

SINGAPORE FINTECH FESTIVAL



BRAND
GUIDELINES
2020

SINGAPORE
FINTECH
FESTIVAL

SINGAPORE
FINTECH
FESTIVAL

4C Logo

SINGAPORE
FINTECH
FESTIVAL

100% Black / 4C Black Logo



Logo on black background



Logo on Yellow background

7
11
DEC
2020 | **SINGAPORE**
FINTECH
FESTIVAL

LOGO WITH EVENT DATE



4C Logo



100% Black 4C Black Logo



Logo on black background



Logo on Yellow background

LOGO WITH EVENT DATE : MEASUREMENTS





Yellow

CMYK | 0C 33M 100Y 0K
RGB | 252R 178G 21B
HEX | #FCB215
Pantone | Pantone 1235C



Black

CMYK | 0C 0M 0Y 100K
RGB | 35R 31G 32B
HEX | #231F20



Light Yellow

CMYK | 0C 21.5M 65Y 0K
RGB | 255R 203G 113B
HEX | #FFCB71
Pantone | Pantone 1355C



Dark Yellow

CMYK | 28C 48M 100Y 18K
RGB | 161R 118G 39B
HEX | #A17627
Pantone | Pantone 7558C

MOAM91 (REGULAR)

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG!

A B C D E F G H I J K L M O P Q R S T U V W X Y Z @ # ! %

This font type comes in regular and uppercase only. The example usage of MOAM91 is for logo copy and titles.

Open Sans

the quick brown fox jumped over the lazy dog!

A B C D E F G H I J K L M O P Q R S T U V W X Y Z @ # ! %

a b c d e f g h i j k l m o p q r s t u v w x y z @ # ! %

This font type comes in light/light italic/regular/semibold/semibold italic/bold/bold italic/extrabold/extrabold italic.
The example usage of Open Sans is for headlines (bold) and content copy(regular).