



# Brand Guidelines

May 2025

# Logo, Symbol, Wordmark

## Logo, Symbol, Wordmark

# The Logo

### 1. The Circles Logo

The Circles logo consists of two elements: the symbol and the wordmark. It's an instantly recognisable brand element and should be represented consistently throughout our product and marketing efforts. The logo should always try to exist with the symbol and wordmark together. In no way should the logo be modified, distorted, or redrawn.

#### 1 THE CIRCLES LOGO



SYMBOL

THE WORDMARK

### 2. The Small Circles Logo

For smaller sizes, we have optimised the kerning to increase legibility. This would be used for placement below 80px × 15px (60pt × 11.25pt). The Small Circles logo can be found in the logopack.

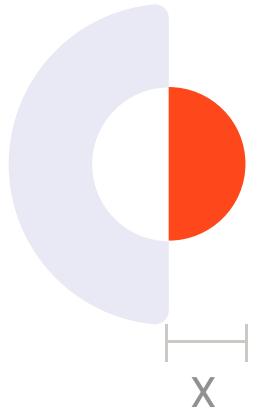
#### 2 THE SMALL CIRCLES LOGO



Logo, Symbol, Wordmark

# Logo Clear Space

Use the width of the small half circle from the Circles symbol. to ensure the right amount of breathing space around the Circles logo,

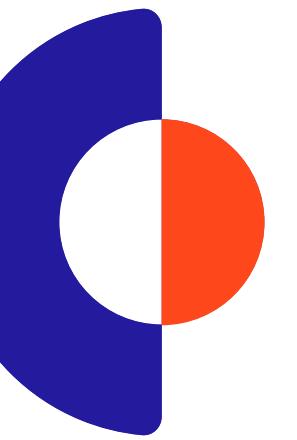


## Logo, Symbol, Wordmark

# Symbol

We use the Circles symbol as a standalone brand element, as well as part of the logo. By doing so, it creates a strong and distinctive brand symbol.

The symbol should be used as the reduced form of our logo in tight spaces.



## Usage Hierarchy

### 1. Two-colour

Preferred option

### 2. On dark purple background

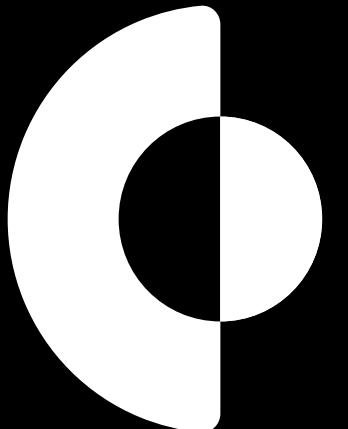
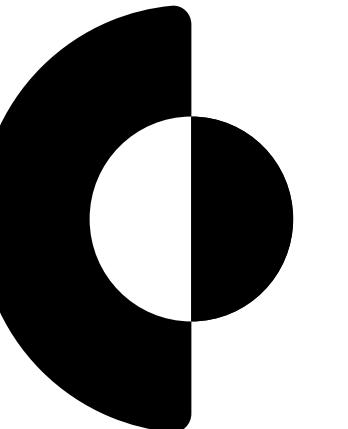
To be used when option one is not working out.

### 3. Black symbol on a white background

Whenever incorporating colour is not an option.

### 4. White symbol on a black background

Used when the white version is not working.



Logo, Symbol, Wordmark

## Wordmark

We always use our logo with the symbol included since the symbol is our most recognisable brand element.

Circles

# Tagline Placement

When it comes to logo placement, we have a few options listed on this page. Whenever possible, place the logo centred at the bottom of the layout. However, you might sometimes need to give the rest of the content more space, thus move the logo elsewhere. In this scenario, here are a few examples on how to work with it.

## 1. Portrait

Our default option would be to place our logo in the center-bottom of the layout

## 2. Masked

When working with animated and masked compositions, we prefer to combine our tagline and logo in the centre to give them maximum visibility.

## 3. Landscape

When working with a key visual and text on landscape layouts, we prefer to place our logo in the bottom-right corner of the layout.

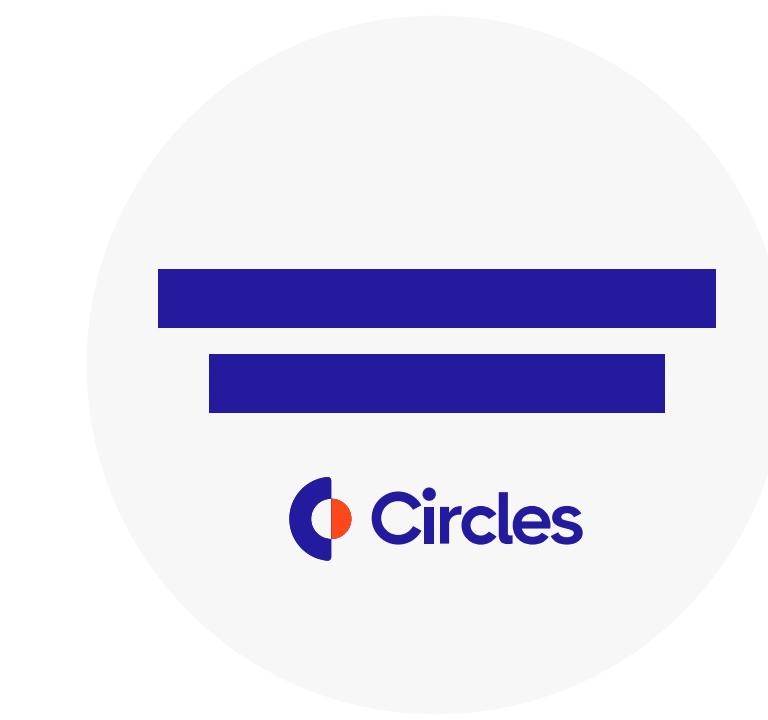
## 4. Landscape wide

When working with extra wide landscape layouts, we prefer to place our logo vertically centred to the right.

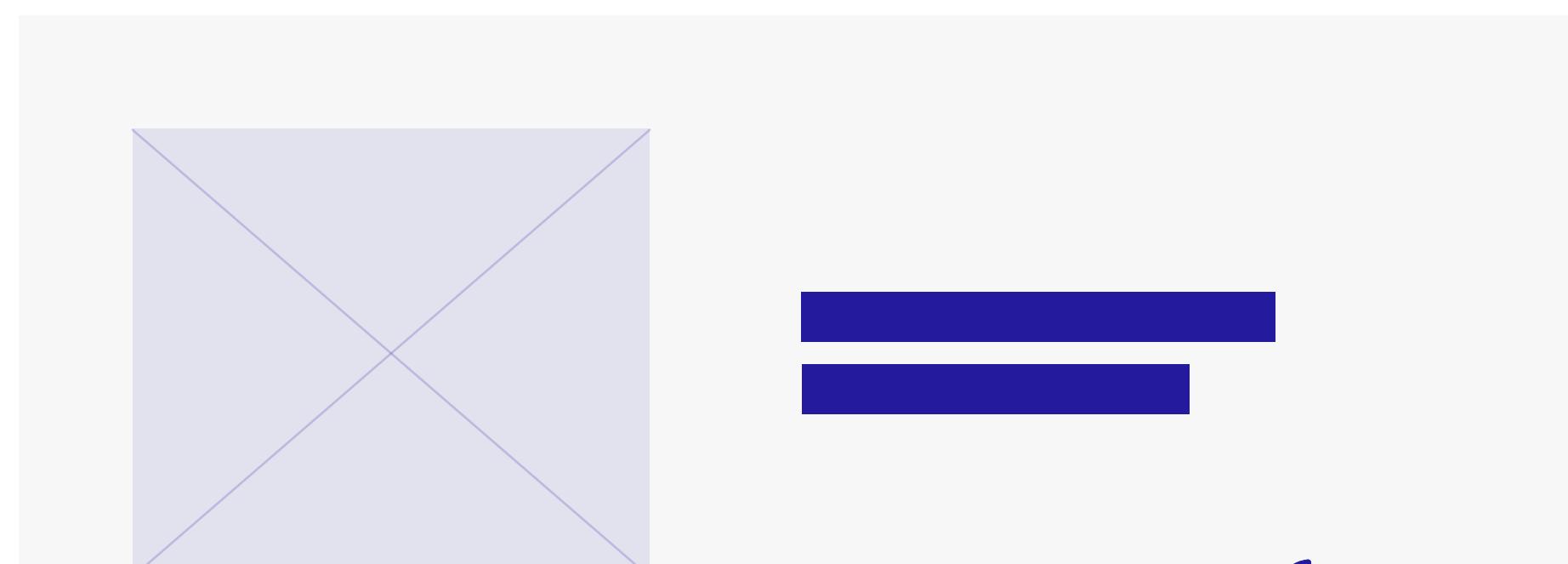
1



2



3



4



## Logo, Symbol, Wordmark

# Logo & Tagline Placement

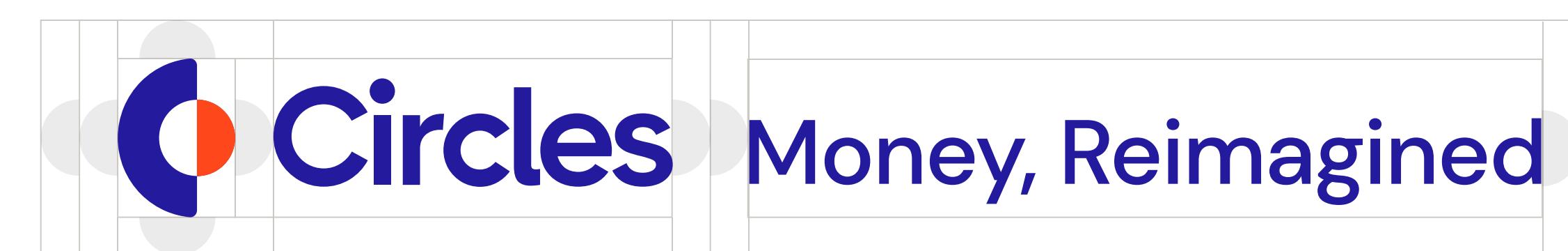
Whenever the logo and tagline are used together, follow the same grid as the clear space lockup.

The text size of 'Fair Money For All' is defined by the x-height of the wordmark.

1. Vertical lockup

2. Horizontal lockup

The vertical lockup is our default option. However, when working with small heights, use the horizontal alternative.



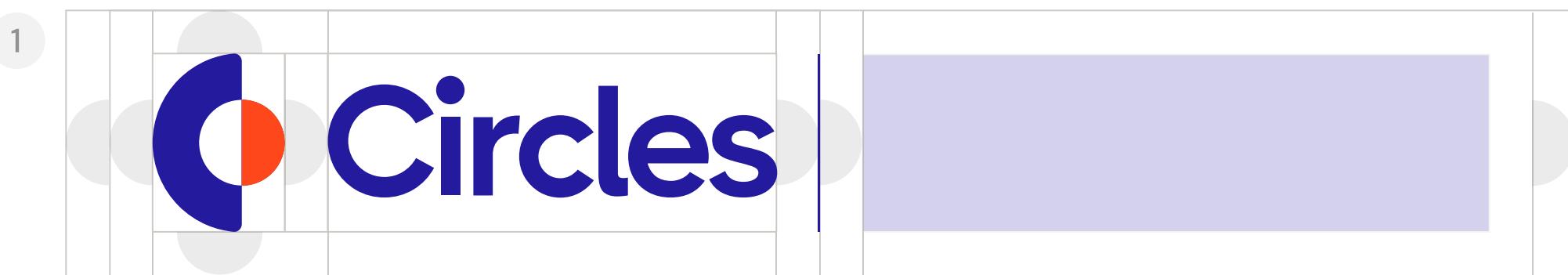
## Logo, Symbol, Wordmark

# Partner Placement

When combining the Circles logo with other logos, it's important to make sure there is enough spacing provided between the logos.

The logos should be separated by a 1 px stroke.

1. Horizontal partnership lockup
2. Square partnership lockup



## Logo, Symbol, Wordmark

# Successful Logo Examples

Here are some recommended examples of how the Circles logo should be integrated.

### 1. Use the preferred logo

Our preferred logo consists of our symbol and wordmark associated to core brand colours, and with the right amount of whitespace.



### 2. Use the icon by itself and the smaller version of the logo in tight places

In formats with limited space, use the smaller version of our logo (<80x15) to improve legibility. For favicons we prefer to use our symbol only.

### 3. Use the Circles logo on top of photography

Only place the logo on-top of photography when the space allows it and when it's legible.

### 4. Use the Circles logo when first introducing the brand

For example on covers.



**Brand  
Guidelines**

## Logo, Symbol, Wordmark

# Unsuccessful Logo Examples

Please don't mess with our logo. Avoid the examples mentioned below at all times.

### 1. Don't go crazy with your colour mix

For more guidance around which colors are allowed, see page ##.

### 2. Don't apply effects

Glowing edges, drop shadows and gradients are forbidden.

### 3. Don't twist and turn the Circles logo around

Use it within the provided ratios.

### 4. Don't stack the elements of the Circles logo

Also no other colour combinations are allowed besides the ones provided in these guidelines.

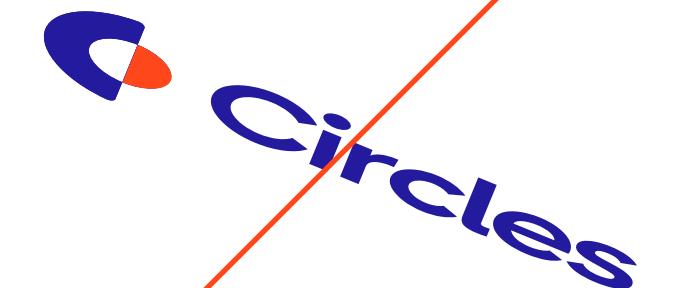
1



2



3



4

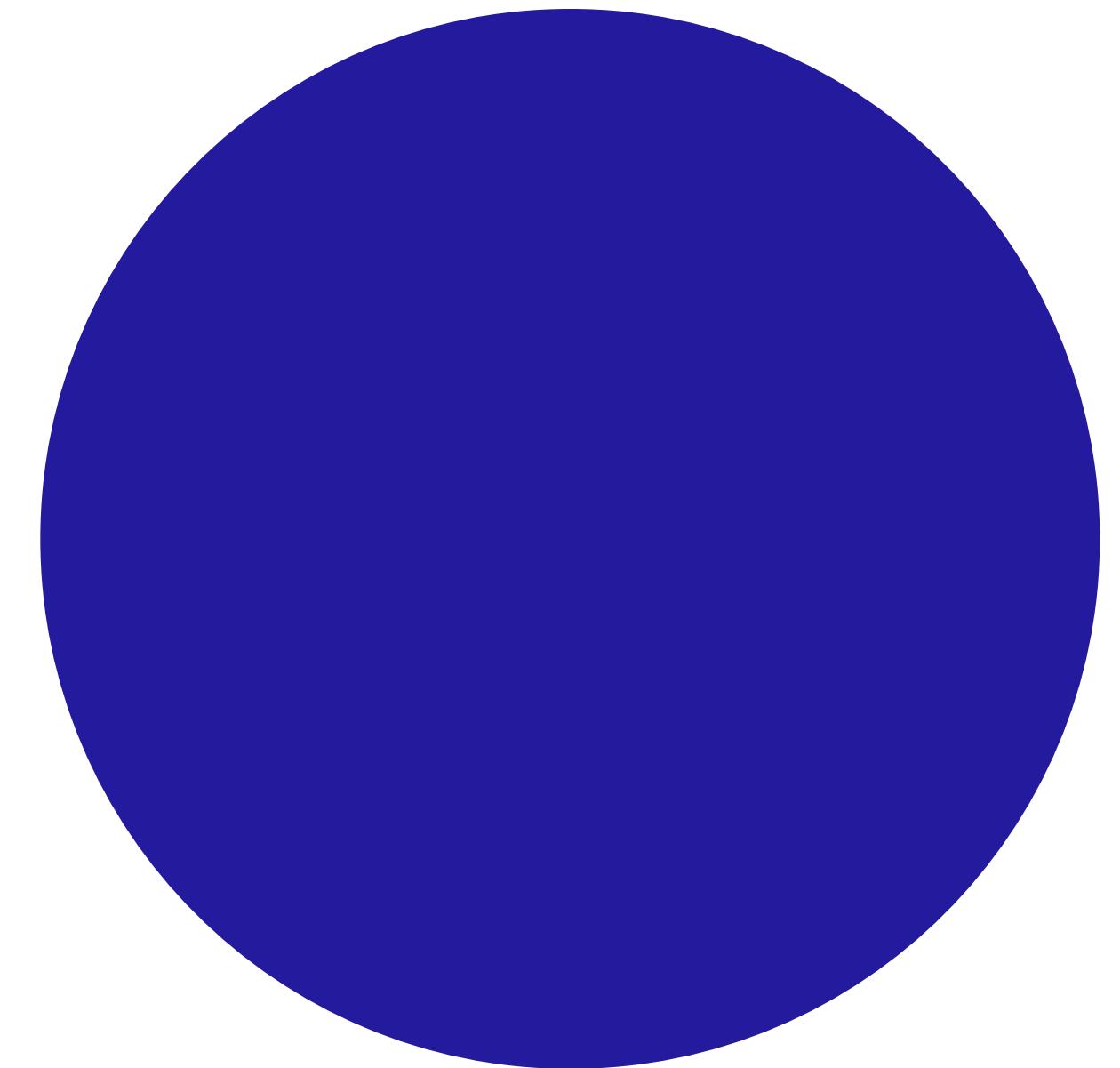


# Brand Colours

## Brand Colours

# Circles Blue & Circles Orange

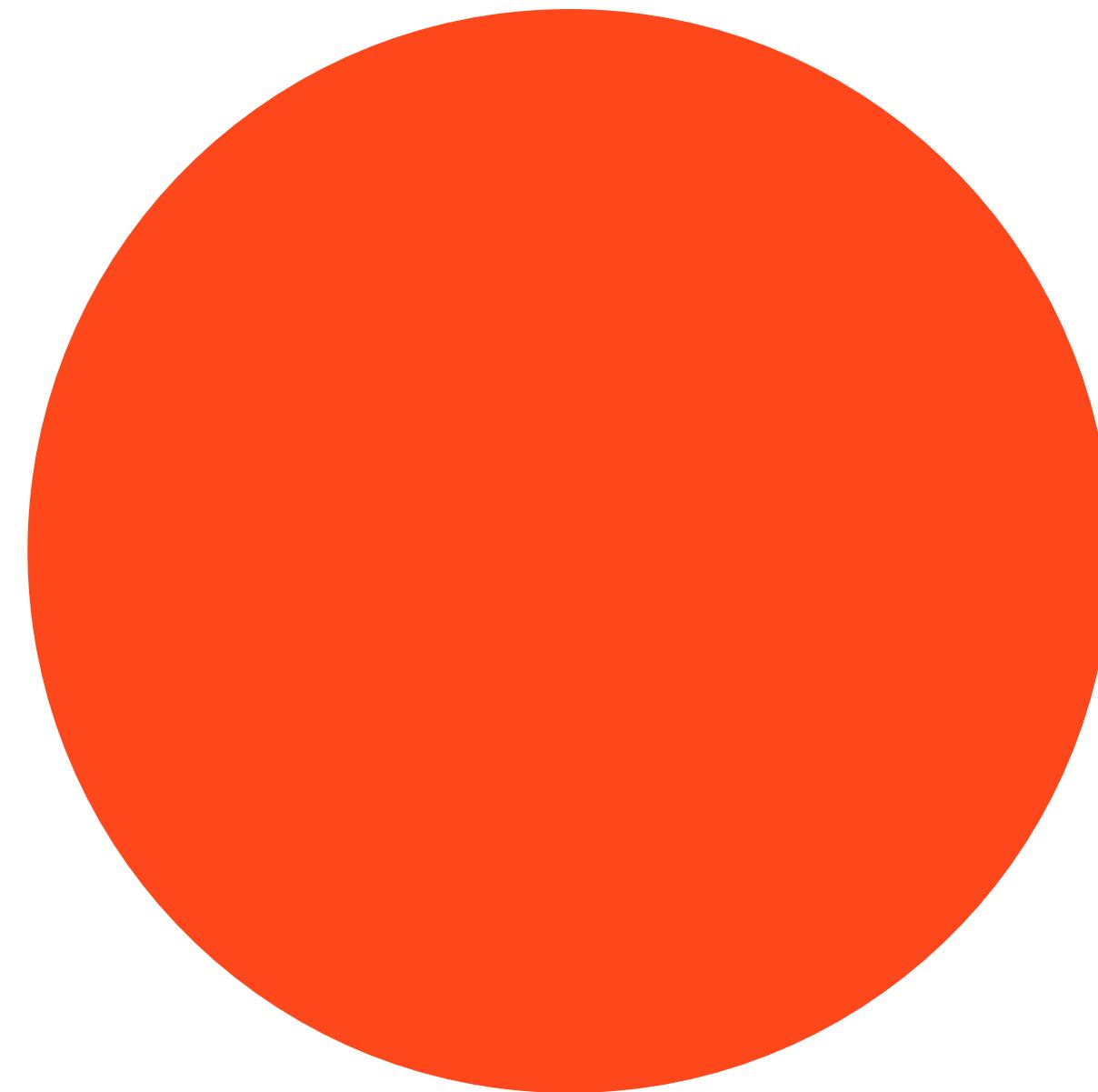
Circles Blue and Circles Orange are the core colors of Circles; the combination holds the most brand equity and is what current users associate with the brand.



Circles Blue

HEX 251B9F

RGB 37, 27, 159



Circles Orange

HEX FF491B

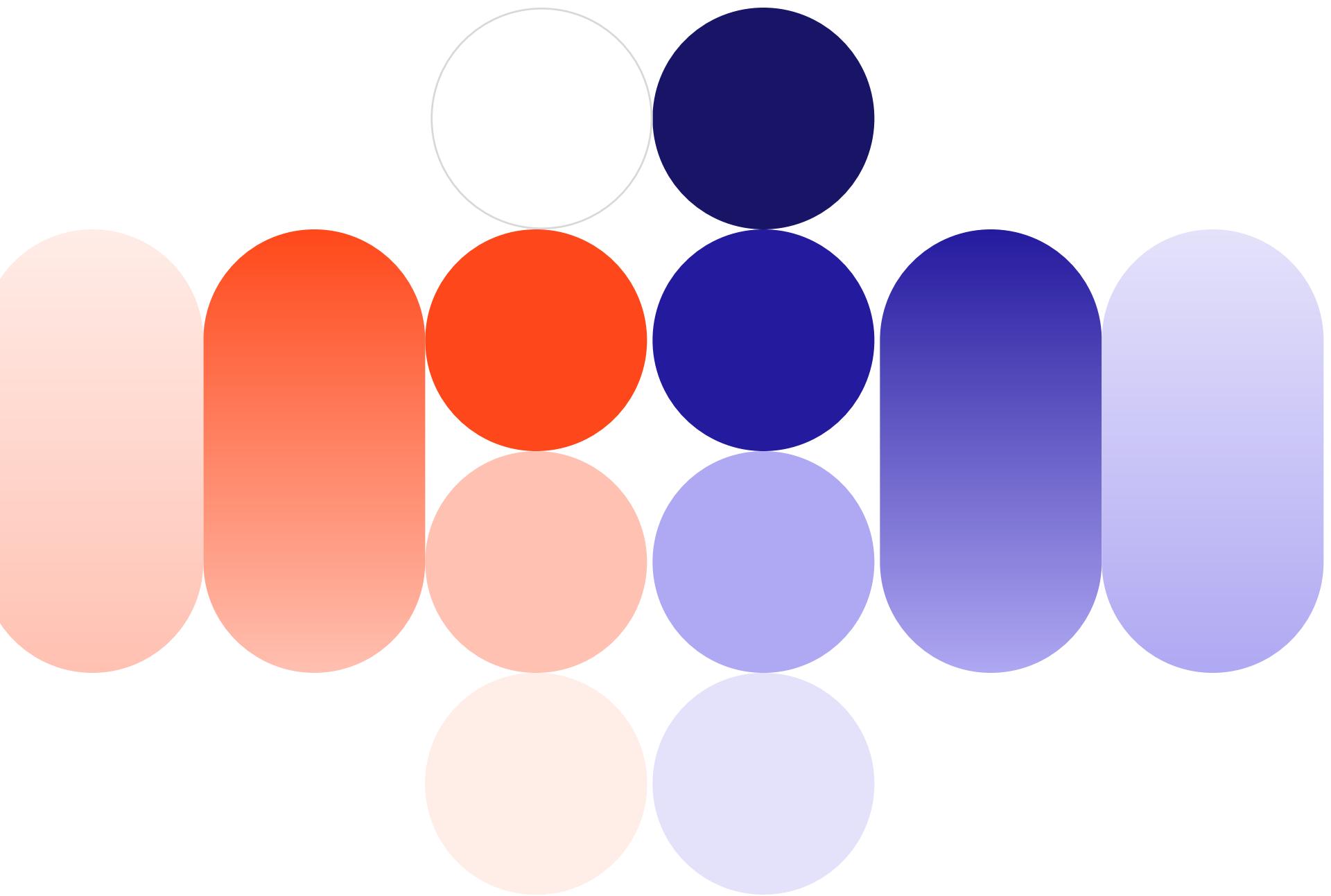
RGB 255, 72, 27

## Brand Colours

# Brand Colour Palette

The brand colour palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

The Circles Blue and Circles Orange are closely tied to the colours you see in product.

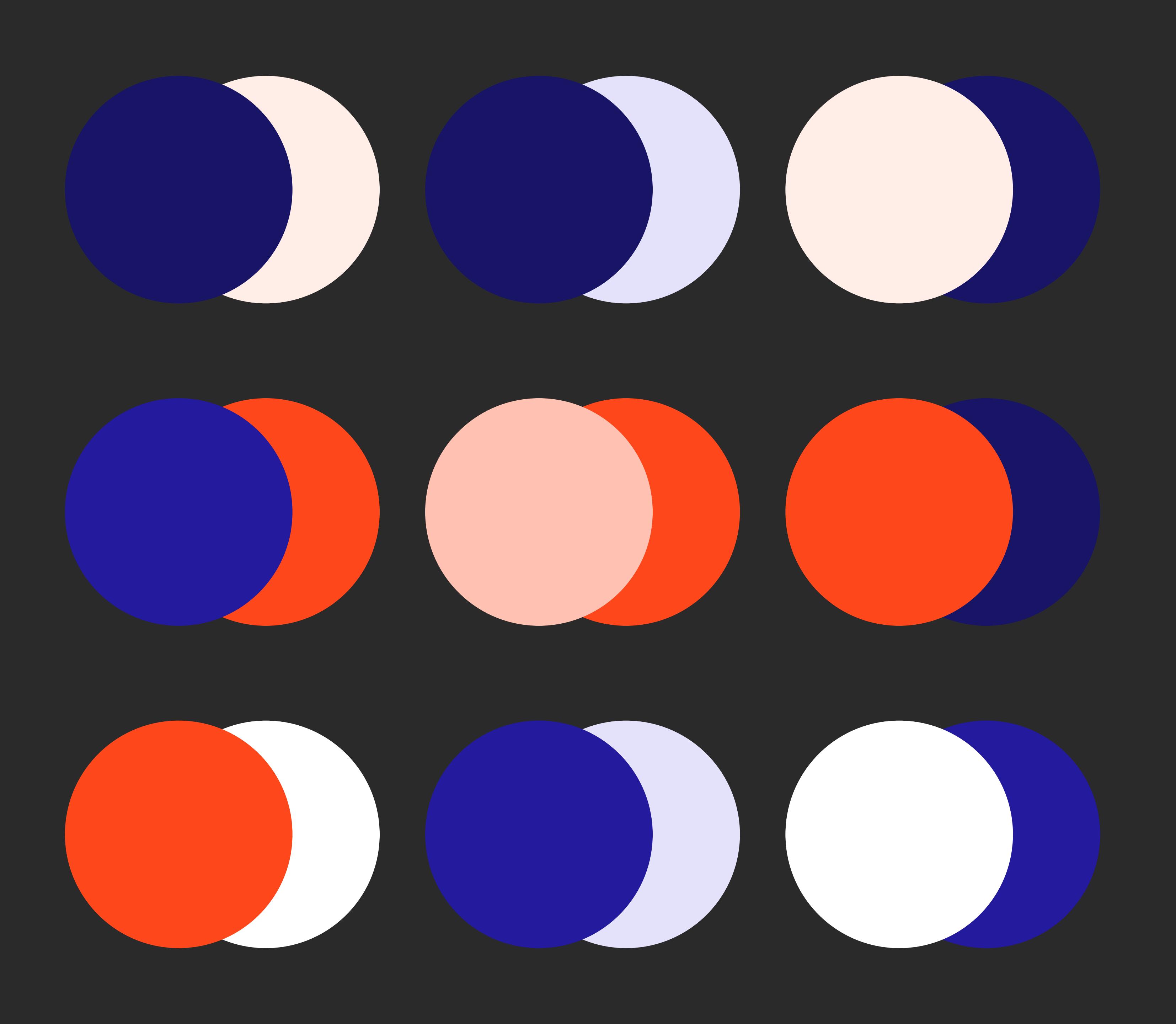


## Brand Colours

# Suggested Colour Pairings

Pairing colours is a tricky task, and there are colours that work better together than others.

Here is a collection of suggested color pairings. These colors work well on-top of each other and provide enough contrast for the reader.



Brand Colours

## Colour Pairings to Avoid

Here are colour pairings to avoid when creating layouts or illustrations. These low contrast colours don't work well when they are not paired with Circles Blue and/or Circles Orange.

