



HIBISCUS
FINANCE COMPANY

Brand Guidelines

For partners, vendors and service providers. How to present the Hibiscus Finance Company identity correctly on any platform, product or material you build or produce for us.

The Hibiscus Symbol

Our symbol is a hibiscus in full bloom, drawn to carry the meaning of the business.



Five petals

One for each creative sector we finance: film, music, fashion, gaming and publishing.

The gold stamen

Capital. It rises from the centre of the flower, the finance that helps creative work grow and reach the market.

The deep centre

Trust and governance. Everything we do grows from a sound, regulated core.

The notched petal edge

The true hibiscus form, and a reminder that every creative business has its own shape.

Primary Logo

The primary logo pairs the hibiscus symbol with our wordmark. It should be used in almost all instances, in one of two colour modes.



Light mode

Hibiscus Wine #6B1E3C petals and HIBISCUS; Heritage Gold #C9A24B stamen and FINANCE COMPANY. Use on white, blush and cream.



Dark mode

Cream petals #F1E6CF, cream wordmark and gold detail. Use on Deep Wine #3E1022 or any dark brand surface. Always keep strong contrast.

Logo Variations

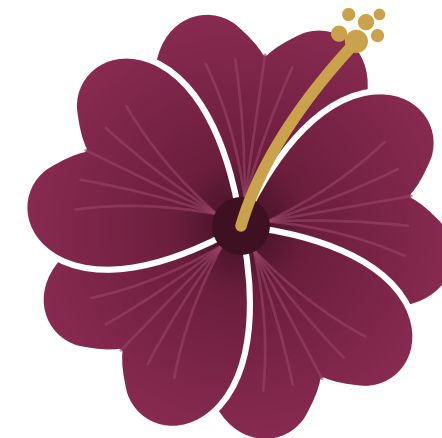
Choose the version that best fits the space. Never create new arrangements.



Horizontal: documents, decks and web headers



Stacked: square formats, social media, signage



Symbol: app icons, favicons, stamps, patterns



Single colour black: fax, forms, one colour print



Single colour white: on wine or photography



Gold foil: premium print and embossing

Colour Palette

Wine leads, gold accents and cream gives the brand room to breathe. Use gold sparingly, as a highlight.

Hibiscus Wine HEX #6B1E3C RGB 107 30 60 CMYK 0 72 44 58	Deep Wine HEX #3E1022 RGB 62 16 34 CMYK 0 74 45 76	Heritage Gold HEX #C9A24B RGB 201 162 75 CMYK 0 19 63 21	Cream HEX #F1E6CF RGB 241 230 207 CMYK 0 5 14 5	Blush HEX #F8F3F4 RGB 248 243 244 CMYK 0 2 2 3	Ink HEX #241119 RGB 36 17 25 CMYK 0 53 31 86
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Suggested balance: 60% white, blush or cream; 30% wine; 10% gold.

Typography

Two typefaces, both already installed on every Office computer, keep our documents consistent without special software.

HEADINGS

Cambria

Aa Bb Cc Dd Ee Ff Gg

0123456789 ₪

Bold for titles and figures. Use for headlines, cover pages and key numbers.

BODY

Calibri

Aa Bb Cc Dd Ee Ff Gg

0123456789 ₪

Regular for body copy, tables and emails. Bold for labels. Avoid italics in formal documents.

Digital Platforms

Colour roles for websites, apps, portals and loan platforms built for us, including white label products.



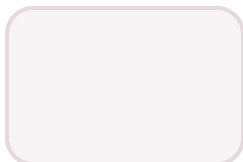
Primary action #6B1E3C
Buttons, links, active states and key figures.



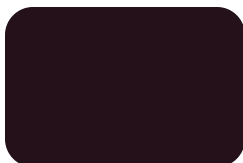
Header and footer #3E1022
Navigation bars, footers and dark panels. Use the reverse logo here.



Accent #C9A24B
Badges, highlights and progress markers only. Never for body text on white.



Page background #F8F3F4
Default background for pages and forms.



Text #241119
All body text and form labels. Secondary text uses #675C61.

Fonts on the web: Cambria for headings, Calibri for text. Where not available, use Georgia and Arial as fallbacks. Rounded corners 12 px.

 **HIBISCUS**
FINANCE COMPANY

Apply for CreativeVault

Working capital for film, music, fashion, gaming and publishing.

Continue Save for later

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Clear Space and Minimum Size

Give the logo room so it always reads clearly and with confidence.



Clear space

Keep a margin on every side equal to half the height of the hibiscus symbol. No text, image or edge may enter it.

Minimum size

Horizontal logo: 30 mm wide in print, 140 px on screen.

Symbol alone: 8 mm in print, 24 px on screen.

Below these sizes, use the symbol only.

Approved Backgrounds

Keep contrast high enough to meet WCAG AA accessibility guidance. Never place the logo on busy images or low contrast grey.



Incorrect Logo Usage

To protect recognition, never alter, stretch, recolour or decorate the logo.



Do not stretch or compress



Do not rotate



Do not change the colours



Do not add shadows or glows



Do not rearrange the elements



Do not use busy backgrounds

Co Branding

When Hibiscus Finance Company appears beside a partner, both brands should feel equal and calm.



Partner logo

Optical balance

Scale the partner logo to match the visual weight of our logo, not its pixel height.

Separator

Use a 2 px vertical line in neutral grey #B9AEB2, with clear space on both sides equal to half the symbol height.

Order

Hibiscus Finance Company leads on our own materials; follow the partner's guide on theirs.



Thank you.

For logo files, approvals or brand questions:

Website www.hibiscusfcl.com

Email enquiries@hibiscusfcl.com

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