

FINTECH ASSOCIATION BRAND BOOK

FONT

Aa

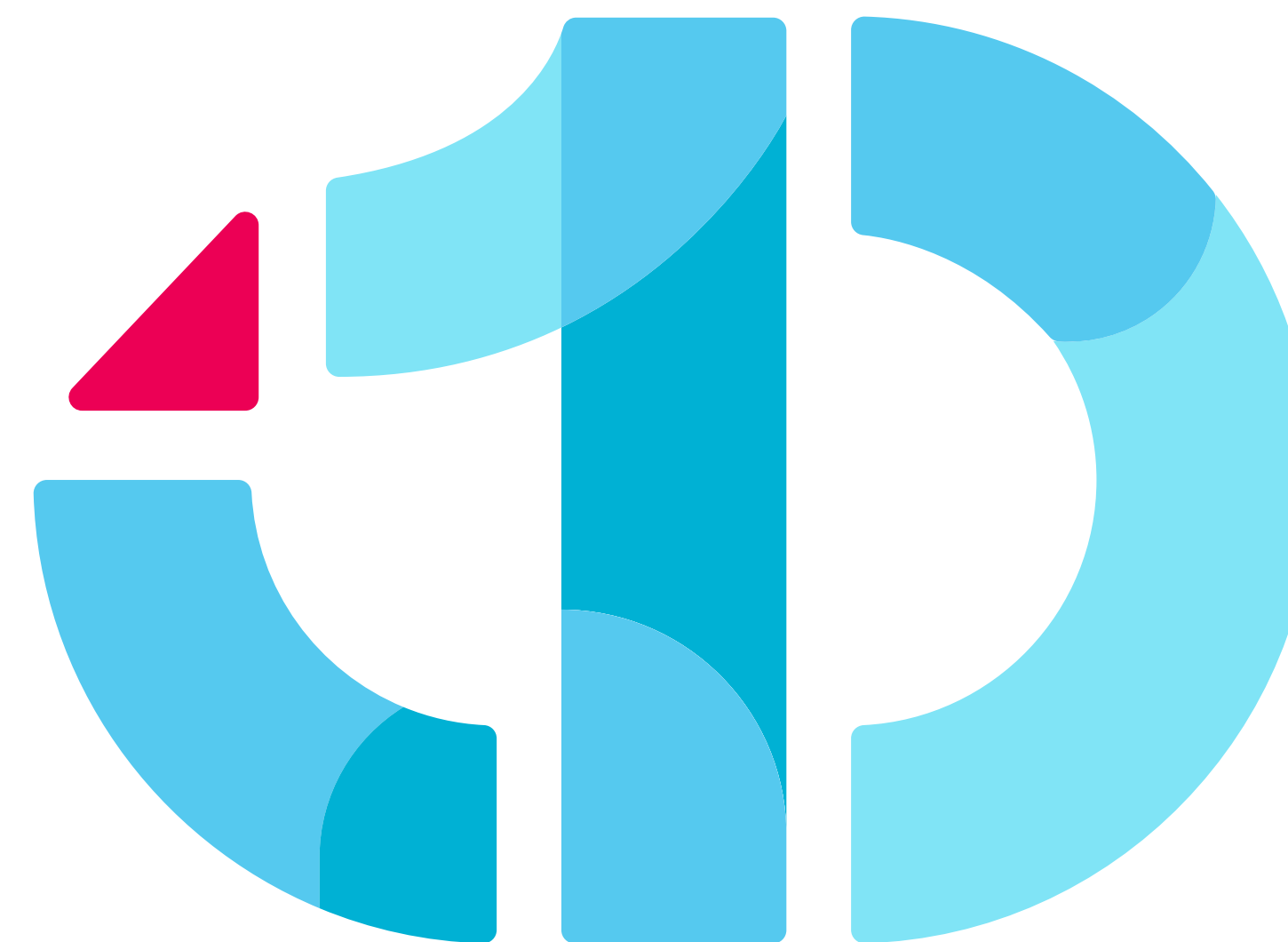
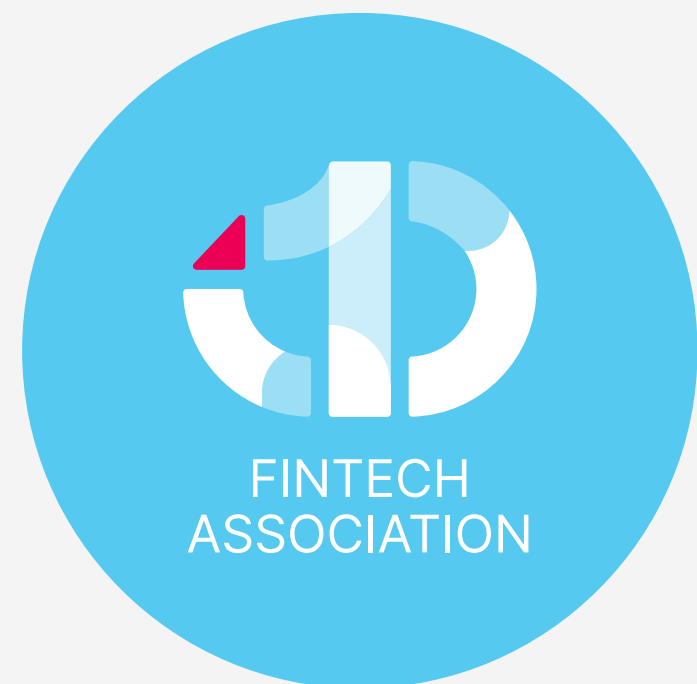
Inter Tight

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

The FinTech Association was founded in late 2016 on the initiative of the Bank of Russia and key participants in the domestic financial market. This is a unique platform for constructive dialogue between all industry representatives: banks, insurance and IT companies, telecoms, fintechs and the regulator.

Here, an expert assessment of innovative technologies is formed taking into account international experience, and concepts of financial technologies and approaches to their implementation are developed.

LOGO



FINTECH
ASSOCIATION



FINTECH
ASSOCIATION

COLORS

C74E8C

D39ABB

80E4F6

00B1D4

EC0055

55C9EF

B2B2B2

0076CE

F4F4F4

GRADIENT



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ASSOCIATION



FINTECH
ASSOCIATION



FINTECH
ASSOCIATION

COLORS
ADDITIONAL
PALETTE

E0EFFE

E5F2FA

99AAB7

BFC5C9

FEFEFF

11111

011829

LOGO

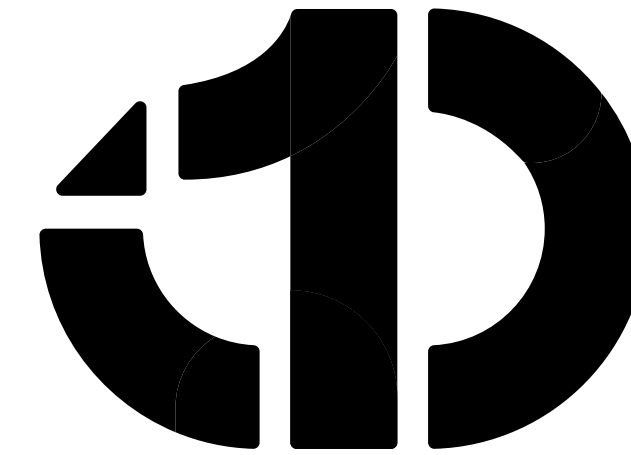
UNACCEPTABLE
FORMS OF USE



FINTECH
ASSOCIATION

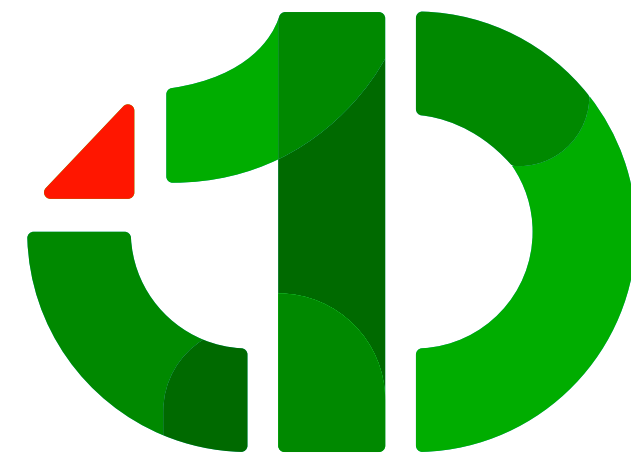


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FULL FILL WITHOUT LOGO DETAILING



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USE OF COLORS THAT ARE NOT PART OF THE CORPORATE STYLE



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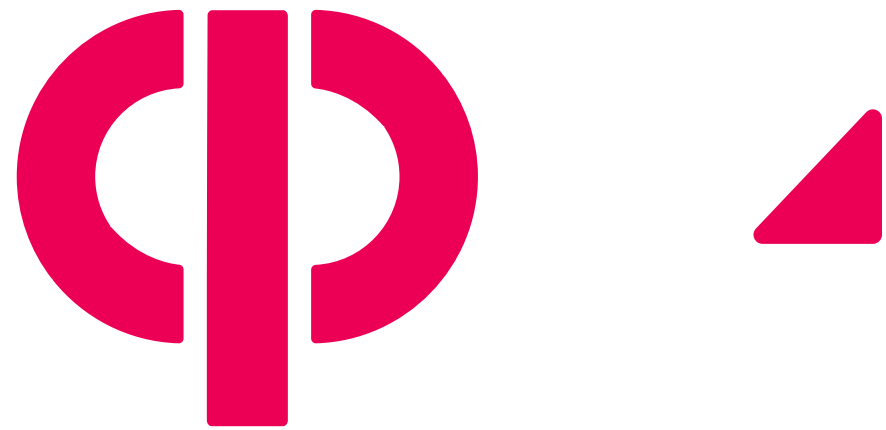
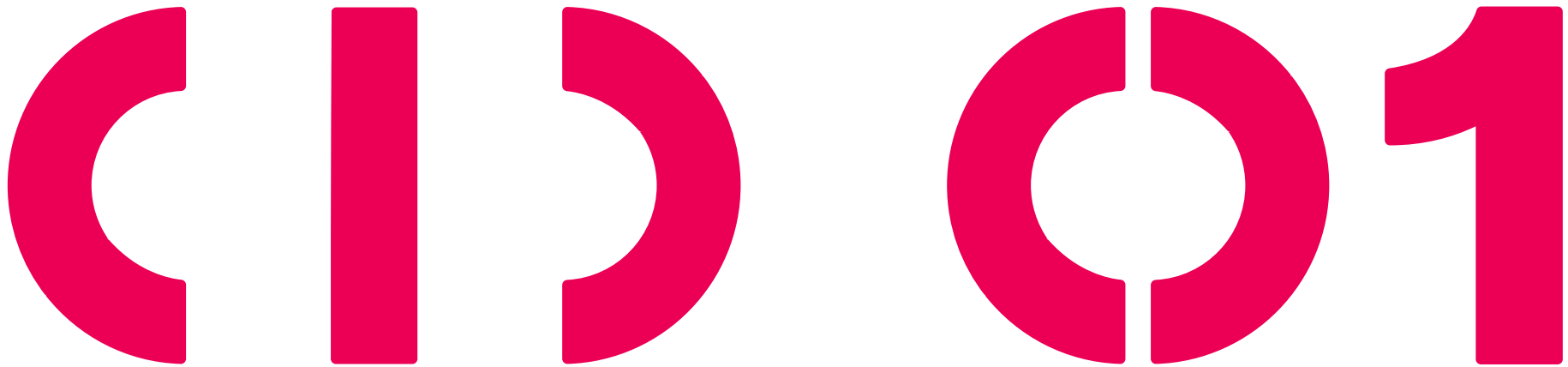
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DISTORTION OF SHAPE

COVER
DESIGN



GRAPHIC
ELEMENTS





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Moscow 2024