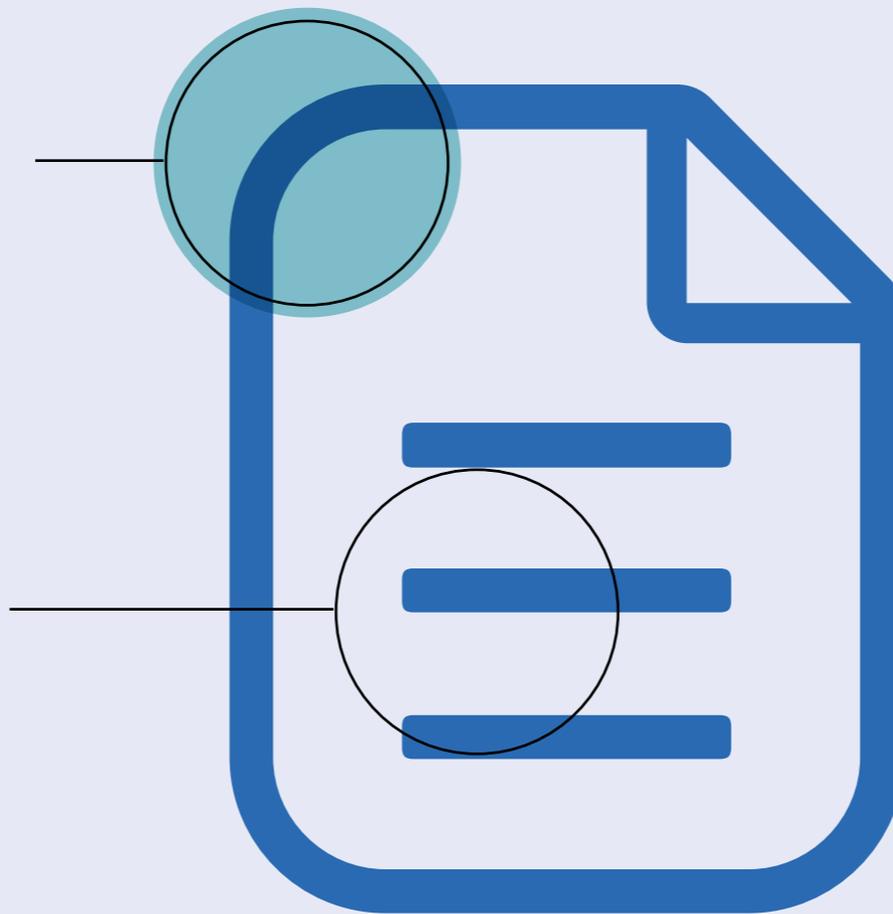


Figure 1

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

Logo

Colour

Typography

Hero graphic

Photography

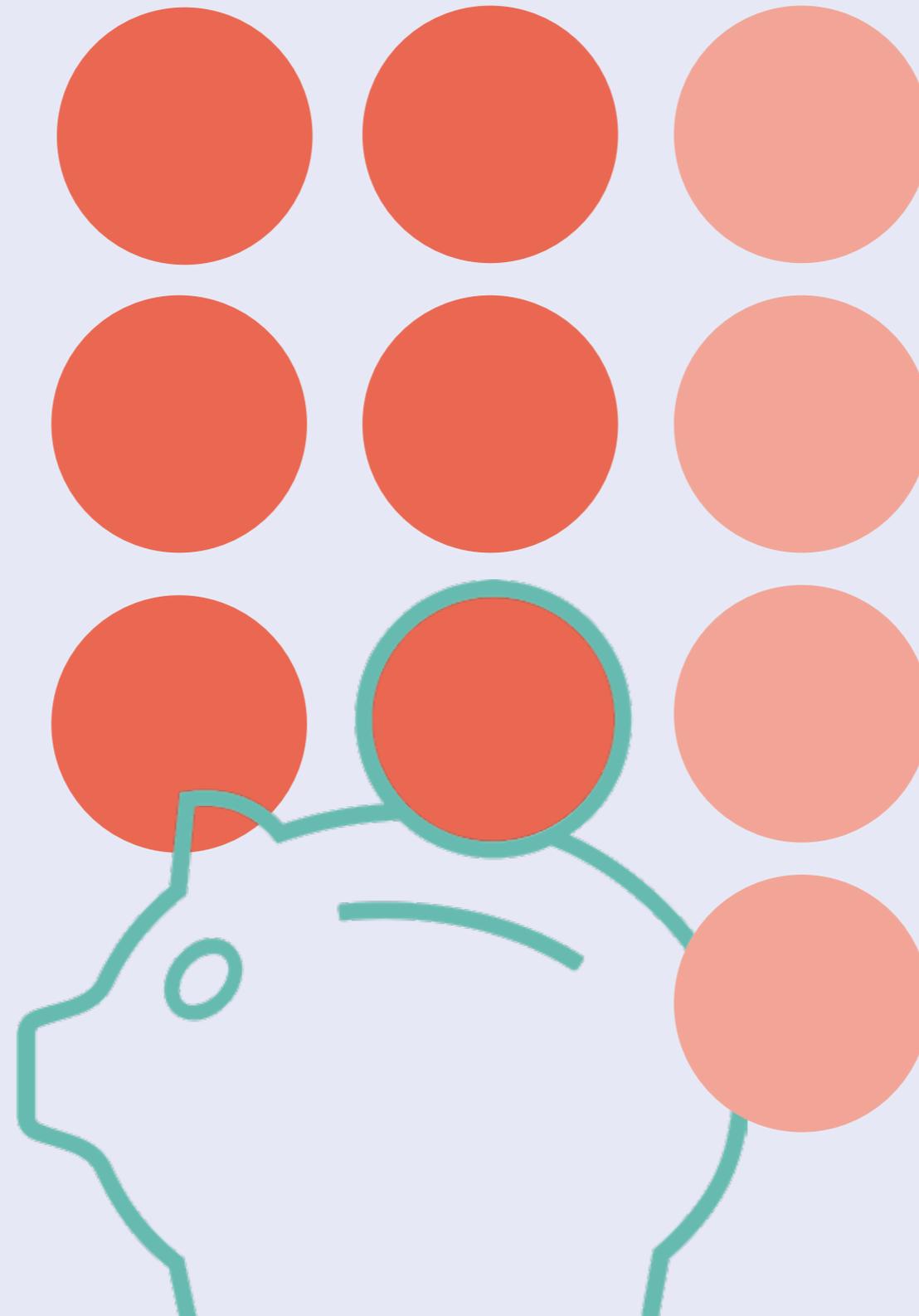
Iconography

Infographics

Overview

Examples

Infographics



6/10

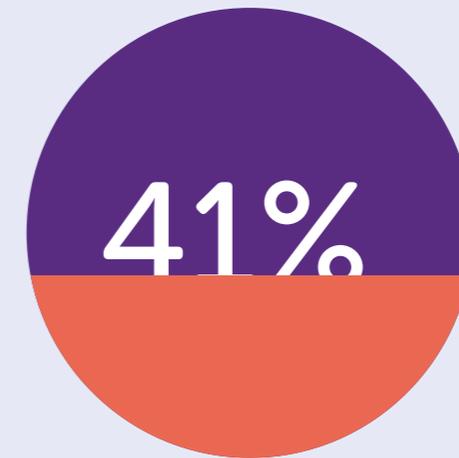
◀ people have a savings buffer of £500

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.



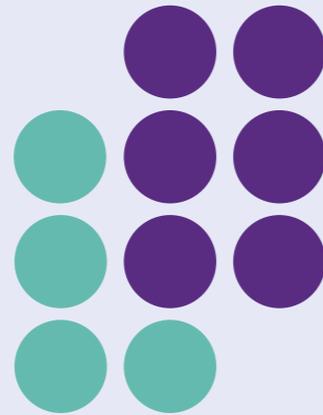
23%
 of people either
 revolve around a credit
 card or use high cost
 short term credit



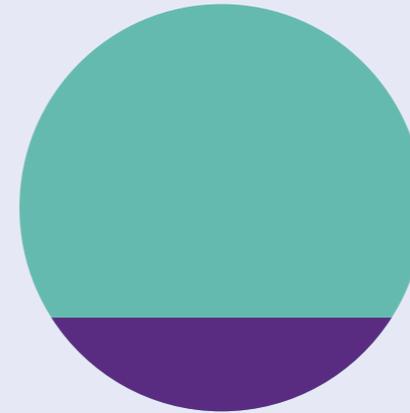
of adults do not
 know their current
 account balance
 within £50

Infographics

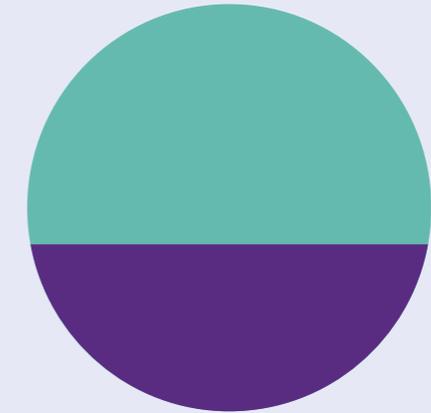
Information can be easily translated into the Financial Capability world. Data is plain facts which can be used to measure and highlight what needs to be done or what has been achieved. Showing this in simple shapes and type will represent the data in a digestible way that is comfortable in our brand.



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



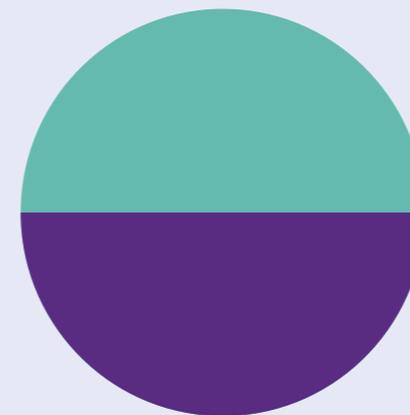
▲
23%
of people either revolve a
credit card or use high cost
short term credit



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



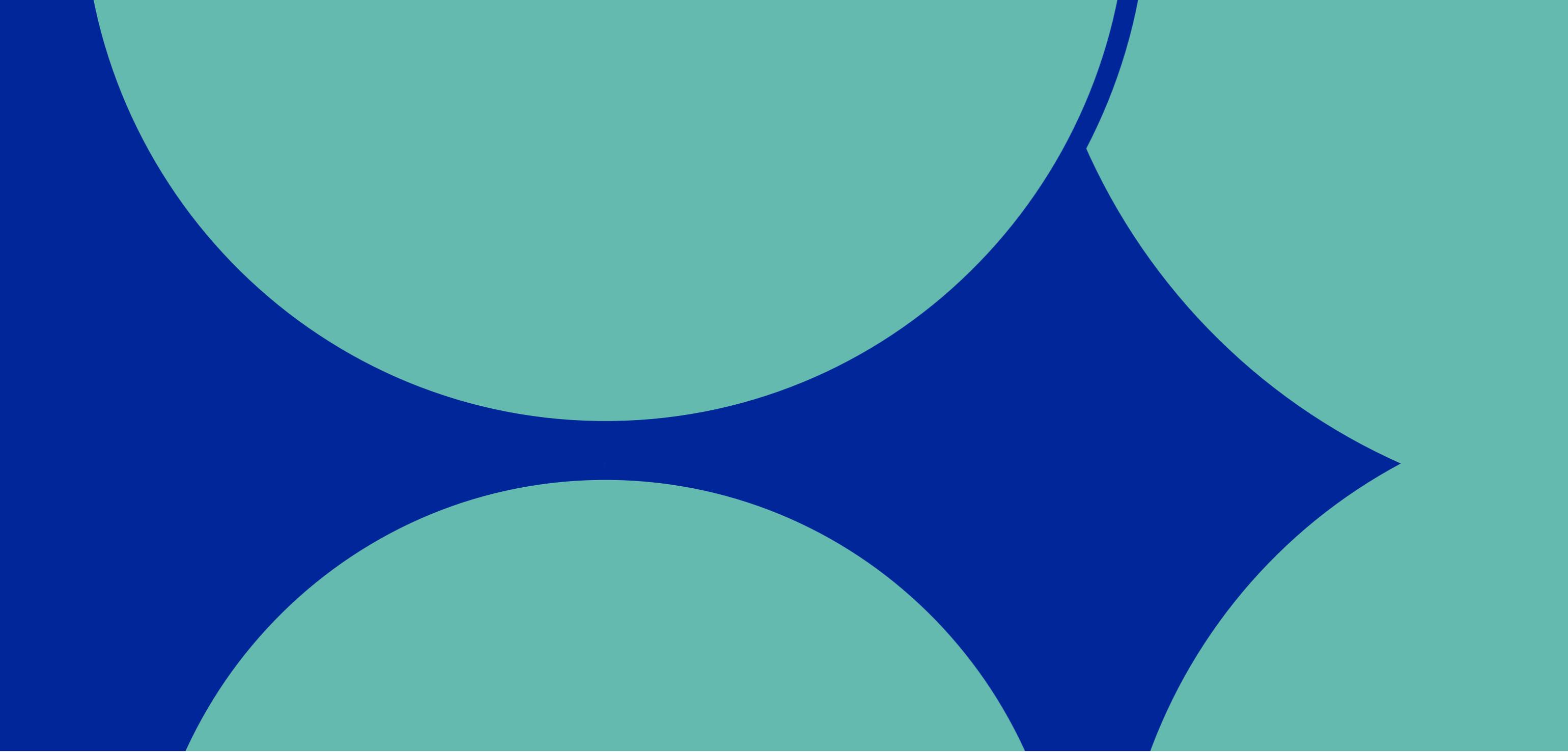
▲
22%
of people could not read the
balance on a bank statement – an
increase from 9% in 2005



▲
50%
of people with families have
life cover



▲
people are not saving enough
for their retirement



talk
money®
week