

# Visual Identity

March 2026

*fscs*

Financial Services  
Compensation Scheme



# Logo

## Our logo

### Primary logo

The primary logo consists of the FSCS wordmark and the full name underneath, aligned to the left. This is known as the 'stacked logo'. This version of the logo should be used wherever possible and should always be aligned to the left hand side of the page.

There may be instances on smaller digital and mobile formats where the full name would be illegible in which case a simplified version should be used. More detail on these exceptions can be found on page 6.

### Colour

Wherever possible, the logo should appear in purple as this is the primary version.

The logo should only ever appear in:

- white if using over dark backgrounds which would make the purple version difficult to see
- black on any black and white or grayscale collateral, never on colour materials



Financial Services  
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# Colour backgrounds

## Purple logo

The purple logo is the preferred version.

Primarily it should be used over white. However it can be placed over lighter colours (e.g. the 10-20% tints of the brand colours) and photographic backgrounds which allow enough clear space and contrast for the logo to be easily recognised and read.

Examples of this would be on advertising, report pages, presentation backgrounds or other designed applications.

## White logo

The white logo can appear over darker tints of the brand colours, or darker photographs.

This should only be used when the purple version of the logo would not have enough contrast to be readable.

See page 20 for more detail on accessibility.

PURPLE OVER LIGHT COLOURS

WHITE OVER DARK COLOURS



# Logo use

## Exclusion zone

The exclusion zone is designed to protect the brand's integrity, keeping it apart from other content or the page edge. Images, type, other logos and any other visual elements should not be placed within the boundaries of the exclusion zone. The zone's extent can be calculated by measuring the length of 'x' as shown: it is the height of the letter S in the FSCS logomark.

### Minimum size

To maintain the graphic integrity of the brand and ensure legibility, the minimum size for the logo is:

- 46mm (w) x 32mm (h) in print
- 173pixels (w) x 120pixels (h) in digital

### Reduced size and online versions

Only if the logo cannot be replicated at the above sizes (e.g. on smaller digital formats) the logo may appear as a reduced size version with the logomark only. The minimum size for this version is 60pixels (w) x 30pixels (h).

In these instances, 'Financial Services Compensation Scheme' should appear in full (i.e. not shortened to 'FSCS') within the accompanying copy to ensure brand recognition.

## Exclusion zone



## Minimum size



## Online



Linear version of the logo is available

## Logo misuse

In order to maintain a consistent identity, the FSCS logo should always appear as has been specified previously, and should never be altered, recreated or changed.

On the right, you will find examples of logo misuse. Please avoid the following practices:

1. Alter the type within the logo (typeface or typesetting)
2. Stretch or warp the logo in any way
3. Rotate or mirror the logo
4. Add any effects to the logo such as drop shadows, glows or backgrounds
5. Alter the proportions within the logo i.e. increasing or decreasing the size of elements
6. Use the logomark on its own, unless following reduced size guidance on page 6
7. Recolour the logo
8. Use the purple or black logo over a dark background
9. Use the white logo over light backgrounds



# Co-branding

The FSCS logo will sometimes need to appear alongside other brands, how the logo appears next to others is important.

If several logos appear grouped closely next to one another in a row, it is best to have all of the logos at a similar size and scale to one another so as not to lend visual preference to a particular logo. However, logos should never be scaled as to be illegible. This sizing applies to all iterations of the logo.

As a general rule, partner logos should be scaled to fit within the visual space illustrated to the right (i.e. the x-height of the word mark to the bottom of the descriptor copy).

Always take into consideration the specified exclusion zone and minimum size.

