

LOGO (INLINE)



Primary - light backgrounds

Primary reversed - dark backgrounds

Secondary reversed - dark backgrounds that clash with the primary reversed logo

LOGO (STACKED)



BRAND MARK



COLOURS (PRIMARY)

100%	100%	100%
80% 60% 40% 20%	80% 60% 40% 20%	80% 60% 40% 20%
RGB 255 68 0	RGB 255 187 51	RGB 219 53 97
CMYK 0 82 94 0	CMYK 0 31 84 0	CMYK 7 90 42 1
HEX FF4400	HEX FFB33	HEX DB3561

COLOURS (SECONDARY)

100%	100%
80% 60% 40% 20%	80% 60% 40% 20%
RGB 22 25 59	RGB 0 112 192
CMYK 100 95 43 53	CMYK 87 51 0 0
HEX 16193B	HEX 0070C0

PRIMARY FONT

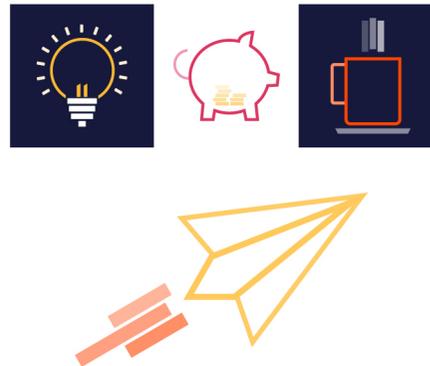
Effra (Typekit) - Light, regular, medium, bold, heavy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890?!

SECONDARY FONT

Arial - Regular, bold, black
 Use only as a substitute if Effra is unavailable
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890?!

ILLUSTRATION STYLE

- Illustrations should:**
- Reflect style, colour and personality
 - Use at least 3 parallel lines to reflect the logo
 - Be in no more than two primary colours (black or white may also be used)
 - Use an outline style
 - Be playful, original and informative



HOW TO USE OUR LOGOS

Exclusion zone

This minimum space should be maintained as the logo is enlarged or reduced in size proportionally.*

*These rules apply to all of our logos. The primary inline logo is shown here as an example.



Do not

Distort the shape



Do not

Create outlines



Do not

Rotate



Do not

Alter the wording



Do not

Change the colour of the logo



Do not

Add or swap any extra elements



Do not

Place on an image that affects readability



Do not

Create lockups other than standard



BRAND VALUES

Customer centricity

We want to continually amaze and empower customers, in order to be recognised as the most customer-centric financial services company in the world

Ownership

We demonstrate a "can do" attitude and recognise accountability

Collaboration

We understand that goals are best achieved together as a team

Excellence

We deliver the best results and take pride in everything we do

Integrity

We always do the right thing, without complacency

GET IN CONTACT

Any questions or for more information, email us at info@moloofinance.com