

Chapter One

Introduction

Introduction

This document outlines the brand foundations for FINN as well as the visual and tonal rules that make up the FINN brand identity. The following guidelines have been set out to ensure consistent impact across all applications.

Chapter One

Brand Strategy

1

People

1.1

Audience

Our Audience has been categorised into four key groups of people.

Personal

Foundation

35 - 45 'normal' people who've moved out of the city into the suburbs. They earn well, without being overly wealthy and still value ownership. Primarily they're looking for reliability and safety in a car acquisition, often it's their primary car with a family to transport. But there is still a lifestyle element to the car they have.

Growth

25 - 35 still living in the city, or on the edge, and want that connection with it. Earning well for their age, but value ownership less and aren't big into commitment. Their want for a car is far more skewed towards lifestyle than family or genuine need. They value ease, speed & style.

Business

Company directors & fleet managers. They're looking for value, trust, flexibility and a modern company willing to keep up with their modern company. There's also nothing wrong with a little kudos from using the most desirable company on the market either.

OEMs

The likes of Tesla, BMW, Mercedes etc. - the car companies whose vehicles are being sold through FINN. The relationship FINN has with this audience 100% determines the success they have with the audience above. BMW have said they "feel in good hands" with FINN - a premium feel is key here.

1.2

Company Values

Our company values are how we behave **internally** and form the foundations of our mission.

Customer first

Always focus on our customers' needs. Reduce complexity, increase quality.

We grow and succeed together

We help each other to succeed as a team and grow as individuals. We love to fight and to win together.

Be honest and open minded

Always speak out the truth, even if it hurts. Dare to be authentic and embrace others' authenticity.

Own it

Be entrepreneurial in everything you do. Take responsibility for your individual and finn.auto's overall goals.

Embrace the struggle

Apply attention to detail and don't shy away from tough decisions. Never stop getting your hands dirty.

1.3

Brand Values

Our brand values are how we behave **externally** and answer the question: “What do we stand for?”

Freedom

Liberated. Enjoyable.

The right car for the road you're on now.

The core of our business are short-term, 6 or 12-month car subscriptions. We provide liberation from the hassle and burdens typically associated with car ownership. Our customers can select from a wide variety of brands and models.

We free our users of the long-term commitment that typically comes with owning a car.

Simplicity

Enabled. Covered. Excitingly efficient.

Life-changingly simple car subscriptions.

We make car ownership absolutely effortless. It begins with a 5 minute checkout and delivery right to your door. And the monthly subscription rate covering everything but the fuel.

We take care of all the insurance, taxes, registration, inspection, maintenance, and even carbon offsets so absolutely nothing will slow our users down.

Trust

Transparent. Approachable. Being heard.

Premium service that goes the extra mile.

At the heart of FINN, there are real people making sure we provide premium customer service. By removing all the complexities, we can truly listen and make sure we understand what our users need.

FINN is efficient, transparent and lean - and at the same time human, approachable and relatable. That enables us to provide services that are tailored to our customer's journey in life and potential problems/questions.

1.4 Brand Personality

The key to delivering a great experience is to have empathy for your customers.

We truly understand their wants and needs and help to overcome a problem for them with a proper solution. We make their daily lives easier. That's how we differentiate from our competitors.

By addressing our customers wants and needs, we become an enabler for them.

As an enabler FINN supports our users and never slows them down. We are the constant in their ever-changing life. We are human and manage to build a lasting bond with our customers. We enable our customers to live their life in the driver's seat.

FINN = **Enabler**

1.5

Brand Message

We simplify car ownership to drive people forward in life.

Our core message is the big idea we want to share with the world. Our core message is WHY we do what we do. That is, WHY we are relevant in the lives of our customers!

By being relentlessly customer-first, we are always relevant to our customers. In our communication, we focus on addressing their needs and show that FINN is the constant in their ever-changing lives.

1.5

Brand Archetype

Our sxxxxxxx

Freedom

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1.6

Core Purpose

**Leading the
movement to fun
and sustainable
car ownership**

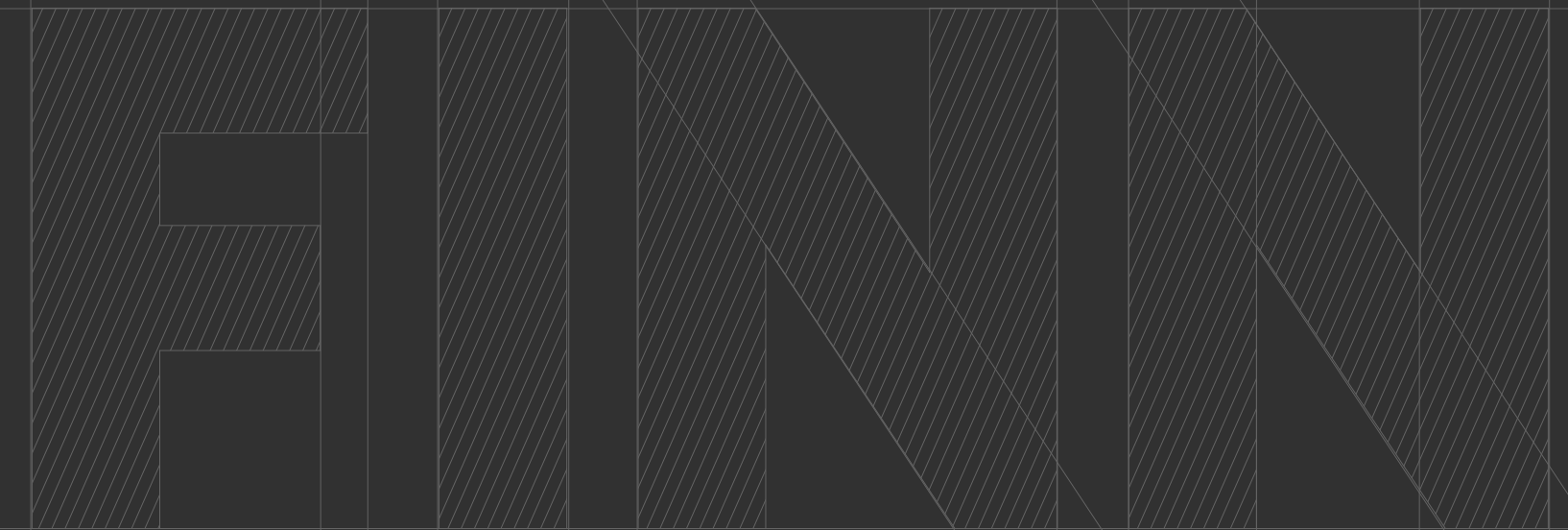
Chapter Two

Logo

1 Brand Logo

The FINN logo is the first point of contact between our audiences and the brand. It has been meticulously crafted to set the tone of FINN's voice and therefore needs to be treated with consideration and care.

Audiences need to see the FINN logo as a badge of approval that ensures quality and reliability.

A large, semi-transparent watermark of the word "FINN" is positioned in the lower right quadrant of the page. The letters are filled with a diagonal hatching pattern, and the entire watermark is set against a background of a grid of thin, light-colored lines.

1.1 Logo

The FINN logotype has been efficiently crafted to be bold, distinct and recognisable. Across all of FINN brand applications, the logo should always be used appropriately and with consideration, over the following pages are some rules set to help with this.



1.2

Clear Space

The use of clear space ensures legibility and impact by isolating the logo from competing visual elements.

This space around the logo should be considered the minimum safe distance, in most cases the logo should be given even more room to breathe. The clear space area (x) is equal to half the height of the FINN logo.



1.3 Sizing

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

Digital:

To ensure the logo is always legible, it should never be reproduced smaller than 65px wide in any digital application.

Print:

To ensure the logo is always legible, it should never be reproduced smaller than 25mm wide in any print application.

FINN

FINN

FINN

FINN

FINN

Print
25mm

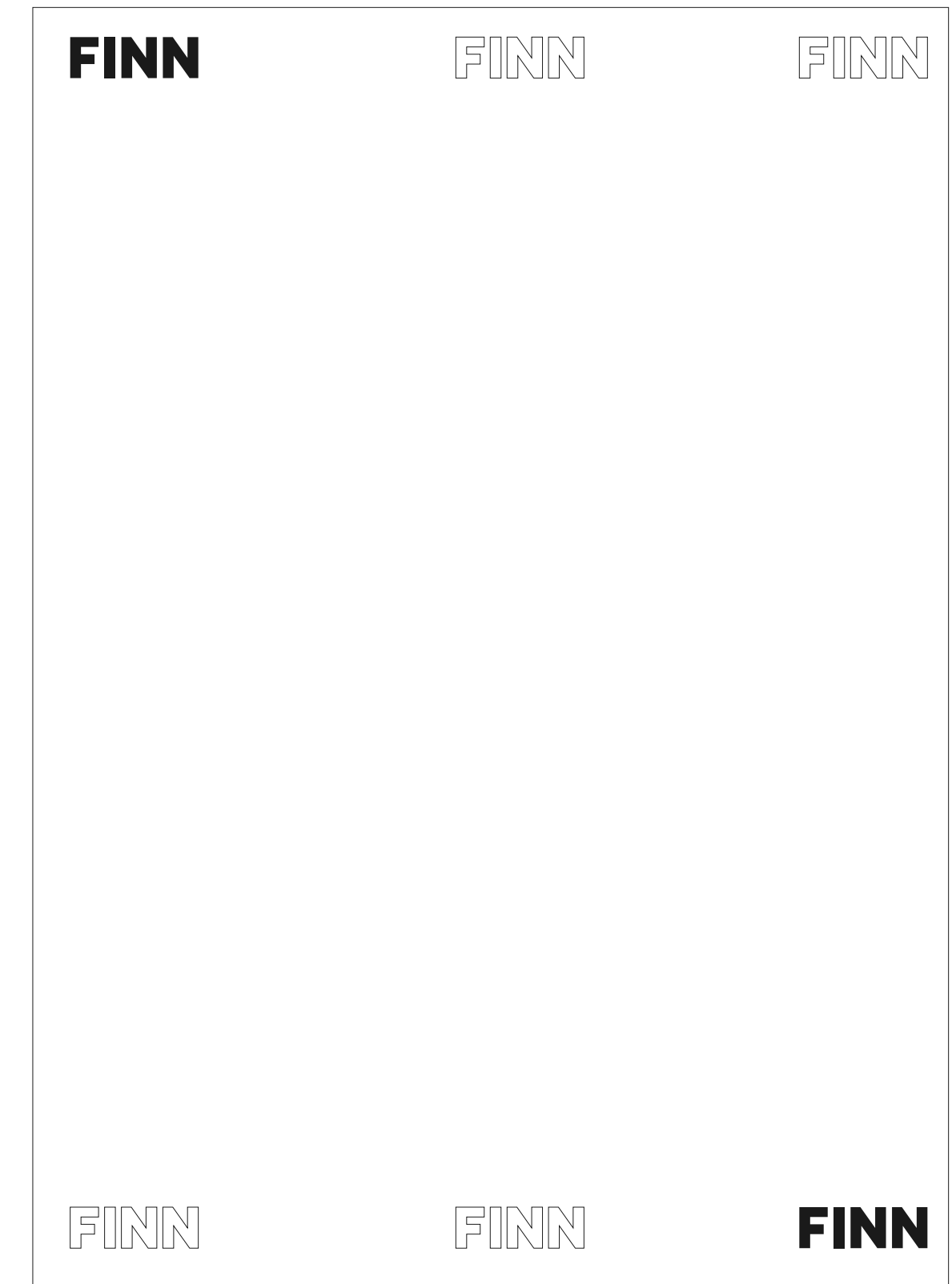
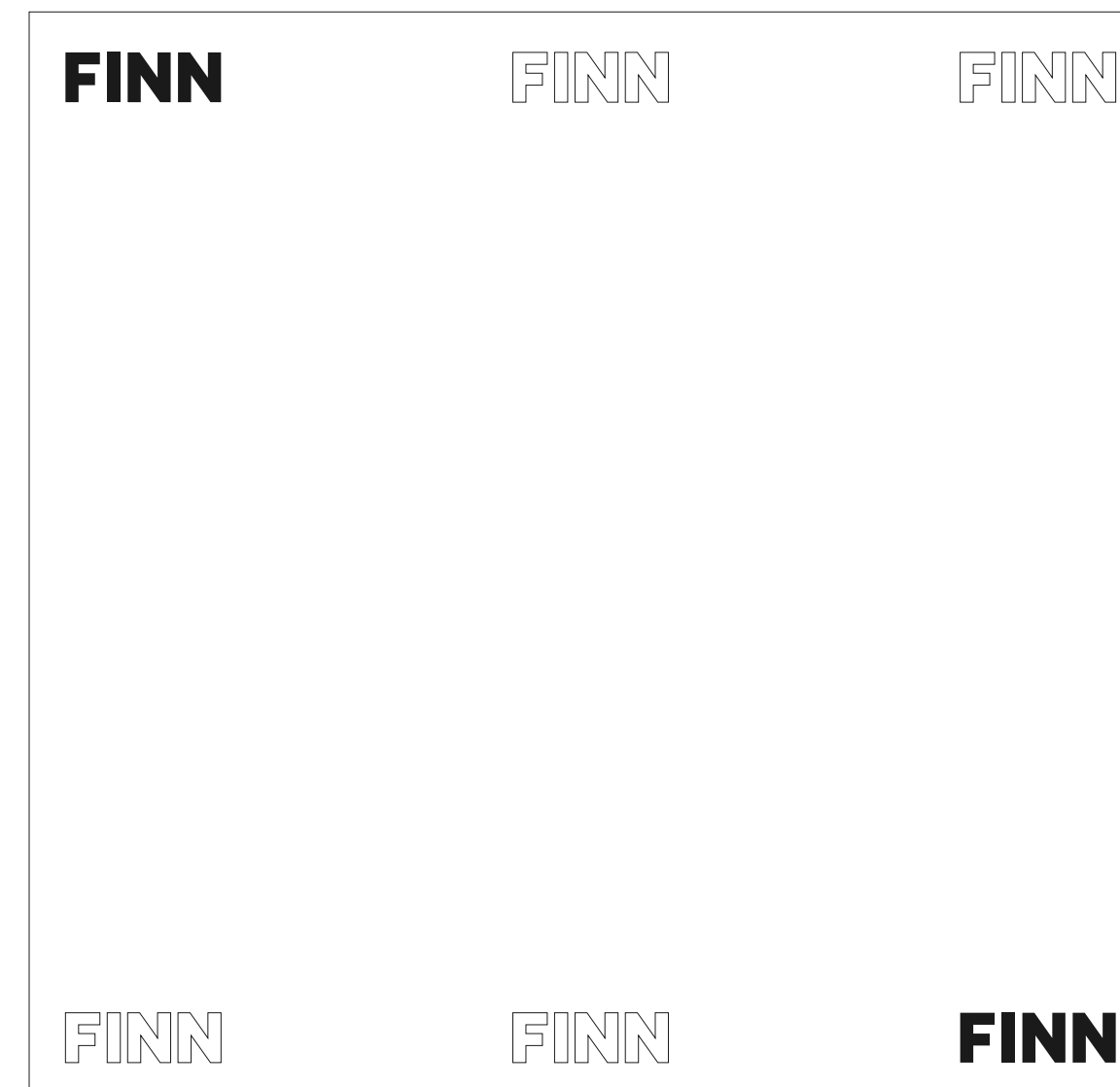
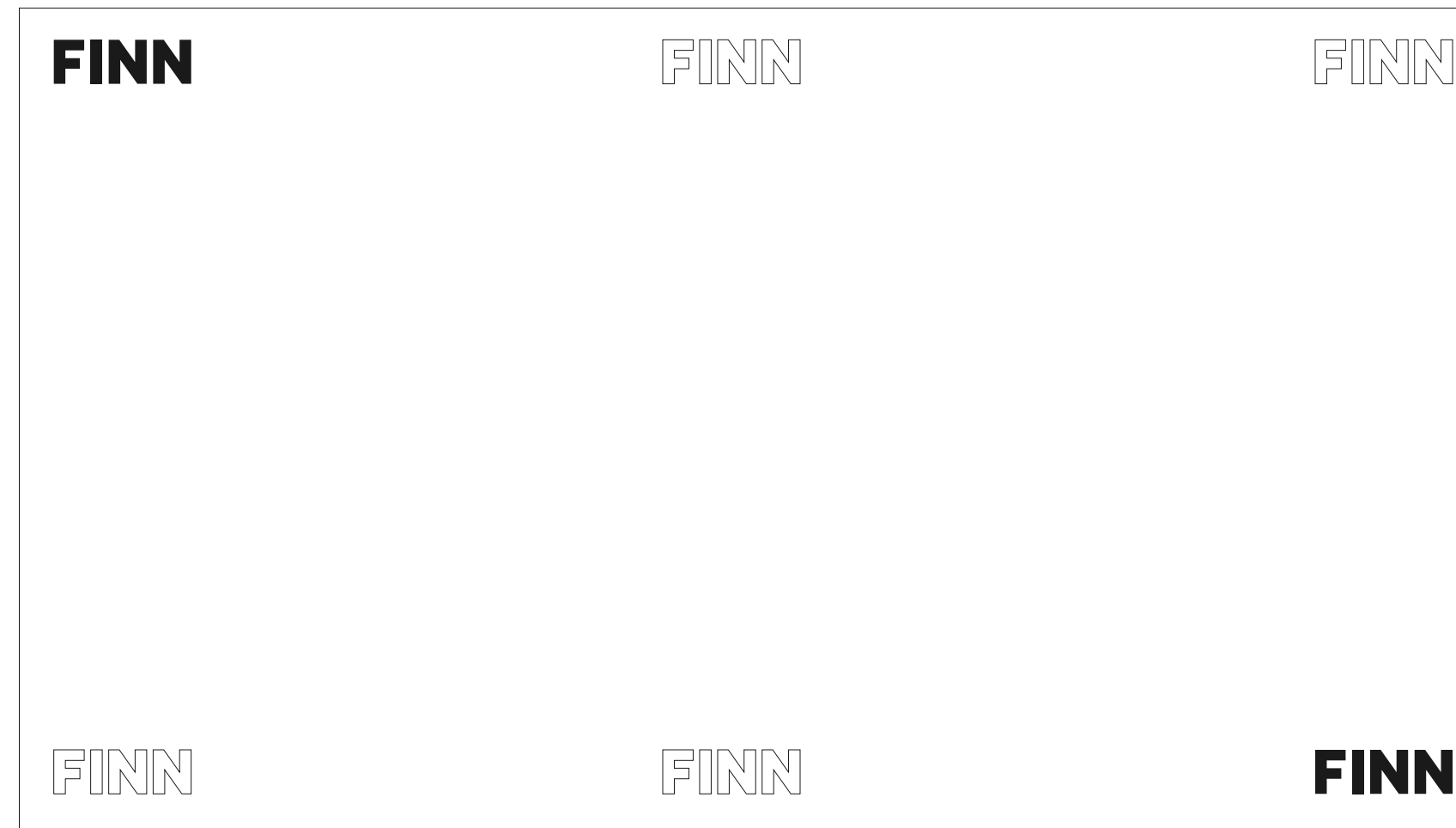
FINN

Digital
60px

1.4 Positioning

Logo placement should follow a pattern of consistency as much as possible when designing FINN brand material. As a general rule, the logo should be anchored to any of the corners, or along the top or bottom edge. Ideal positioning for the logo is either in the top-left or bottom-right corners.

Some discrepancies may be made for specific cases (such as campaign assets, OOH Placements or certain adverts), which is to be done at the discretion of the designer.



1.5 Colour

The logo should be used in the brand's main colours, 'FINN Black', 'FINN White', 'Black' or 'White', with sufficient contrast against the background to ensure legibility.



FINN



FINN



FINN



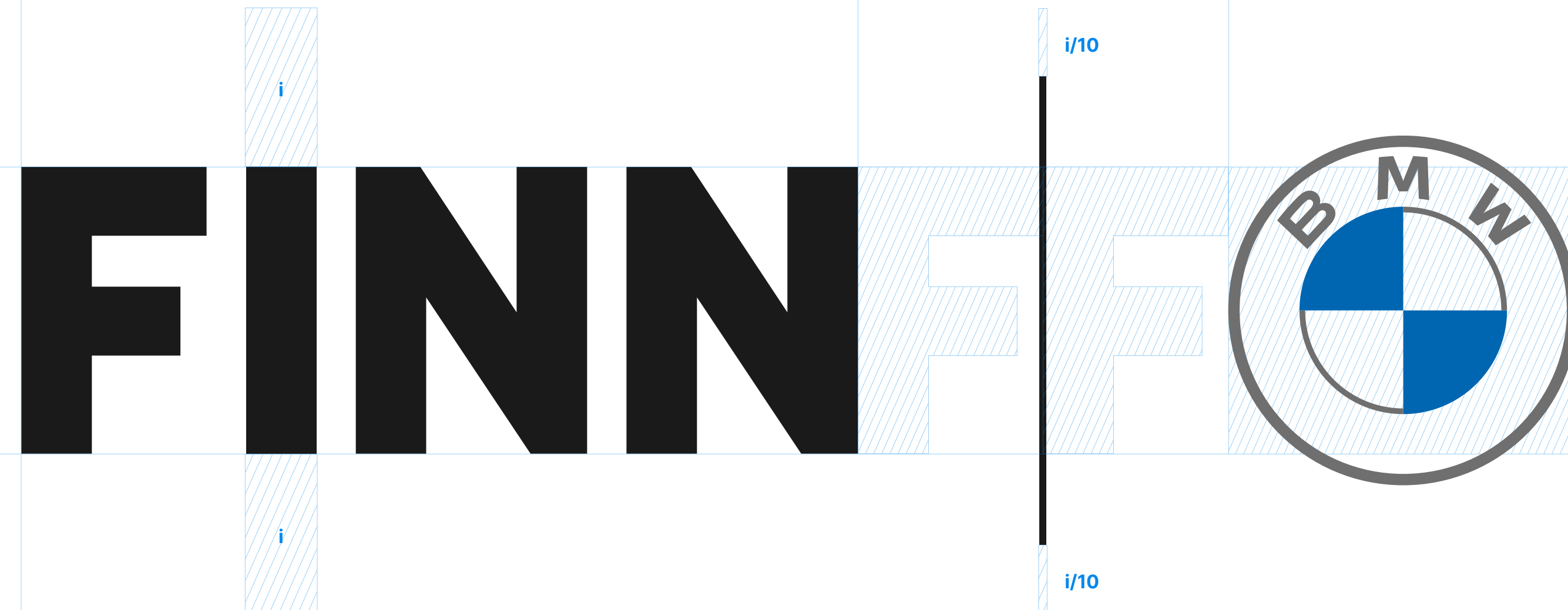
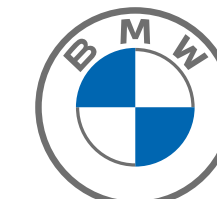
FINN

1.6

OEM Lockup

When locking-up FINN with OEM or partner logos, ensure both logos have adequate room to breathe. The placement and spacing of the logos can be determined by using the width of the 'F' in 'FINN'.

The logos should also be separated by a vertical line that is 1/10th the width of the 'I' in 'FINN'.

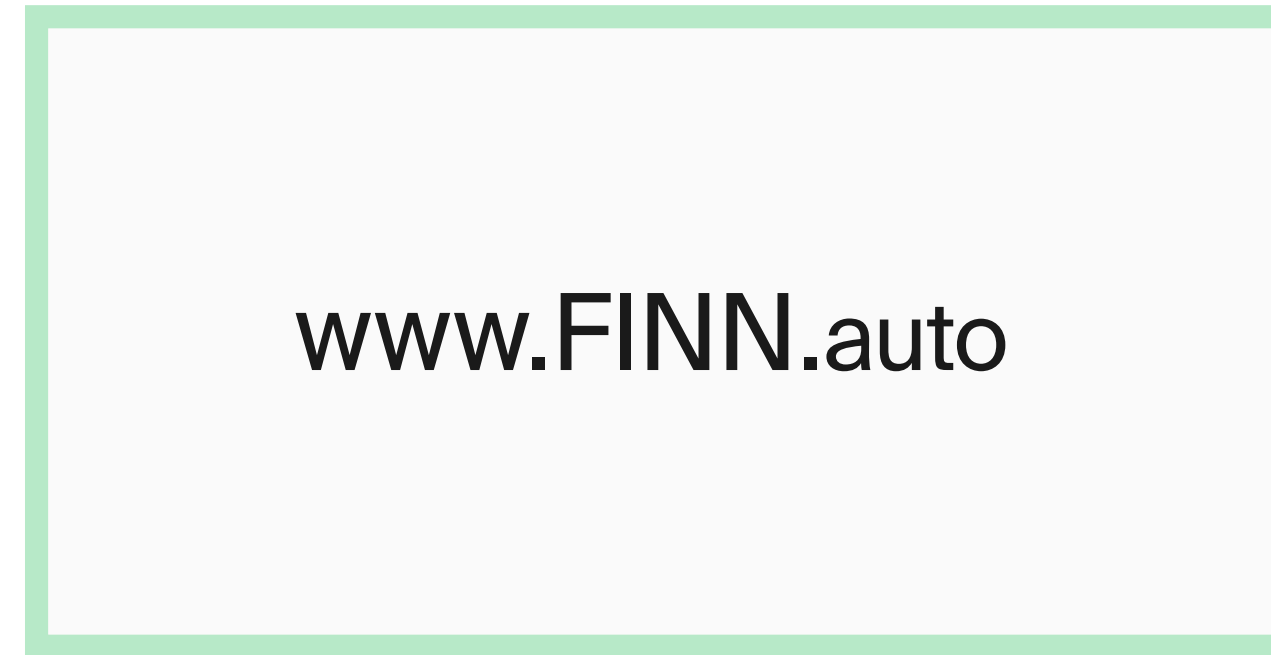
**FINN**

Final Lockup

1.7

Call to Action URL

To avoid confusion around the brand name, the call to action URL should be carefully considered. Therefore, the brand logo should **NOT** be used within the CTA as it will weaken brand recognition.

URL CTA **DO**

'www.FINN.auto' all in brand font.

URL CTA **DO NOT**

'FINN.auto' without 'www.'



'www.FINN.auto' using the FINN logo.

1.8 Misuse

It is important that the appearance of the logo remains consistent throughout all brand applications.

This page highlights some common mistakes that should be avoided.



01 **Do Not** break apart the logo



02 **Do Not** use a stroke on the logo



03 **Do Not** use an off-brand colour



04 **Do Not** apply glows, drop shadows or other effects



05 **Do Not** rotate the logo



06 **Do Not** apply gradients



07 **Do Not** alter the letterforms



08 **Do Not** replicate the logo in a different font



09 **Do Not** change the spacing

Chapter Three

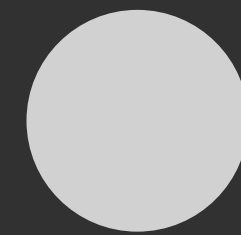
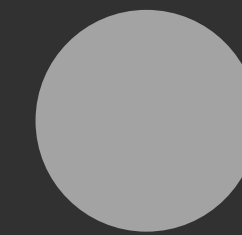
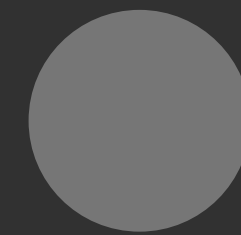
Colour Palette

3

Colour

The FINN brand colour palette has been carefully considered to amplify feelings of trust whilst allowing the brand to remain clear and contemporary.

Colour should be used considerately to keep things fresh, clean and modern.



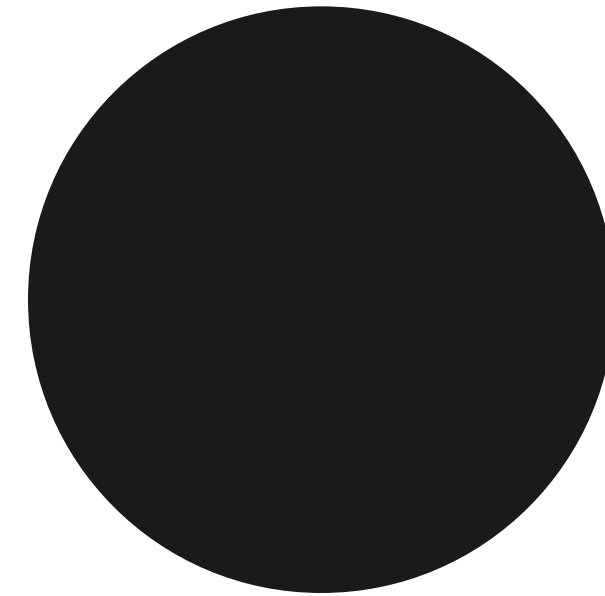
3.1

Main Colours

This page outlines the three colour values that make up FINN's core colour palette.

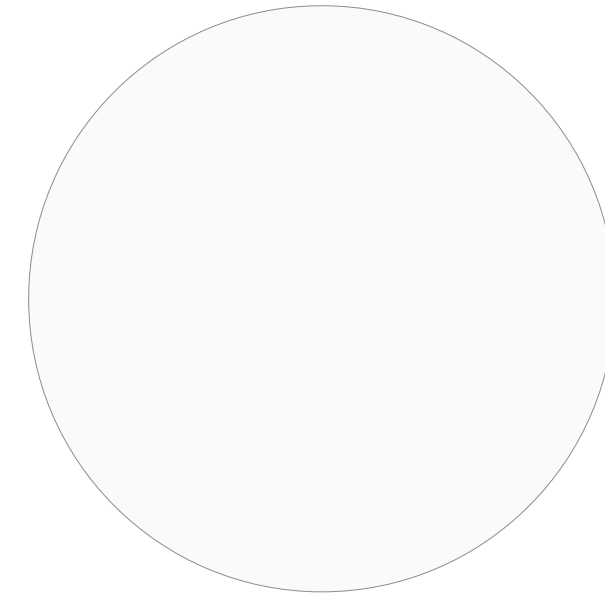
Tints of 'FINN Black' can be used throughout the brand to add differentiation and interest.

RGB should be used for all digital applications, and CMYK should be used for all print applications.



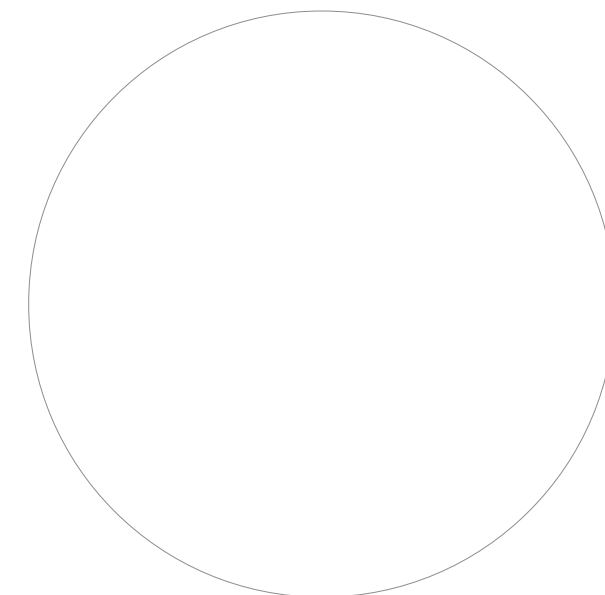
FINN Black¹

RGB : 26 / 26 / 26
 CYMK 0%, 0%, 0%, 95%
 HEX #1A1A1A



FINN White

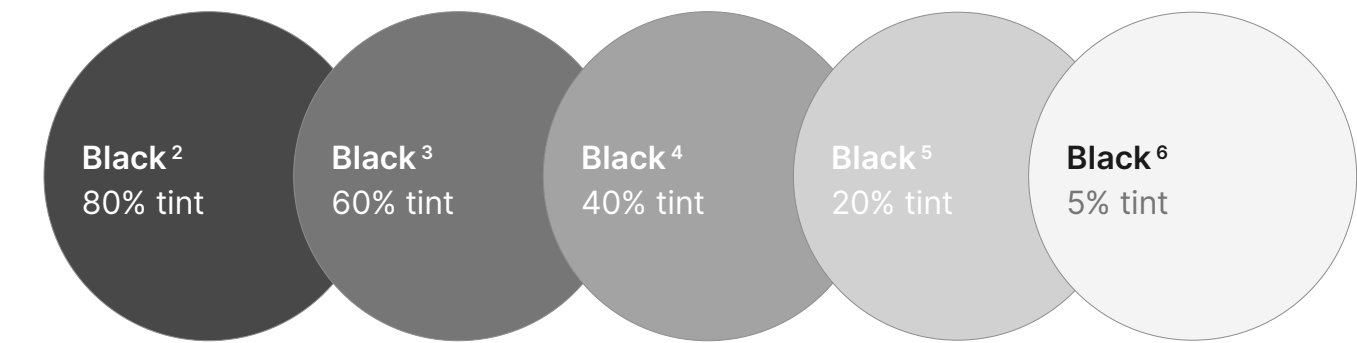
RGB : 250 / 250 / 250
 CYMK 0%, 0%, 0%, 5%
 HEX #FAFAFA



White

RGB : 255 / 255 / 255
 CYMK 0%, 0%, 0%, 0%
 HEX #FFFFFF

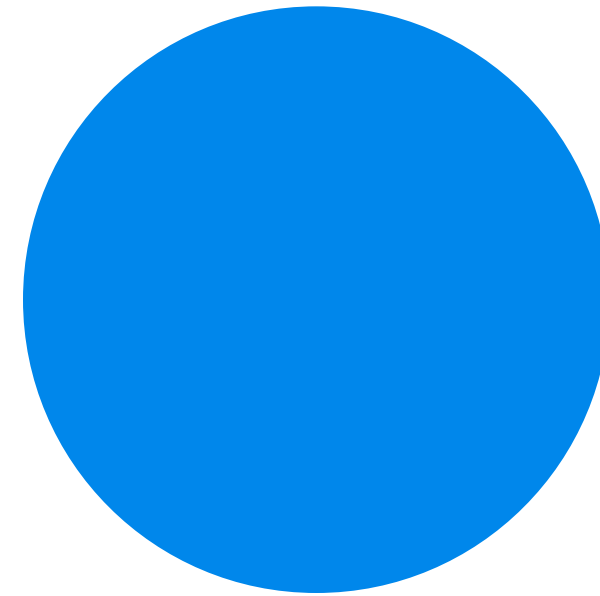
FINN Black Tints



3.2 Functional Colours

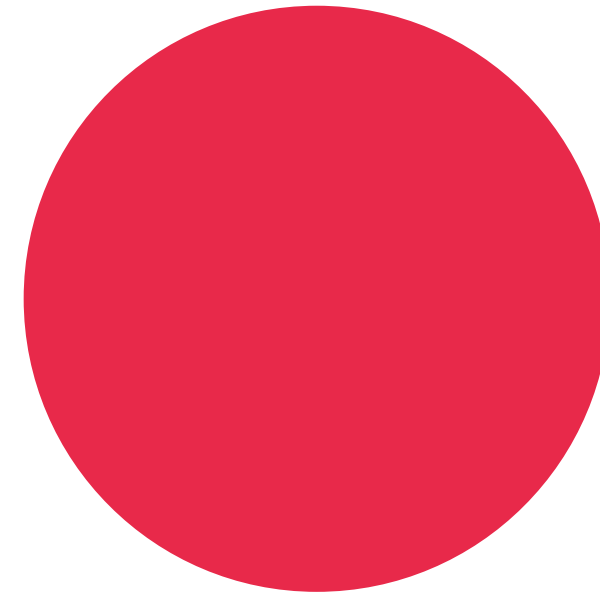
This page outlines the three colour values that make up FINN's functional/secondary colour palette.

These colours should only be used in a functional capacity, as outlined on the next page, **3.3 Functional Colour Use**.



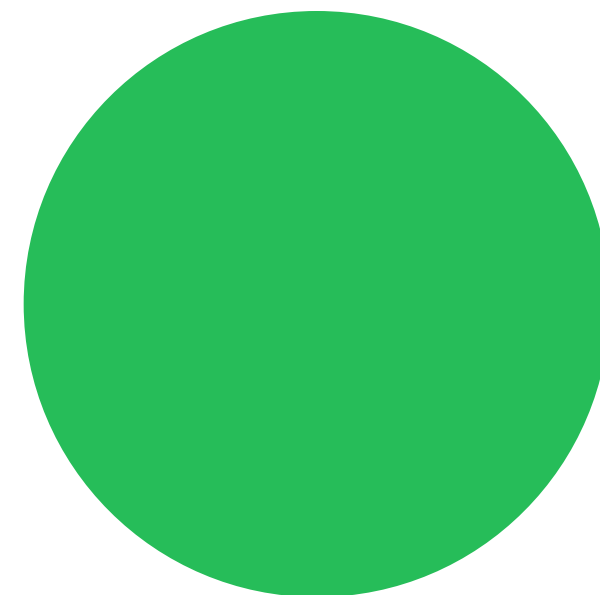
Trusted Blue

RGB : 0 / 135 / 235
CYMK 78%, 43%, 0%, 0%
HEX #0087EB
PMS 2171 U
RAL 5012



New Red

RGB : 232 / 41 / 74
CYMK 0%, 93%, 60%, 0%
HEX #E8294A
PMS 1788 U
RAL 3028



Availability Green

RGB : 28 / 189 / 89
CYMK 72%, 0%, 81%, 0%
HEX #26BD59
PMS 2270 U
RAL 6032

3.3

Functional Colour Use

This page outlines some more detail on appropriate use of the functional colour palette.

439€ pro Monat

[Jetzt Auto abonnieren >](#)

439€ pro Monat

[Jetzt Auto abonnieren >](#)

Jeep Compass New

1.3 Turbo T4 Limited

Jeep Compass New

1.3 Turbo T4 Limited

Verfügbar ab 30.06.

Available

Verfügbar ab 30.06.

Available

Trusted Blue

Trusted Blue can be used as a highlight accent colour throughout the brand, to add definition or emphasis when needed. It should also be used for UI elements such as prices tags, buttons and CTAs

New Red

New Red should be used to highlight new additions, features or products.

Availability Green

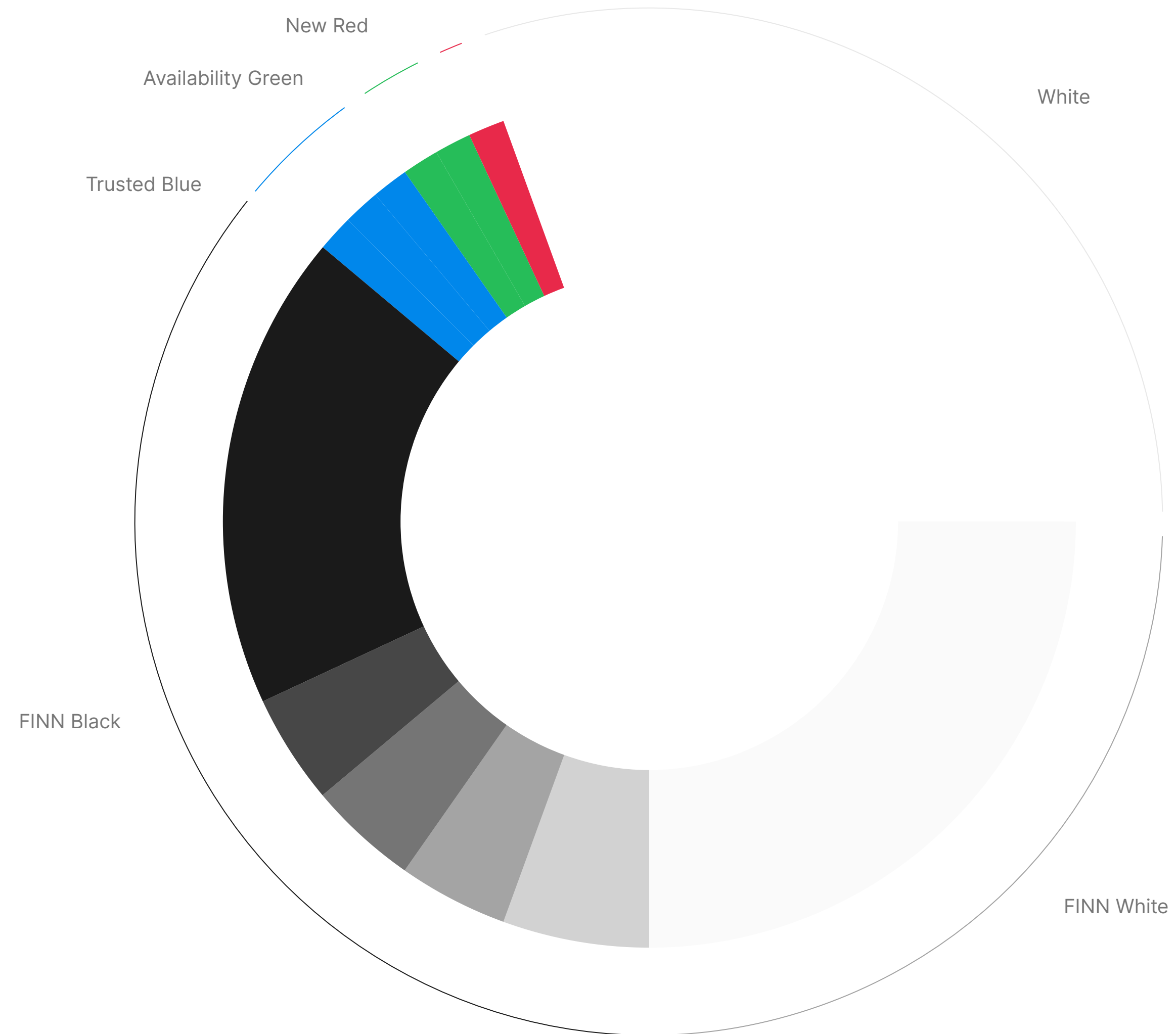
Availability Green should be used to highlight available products or features, it can also be used as a colour for confirmation.

3.4

Colour Proportion

Distribution of the brand colours is important in order to keep the appropriate visual tone across brand material.

This page outlines a basic overview of how much each colour should appear across the brand.



Chapter Four

Typography

2 Typography

The FINN typography style is clean, simple and efficient. Type use should not be over-engineered or over-complicated, to ensure that the design always echoes the brand values.

We must use type to communicate our message clearly and effectively, allowing the brand to be accessible and focus on what matters most.

Crafted with

Efficiency

2.1

Heading Font

Suisse Int'l is the primary brand font, it should be used, where possible, for all headings and hero applications.

Suisse Int'l

Font weights

Suisse Int'l Semibold
Suisse Int'l Book

Character Set

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
12345678901234567890
!"#\$%&'()*+,-./:;<=>?@`©ª«¬® ºΔΠ-√∞∫≈≠
Ää Öö Üü ß

2.2 Body Font

Inter is the secondary brand font, it should be used for all body and supporting copy across the brand.

Inter can also be used as a substitute for heading and hero applications in placements where Suisse Int'l is unavailable.

Inter

Font weights

Inter Black

Inter SemiBold

Inter Medium

Inter Regular

Character Set

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

1234567890¹²³⁴⁵⁶⁷⁸⁹⁰

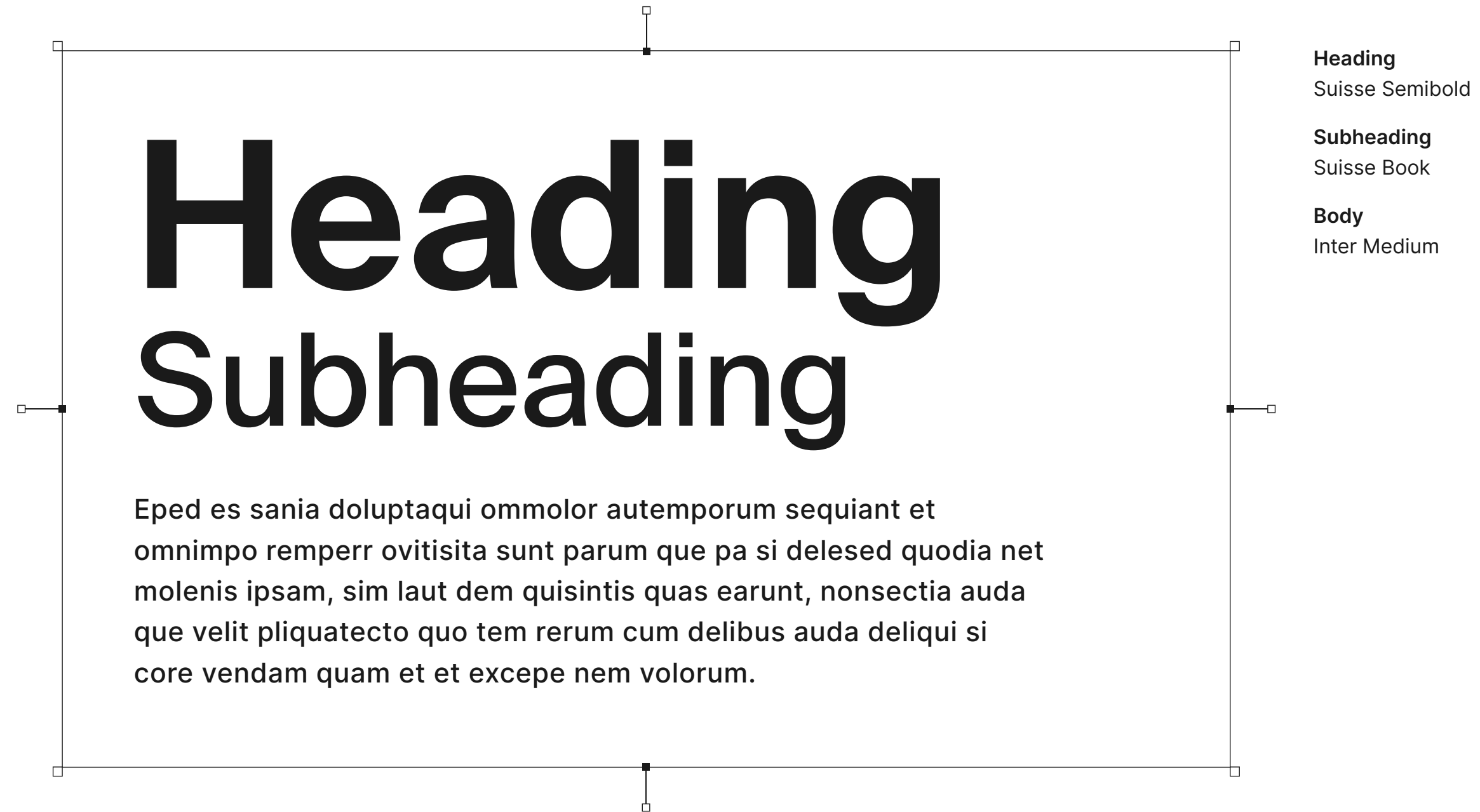
!"#\$%&'()*+,-./:;<=>?@`©^a«¬® ∂ΔΠ−√∞∫≈≠

Ää Öö Üü ß

2.3 Hierarchy

The use of the brand fonts will differ from application to application, but it is important to always consider appropriate type hierarchy.

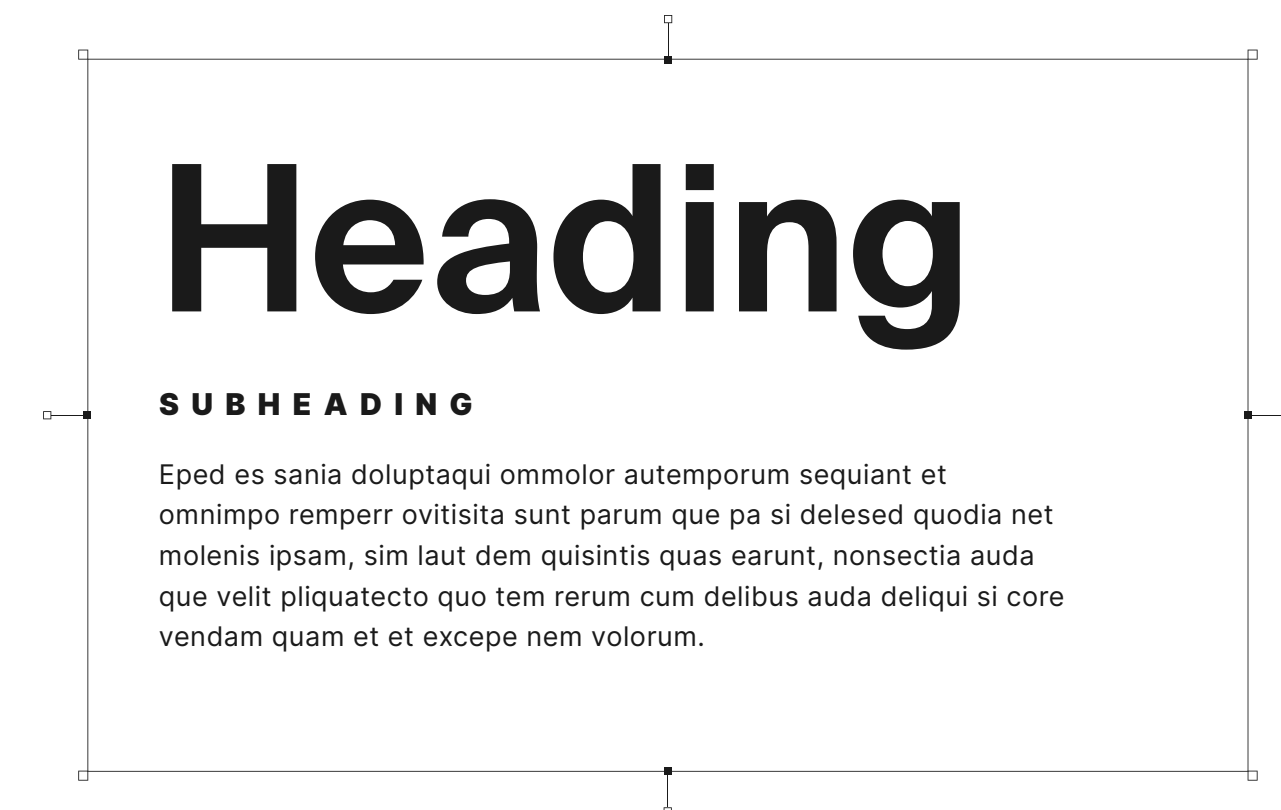
This page outlines some preferable type hierarchy examples for reference.



Heading
Suisse Semibold

Subheading
Inter Black

Body
Inter Regular



2.4 Heading Usage

Where possible, Suisse Int'l should be used for all main headings throughout brand material, Inter can be introduced at a tertiary level of hierarchy.



Neues Auto

H1 Suisse



Neues Auto

H2 Suisse



Neues Auto

<H3 Inter

2.5

Example UI Usage

This page outlines an example of UI usage for the two brand fonts.

H1 Suisse
Semi bold

Heading One

H2 Suisse
Book

Heading Two

H3 Inter
Medium

Heading Three

H4 Inter
Regular

Heading Four

Category Label
Black

HEADING FIVE

Body
Inter
Medium,
Regular

Body Copy
Body Copy
Body Copy

Call to Action
Inter, Medium

[Call To Action](#)

Filter Headlines
Inter, Regular

Filter Sections

Chapter Five

Photography

4 Our images convey our brand values: Freedom Simplicity Trust

FINN takes a **customer-centric approach**: We understand people's needs and offer them the perfect solutions for their current life situation. After all, we don't just offer cars but our services enable people to **experience mobility in a carefree way**. This is reflected in our visual language – in our motives, the color grading and the stories we tell.

4.2 Photography Human focus

Our motives focus on real people, enjoying the freedom and simplicity of driving a FINN, rather than presenting beautiful shots of shiny cars in front of abstract architecture. Choosing **authentic, approachable moments that focus on people**, or at least have a human element, helps our customers identify with our brand and ultimately **conveys trust**.



4.7

Key Themes Sense Check

When choosing imagery for any FINN branded material, these DO and DO NOT statements can be used to ensure the image is appropriate for use.

DOs

- ✓ The image features a person (aged 25-55) interacting with a vehicle
- ✓ The image features a person in a natural setting
- ✓ The person and vehicle are both visible in the image

DO NOTs

- ✗ The image features a person posing with the vehicle or for the camera
- ✗ The image appears staged or unnatural
- ✗ The image is shot in a studio, unless requested
- ✗ Show inappropriate behavior, i.e., smoking, sitting on a car, speed driving, drinking & driving, using phone while driving

4.8 Photography Details

Close-up photography should consistently highlight the intricate details or specific technical aspects/features of the car. To emphasize the importance of these elements in the scene, it is recommended to employ a shallow depth of field.



4.7 Dos & Dont's

When choosing imagery for any FINN branded material, these DO and DO NOT statements can be used to ensure the image is appropriate for use.

DOs

- ✓ Cars are shoot with our FINN dummy license plate (one for E cars and one for non E cars)
- ✓ Human presence on every picture, even if only 20% of human body
- ✓ When possible a personal keychain should be added to the car keys
- ✓ Interior shoots: all models have to wear a seat belt
- ✓ The image features a modern vehicle
- ✓ The image has clear space around the vehicle
- ✓ The lighting is natural and authentic to the setting
- ✓ It is clear that the focus of the image is the vehicle
- ✓ Car lights should be turned on

DO NOTs

- ✗ Car perfectly parked on an empty street
- ✗ Show inappropriate behavior, i.e., smoking, sitting on a car, speed driving, drinking & driving, using phone while driving
- ✗ Pay attention with the width of the lenses, with 28mm for example, the car stretches resulting in a weird angle
- ✗ The image features a vintage or damaged car
- ✗ The image features artificial lighting for the setting
- ✗ The image has obvious motion blur or other camera effects

4.5 Photography Female Cast

All models stand for the good **middle class and higher** as it is important for us to convey **trust** and reliability to our grown-up target groups.

To ensure that all of our customers can identify with our brand, we choose models with their own **personalities**, who convey a **close and authentic feeling**. This is what makes them approachable. Freckles, wrinkles, messy hair – including all the little imperfections that make us human.

We show people of all nationalities appropriate to the respective market (GER & US). We avoid stereotypes or clichés in any direction, so even larger groups don't represent an all-white cast, for example.

Note: Humans are mostly shoot on a eye-level presence. We are close to their emotions and experience.



4.5 Photography Male Cast

All models stand for the good **middle class and higher** as it is important for us to convey **trust** and reliability to our grown-up target groups.

To ensure that all of our customers can identify with our brand, we choose models with their own **personalities**, who convey a **close and authentic feeling**. This is what makes them approachable. Freckles, wrinkles, messy hair – including all the little imperfections that make us human.

We show people of all nationalities appropriate to the respective market (GER & US). We avoid stereotypes or clichés in any direction, so even larger groups don't represent an all-white cast, for example.

Note: Humans are mostly shoot on a eye-level presence. We are close to their emotions and experience.



4.6 Photography Styling

Models gear in the way they would actually wear: with personal accessories from their daily life, sunglasses, small and minimal pieces of jewelry (no extravagant jewellery pieces are allowed) etc. to let the individuals personality shine through and make it less polished.



4.7 Dos & Dont's

When choosing imagery for any FINN branded material, these DO and DO NOT statements can be used to ensure the image is appropriate for use.

DOs

- ✔ Hide any other clothing Brand, if not possible, remove in post production
- ✔ Share the outfit choices with FINN at least 3 days before the shoot
- ✔ Colours should be natural and minimalistic
- ✔ Clothes should always be cleaned and ironed

DO NOTs

- ✘ Do not underline any other clothing Brand
- ✘ Do not show any clothes with cuts or holes, for example in jeans
- ✘ Do not show messy/wild textiles and patterns
- ✘ Do not utilise hoodies or cappies, rather make it look grown up (exception of US shoots)
- ✘ No red lips or exaggerated styling
- ✘ Avoid showcasing a posh style or invasive jewelry, including watches from other brands like Rolex.

Key Themes

Sense Check

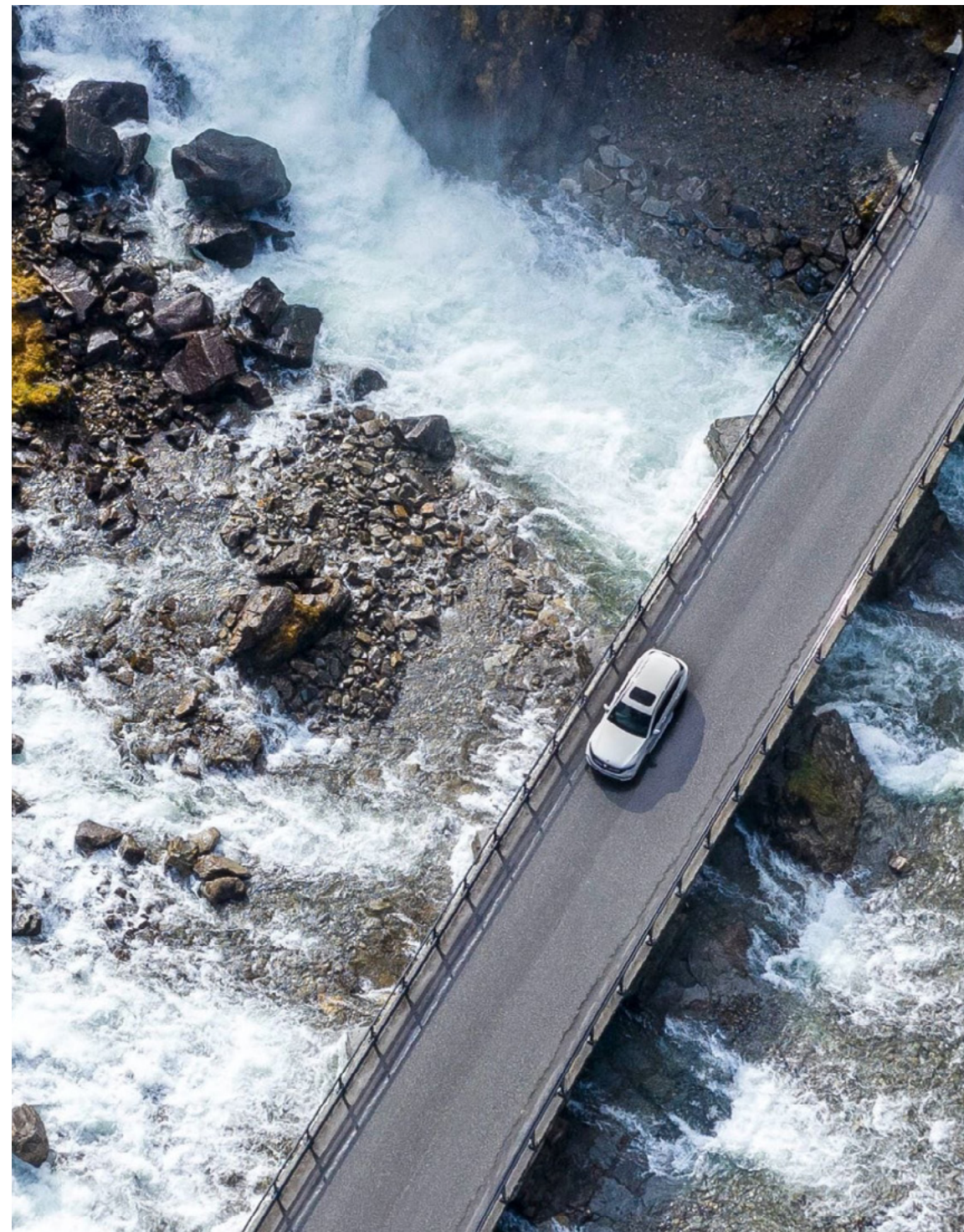
When choosing imagery for any FINN branded material, these DO and DO NOT statements can be used to ensure the image is appropriate for use.



4.2 Photography Location

As we provide premium services for a grown-up target group, we show moments that take place in their natural environments:

In **rural landscapes**, we show People who enjoy country life – nature as a symbol of simplicity, peace, and relaxation, for sport or sometimes a bit adventurous in more remote areas to convey freedom and reliability. Therefore we choose idyllic places, remote streets with beautiful scenery in the background, and shots of landscapes that convey vastness.

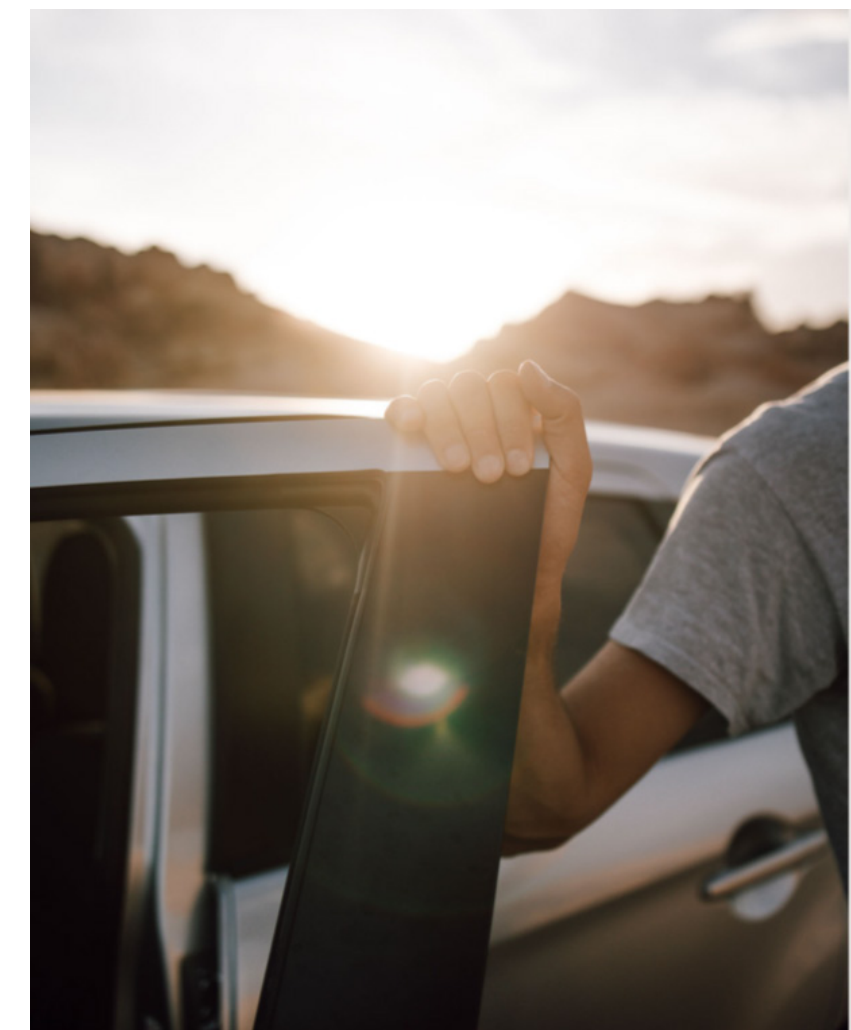
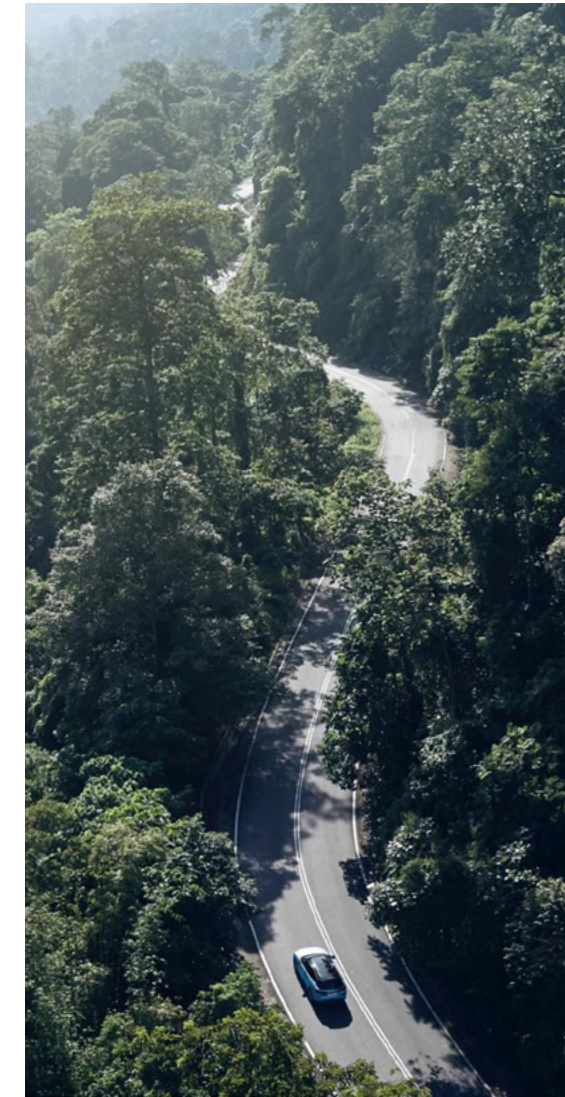


4.2

Photography Grading

We use natural color tones, but with a clear weighting of yellow in the lights. This creates a very warm light atmosphere that is inviting to the viewer and gives a sense of **security, trust and approachability**.

We make full use of natural light throughout all phases of the day. Nonetheless, we try to avoid noon, otherwise the bright light would create too harsh shadows and contrasts.



Note: We always keep our equipment in the light, centred in the frame for optimal visibility. Natural darker corners. Effects: Lens flare, grain texture, and greenish shadows.

Chapter Six

Layout

5

Grids & Layout

All extended brand material should be based off of a grid. This will help with content hierarchy and placement, building a system to ensure consistency across everything.

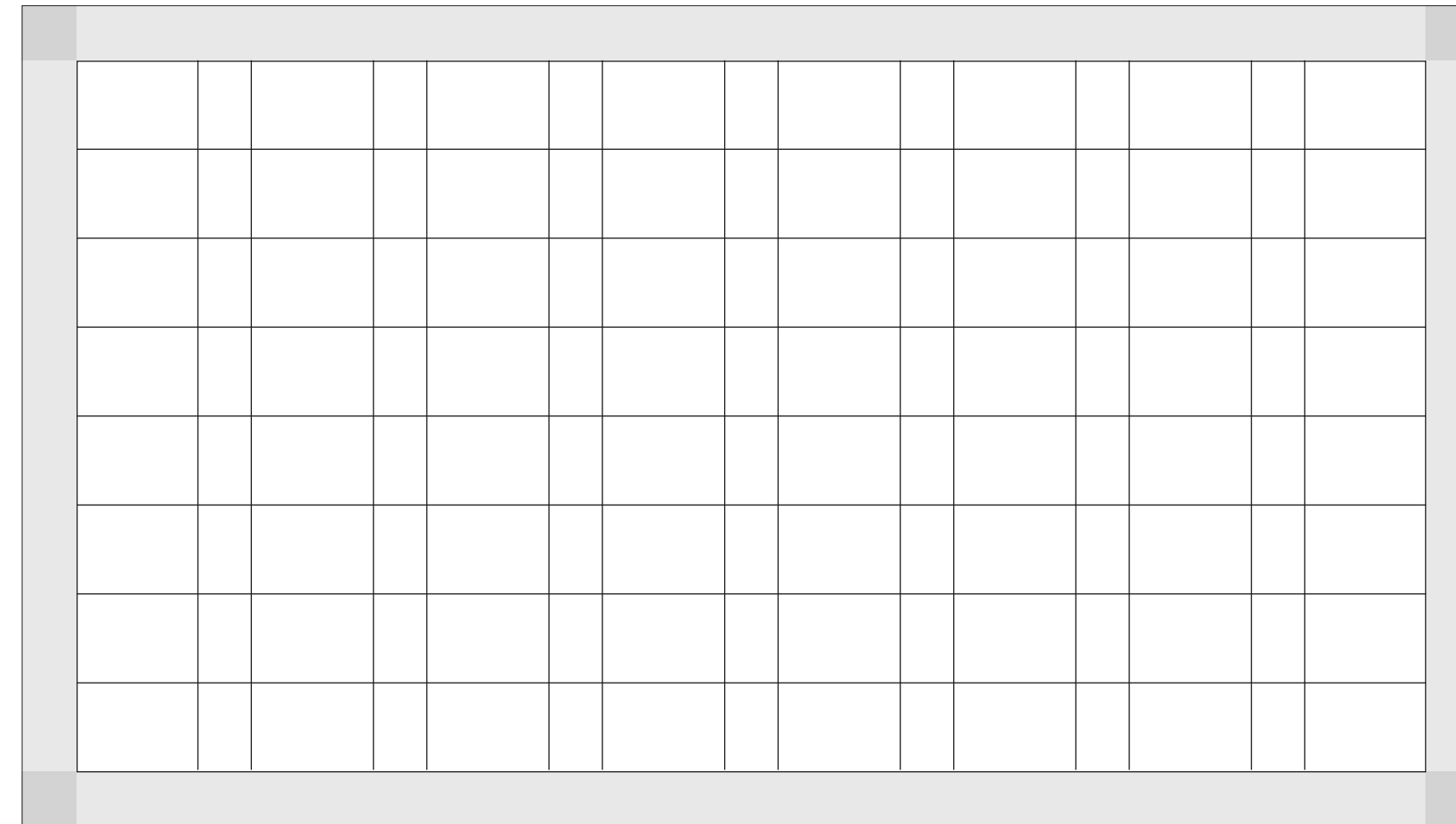
When designing brand assets, it is important to be considered and efficient. Grids are the perfect way to achieve this.

5.1

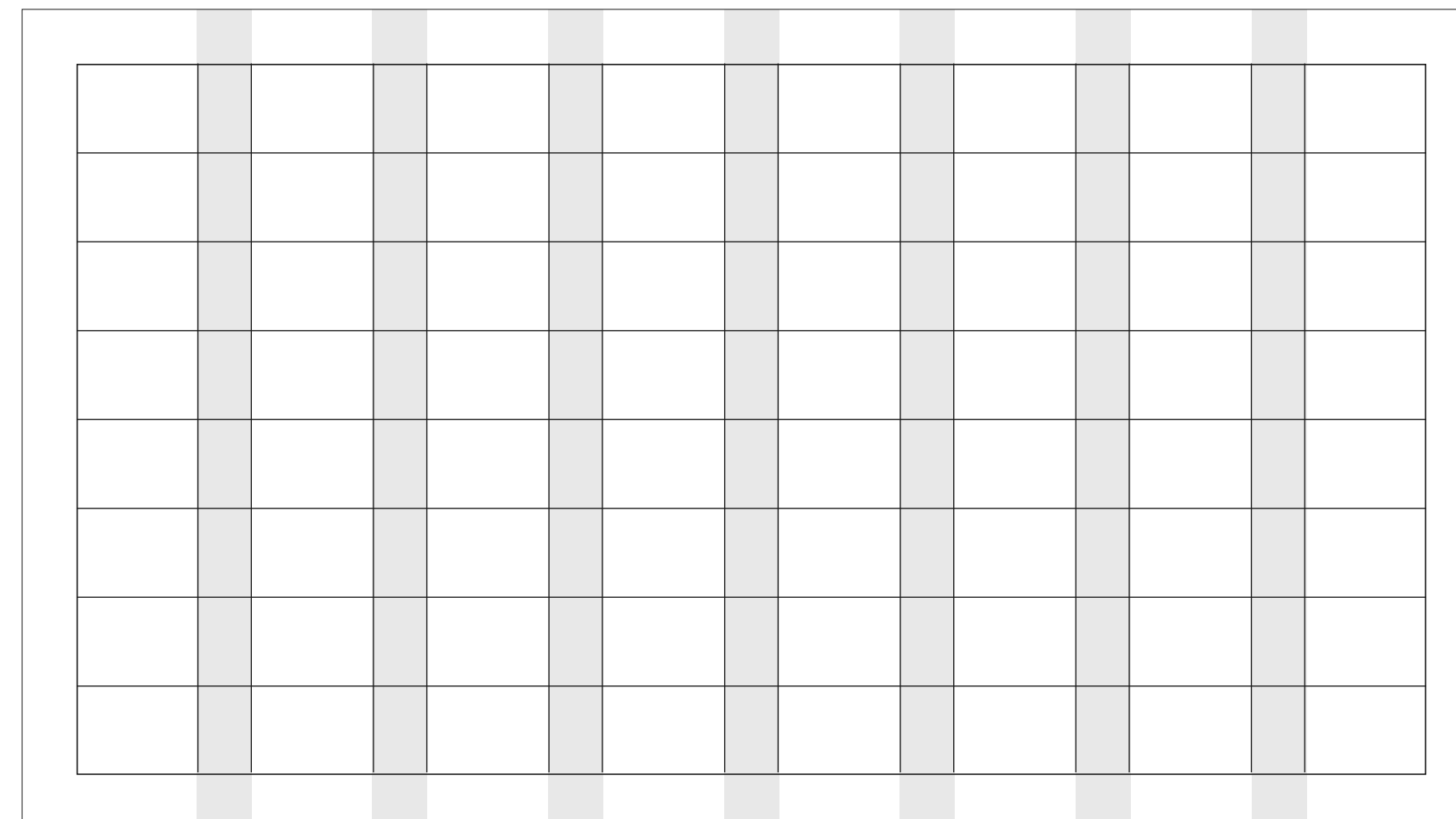
Basic Grids Horizontal

This is an example of a basic 8 column grid that can be used across horizontal placements.

A general rule is to use a moderate margin size and a wide gutter size. This will give structure and allow layouts room to breathe.

**Margins**

For Example:
1600 x 900 banner, 8 Col
60px Margin

**Gutters**
Gutter width = Margin width

For Example:
1600 x 900 banner, 8 Col
60px Margin
60px Gutters

5.2 Basic Grids Horizontal Example

This page outlines an example of a basic 8 column horizontal grid in use.

Rundum-Sorglos Autofahren

Alles Inklusive Außer Tanken.

Ehendam dolore cus id modis andae
nonsequ venture ptatusc

www.FINN.auto

Rundum-Sorglos Autofahren

Alles Inklusive Außer Tanken.

Ehendam dolore cus id modis andae
nonsequ venture ptatusc

www.FINN.auto

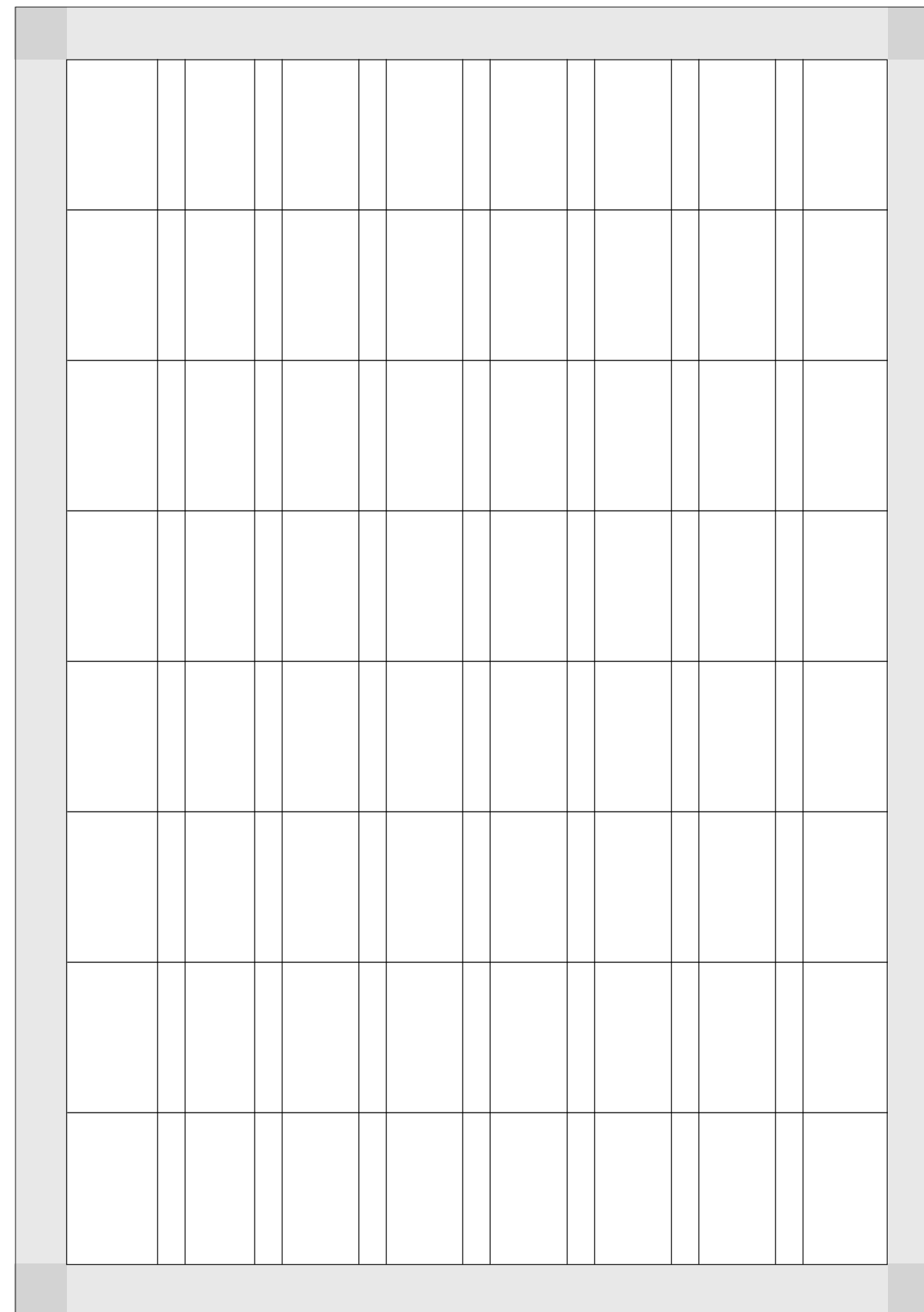
5.3

Basic Grids

Vertical

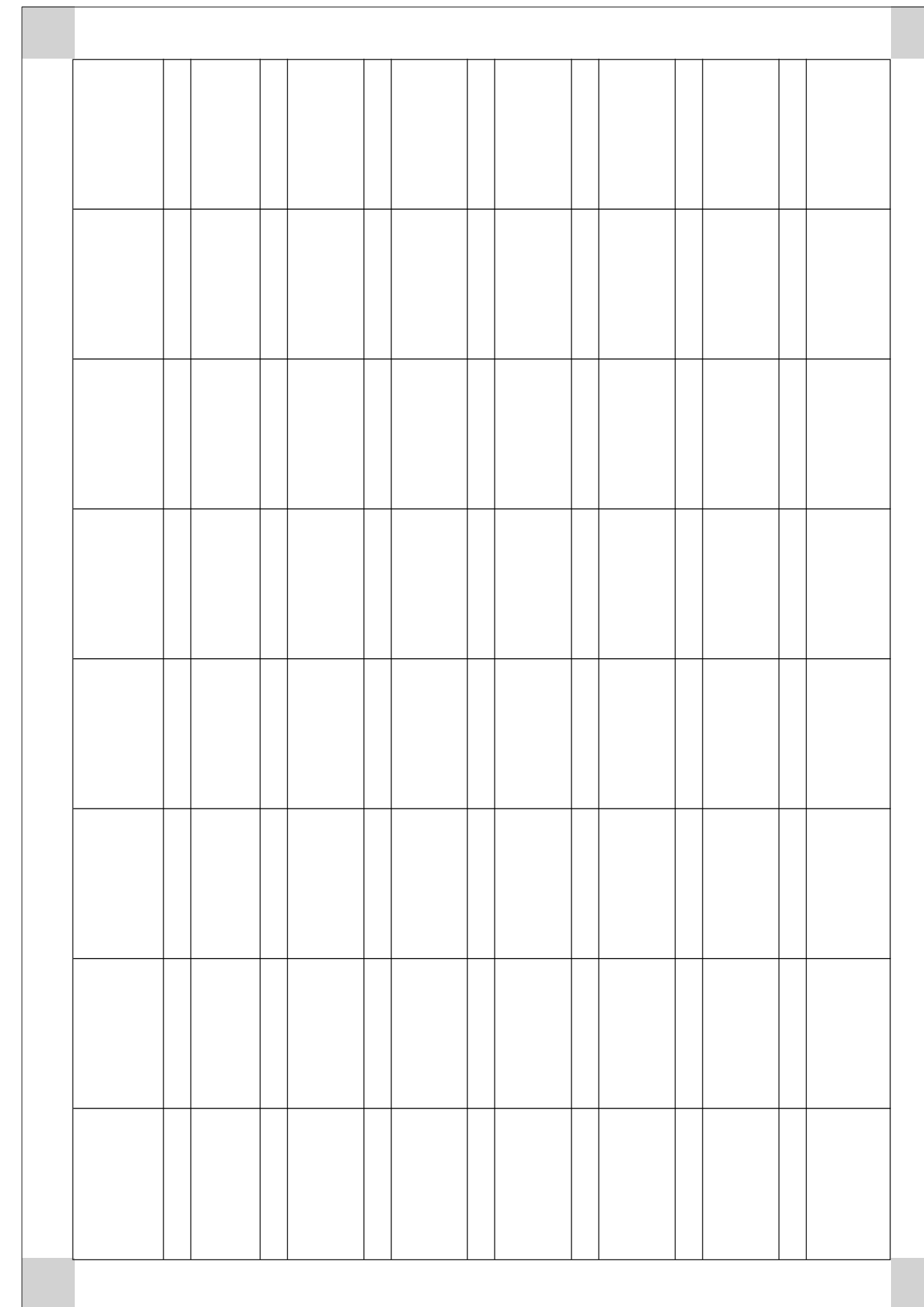
This is an example of a basic 8 column grid that can be used across vertical placements.

A general rule is to use a moderate margin and gutter size. This will give enough structure for content heavy pieces, but allow layouts room to breathe for more visual-lead applications.



Margins

For Example:
A4 Paper, 8 Col
5mm Margin



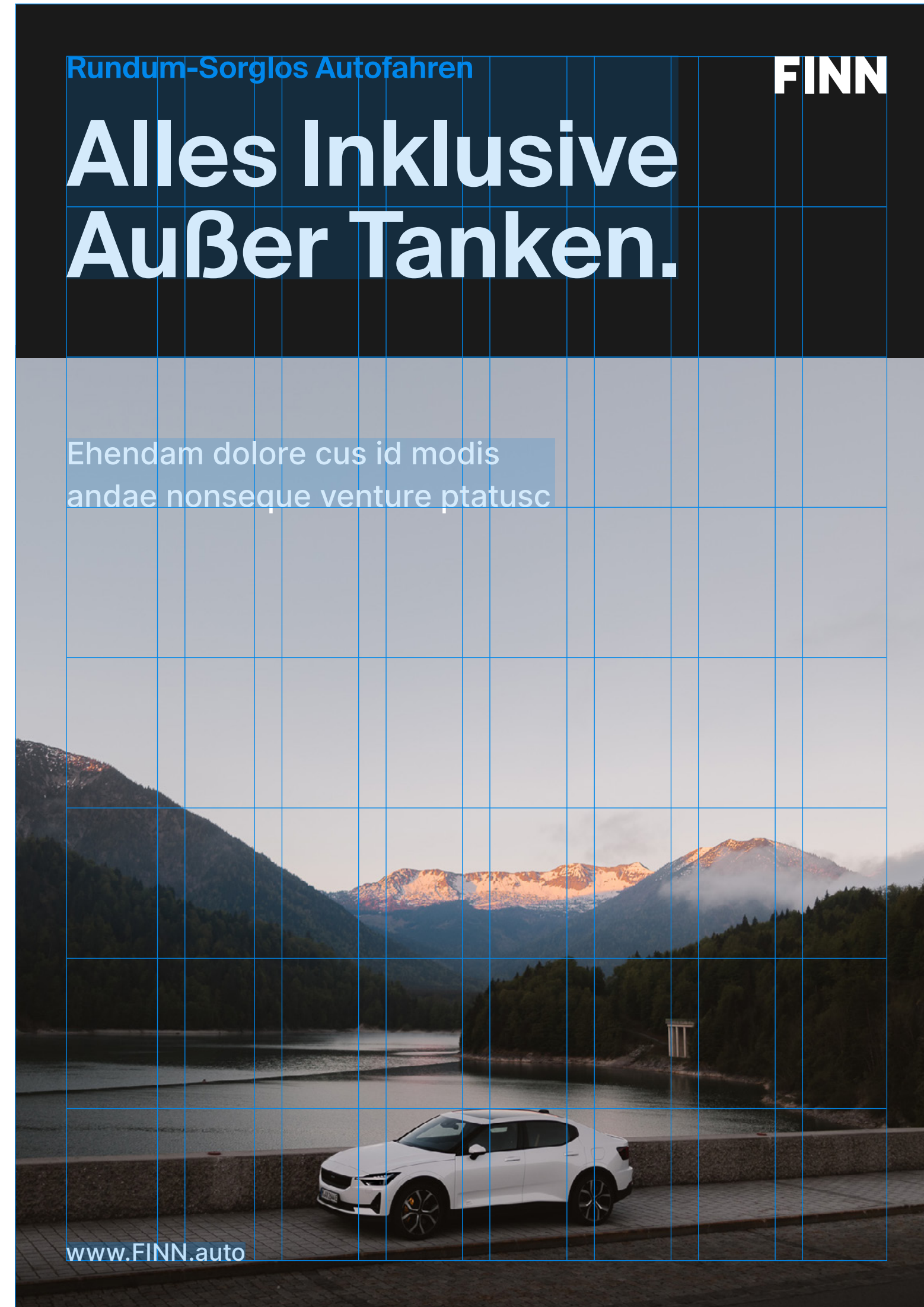
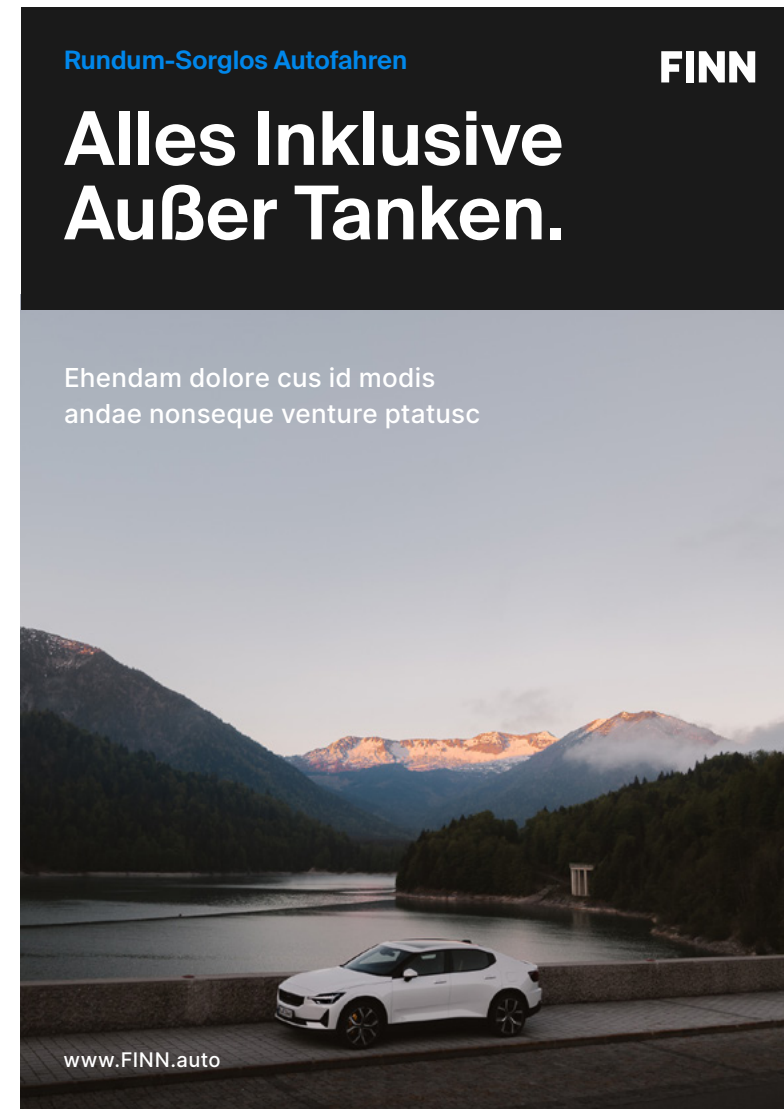
Gutters

Gutter width = $\frac{1}{2}$ Margin width

For Example:
A4 Paper, 8 Col
5mm Margin
2.5mm Gutters

5.4 Basic Grids Vertical Example

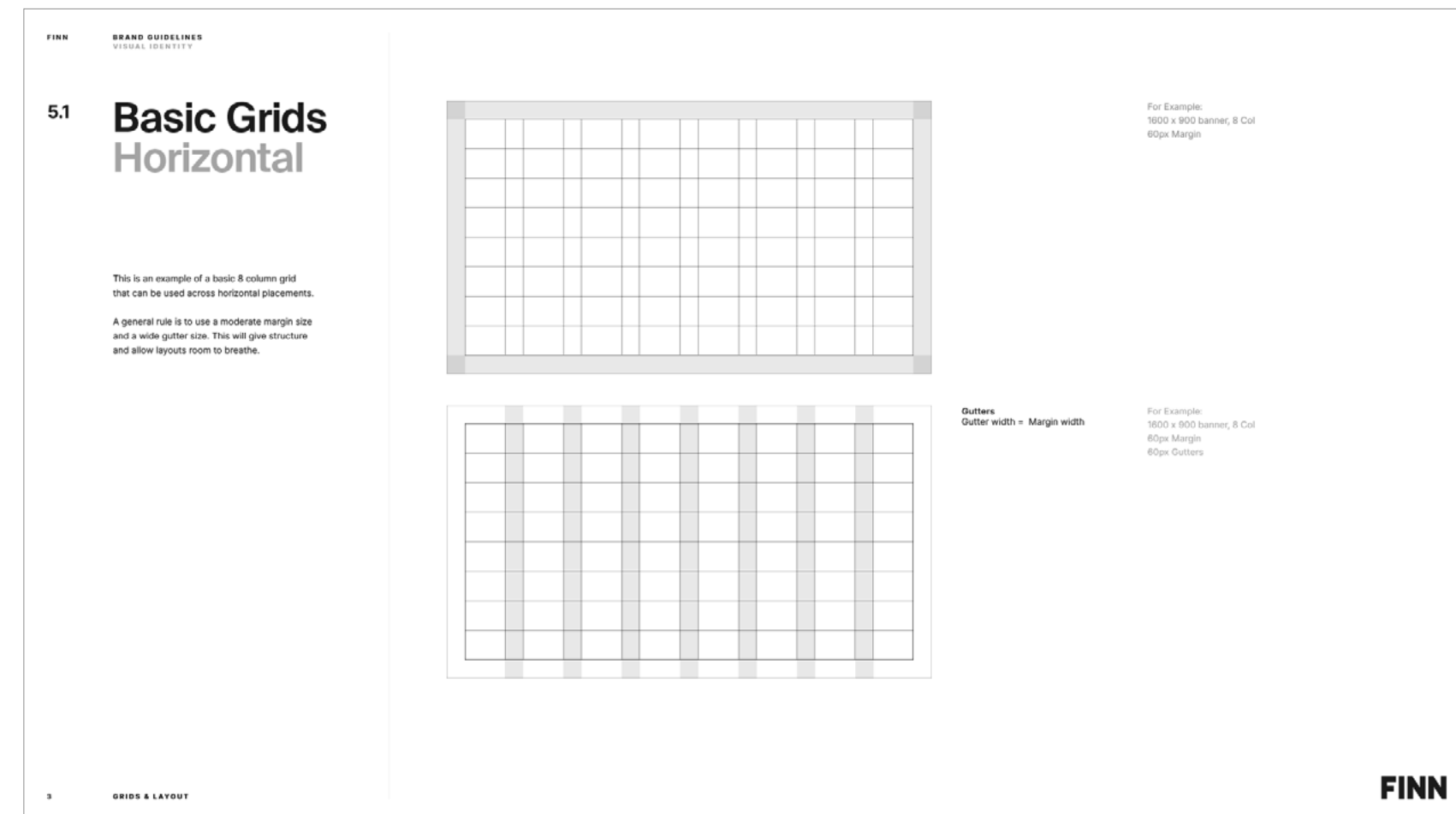
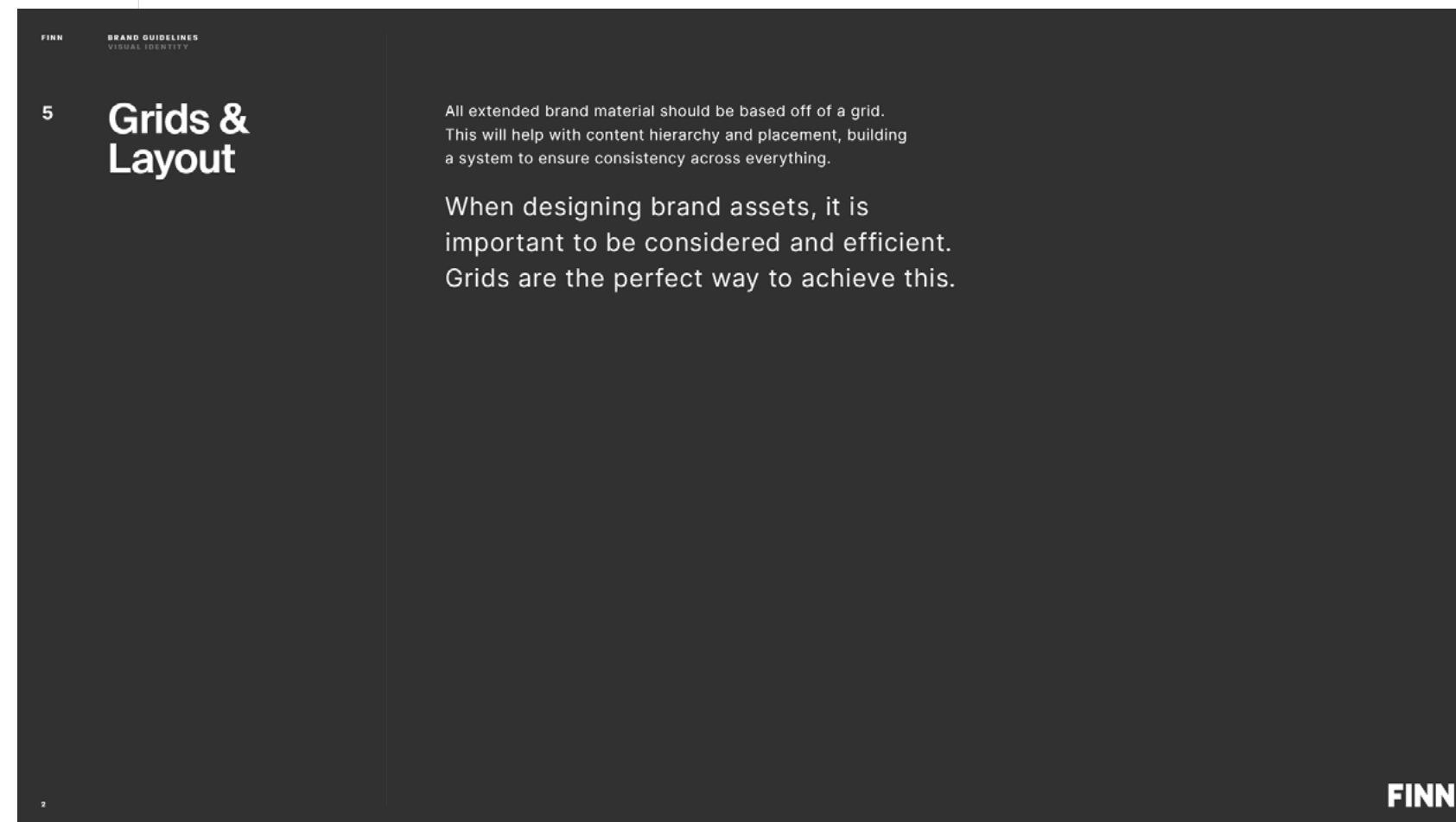
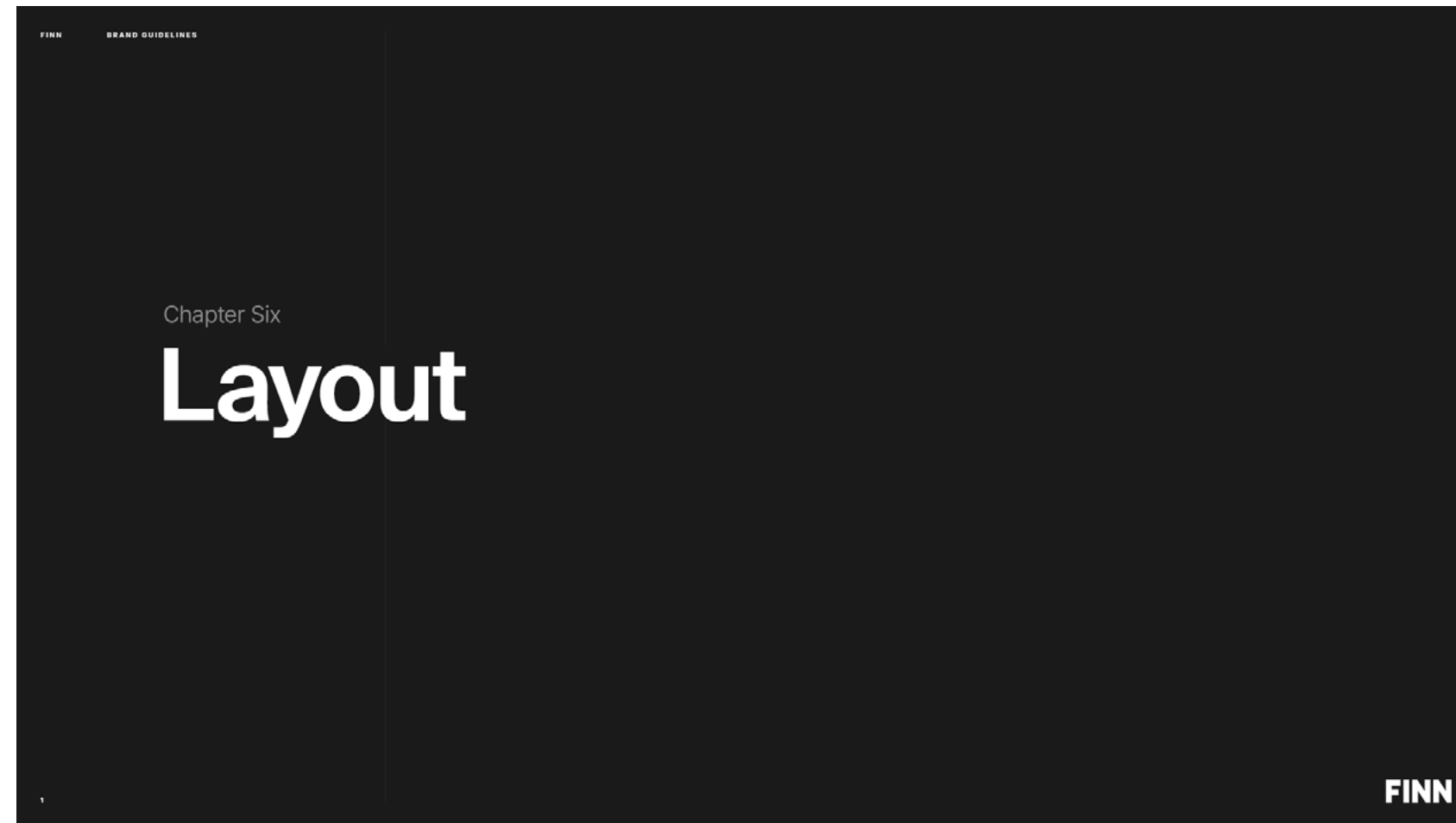
This page outlines an example of a basic 8 column vertical grid in use.



5.5

Presentation Layouts

The brand guidelines you are viewing are built in our standard presentation format.



5.6 Online Ad Layouts

FINN Auto Abo
Flexibilität durch kurze Laufzeiten

- ✓ Alles inklusive außer Tanken
- ✓ Kurze Laufzeiten
- ✓ Online abschließen & losfahren
- ✓ Kostenlose Lieferung

FINN

Laden im **App Store** | **JETZT BEI Google Play**

FINN Auto Abo
Rundum Sorglos Autofahren

Anmeldung, Versicherungen, Wartung und den ganzen anderen Papierkram erledigen wir für dich. **Ganz einfach.**

FINN

Audi e-tron Sportback
55 quattro advanced

Farbe ○●●

Vertragslaufzeit

12 Monate
949 €

949 € pro Monat inkl. MwSt. Weiter

Laden im **App Store** | **JETZT BEI Google Play**

FINN Auto Abo
Ein neues Auto. Immer wieder!

Immer das perfekte Auto – genau dann, wenn du es brauchst. Solange du es brauchst.

FINN

Ein neues Auto. Immer wieder!

Immer das perfekte Auto – genau dann, wenn du es brauchst. Solange du es brauchst.

Farbe ○●●

Vertragslaufzeit

Download on the **App Store** | **GET IT ON Google Play**

FINN

Ein FINN ist wie ein eigenes Auto
Nur ohne die Verantwortung.

Laden im **App Store** | **JETZT BEI Google Play**

6

Applying the Brand

By applying FINN's values and visual identity, we can build a language that creates the key tonal and emotional factors to channel the brand's purpose.


All FINN brand material should be designed to give the customer the best experience possible.

6.1

Type and Photography

Type and photography can be used together for expansive, larger placements. Type should only be used to enhance and complement the subject of the photography – it should never detract from it.

This treatment should only be used in sparing use cases where appropriate.



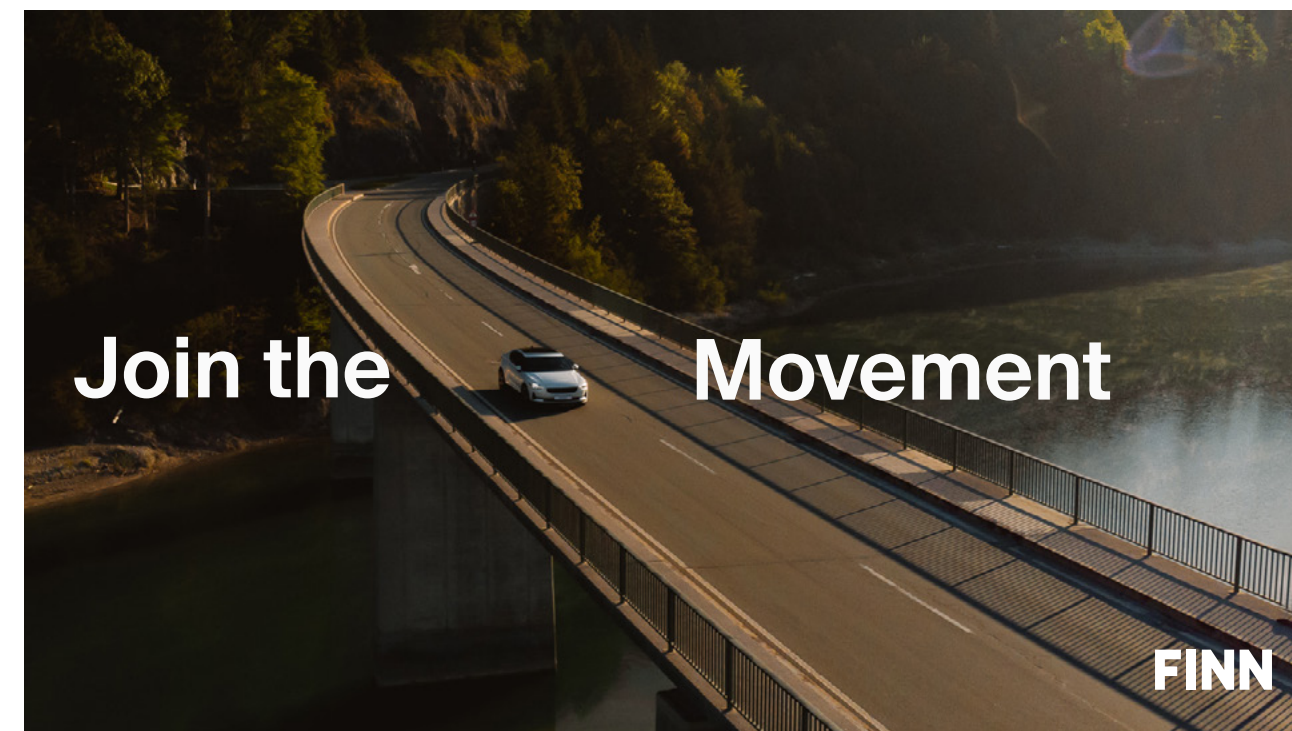
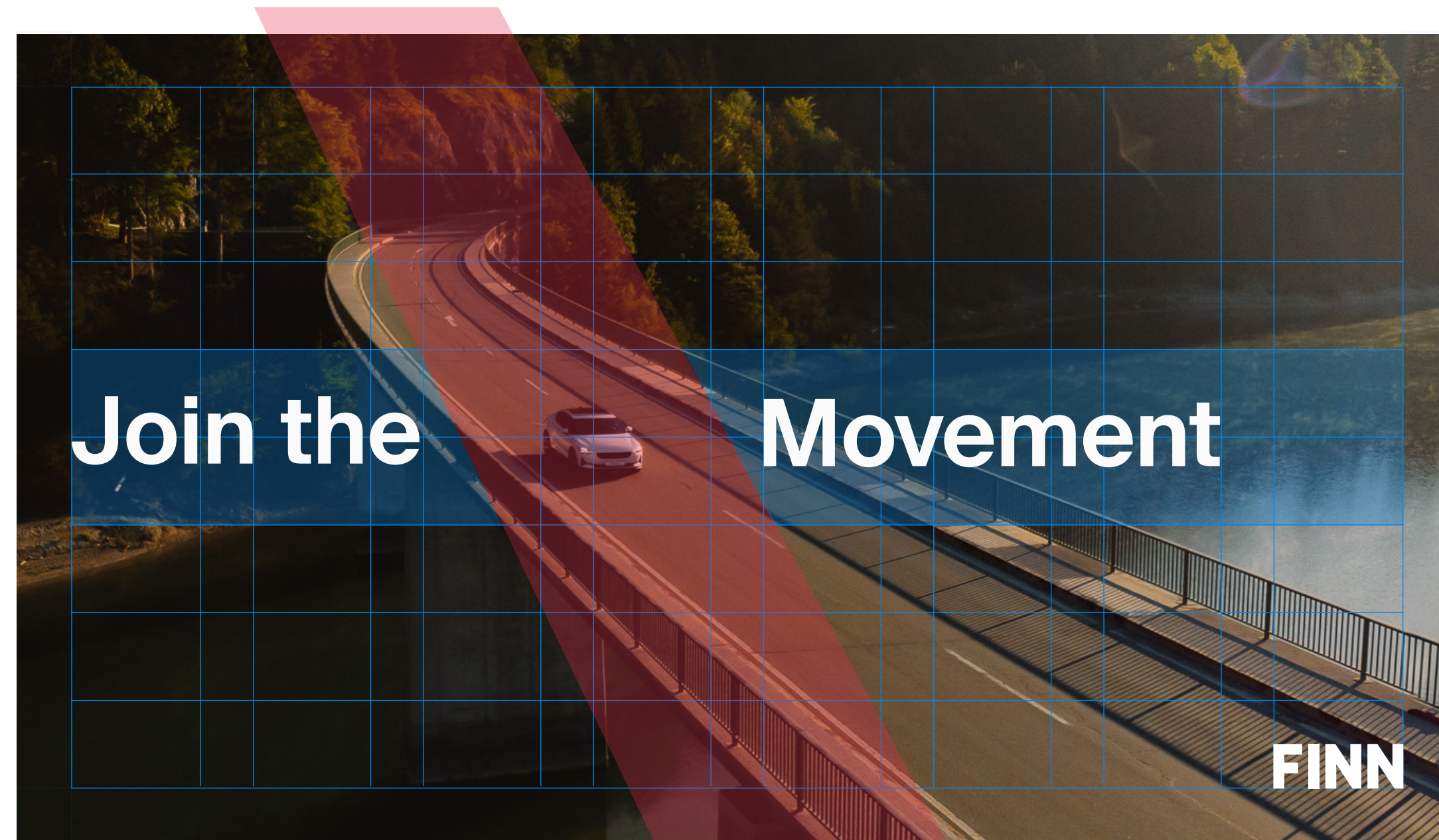
Rundum-Sorglos

Autofahren

6.3

Type and Photography Adding Type

Type should always be applied using a grid and follow the focal point rules from the previous page.



6.4 Type and Photography Logo Use

In limited use cases, the FINN logo may be used in line with type to convey a brand message or statement.

Always seek approval when using the logo in line with text.



Drive FINN

Logo height = Cap height

Make sure to follow the logo
clear space rules

Example lines:

Always Drive FINN

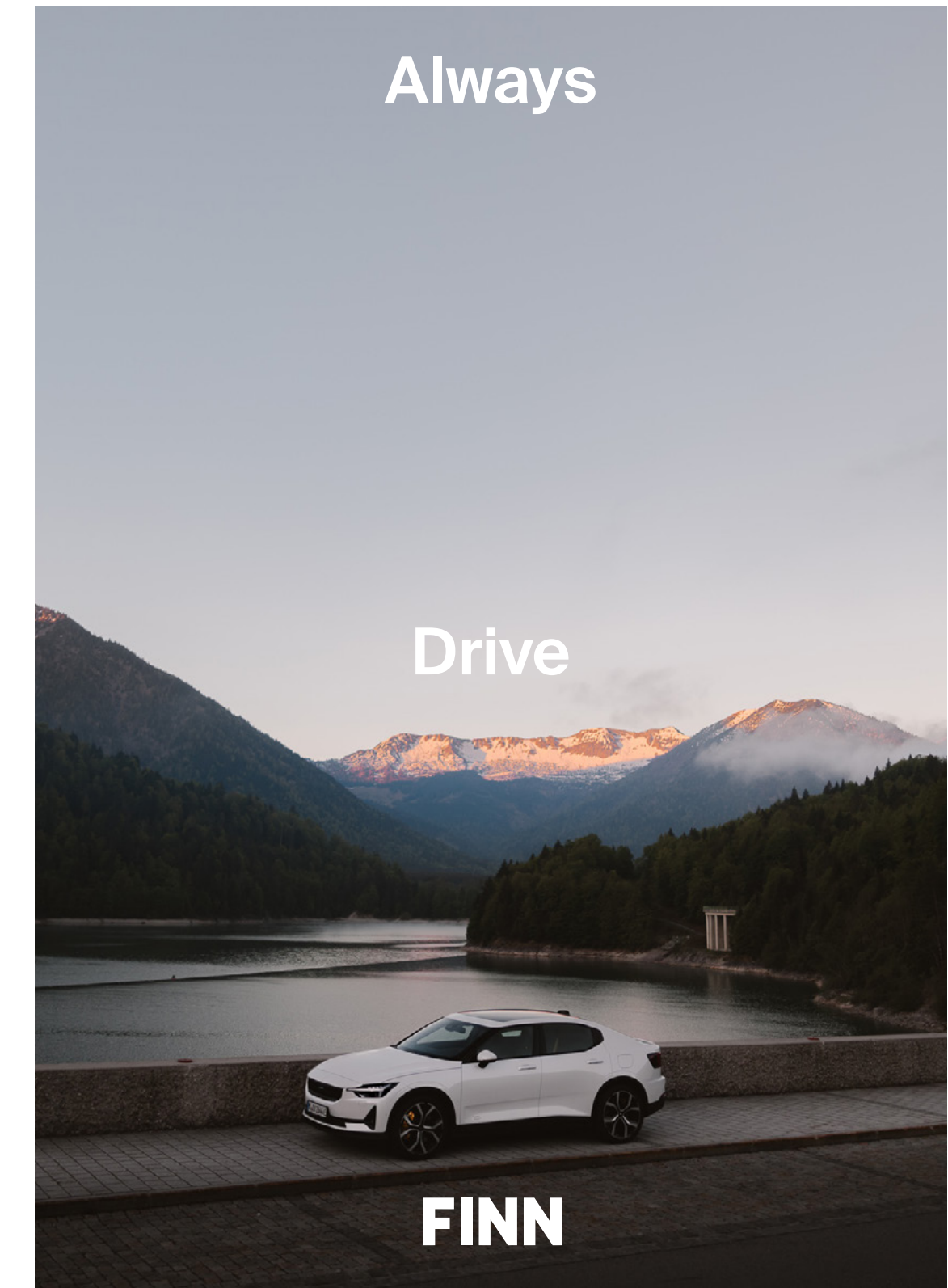
Drive FINN

FINN for Business

6.5

Type and Photography Examples

This page outlines some examples of best practices using the Type and Photography treatment.



6.6 Type, Image and Colour

Imagery and type can be used in combination with brand colours for placements that require improved legibility or room for more content.

Rundum-Sorglos Autofahren

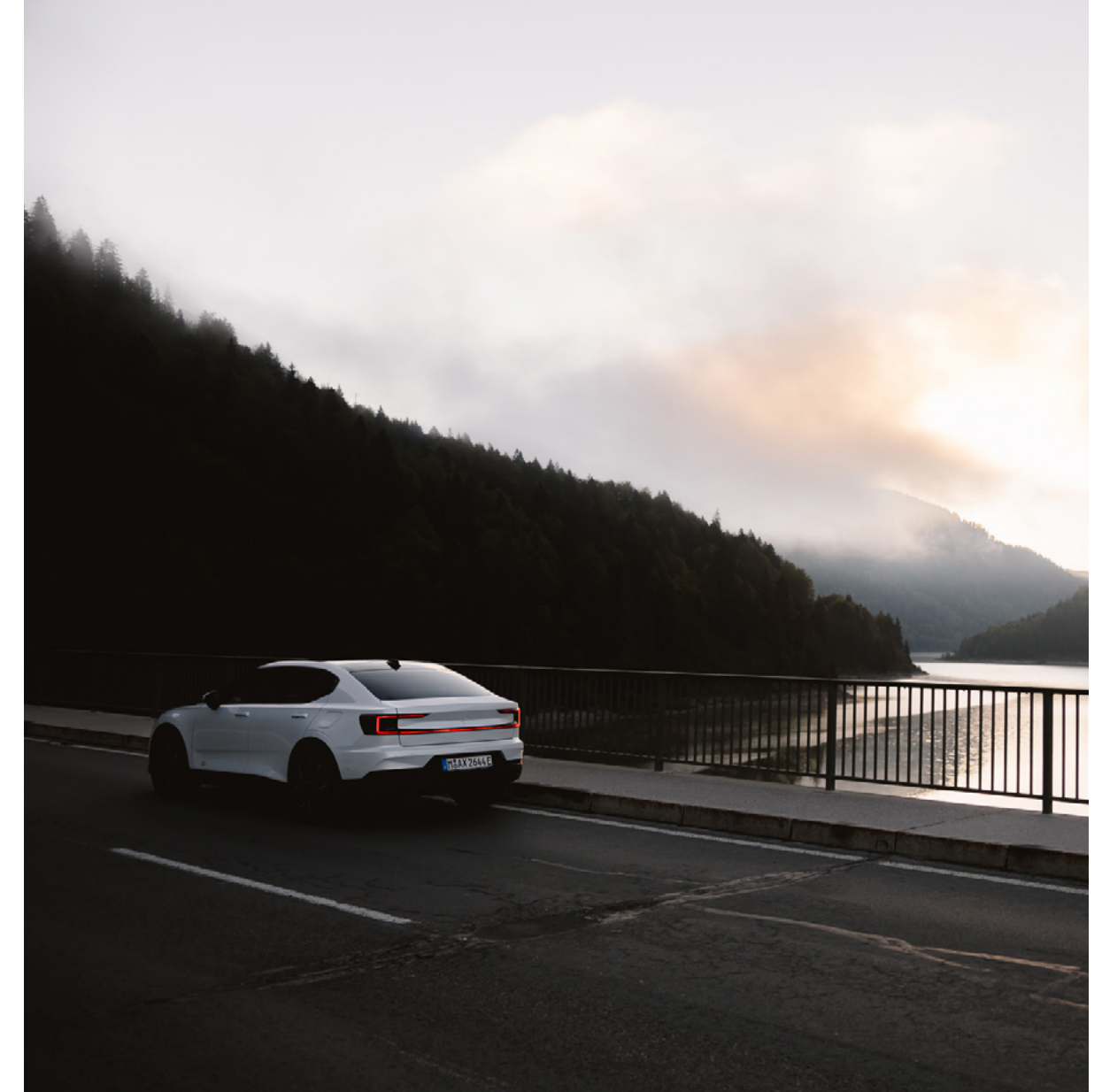
Alles Inklusiv Außer Tanken.



6.7

Type, Image and Colour Colour

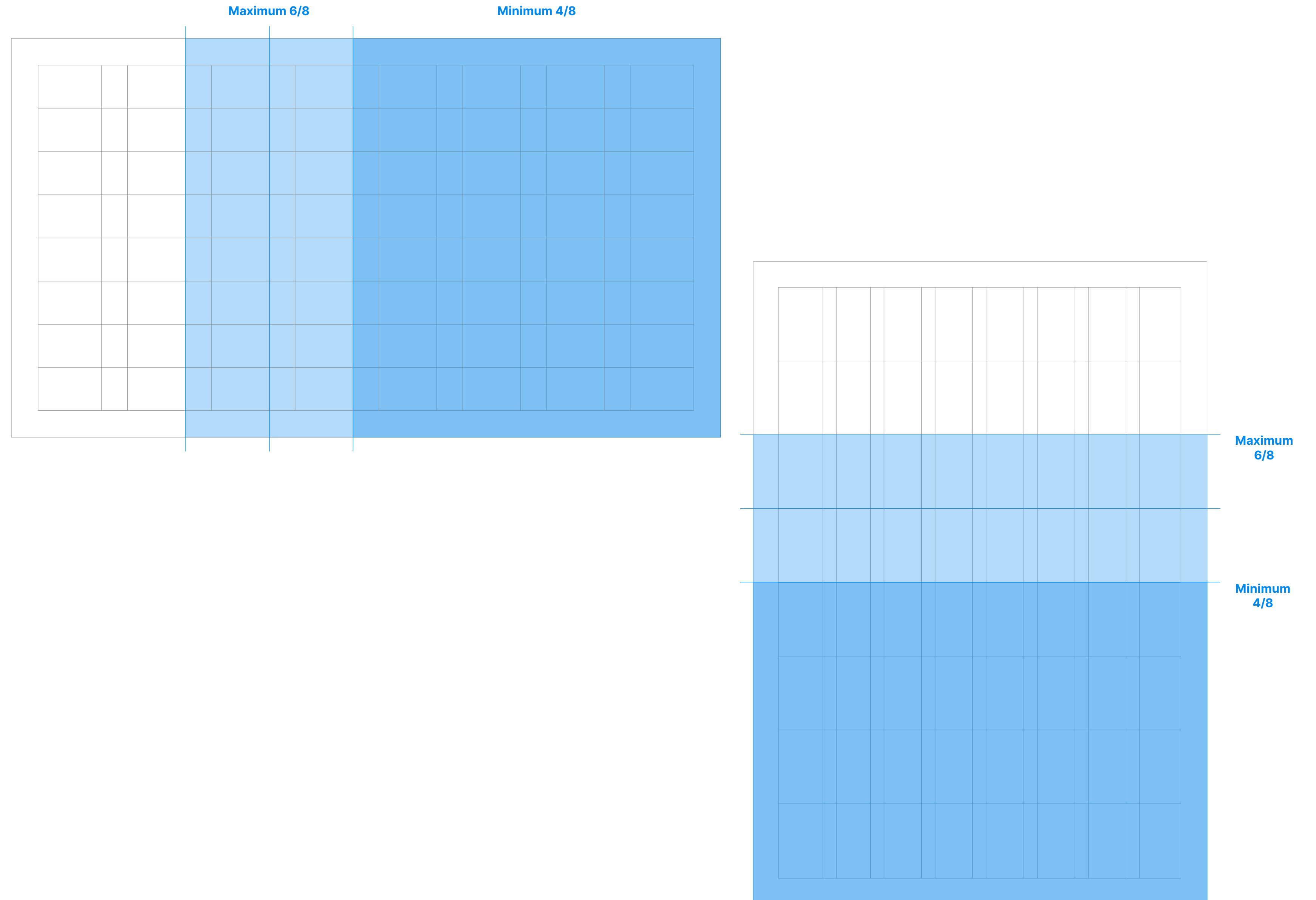
Imagery should only be paired with colours from the primary FINN colour palette, FINN Black or FINN White.



6.8

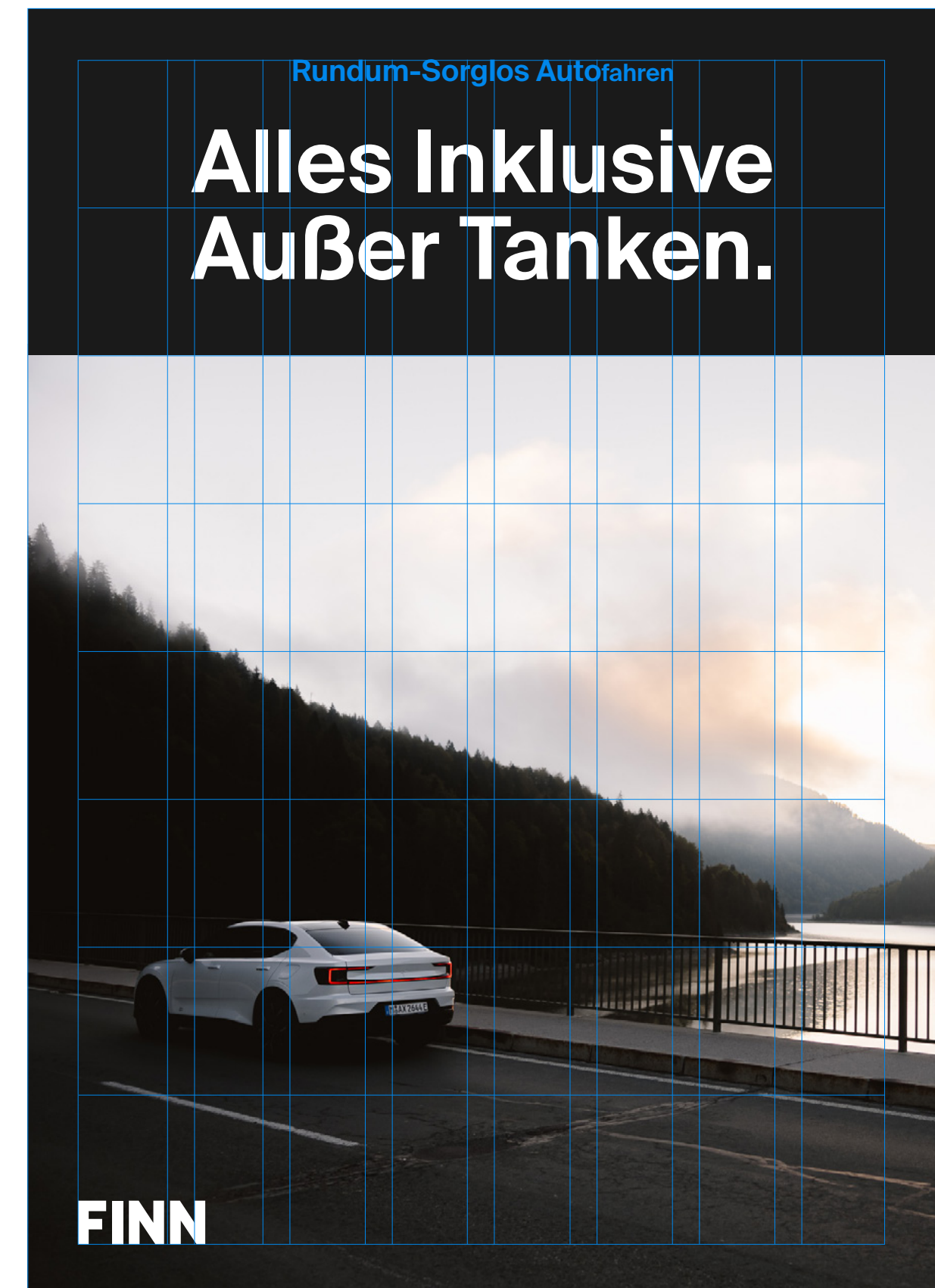
Type, Image and Colour Image Ratio

The image to background ratio should always be determined using a grid and follow the the min/max ratios as outlined on this page.



6.9 Type, Image and Colour Adding Type

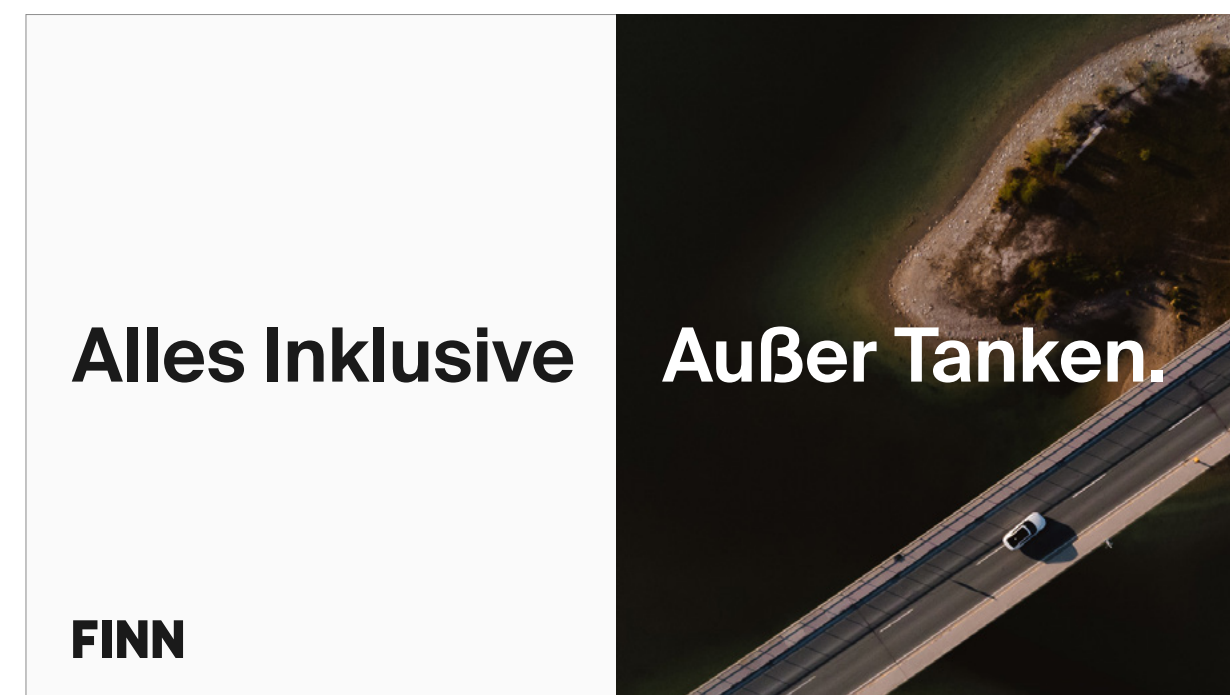
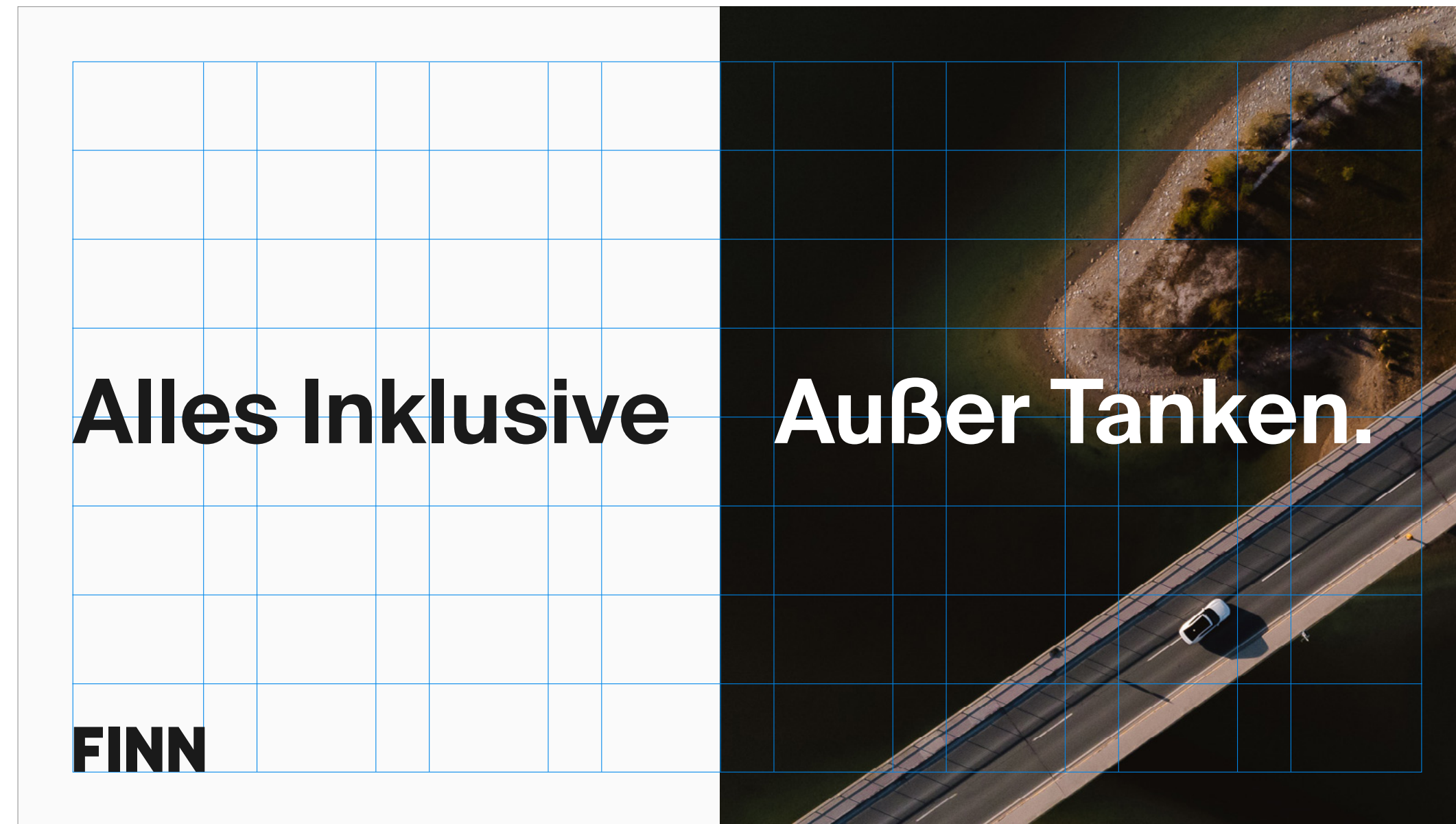
A grid should always be used when adding type. This treatment allows for improved legibility so that it is suitable for placements that require longer headlines or additional body copy.



6.10

Type, Image and Colour Splitting Type

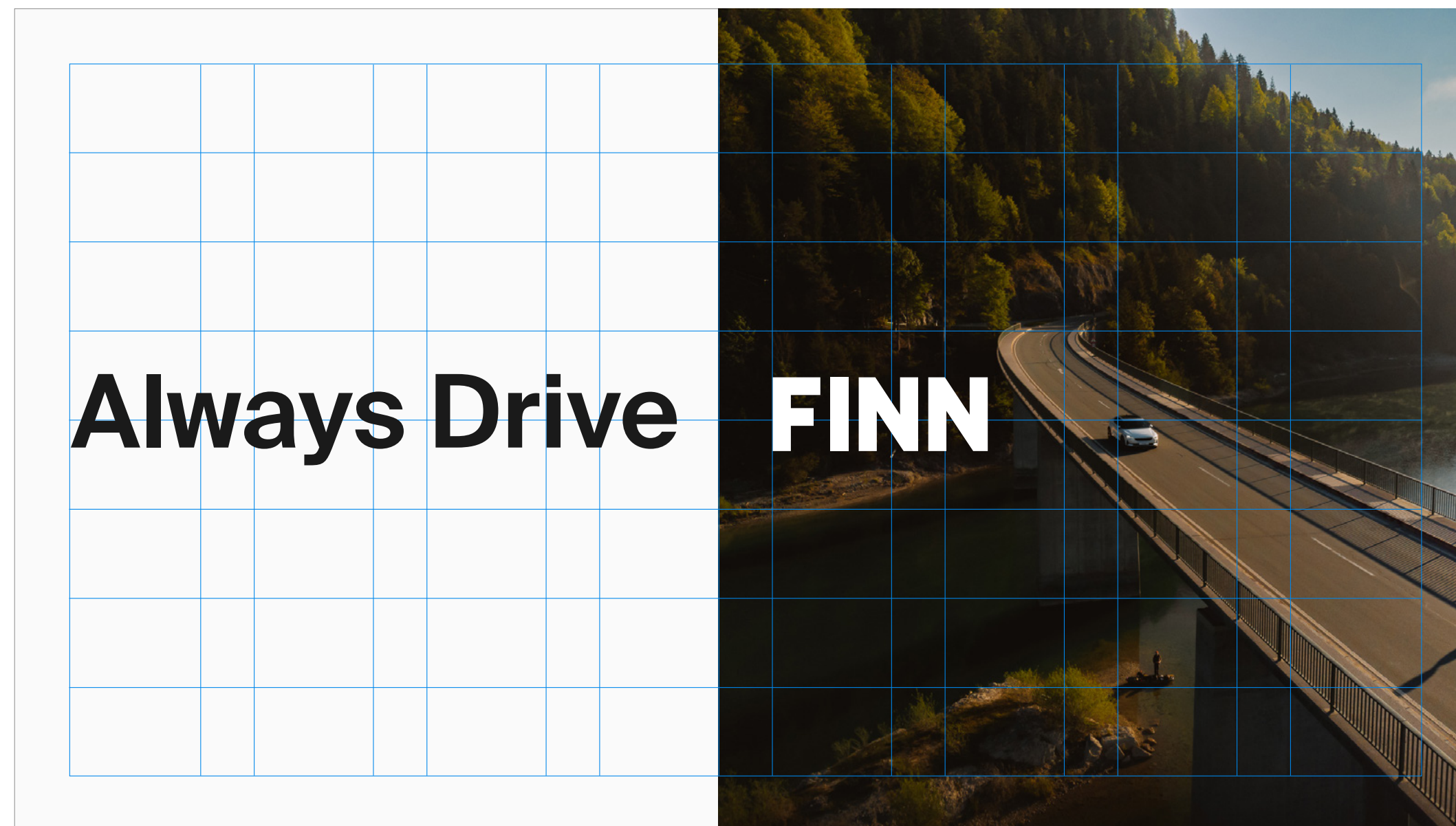
Headline type may be split over the
text and image to add emphasis or
impact to a statement.



6.11 Type, Image and Colour Logo Use

In limited use cases, the FINN logo may be used in line with type to convey a brand message or statement.

Always seek approval when using the logo in line with text.

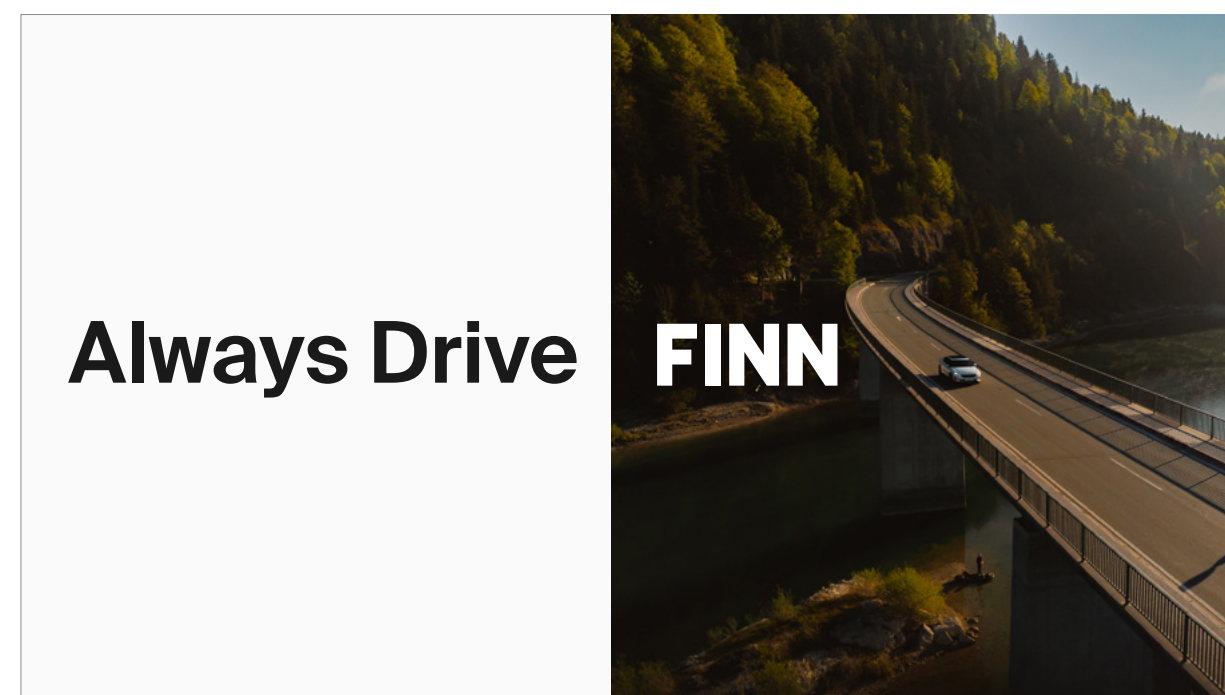


Example lines:

Always Drive FINN

Drive FINN

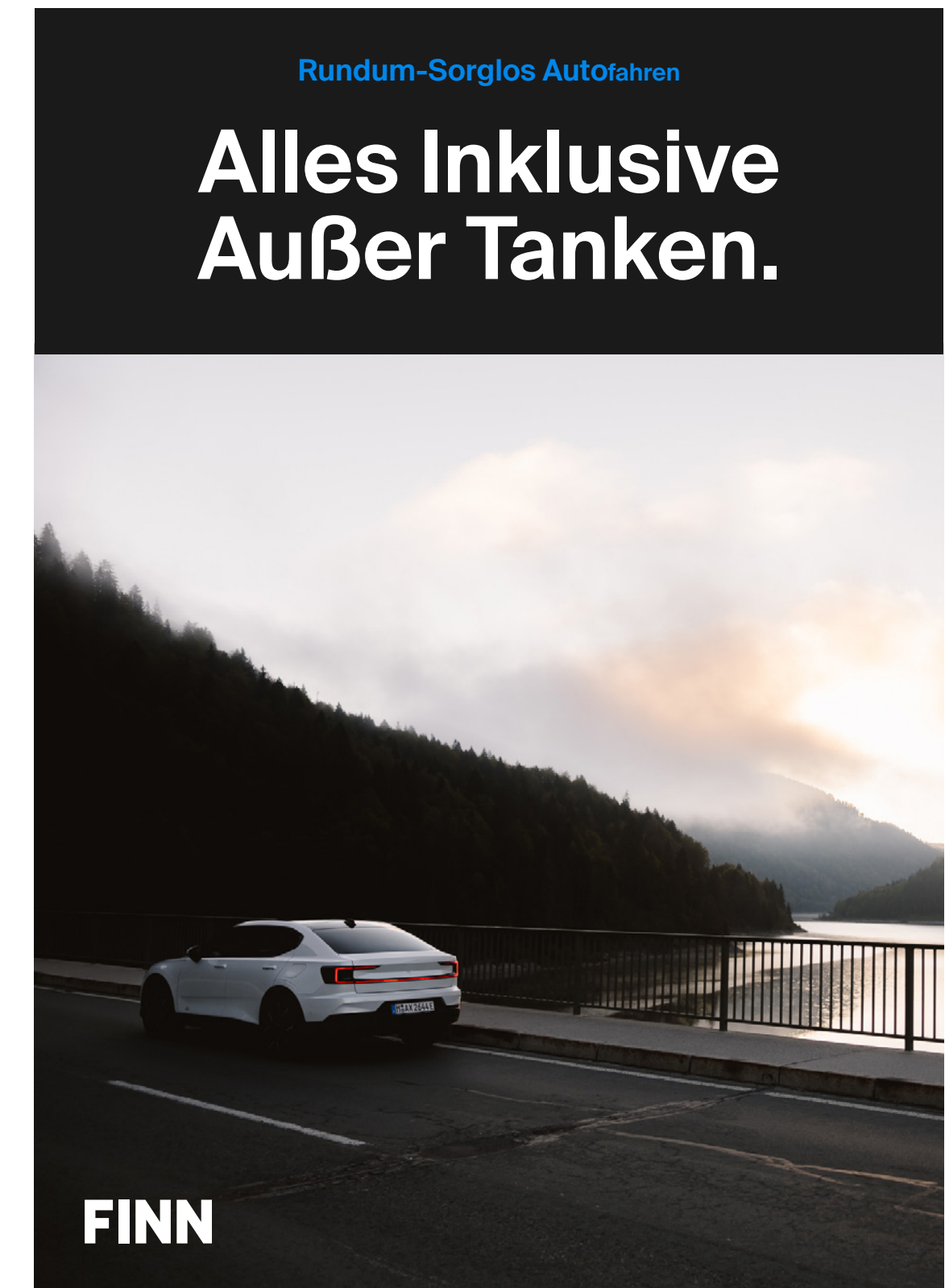
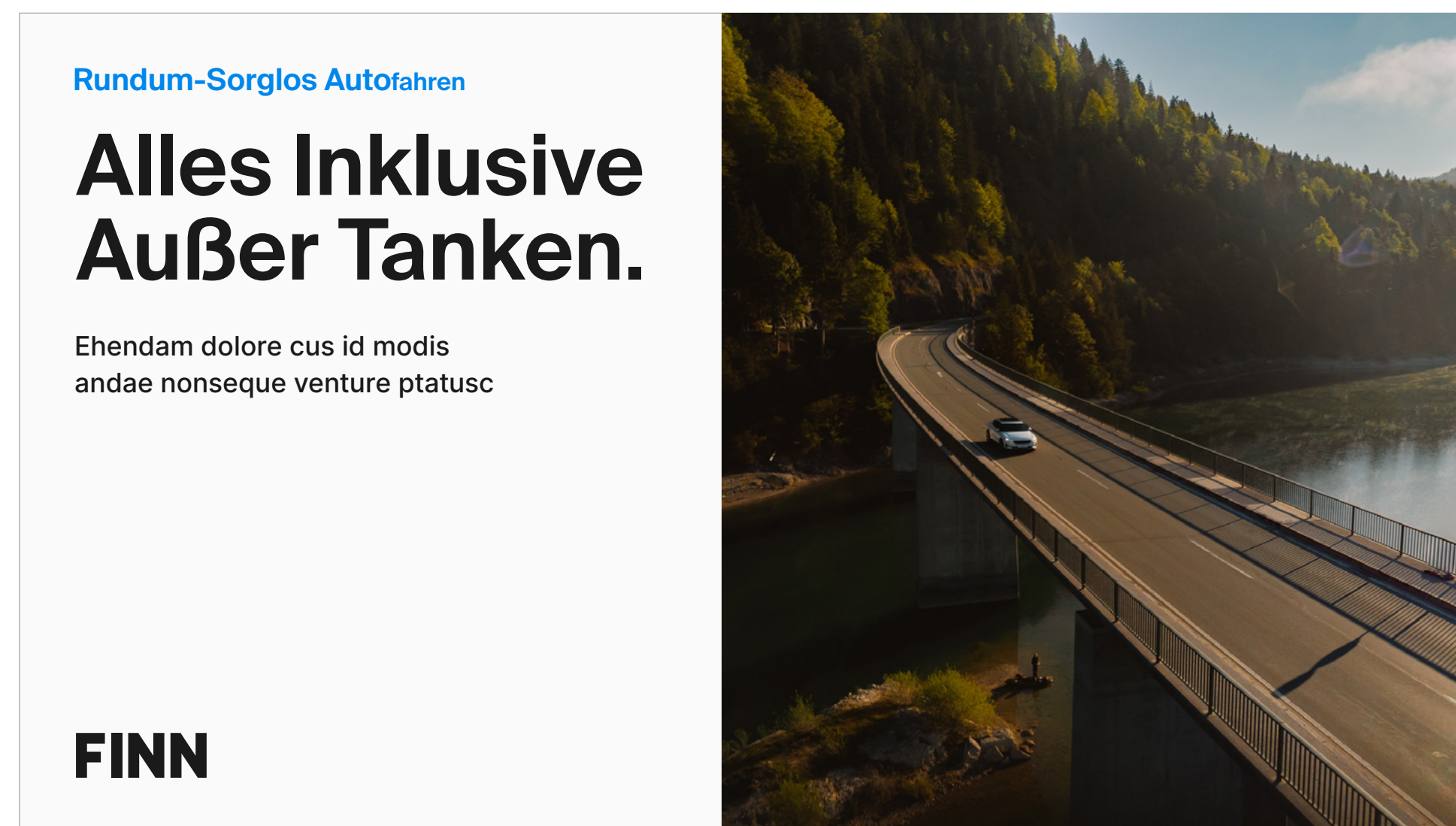
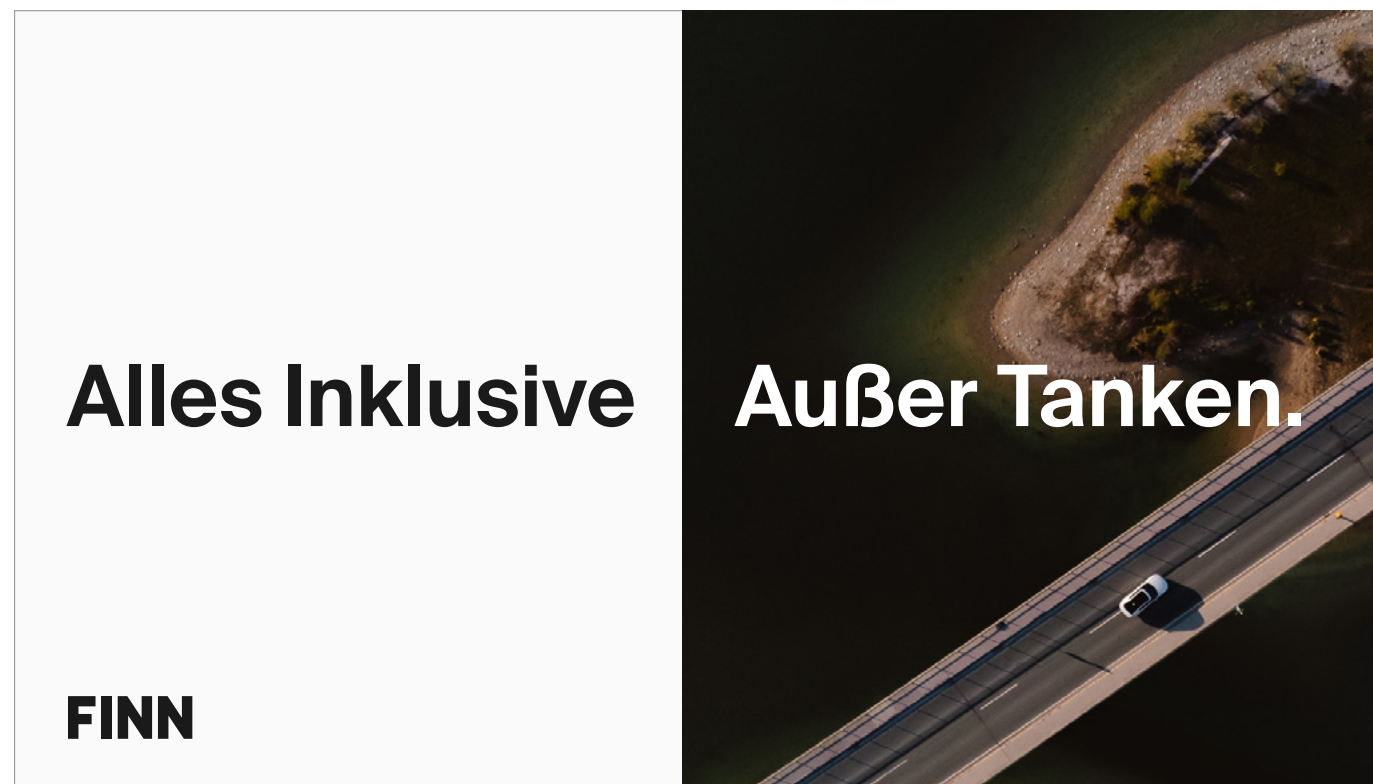
FINN for Business



Make sure to follow the logo clear space rules

6.12 Type, Image and Colour Examples

This page outlines some examples of best practices using the Type, Image and Colour treatment.



6.13 Type and Car Imagery

Type and isolated car imagery can be used together for online and advertisement placements.

Neues Auto

Alles Inklusive Außer Tanken.



6.14

Type and Car Imagery Backgrounds

Isolated car imagery should only be placed on FINN White, White, FINN Black or Black.



6.15

Type and Car Imagery

Adding Type

Type should be used sparingly to ensure the design remains clean, minimal and focuses on the car image.

Short segments of type can also sit behind the imagery if it remains legible and does not impact the quality of the car.

Neues Auto?

Alles Inklusive Außer Tanken.



FINN

Neues Auto?

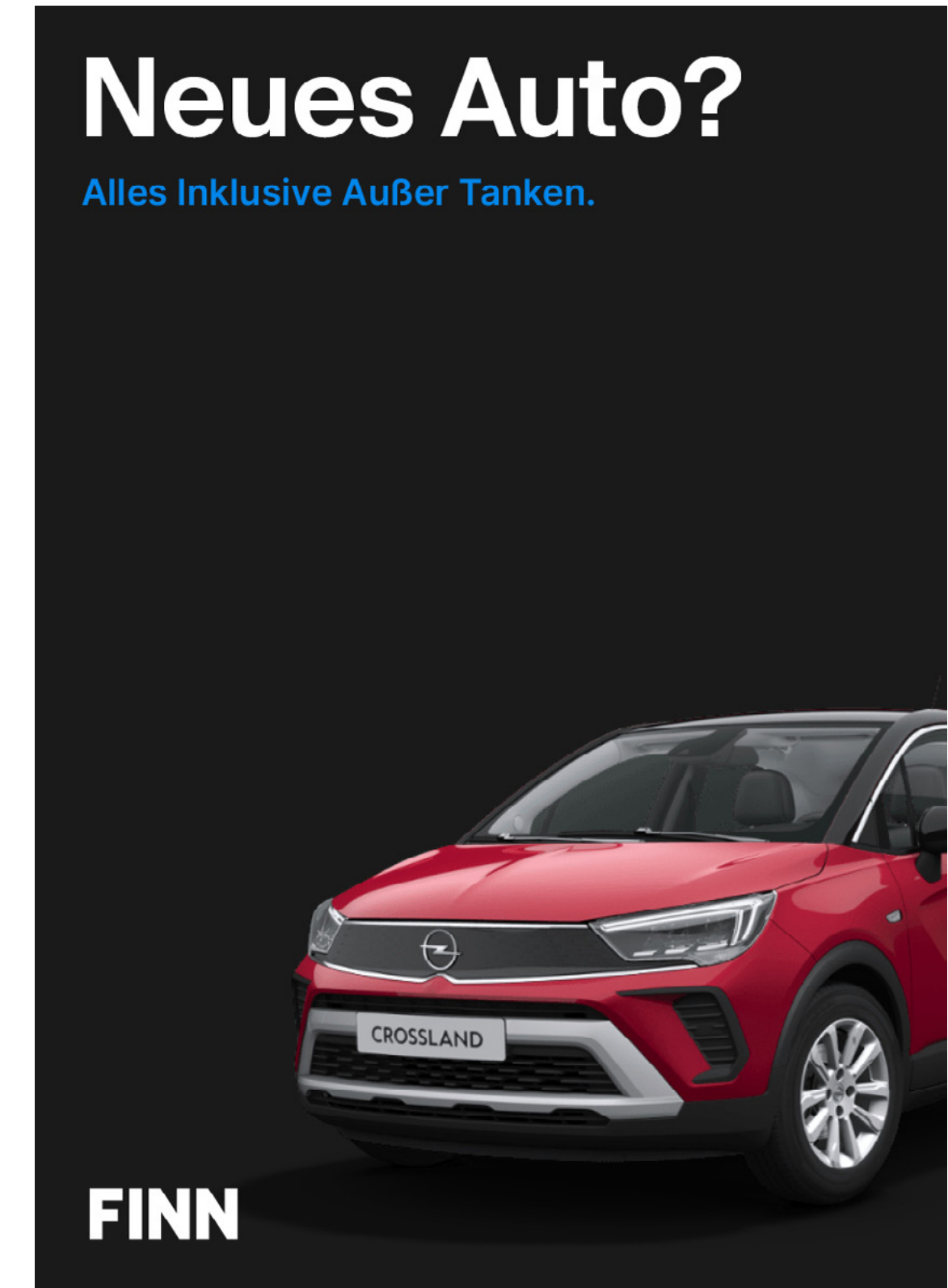


FINN

6.16

Type and Car Imagery Examples

This page outlines some examples of best practices using the Type and Car Imagery treatment.



6.17

Common Watch-outs

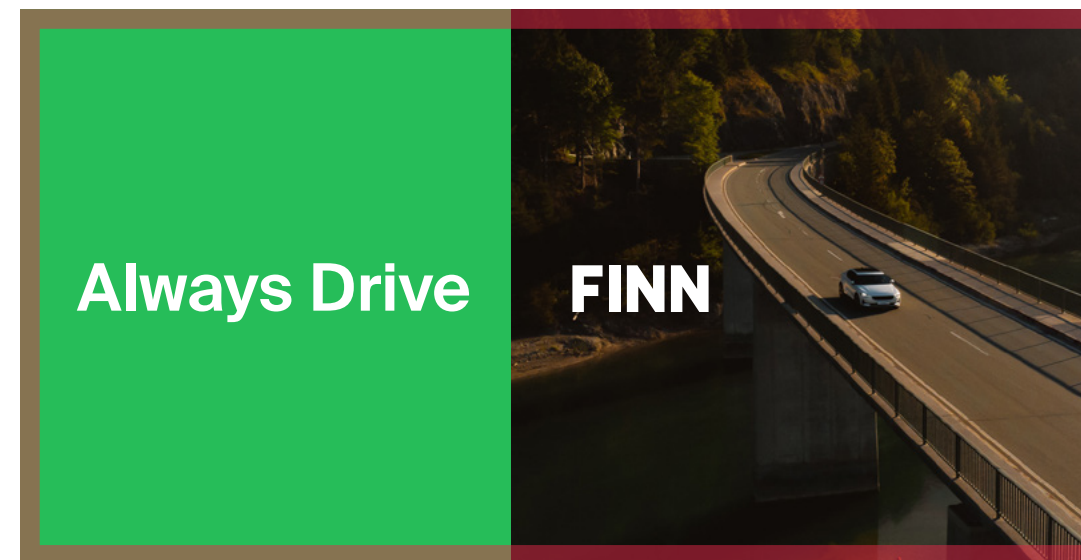
This page outlines some common mistakes that should be avoided when creating brand material.



01

Do Not obscure the imagery subject

02

Do Not place headline text over car imagery

03

Do Not use brand colours as backgrounds

04

Do Not use brand colours for text on-top of imagery

05

Do Not use functional brand colours for car image backgrounds

06

Do Not use text on low-contrast backgrounds that impair illegibility

7 Example Uses

Applying everything together, here is a selection of brand examples that exercise best practice.

Product Card Design

Due to operational limitations, product information sheets must be laid out in Google Docs, while every attempt has been made to keep these documents on-brand, there are certain limitations to this setup.

FINN

Example Car Model Text

[Select this text and edit the link as necessary](#)

Please visit www.finn.com for the latest information on subscription pricing and availability.




Table of Contents:

Optional Features	1	Optional Features	1	Optional Features	1
Package Name	1	Package Name	1	Package Name	1
Optional Features	1	Optional Features	1	Optional Features	1
Package Name	1	Package Name	1	Package Name	1
Optional Features	1	Optional Features	1	Optional Features	1
Package Name	1	Package Name	1	Package Name	1
Optional Features	1	Optional Features	1	Optional Features	1
Package Name	1	Package Name	1	Package Name	1

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PAGE 0

FINN

Optional Features

Package Name

- Lorem ipsum dolor sit amet
- consectetur adipiscing elit.
- Ut id risus vitae mauris dictum congue. Curabitur finibus libero non mauris facilisis mollis.
- Mauris sit amet odio ut ante bibendum venenatis. Suspendisse lacinia at velit quis convallis. Duis finibus, nisl sit amet ornare pretium,
- metus mauris lacinia elit, sed malesuada nulla turpis sit amet nisl. Curabitur sit amet velit vel sem cursus euismod ac non massa. Nam odio tortor, consectetur at sodales a, pellentesque et lorem.
- Aliquam mauris elit, blandit quis interdum vitae, laoreet sed sem. In in scelerisque nunc. Praesent urna tortor, convallis id facilisis eu, cursus et lectus.
- Morbi sodales nunc sit amet libero aliquam posuere.
- Donec gravida vel diam non consectetur. Phasellus cursus dictum lacus, vel tristique erat consequat ut.
- Proin sit amet leo sed arcu interdum venenatis. Proin a commodo nulla, eget commodo enim.
- Nunc sed quam suscipit, vestibulum augue vitae, convallis sapien. Nam non ullamcorper eros.
- In sed risus efficitur, blandit justo nec, interdum tortor. Cras consectetur sem in tempus lobortis.
- Donec sed vehicula velit. Aliquam id libero feugiat, sollicitudin metus ut, pharetra justo. Ut dapibus sodales cursus.
- In fermentum non lacus non tristique. Mauris pulvinar sapien non vehicula condimentum.
- Aliquam vel justo eget quam tincidunt placerat commodo nec mauris. Fusce at ex tortor.
- Duis interdum cursus nulla ac luctus. Aliquam sed eros vel magna hendrerit suscipit a vitae tortor. Etiam nisl nibh, sollicitudin nec metus in, luctus ullamcorper est. Quisque ut facilisis ante. Cras id dolor nec risus lacinia aliquet et ac elit. Duis blandit tortor velit, et viverra felis tempor non. Pellentesque at mattis tortor. Mauris commodo sagittis dapibus. Nam quis arcu cursus, fringilla lectus non, malesuada velit.

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PAGE 1

FINN

Standard Features

Please note that some standard features may not be available when certain premium options are selected. Options with a ** above indicates a difference from the standard features.

Category Item

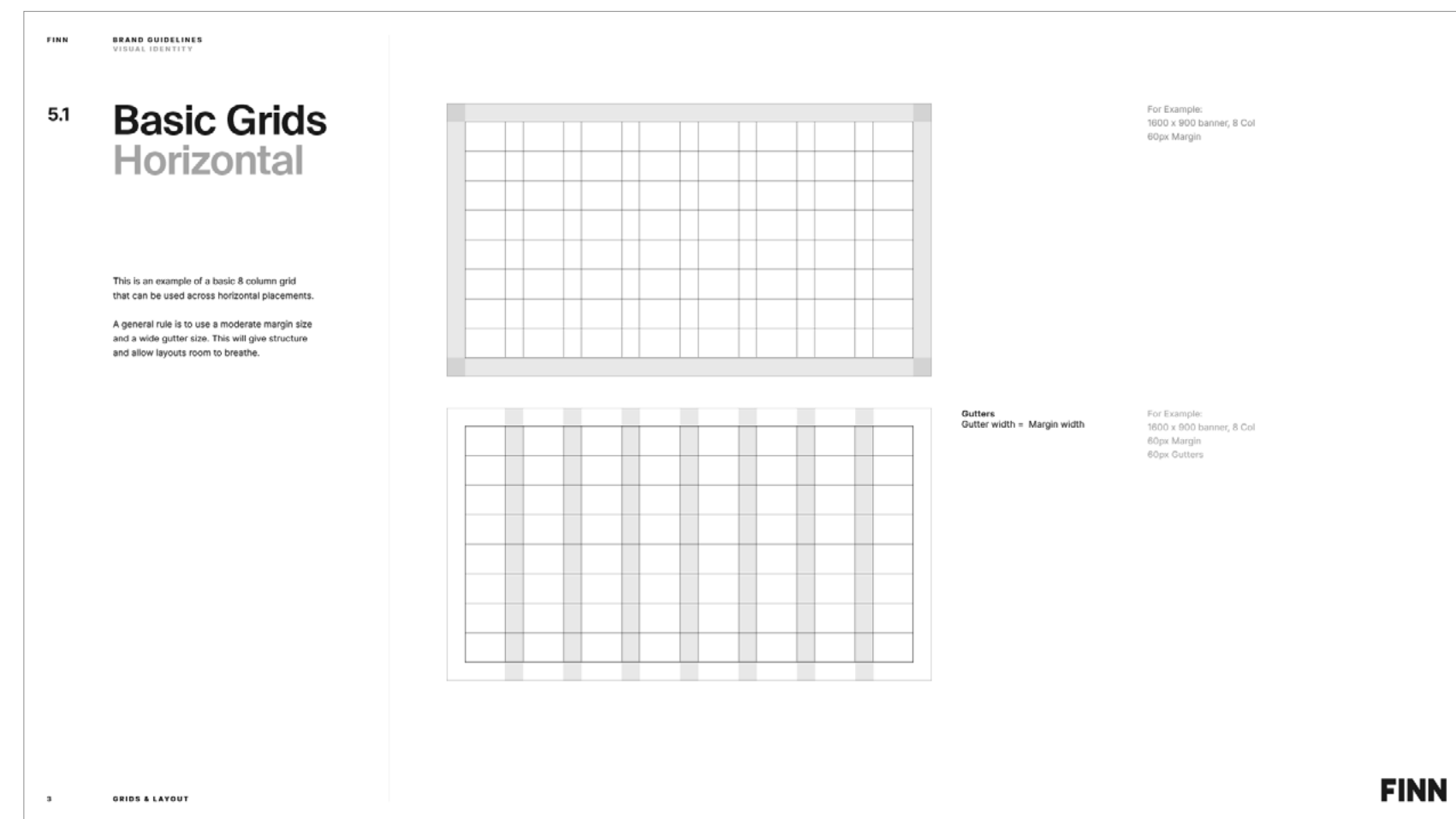
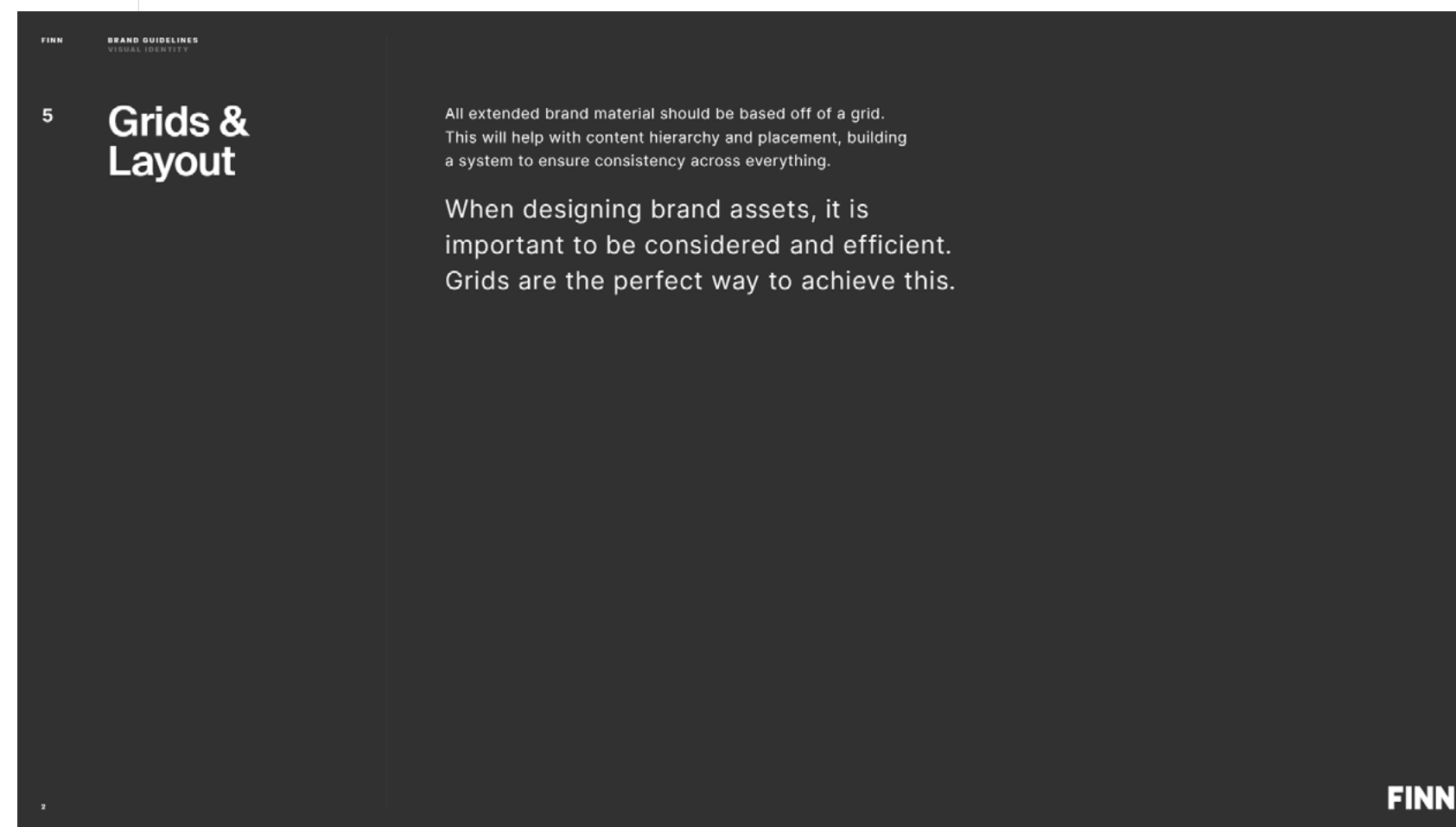
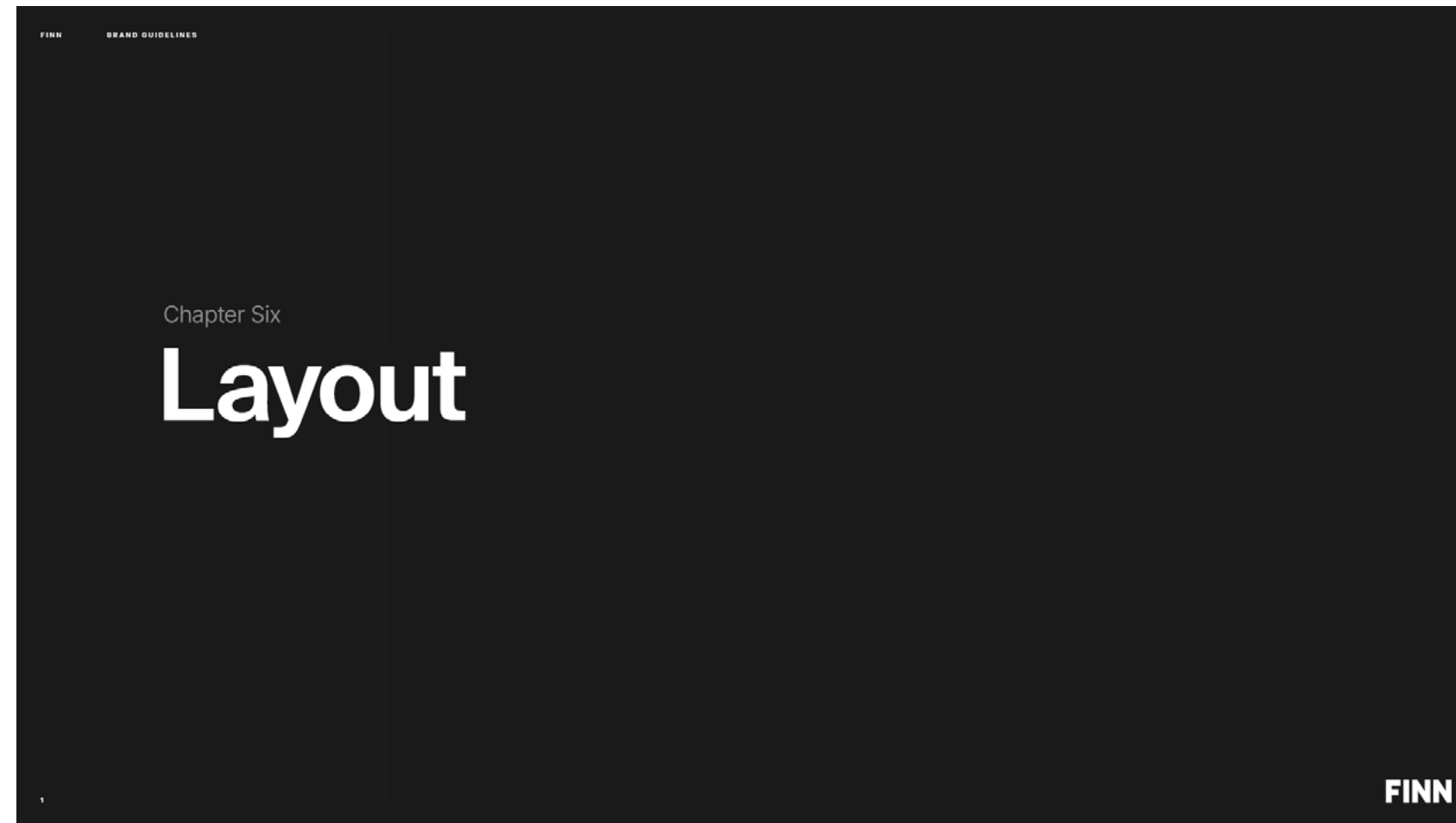
- Lorem ipsum dolor sit amet
- consectetur adipiscing elit.
- Ut id risus vitae mauris dictum congue. Curabitur finibus libero non mauris facilisis mollis.
- Mauris sit amet odio ut ante bibendum venenatis. Suspendisse lacinia at velit quis convallis. Duis finibus, nisl sit amet ornare pretium,
- metus mauris lacinia elit, sed malesuada nulla turpis sit amet nisl. Curabitur sit amet velit vel sem cursus euismod ac non massa. Nam odio tortor, consectetur at sodales a, pellentesque et lorem.
- Aliquam mauris elit, blandit quis interdum vitae, laoreet sed sem. In in scelerisque nunc. Praesent urna tortor, convallis id facilisis eu, cursus et lectus.
- Morbi sodales nunc sit amet libero aliquam posuere.
- Donec gravida vel diam non consectetur. Phasellus cursus dictum lacus, vel tristique erat consequat ut.
- Proin sit amet leo sed arcu interdum venenatis. Proin a commodo nulla, eget commodo enim.
- Nunc sed quam suscipit, vestibulum augue vitae, convallis sapien. Nam non ullamcorper eros.

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PAGE 2

7.2 Presentations

The brand guidelines you are viewing are built in our standard presentation format.



7.3

Infographics

7.4 Online Ads

FINN Auto Abo

Flexibilität durch kurze Laufzeiten

- ✓ Alles inklusive außer Tanken
- ✓ Kurze Laufzeiten
- ✓ Online abschließen & losfahren
- ✓ Kostenlose Lieferung



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FINN



Download on the App Store | GET IT ON Google Play

Ein FINN ist wie ein eigenes Auto

Nur ohne die Verantwortung.

FINN

FINN Auto Abo

Rundum Sorglos Autofahren

Anmeldung, Versicherungen, Wartung und den ganzen anderen Papierkram erledigen wir für dich. **Ganz einfach.**



Download on the App Store | GET IT ON Google Play

FINN

FINN Auto Abo

Ein neues Auto. Immer wieder!

Immer das perfekte Auto – genau dann, wenn du es brauchst. Solange du es brauchst.



Download on the App Store | GET IT ON Google Play

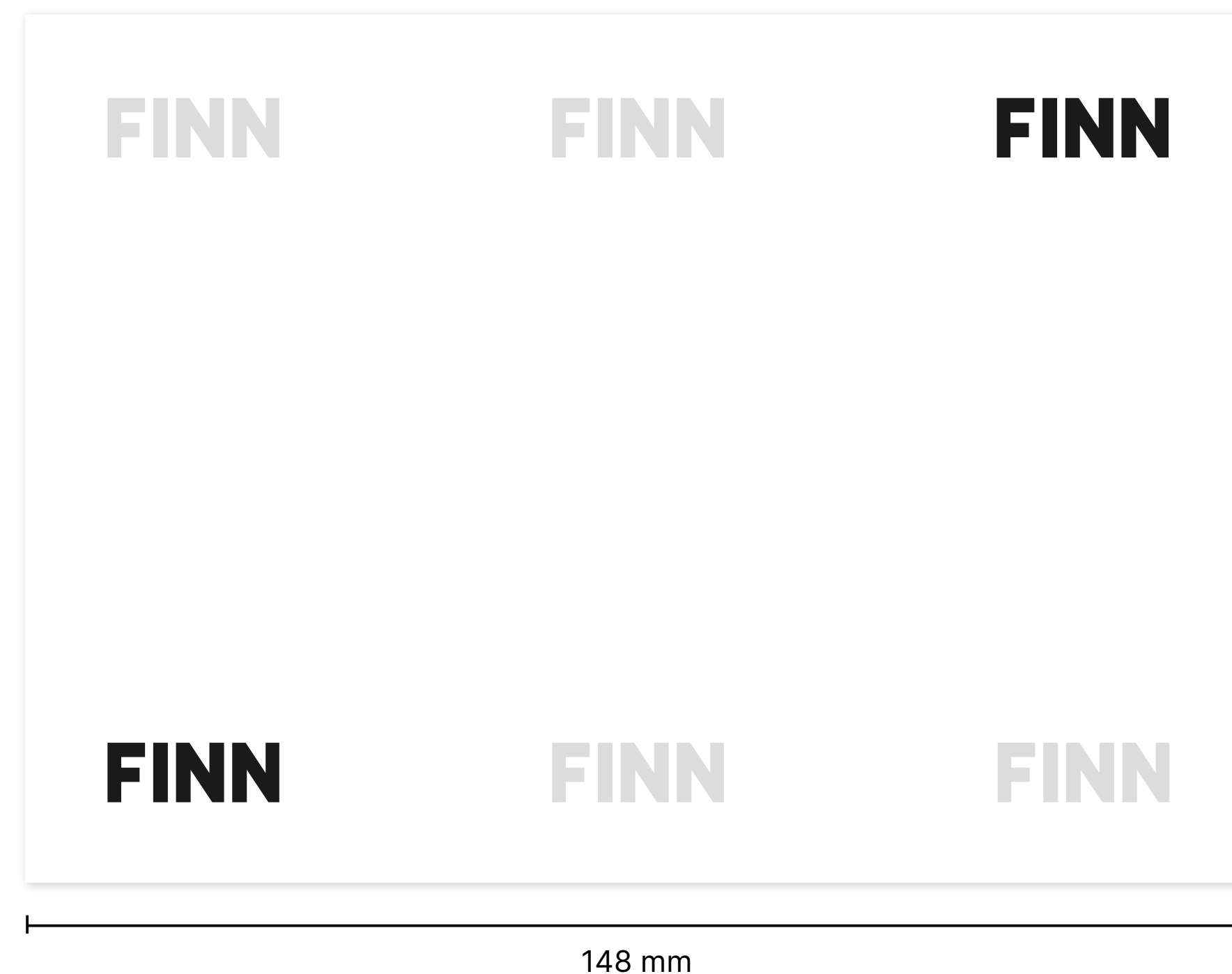
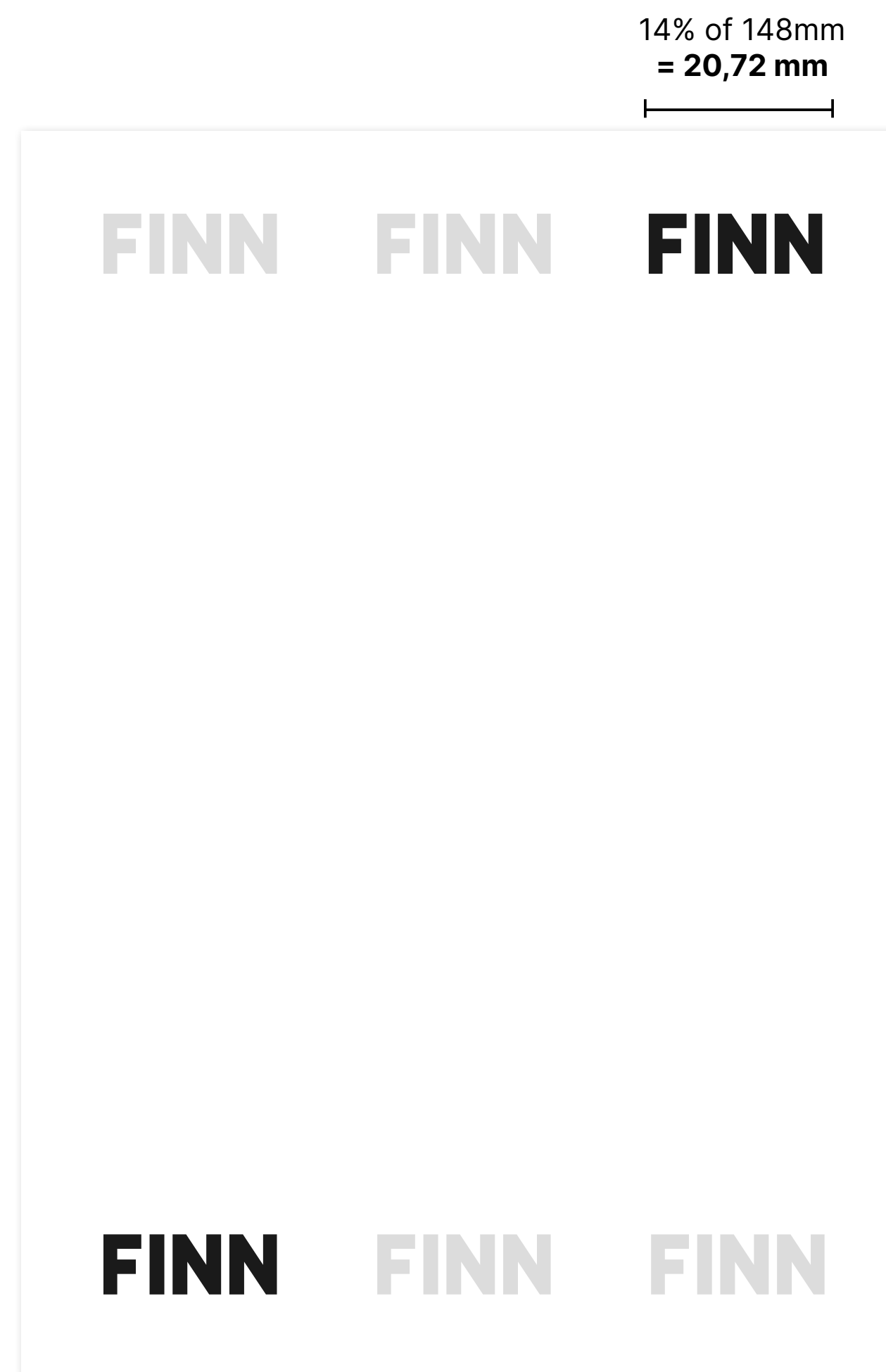
FINN

6.8 Size and positioning Logo

Logo placement should follow a pattern of consistency as much as possible when designing FINN brand material. As a general rule, the logo should be anchored to any of the corners, or along the top or bottom edge. Ideal positioning for the logo is either in the top-left or bottom-right corners.

Some discrepancies may be made for specific cases (such as campaign assets, OOH Placements or certain adverts), which is to be done at the discretion of the designer.

Logo Size: The ideal ratio is **14%** of the longest edge of the page, which would result in the width of the logo.



6.8 Type, Image and Colour Font usage

When printing, it's important to carefully consider size and spacing of fonts. Following the rules outlined on this page is an essential step for typography usage; a mathematical rule can help you properly calculate font sizes and line spacing for optimal results.

Overline:

Suisse Intl Medium **1/2Xpt**

Line Spacing to Headline:

1,2x Font size (X) or autom. line spacing

Headline:

Suisse Intl SemiBold **Xpt**

Line Spacing: 1,1x Font size or 92% of the autom. line spacing

Copy text title:

Inter Bold **X/2,5**

Copy Text:

Inter Regular **X/3,5**

Line Spacing: 1,2x Font size (X) or autom. line spacing

Lorem ipsum lorem ipsum

Ucitam que laboreni quas magnam sinum

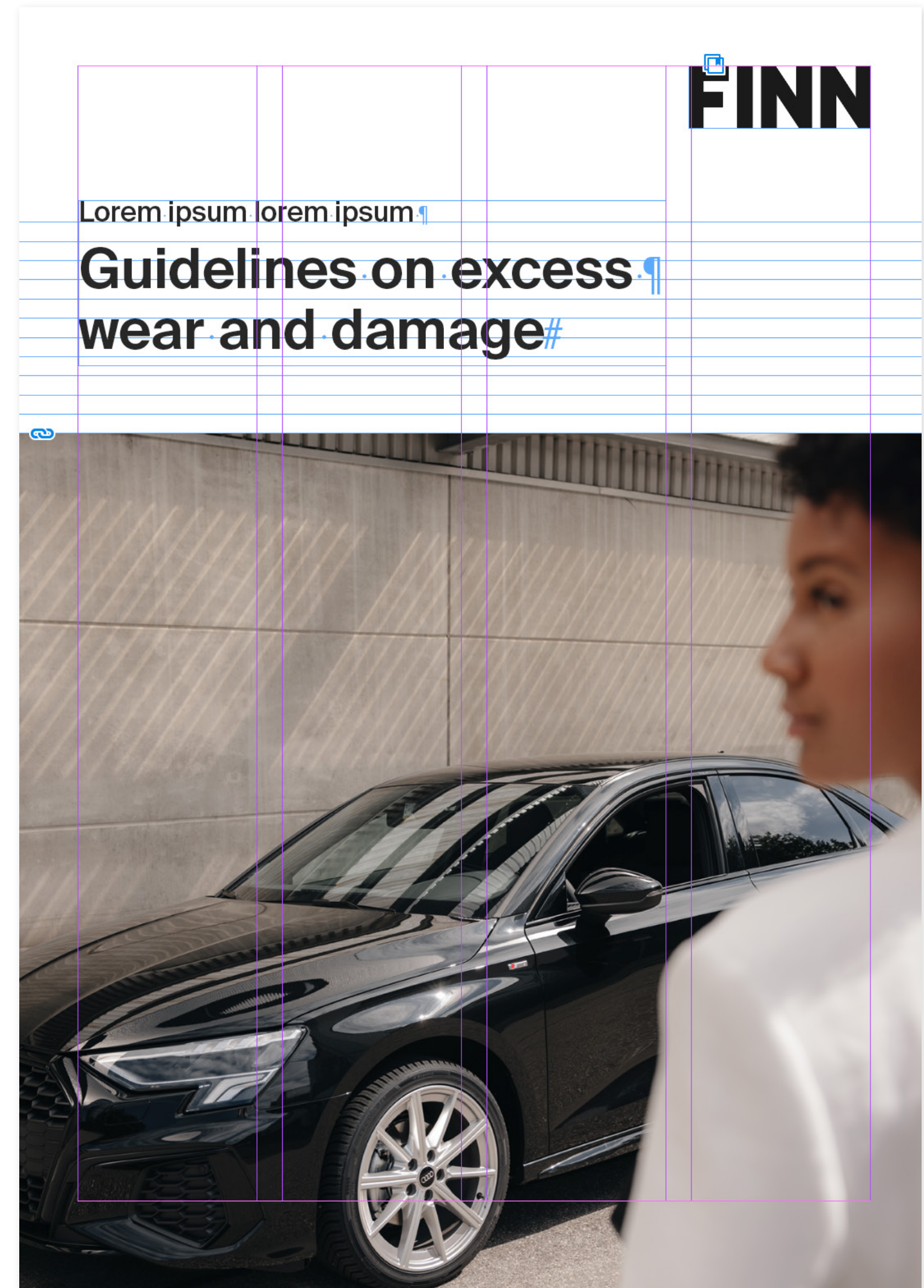
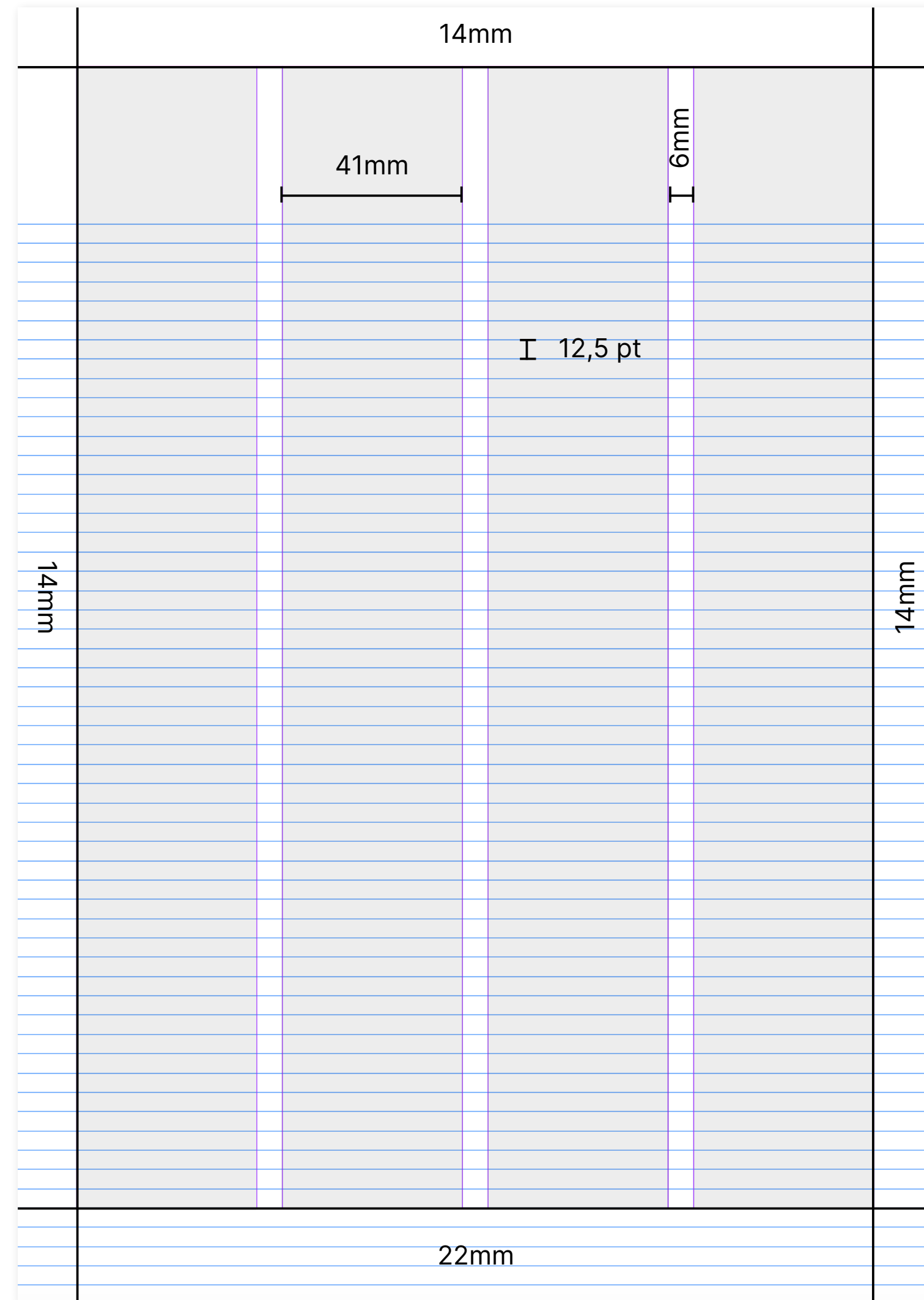
Obis assi omnient laccabo

remporessin perspe sum quiam, num eatquis nobisit, conseri busaper ferehendi comnis dolore renderes id exerum que provitam accattem et labores mint as dunt et ut eos verumquati doluptatur modigna taectiis di cus sim **quatempore voluptatquam** is et volupticit erferum enti non porepe laborum quiatum eosseditis dolorpos volorum et, ius, odition rem cusaece atecepudam, quam, odioremo blaut quiae susande es vit, aut quidus nons

6.8 Basic grids A4 Format

This is a template of a basic 4 column grid that can be used across vertical placements in A4 page sizes.

A general rule is to use the margin and gutter size. This will give enough structure for content, leave pieces, but allow layouts room to breathe for more visual-lead applications.



Logo:
41,58mm x 14,47mm
14% of 297mm

Overline:
Suisse Intl Medium
18pt / 43,2 pt

Headline:
Suisse Intl SemiBold
36pt/39,6pt

Picture:
2/3 from the page

6.8 Basic grids A4 Format Brochure

This is a basic A4 brochure layout which shows the usage of the different design elements such as headline, text, picture, numbering, etc.

Using this as template could help you to easily understand our print rules and design your brochure delivering an extraordinary visual experience that truly represents FINN.

- 1**
Info Box:
Inter Bold
10,4pt/12,5pt
in FINN white
- 2**
Numbering / Chapter:
Inter regular **7pt**
FINN Black 40%
- 3**
Overline:
Suisse Intl Medium
18pt / 43,2pt
- 4**
Headline:
Suisse Intl Semi-Bold
36pt/39,6pt
- 5**
Subheadline
Inter Bold
15pt/12,5pt
Max. 1 line text
- 6**
Copy Text:
Inter regular
10,4pt/12,5pt
- 7**
Picture:
2/3 from the page

6.8 Basic grids A4 Format Brochure

This is a template of a basic A4 image brochure layout with a 4-column grid which shows the best placement of the pictures taking into consideration the grids and margins.

Using this as a template could help you easily understand our print rules and design your brochure delivering an extraordinary visual experience that truly represents FINN.

Lorem ipsum lorem ipsum

Ucitam que laboreni liquas magnam num



6 | FINN Print Guidelines



Obis assi omnient laccabo

remproessin perspe sum quiam, num eatquis nobis, conseri busaper ferehendi comnis dolore renderes id exerum que provitam accatem et labores mint as dunt et ut eos verumquati doluptatur modigna taectiis di cus sim **quatempore voluptatquam** is et volupticit erferum enti non porepe laborum quiatum eosseditis dolorpos volorum et, ius, odition rem cusaece atecipudam, quam, odioremo blaui quiae susande es vit, aut quidus nons

Faccus debis quidus nonsectore volestiis sumque lautate catecat **ecullorest laboreritat** eatem enda volum, corit volupta spitatium laciis ut rem que descim inveliqui doleseque doles perum, sunt lisit fuga. Nem quos ipieni ut plitia conem fugit.



Ut endigenet voloren iaspedi orepuda ndiosa simus venisciis esequasit ut del moluptatur? Quiscia estio. Et latem. Uciento

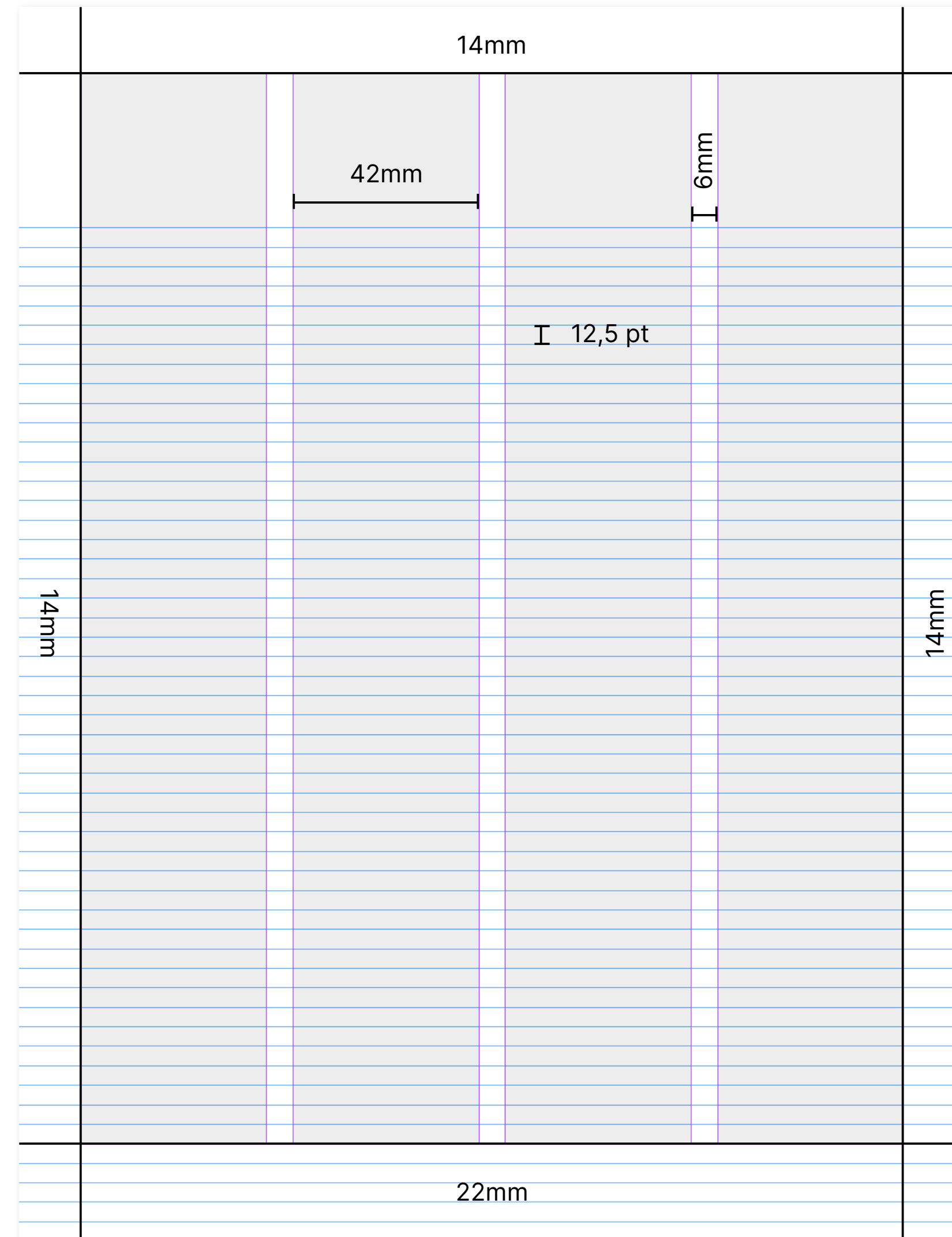
7 | FINN Print Guidelines

6.8

Basic grids US Letter

This is a template of a basic 4 column grid that can be used across vertical placements in US Letter page size.

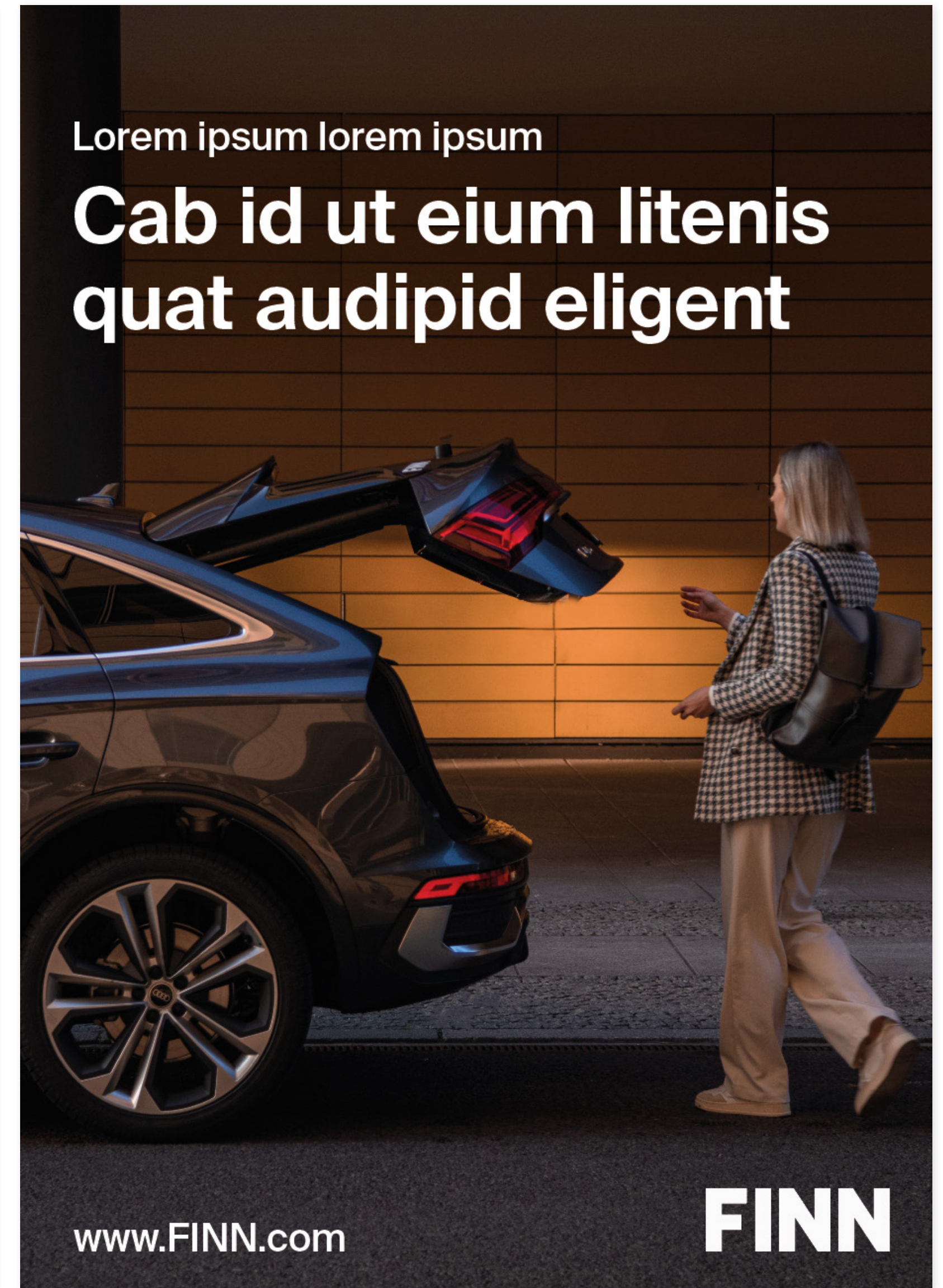
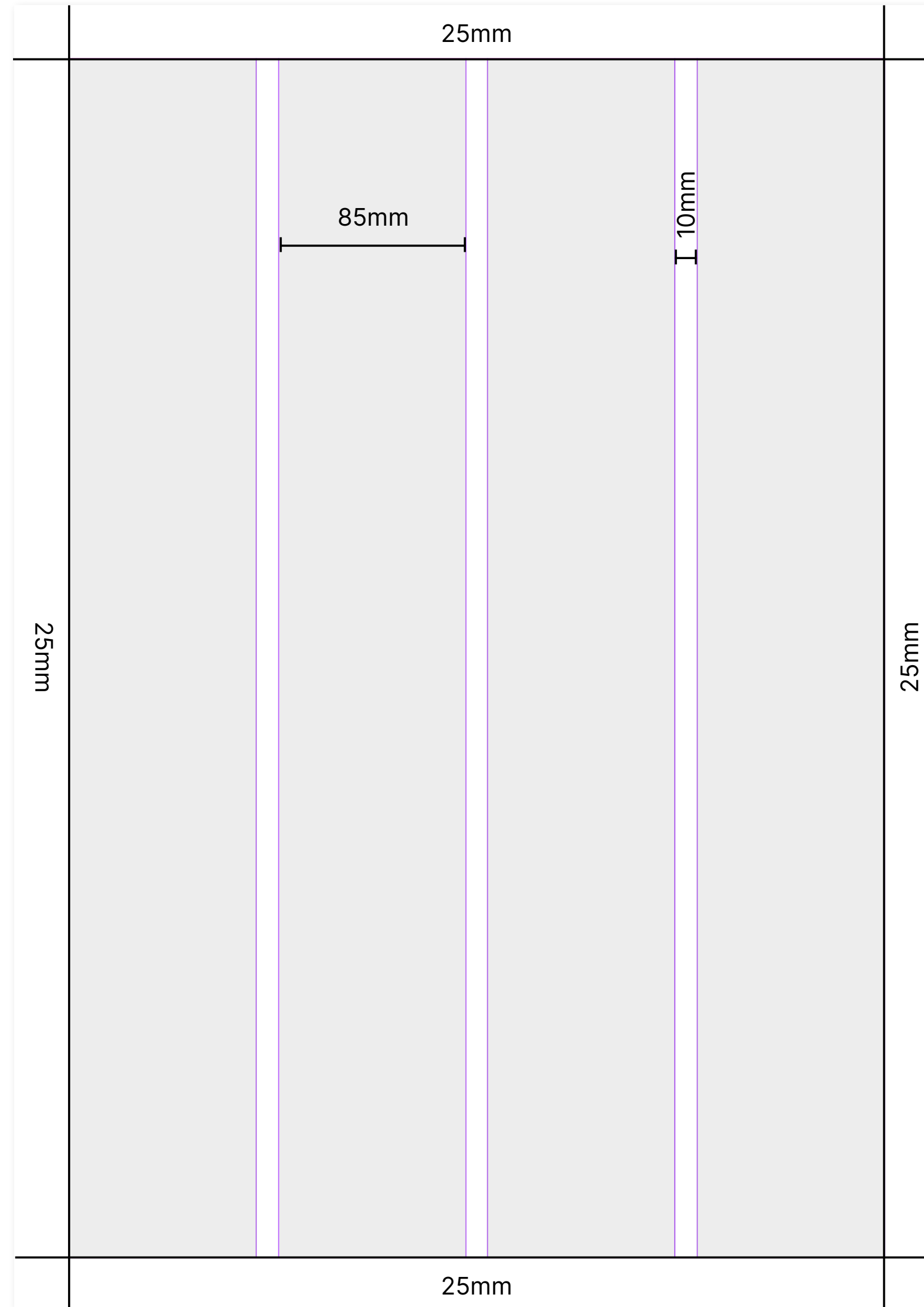
A general rule is to use the margin and gutter size. This will give enough structure for content, heave pieces, but allow layouts room to breathe for more visual-lead applications.



6.8 Basic grids A2 Poster

This is a template of a basic 4 column grid that can be used across vertical placements in A2 poster format using a full size picture.

A general rule is to use the margin and gutter size. This will give enough structure for content, leave pieces, but allow layouts room to breathe for more visual-lead applications.

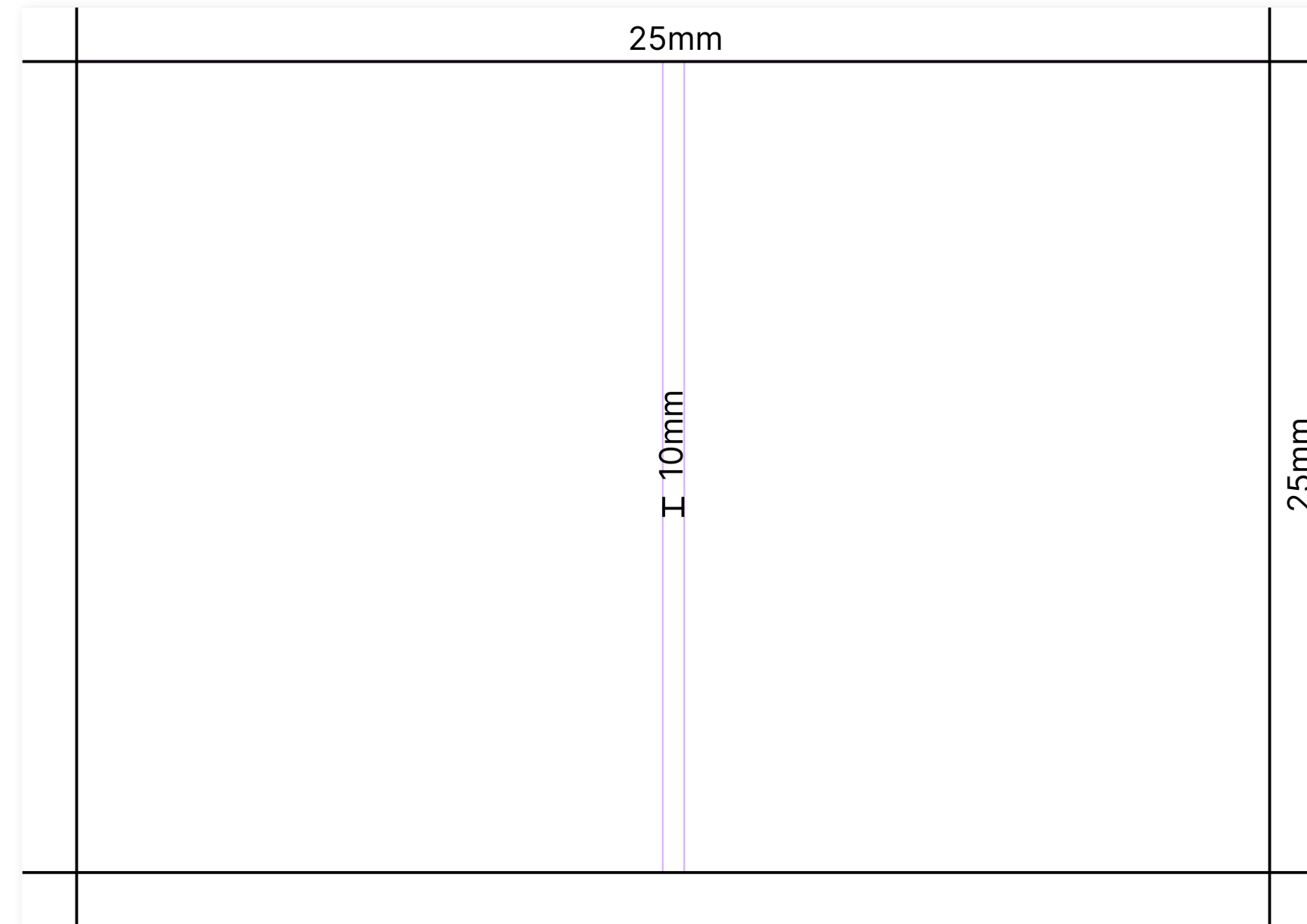


6.8

Basic grids A2 Poster

This is a template of a basic 2 column grid that can be used across horizontal placements in A2 poster format using a catchy headline in a clean background.

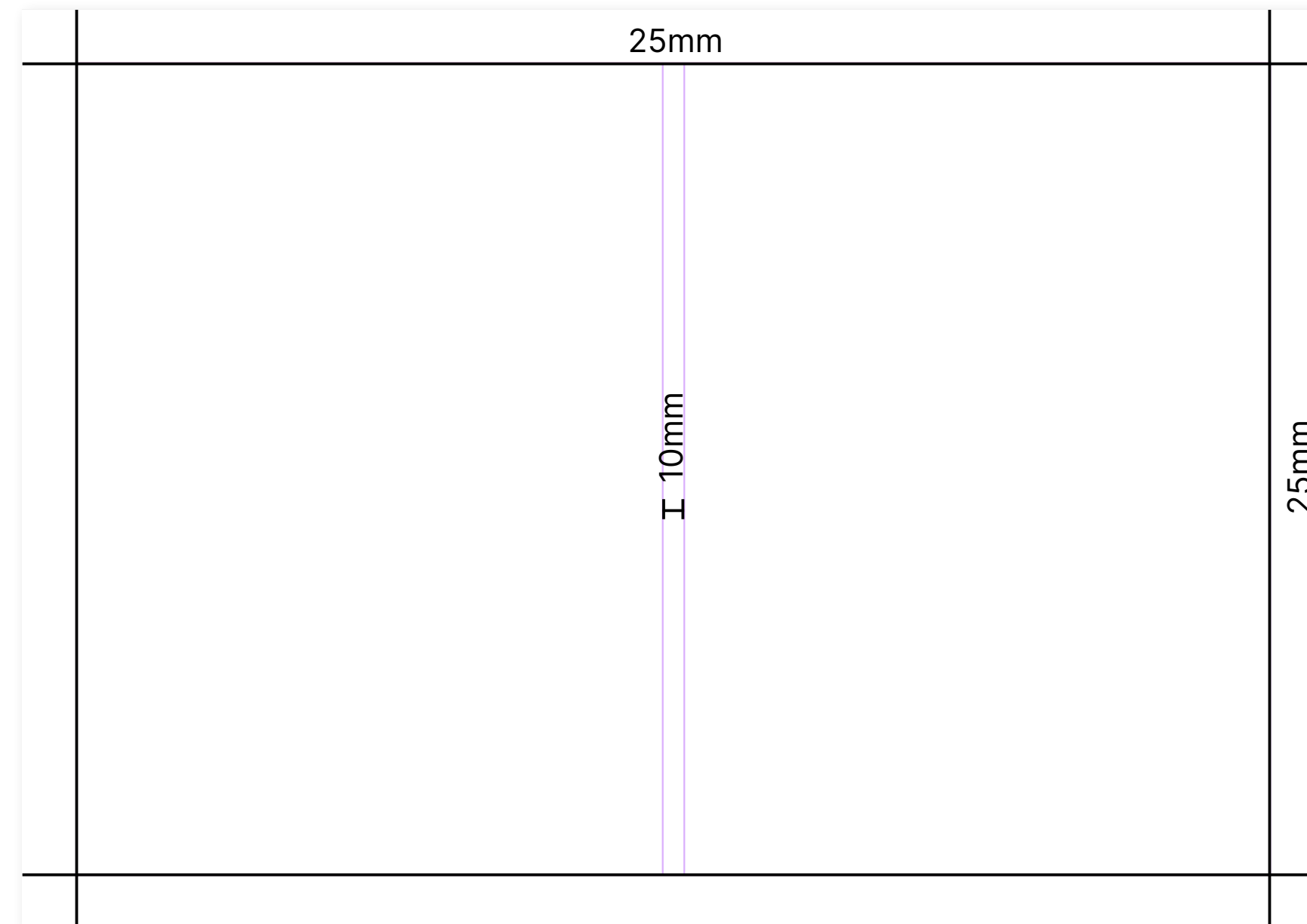
A general rule is to use the margin and gutter size. This will give enough structure for content, heave pieces, but allow layouts room to breathe for more visual-lead applications.



6.8 Basic grids A2 Poster

This is a template of a basic 2 column grid that can be used across horizontal placements in A2 poster format using a catchy headline in a clean background.


A general rule is to use the margin and gutter size. This will give enough structure for content, have pieces, but allow layouts room to breathe for more visual-lead applications.



6.8 Basic grids A5 Flyer


This is a template of a basic 4 column grid that can be used across vertical placements in A5 flyer format using a picture for the front side with a voucher code and leaving the back side for more information.

A general rule is to use the margin and gutter size. This will give enough structure for content, leave pieces, but allow layouts room to breathe for more visual-lead applications.



FINN

**\$300
off your
first order**

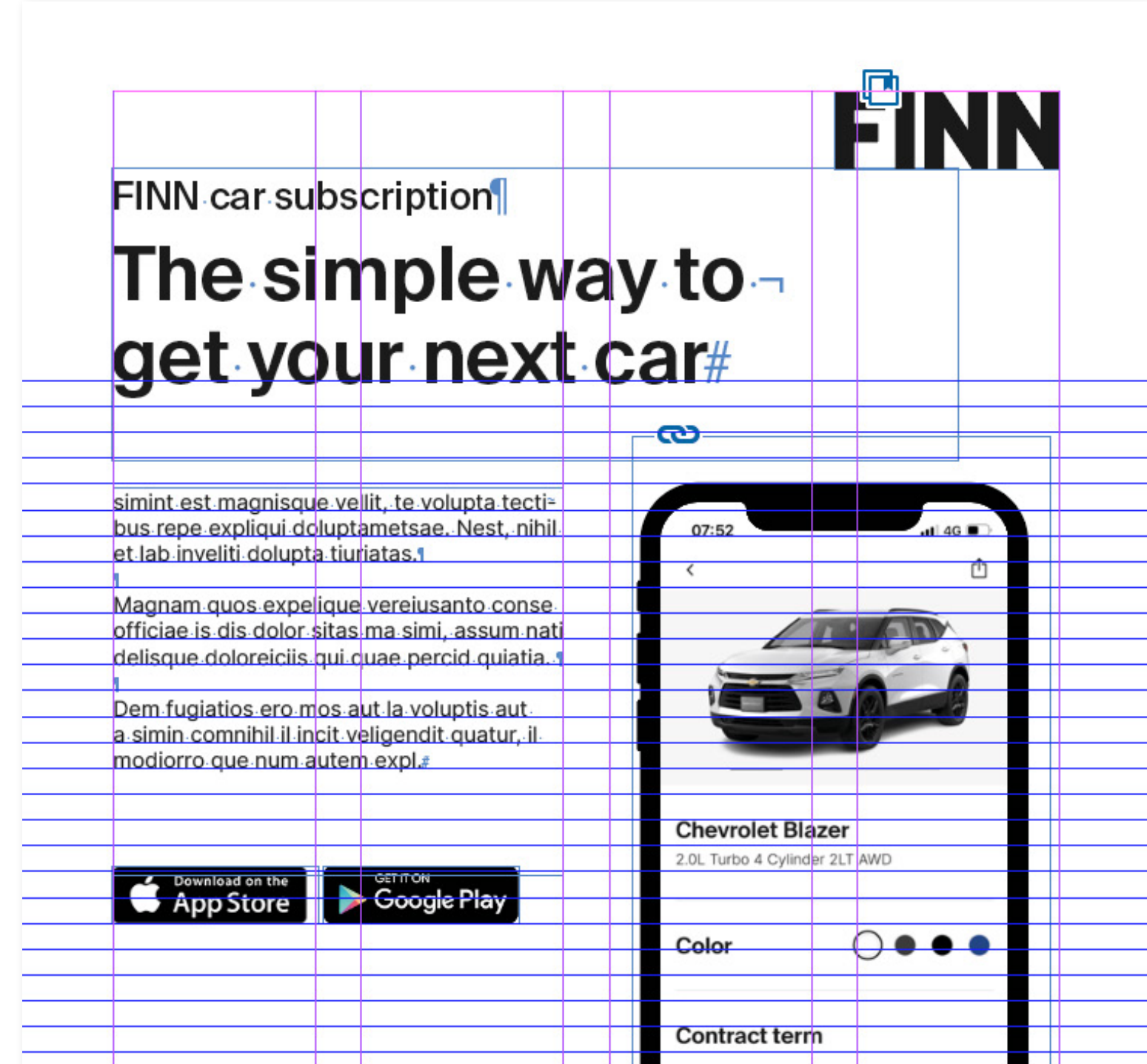


TGEZHG0E2SH27JN

Promo valid until 01.31.2023
Valid for first time users only

www.FINN.com

12mm



FINN

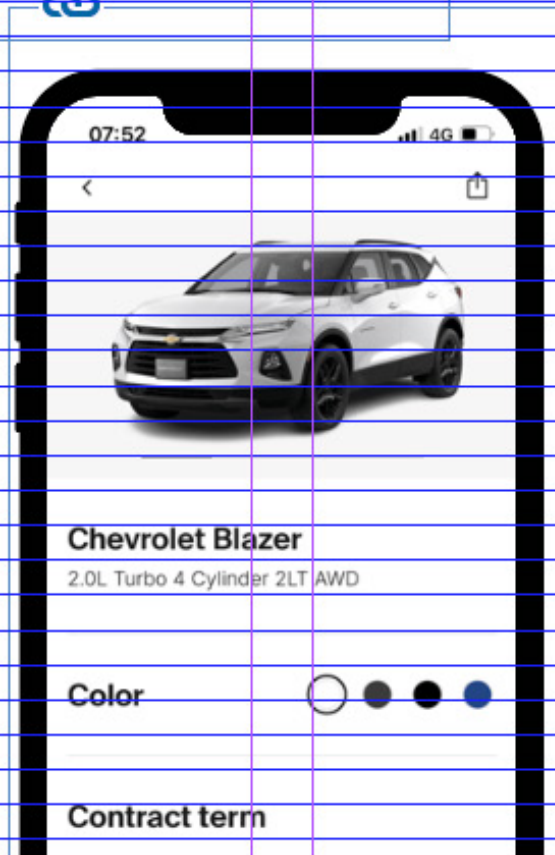
FINN car subscription |

**The simple way to
get your next car#**

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Chevrolet Blazer
2.0L Turbo 4 Cylinder 2LT AWD

Color [] [] [] [] []

Contract term

\$300 off your first order.
How to redeem:

1. Scan the QR-Code or visit www.FINN.com
2. Place your order. Enter your voucher code at check-out
3. We deliver your new car right to your door#

6.8

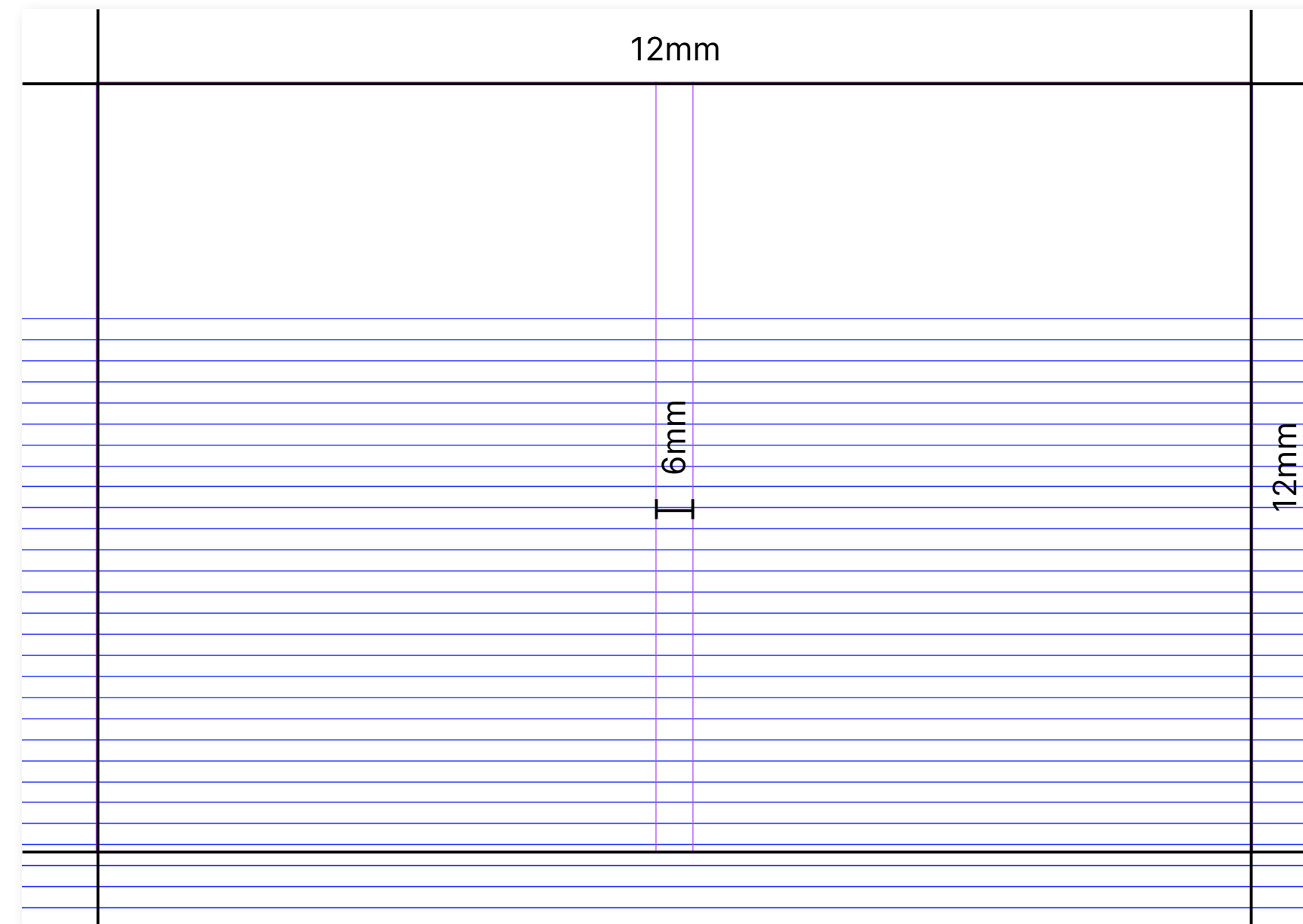
Basic grids

A5 Flyer

This is a template of a basic 2 column grid that can be used across horizontal placements in A5 flyer format using a half picture and a white space for headlines and copy text.

The designer could make the text even shorter to leave more white space in order to have a clean layout.

A general rule is to use the margin and gutter size. This will give enough structure for content, leave pieces, but allow layouts room to breathe for more visual-lead applications.



FINN car subscription

The simple way to get your next car

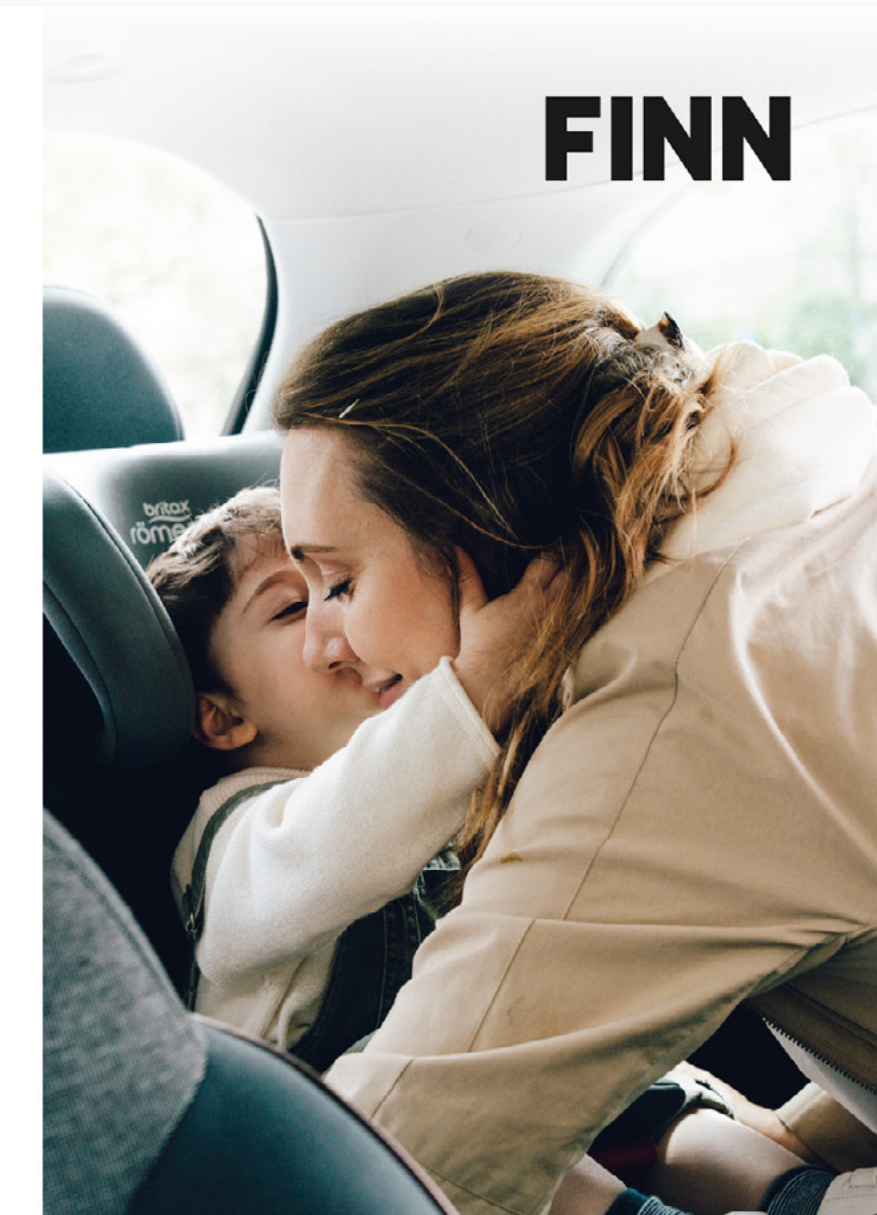
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www.FINN.com



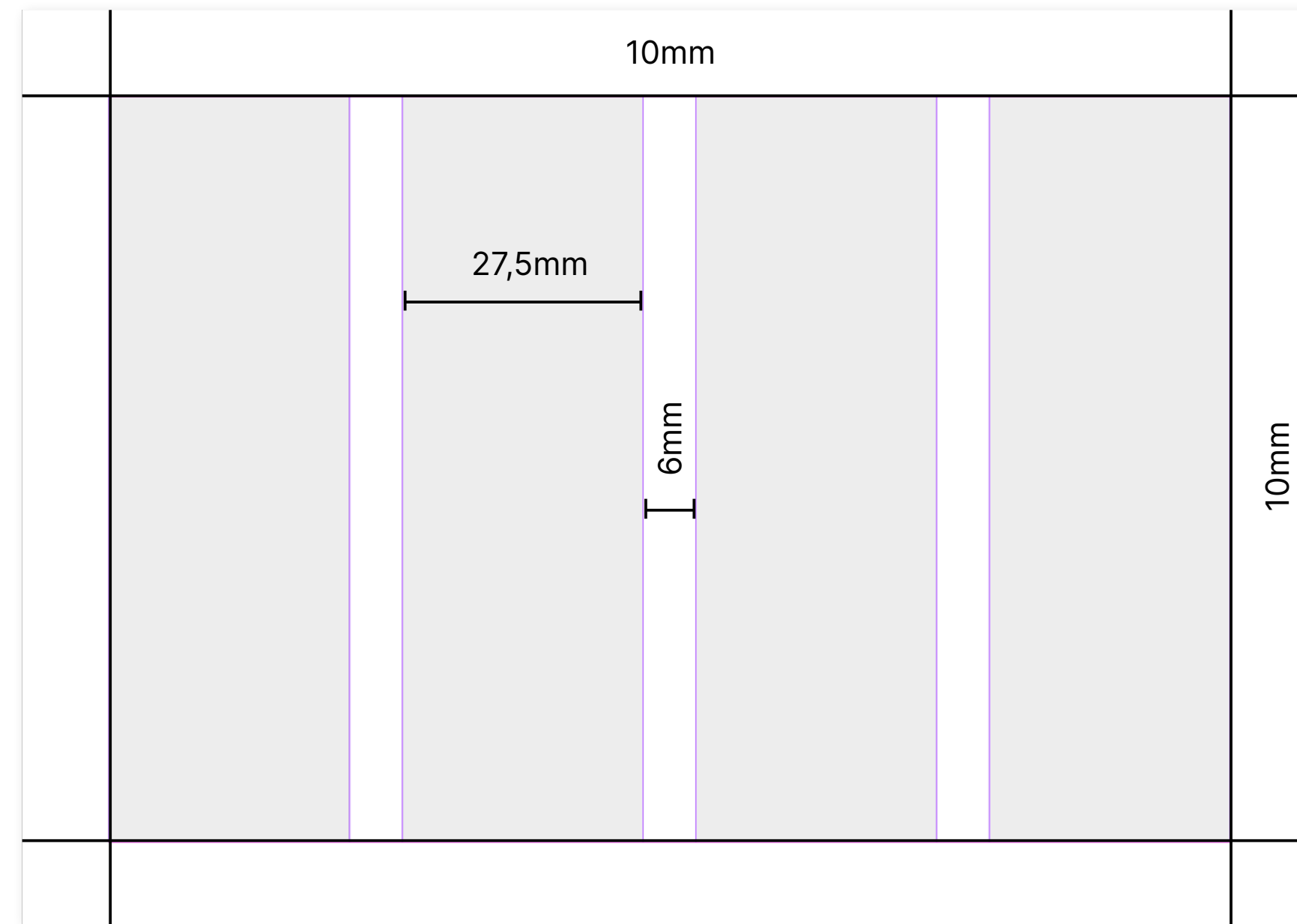
6.8

Basic grids

A6 Postcard

This is a template of a basic 4 column grid that can be used across horizontal placements in A6 postcard format.

A general rule is to use the margin and gutter size. This will give enough structure for content, have pieces, but allow layouts room to breathe for more visual-lead applications.



FINN car subscription

Lorem ipsum
dolor
sit amet

www.FINN.com



Logo:
20,72mm x 7,2mm
14% of 148mm

Overline / URL:
Suisse Intl Medium
14pt / 33,2pt

Headline:
Suisse Intl SemiBold
28pt/30,8pt

Picture:
1/2 from the page
on horizontal layout

6.8 Basic grids A6 Postcard

This is a template of a basic 2 column grid that can be used across horizontal placements in A6 postcard format using a catchy headline with a picture on the background for the front page and a clean back page for text and voucher code.

A general rule is to use the margin and gutter size. This will give enough structure for content, leave pieces, but allow layouts room to breathe for more visual-lead applications.



Hey Max Mustermann

**We have
good news!**

Your **JEEP GRAND CHEROKEE L** is still waiting for your next adventure. Don't miss this opportunity, you are one step closer and we'll make this easier for you with a:

\$200 voucher

Use before XX/XX/XX - Enter your code at www.FINN.com

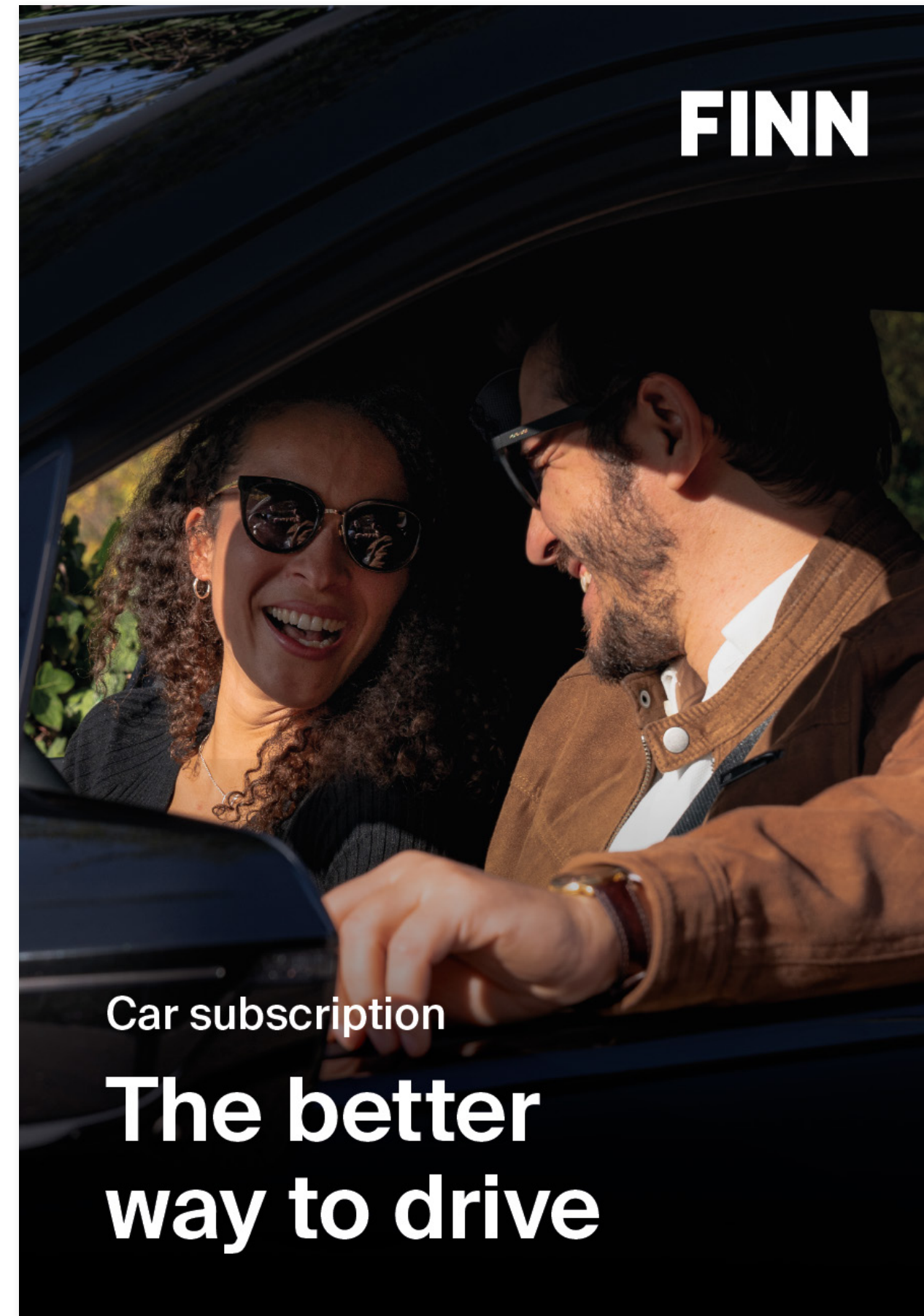
6.8

Basic grids A6 Postcard

This is a template of a basic 1 column grid that can be used across vertical placements in A6 postcard format.

The layout can be used with a full-width picture on the background or with a 1/2 picture, so we have enough white space for the headline and the layout will still look clean.

A general rule is to use the margin and gutter size. This will give enough structure for content, leave pieces, but allow layouts room to breathe for more visual-lead applications.



Chapter Seven

Tone of Voice

4 Personality

We consider ourselves partners on both sides of the car acquisition process, so we must reflect this in the way that we speak and in the way that we act. In order to bring a simpler, more delightful experience to our audiences, we must be inviting and work to build a culture of people challenging the status quo by doing the right thing.

We want people to join the movement and look to FINN to lead the way.

4.1

Tone of Voice

EN

A key consideration in tying together the FINN brand will be ensuring that we speak to the world in a way that celebrates the pillars we've crafted. Encouraging our audiences to join the movement, and showing them that FINN is here to enable them in doing so.

We are**Leaders, not preachers**

- | Community minded
- | Building a network of forward thinkers
- | Purposeful and driven
- | Honest and transparent
- | Meticulous and thorough
- | Open and trustworthy
- | Confident, but not arrogant
- | Passionate, but respectful
- | Inventors, but not teachers
- | Up-front, reliable and always there
- | Professional and of the highest quality
- | An addition to the industry, not a replacement
- | Individual and have our own voice

We are NOT

- | Worthy, righteous or preachy
- | Passive or uninvolved
- | Insincere or evasive
- | Show-offs, loud or brash
- | Presumptuous or self-asserting
- | Misleading or deceitful
- | Disruptive or argumentative
- | Dissident from the industry
- | Dismissive of traditional methods
- | Flippant or trivial

Chapter Nine

Design Principles

Design Principles

Design principles are rules that help you and your team make informed decisions on your design projects.

They are essential guidelines to create products and services that are not only aesthetically pleasing but also provide a common design language and criteria for teams to work together, ensuring consistency and cohesiveness in the design that is easy to use and meets the needs and expectations of users. And they facilitate collaboration within our teams by keeping subjective opinions and personal biases out of the conversation.

They help us establish our brand values – **Freedom, Simplicity** and **Trust** and then make decisions that uphold the integrity of those values.

9.1

1. Less is more

We create highly innovative and efficient designs that **focus on simplicity**. In doing so, we ensure that our designs are not only approachable and easy to use, but also **convey a sense of clarity and ease** even when dealing with complex issues.

LESS
is more

2. Deliver a surprisingly joyful experience

Our goal is to exceed expectations by bringing moments of joy to the everyday through our designs. We prioritize visual elements over text and **create an engaging and enjoyable experience** e.g. through interactive elements that are inviting, and full of energy.

Deliver a
surprisingly
joyful
experience

9.3

3. Make it authentically human

Our designs convey a sense of authentic humanity to **build an emotional connection**. By using elements like colors, videos and personal stories we enhance the “made for me” feeling and **create touching and moving experiences**.

Make it
authentically
h♥man

4. Stay Consistent

Consistency helps to **reduce the learning time** for a product as users become familiar with the given experience. It also creates trust by **being familiar and recognizable**.

Stay
consistent
consistent
consistent
consistent

6. Robust and Reliable

Our goal is to develop the trust of our customers by building a rock-solid product. We ensure that our product will never leave the customer hanging and deliver great performance, and a smooth customer experience at all times.

**Robust &
reliable**

7. Impact-Oriented

Our goal is to convince every user to drive FINN and book a subscription. Let's use each possibility to optimise for business impact, and continually improve based on testing.

Impact
oriented