

FINGALOGY

Powering Technology and
Energy Solutions

Fingalogy Visual Identity Guidelines

Version 2.0 - 2025.3.4

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I. Refinement

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Before

FINGALOGY

After

FINGALOGY

By meticulously adjusting the kerning of each letter in the wordmark based on both visual perception and typographic mathematical principles, this refinement enhances the overall visual balance and professionalism of the wordmark, achieving a harmonious blend of intuition and precision.

Original

Building upon the refined wordmark, this logo lockup integrates a tagline set in the same typeface to maintain visual consistency. However, due to the highly stylized nature of the typeface and the relatively small size of the tagline within the lockup, the final visual outcome may result in reduced legibility at smaller sizes.



The Fingalogy lockup, composed of the wordmark and tagline, serves as a direct visual expression of Fingalogy’s tone and values.

With “technology, innovation, rationality” as the intended brand perception, the lockup has undergone multiple iterations, culminating in a final design where even the divider line has been audience-tested and refined at the pixel level.

Iteration 1

This iteration introduces a divider line to separate the wordmark and tagline while increasing the tagline’s font size for improved readability. However, the overall visual effect remains suboptimal.



Iteration 2

This version refines the tagline by selecting a more structured and identifiable typeface. However, the overall visual balance remains suboptimal, as the stylistic coherence between the wordmark, divider line, and tagline is not yet fully achieved.



Final

To achieve a more balanced composition, a precise mathematical system was integrated into the final logo design (see next page: *Kerning and Spacing*).
The tagline typeface was replaced with Gantari for better consistency, with refined kerning for improved readability. The final logo lockup strikes a balance between design aesthetics and the elegance of technology and precision, embodying Fingalogy’s core values of innovation, technical excellence, and reliability.



Kerning



The typographic marking system forms the structural foundation of Fingalogy’s brand identity, ensuring precise and consistent spacing across the wordmark and lockup. By integrating both visual assessment and mathematical calculation, kerning and spacing have been meticulously refined to achieve an optimal balance between intuition and precision.

The length, height, and positioning of the divider line were determined through computational analysis and visual evaluation provided by different audiences, ensuring alignment with the wordmark’s proportions and feelings.

The tagline’s size and spacing was meticulously designed to ensure clear readability alongside the wordmark, effectively conveying Fingalogy’s business and brand identity.

Spacing



II. Brand Marks

Wordmark

FINGALOGY

In most cases, the Fingalogy lockup is recommended as the primary brand logo to maximize brand recognition and maintain a consistent identity. In certain situations (e.g. partnerships, sponsorships, or when used as a visual element), the standalone wordmark may be used to represent the brand.

Please adhere to the minimum size requirements to ensure legibility. The minimum print size for the wordmark is 0.5 inch, while the minimum print size for the Fingalogy lockup is 1 inch. These dimensions may be adjusted as needed based on specific print applications.

Fingalogy Lockup
Wordmark + Tagline

FINGALOGY

—

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Minimum Screen Size

FINGALOGY

75 px

FINGALOGY

—

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150 px

Wordmark

FINGALOGY

Use the white wordmark against dark back-grounds for optimal contrast.

Fingalogy Lockup
Wordmark + Tagline

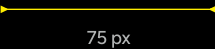
FINGALOGY



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Minimum Screen Size

FINGALOGY



75 px

FINGALOGY



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150 px

Fingalogy Lockup



Usage

Lockups

Standalone usage requirement

When the Fingalogy logo is used independently, it must always be presented as a lockup combining the wordmark and tagline to maintain brand consistency.

Spacing and divider guidelines in partnerships

When pairing the Fingalogy logo with a partner or co-branding logo, a black or white divider line must be used to separate them. The thickness of the divider line should be 1/20 of the Fingalogy wordmark’s height, and the minimum spacing between logos must be at least 2x the width of the letter ‘N’ in the Fingalogy wordmark.

Alignment rules for taller or square partner logos

- If the partner logo has a height greater than or equal to its width—resulting in a significantly smaller visual presence when placed alongside the Fingalogy wordmark—the Fingalogy lockup (wordmark + tagline) must be used. In this case:
- The height of the partner logo must be 10/9 of the Fingalogy lockup height to ensure proportional balance.
 - The spacing between the two logos should be 4x the width of the letter ‘N’ in the Fingalogy wordmark.

Spacing

Partnerships
Wide partner logo



Partnerships
Tall or square partner logo



III. Typography and Layout

Usage	Example text	Font specification
Wordmark	FINGALOGY	KRONA ONE Regular, capitalized, customized kerning,
Tagline	Powering Technology and Energy Solutions	Gantari Medium, customized kerning
Headline	Lorem ipsum dolor it amet, consectetur adipiscing elit.	Figtree Regular, default letter-spacing, line spacing = font size
Title	Lorem ipsum dolor	Figtree Medium, letter-spacing spacing -2%, line spacing = font size
Body	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi pulvinar, dolor quis tristique tincidunt, elit tortor congue orci, eu convallis nisi erat nec odio.	Figtree Regular, letter-spacing spacing -2%, line spacing = font size × 1.2

Krona One and Gantari are exclusively used in the wordmark and tagline, with custom kerning adjustments that must not be modified.

Figtree is the recommended typeface for most Fingalogy applications with its modern, clean, approachable, and highly legible design. It is used across various mediums, including websites and printed materials. Please follow the specified font weights, letter-spacing, and line-spacing combinations to ensure consistency in different contexts. The typographic system is flexible based on specific design requirements.

Non-Latin Typeface

阿里巴巴普惠体

For non-Latin scripts such as Chinese, it is recommended to use Alibaba PuHuiTi 3.0. The specific design can be adjusted based on the overall style and requirements of the design materials.

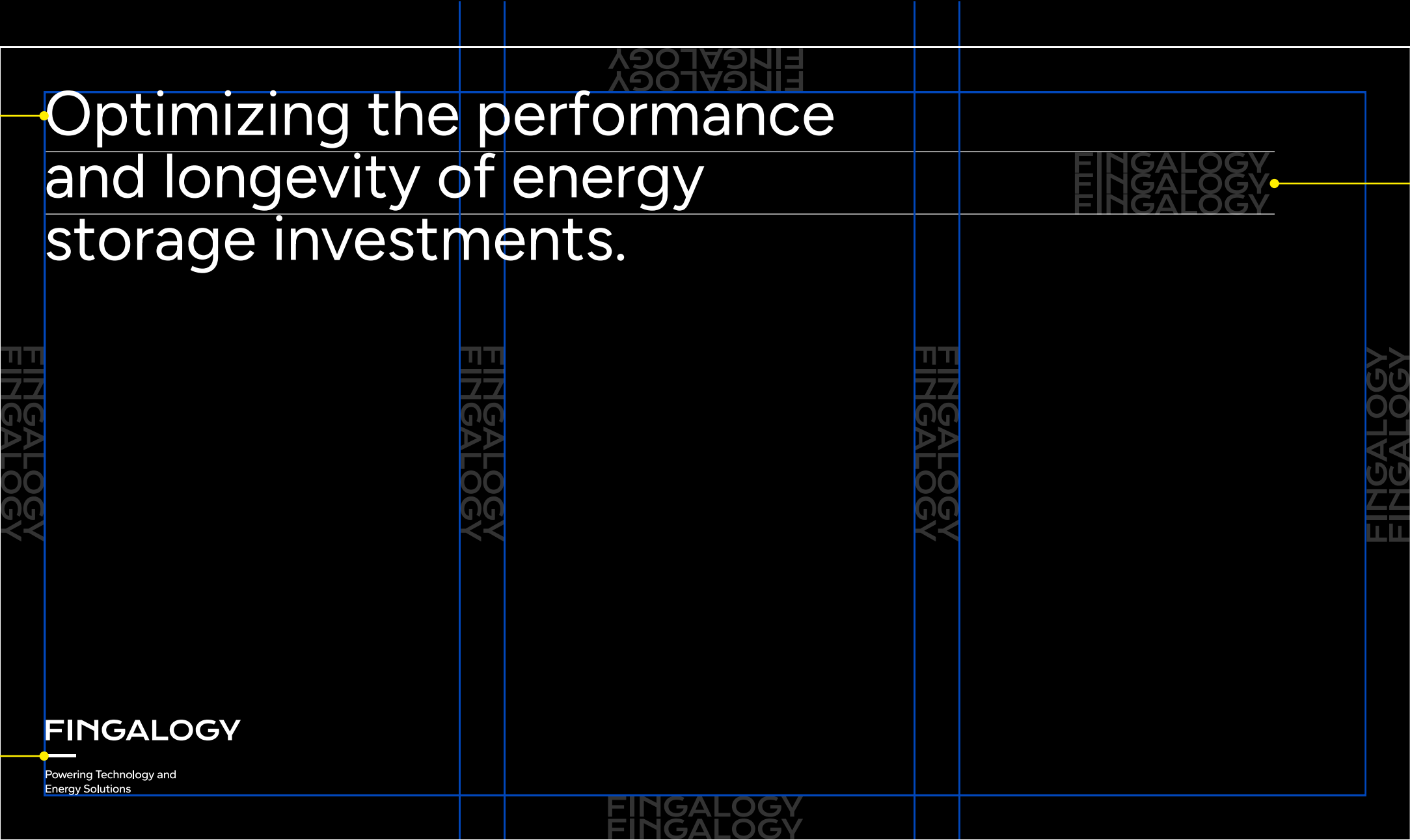
When pairing with Figtree, ensure that the font size of Alibaba PuHuiTi is slightly smaller than Figtree to maintain visual consistency.

Headline

The headline **should not exceed three lines** in most cases. It spans two columns in the grid system but may occupy one column if short. For vertical images, it can extend **up to four lines**.

Logo

The size of the logo is **not fixed**, as it depends on the overall design scale. It should not be too large to maintain brand image but must always remain legible. The logo is generally positioned in the **lower-left corner** of the layout, though the optimal placement may vary depending on the specific design context. Adjust the margin proportionally to the logo size in each scenario to ensure visual balance and consistency.



Headline line height

Each line of the headline is **3x** the height of the wordmark.

Optimizing the performance and longevity of energy storage investments.

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Powering Technology and
Energy Solutions

For a more sustainable future.



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IV. Application







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Fonts Usage & Licensing

The following fonts have been used in this design and are legally licensed for commercial use:

- Figtree – Open-source font, freely available for commercial use.
- Krona One – Designed by Sorkin Type Co, licensed under the SIL Open Font License 1.1 (OFL 1.1).
- Gantari – Designed by Anugrah Pasau, licensed under the SIL Open Font License 1.1 (OFL 1.1).
- Alibaba PuHuiTi – Released by Alibaba Group, freely available for commercial use, with restrictions on illegal activities.

Additionally, minor adjustments have been made to certain curves and kerning settings of Krona One and Gantari to align with the overall design aesthetics. This is explicitly noted for transparency.

For further details regarding font licensing, please refer to the official websites of the respective font providers.

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