



STYLE GUIDE



LOGO

Please read the guidelines below before using any of the logo files. High-resolution logos can be downloaded [here](#).

CLEAR SPACE

The logo must be surrounded by a generous field of clear space in every application to create isolation from competing elements. The logo must also adhere to the minimum size requirements to ensure impact and legibility.

PRIMARY LOGO



LOGO USAGE

Acceptable Uses

The consistent and correct application of our logo is essential. The examples on this page illustrate acceptable uses of our logo.

The primary logo should be used across all FIW promotional materials and in full color where viable. CFI prefers the horizontal logo.



In cases where the horizontal version doesn't fit in the design, the version that CFI prefers includes "Center for Financial Inclusion"



In cases where the screen resolution is low, or the size of the collateral does not permit a clear reading of the tagline, use this version instead.

- The logo should preferably be used only on white and in full color. Single-color white and single-color black logo options are available for use when necessary.

2025
**Financial
Inclusion**
Week

CENTER for
FINANCIAL
INCLUSION
ACCION

2025
**Financial
Inclusion**
Week

CENTER for
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INCLUSION
ACCION

2025
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Week

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INCLUSION
ACCION

Logo Misuse: What Not to Do

The primary logo letterforms should not be separated, scaled, stacked or altered in color or color arrangement. The examples shown below demonstrate non-compliant logo reproductions. For inquiries on logo usage, email:

- Do not use the logo on a busy photo background where readability is lost.
- Do not rearrange or alter the established configurations.
- Do not skew, stretch or distort the logo.
- Do not change typography or alter the colors.



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