

moneyhub 

# Logo guide



# Logo usage

## Background colour guide

As a rule, the logo should be in either Hub White, Hub Charcoal or Hub Orange.

The logo should be used in the combinations shown on the right.

Avoid using the primary orange logo on photographs. The white variant of the logo can be used over dark areas of photographs, and the charcoal variant over lighter areas of photographs.

When using the inline logo in other colours, such as with external branding, it must be displayed in white, or where contrast is needed, charcoal.



Hub White logo over Hub Blud Orange



Hub White logo over Hub Charcoal



Hub Charcoal logo over Hub White



Hub Charcoal logo over Hub Blud Orange



Hub Blud Orange logo over Hub Charcoal



Hub Blud Orange logo over Hub White



Hub White logo over Hub Grey



Hub Charcoal logo over Hub Light Grey



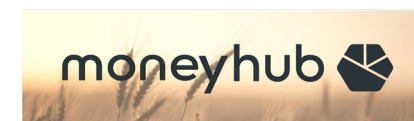
Hub White logo over dark photograph



Hub Charcoal logo over Hub Grey



Hub Blud Orange logo over Hub Light Grey



Hub Charcoal logo over light photograph



# Logo usage

## Guidance and rules

Leave an area of clear space around the logo that is equal to the cap height of the Hex. Shown on the right.

Don't let any visual elements encroach on this space. For example, always leave a distance that is equal to the height of the hex between Moneyhub logo and a client or partner logo.

The Moneyhub logo should always come first or above.

Examples on the right show how **not** to use the logo.

Spacing as shown



How not to use logo



Do **not** use the old teal logo, or lines of business logos



Do **not** distort or stretch the logo



Do **not** alter the transparency of any part of the logo, including the hex



Do **not** add a shadow to the logo



Do **not** crop the logo at all



Do **not** rotate the hex



Do **not** use the logo in any other colour than specified in this document



Do **not** recreate the logo using a different typeface



Do **not** move the position of the hex



Do **not** use the logo with a photograph where the logo is not clearly visible



# Partnership logo usage

## Partnership lockup

The partnership lockup is used for communication around approved Moneyhub partnerships and social cross-posts.

We lock up the inline logo with a partner logo, placing the Moneyhub logo either to the left or on top of the partner's.

We add clear space between the logos equal to the size of the Hex. The partner logo height should be equal to the height of the Moneyhub logo, or no greater than double if legibility is an issue. Both logos should feel of equal size.

