



Guernsey Financial
Services Commission

Natural Capital Fund

Brand guidelines

EST. 2022



Natural Capital Fund

This document contains the set brand guidelines for the Natural Capital Fund.

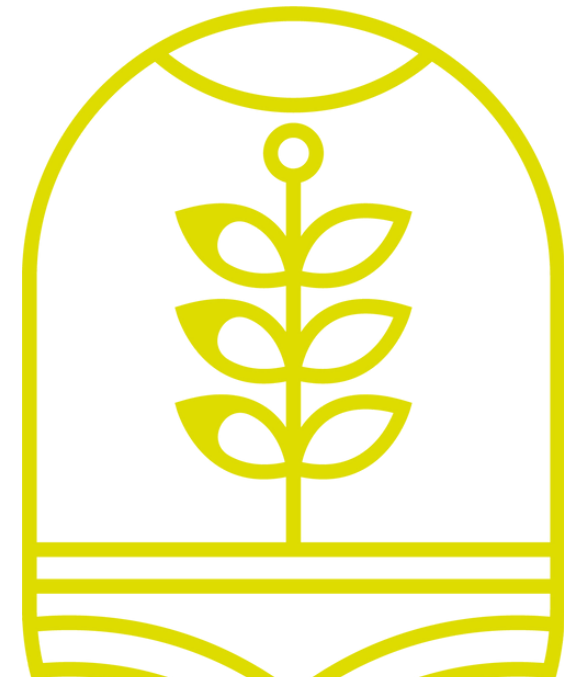
Included are rules and examples of applications that will help you understand the brand's visual guidelines as well as its identity.

The purpose of this document is to ensure correct use and application of the Natural Capital Fund branding across all uses.

Guidelines created in 2022.



**Natural
Capital Fund**
Guernsey Sustainable Funds



01



Natural Capital Fund

Guernsey Sustainable Funds

Logo & Icon

The Natural Capital Fund designation and the right to use the associated logo and icon is issued by the Guernsey Financial Services Commission. They certify compliance with the Natural Capital Fund Rules. It is a sister designation and logo to the Guernsey Green Fund and forms part of the suite of Guernsey Sustainable Funds.

The logo brings together elements of land, sea and light in a minimalistic modern illustrative style. It can be recognised as a standalone icon or a full typographic–icon pairing.

The primary logo is placed above. Alternate logos have also been created for use on dark backgrounds.

A custom gradient has been used to create a bold but corporate and professional visual aesthetic, ready for multiple applications.

01

Primary Logo



**Natural
Capital Fund**

Guernsey Sustainable Funds

01

Secondary Logo



01

Icons





Clearspace

The Natural Capital Fund's icon should always be surrounded by at least 10mm of clear space for proper visual distribution during application.

Typography

Here are the fonts and weights to use for the Natural Capital Fund's various collaterals. Text should be used in left alignment.

Poppins is a sleek, modern sans serif that lends itself to print and digital application. Poppins provides a stylish corporate identity that will stand the test of time.

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890- =!@#%^&*() _ +

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890- =!@#%^&*() _ +

The quick
brown fox

LINE HEIGHT: 1.3



LETTER SPACING: 0

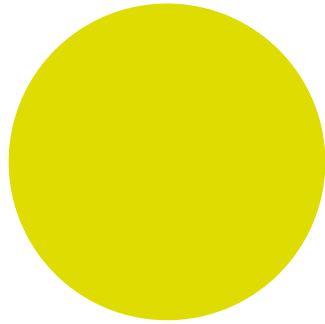


Spacing

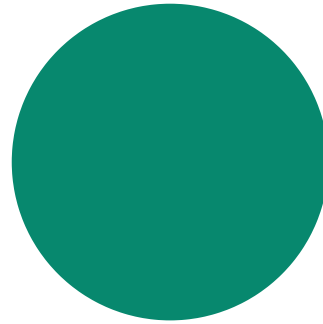
When using the font for the Natural Capital Fund, please always follow these guidelines for body text to maintain consistency.

Colour Palette

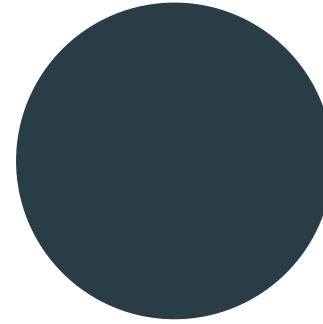
Here are the colours and their codes to use with the Natural Capital Fund brand collaterals.



LEAFY SUNSHINE
#DEDC00



OCEAN TEAL
#07886E



CORPORATE NAVY
#283D46

Logo Placement

The Natural Capital Fund logo should be placed on different colours as follows. This is to maintain consistency and legibility across all applications of the branding. Examples of the below are on the following page.

On a **white background**, the Gradient Logo should be used wherever possible. The full Corporate Navy Logo may also be used if better suited.

On a **Corporate Navy background**, the Leafy Sunshine logo should be used wherever possible. The full White Logo may also be used if better suited.

On an **Ocean Teal background**, the Leafy Sunshine logo should be used wherever possible. The full White Logo may also be used if better suited.

The Ocean Teal shade's primary function is as an accent, and should be used for headers or sub-headers on text as used in this document.

Black Background: White Logo

Note: Black Background should only be for print purposes if the print settings are greyscale. Dark Blue background should be the standard for all block colour applications.

Logo Placement Examples





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