

Finance for Biodiversity Foundation



Logo Usage Guidelines

Brand consistency is essential for maintaining a strong and recognisable presence. These guidelines are designed to ensure that the Finance for Biodiversity Foundation logo is used correctly, in line with our brand's visual identity.

version
1.0

Logo

The basics

Our logo is a key identifier of our brand. It represents our mission and reflects the enormous potential for the financial sector to contribute to nature-positive outcomes, provided we work together and collaborate.

Icon and wordmark

The logo consists of an icon and a wordmark. Under no circumstances should these elements be separated or positioned differently in relation to one another, except in the case of the favicon, which is only to be used when the design space is very limited, eg. in tabs, shortcuts, toolbars or app icons.

Starting point

The default approach is to always use the full-colour version of the logo. Only if this is not feasible within the design, should the alternatives provided on the right be considered.



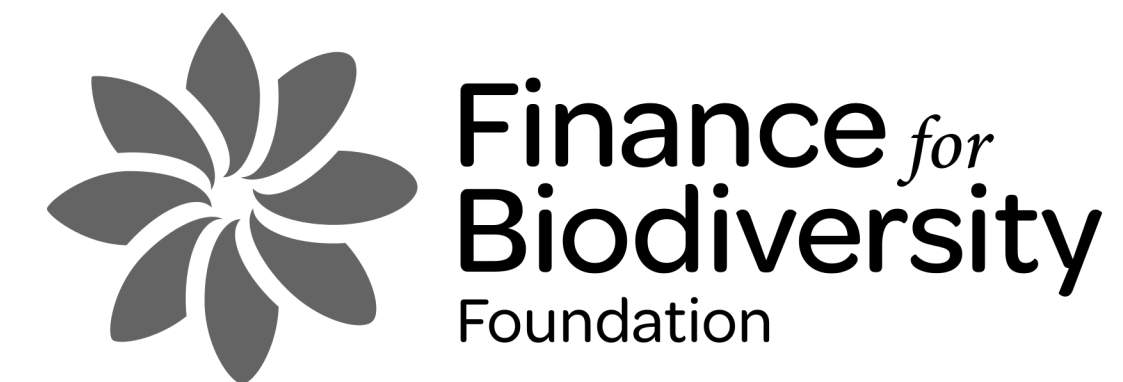
Full-colour



Diapositive



Monotone



Grayscale



Favicon

Logo

Logo usage

To prevent the logo from being misused or edited, please follow these guidelines.

Always ensure the visibility of the logo.
Does it blend into the background? If so, consider choosing a different variant.

The logo must never be stretched out of proportion, whether in height or width.

Permitted



Not permitted



Logo

Margins

When text and/or images are combined with the logo, a minimum margin must be maintained around the logo to avoid crowding. This margin should be calculated based on the height of the letter 'F' in the logo.

