

Logo



Primary - Light backgrounds



Primary reversed - Dark backgrounds



Secondary reversed - Dark backgrounds that clash with the primary reversed logo

Logo (stacked)



Brand mark



Colours – Primary

100%

80%

60%

40%

20%

RGB | 22 | 25 | 59

CMYK | 100 | 96 | 43 | 53

HEX | #16193B

100%

80%

60%

40%

20%

RGB | 0 | 112 | 192

CMYK | 87 | 51 | 0 | 0

HEX | #0070C0

Colours – Secondary

100%

80%

60%

40%

20%

RGB | 255 | 68 | 0

CMYK | 0 | 82 | 94 | 0

HEX | #FF4400

100%

80%

60%

40%

20%

RGB | 255 | 187 | 51

CMYK | 0 | 31 | 84 | 0

HEX | #FFBB33

100%

80%

60%

40%

20%

RGB | 219 | 53 | 97

CMYK | 7 | 90 | 42 | 1

HEX | #DB3561

Font – Primary

Poppins – Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?!

Font – Secondary/Backup

Arial - Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789?!

Imagery style



Photography – Should be realistic, set in the UK, and feature happy people as much as possible.



Iconography – Official icons to be downloaded from the shared Molo Design System. Contact marketing@molofinance.com for access.

How to use our logos

Exclusion zone – This minimum space should be maintained as the logo is enlarged or reduced in size proportionally*



*These rules apply to all our logos, the primary inline logo is shown as an example.

Do not Distort the shape



Do not Create outlines



Do not Rotate



Do not Alter the wording



Do not Change the colour



Do not Add or swap parts



Do not Place on an image that affects readability



Do not Create non-standard versions



Brand values

Care for our people

– We cultivate a supportive, team-focused environment that champions open feedback, celebration, and professional growth.

Curious and innovative

– We embrace an agile, inquisitive mindset that actively seeks continuous learning and challenges the status quo.

Own what we do

– We empower our team to take collective accountability and reliably deliver on all commitments.

Act with integrity and respect

– We collaborate ethically and respectfully, always striving to do the right thing and bring our best selves to work.

Lead by example

– We focus on proactive problem-solving and adding value while guiding and supporting our colleagues.

Put the customer first

– We prioritize the customer's perspective to deliver straightforward, exceptional service.

Get in contact

– Any question or for more information, email us at marketing@molofinance.com