Brand Guidelines

FiscalChimp

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FiscalChimp is evolving from a modern accounting firm into a premium financial advisory brand — not by becoming more corporate, but by becoming more certain.

01

Brand Logo

Primary Logo

The primary logo is the main and preferred expression of the FiscalChimp brand. It combines the Winston logo mark with the FiscalChimp logotype to create a distinctive, recognisable identity.

It should be used as the default logo across most brand communications and applications.





Minimum Size

The minimum size defines the smallest scale at which the logo can be reproduced while maintaining clarity and legibility.

The logo should never be displayed below the specified size, particularly in digital and print applications.

100px

150px

200px

300px

Logotype

The logotype is the typographic expression of the FiscalChimp name.

Its proportions, spacing, and letterforms are carefully defined to maintain consistency and create a confident, premium, and approachable brand presence.

FiscalChimp

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Logo Mark

Winston is the visual character behind the FiscalChimp brand and serves as its logo mark. The mark represents the calm, dependable, thoughtful, and confident personality of the brand.

It can be used independently where brand recognition is already established or where a compact brand expression is required.





Logo Vertical

The vertical logo provides an alternative lockup of the Winston logo mark and FiscalChimp logotype.

It is designed for applications where a stacked composition provides better balance, visibility, or proportion than the primary horizontal logo.



FiscalChimp



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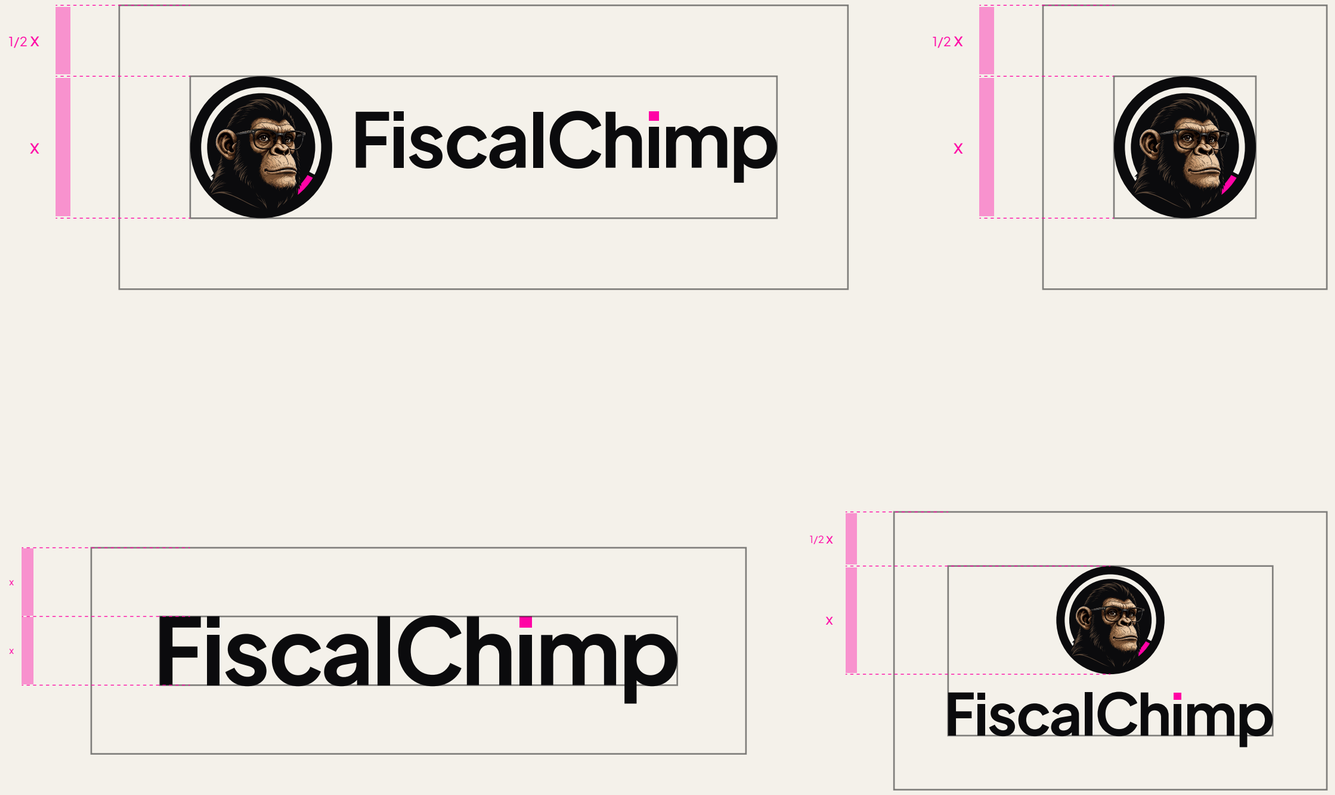
Clearspace

Primary Logo: The clear space is equivalent to half the height and width of the symbol.

Logo Mark: The clear space is equivalent to half the height and width of the symbol.

Logotype: The clear space is equivalent to the cap height of the logotype.

Logo Vertical: The clear space is equivalent to half the height and width of the symbol.



02

Colors

Color Palette

The FiscalChimp colour palette combines a dark, confident foundation with a bold accent and warm neutral tones, creating a premium, modern, and approachable financial identity.

Brand Black		Hot Pink		Brand Ivory		Warm Halo Gray	
HEX	0B0B0D	HEX	FF03A5	HEX	F4F1EA	HEX	D8D4D0
RGB	11, 11, 13	RGB	255, 3, 165	RGB	244, 241, 234	RGB	216, 212, 208
CMYK	75, 68, 65, 85	CMYK	0, 93, 0, 0	CMYK	3, 3, 6, 0	CMYK	14, 13, 15, 0

03

Typography

Brand Typeface

Plus Jakarta Sans is the primary typeface for FiscalChimp. Its clean, modern forms create a sense of clarity and confidence while keeping the brand approachable.

It is used across headlines, body copy, labels, UI, and other everyday communications.

Plus Jakarta Sans

Regular Medium **SemiBold** **Bold**

ABCDEFGHIJKLNOPQRSTVWXYZ
abcdefghijklnopqrstuvwxyz
0123456789
!@#$^&*()_+=;'<>,./?

Brand Typeface

Newsreader is used as an editorial accent. Its refined serif character adds warmth, personality, and a sense of advisory heritage.

It should be used sparingly for emphasis, pull quotes, and selected statements—not for body copy or UI.

Newsreader

Regular *Italic*

ABCDEFGHIJKLNOPQRSTVWXYZ
abcdefghijklnopqrstuvwxyz
0123456789
!@#$^&()_+=;'<>,./?*

Brand Typeface

H1 — Used for the most important statements and page titles.

H2 — Used to introduce major sections and supporting content.

H3 — Used for smaller sections, labels, and supporting information.

Body — Used for paragraphs, descriptions, and general brand communication.

H1
Plus Jakarta Sans
Size: 96 px
Weight: Bold
Tracking: 0 px

Build a stronger financial future.

H2
Newsreader
Size: 60 px
Weight: Regular Italic
Tracking: 0 px

Simple tools for smarter money decisions.

H3
Plus Jakarta Sans
Size: 48 px
Weight: Medium
Tracking: 0 px

Take control of your finances.

Body
Plus Jakarta Sans
Size: 18 px
Weight: Regular
Tracking: 0 px

FiscalChimp gives you a clearer way to understand and manage your finances. With simple tools and useful insights, you can make informed decisions, stay organised, and move confidently toward your financial goals.

FiscalChimp

Thank you