An tOmbudsman Seirbhísí Airgeadais agus Pinsean

Financial Services and Pensions Ombudsman

Sept 2026

Brand Guidelines

We are the FSPO

The Financial Services and Pensions Ombudsman (FSPO) is an independent, impartial, fair and free service that helps resolve complaints from consumers, including small businesses and other organisations, against financial service providers and pension providers.

Our branding demonstrates our commitment to making our services clear and accessible to our stakeholders, and supports our strategic priority to raise consumers' awareness of their options and rights.

Our Mission
Resolve complaints in a fair and timely way leading to better financial and pensions services.

Our Vision
A progressive financial services and pension environment built on trust, fairness and transparency, where complaints are the exception.

Our Values

- Respect
- Fairness
- Integrity
- Accessibility
- Effectiveness

Our voice

The FSPO's voice is drawn from its values. It shows who we are and is consistent across all our channels.

Impartial – We don't take sides between the complainant and the provider. Our language stays neutral, even when describing a serious issue.

Plain English – We write for audiences of all ability, using clear language, free of financial jargon. Where we use financial terminology, we explain what it means.

Authoritative but open – We are a statutory body and independent in the performance of our duties. We offer a public service, free to all users. We are approachable and knowledgeable.

Integrity – We acknowledge that every complaint represents someone in difficult circumstances. Our tone reflects our understanding of our customers' varied circumstances.

Respect – Our language is always respectful. We believe that people have the right to be heard, understood and respected, and this is evident in the language that we use.

Our tone

The tone of the FSPO's communications is flexible and adjusts according to the platform it is delivered on.

Context	Tone
Guiding someone through making a complaint	Warm, reassuring, step by step.
Explaining a decision or outcome	Measured, factual, precise, impartial.
Website and social media	Accessible, informative, human-interest oriented (case studies)
Legal/formal correspondence	Precise, procedurally correct, plain English where possible
Internal communications	Task-focussed, clear and accessible

Do

- use the active voice and short sentences.
- define terms that might be unfamiliar to the public.
- explain the process and what happens next.
- be impartial. Use language that doesn't take sides.

Don't

- use unexplained financial jargon.
- be dismissive or take sides.
- promise specific outcomes.
- be too casual in your tone.
- offer advice.

1.0	Logo	Page 7
2.0	Colour palette	Page 13
3.0	Typography	Page 16
4.0	Visual elements and imagery	Page 19

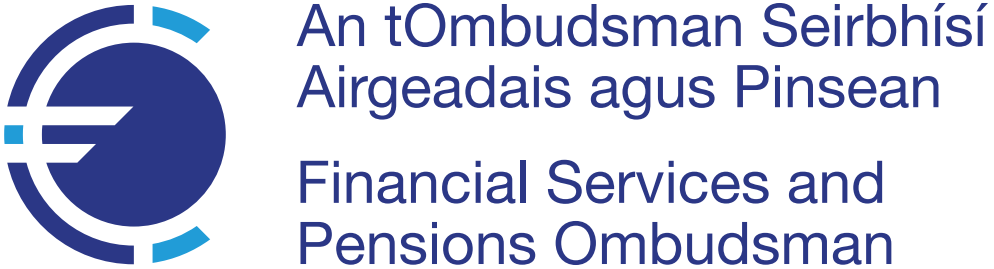
Contents

1.1	Primary logo	Page 7
1.2	Logo clear space	Page 8
1.3	Brand stamp	Page 9
1.4	Brand stamp clear space	Page 10
1.5	Logo standard sizes	Page 11
1.6	Logo background	Page 12

1.0 Logo

Primary logo

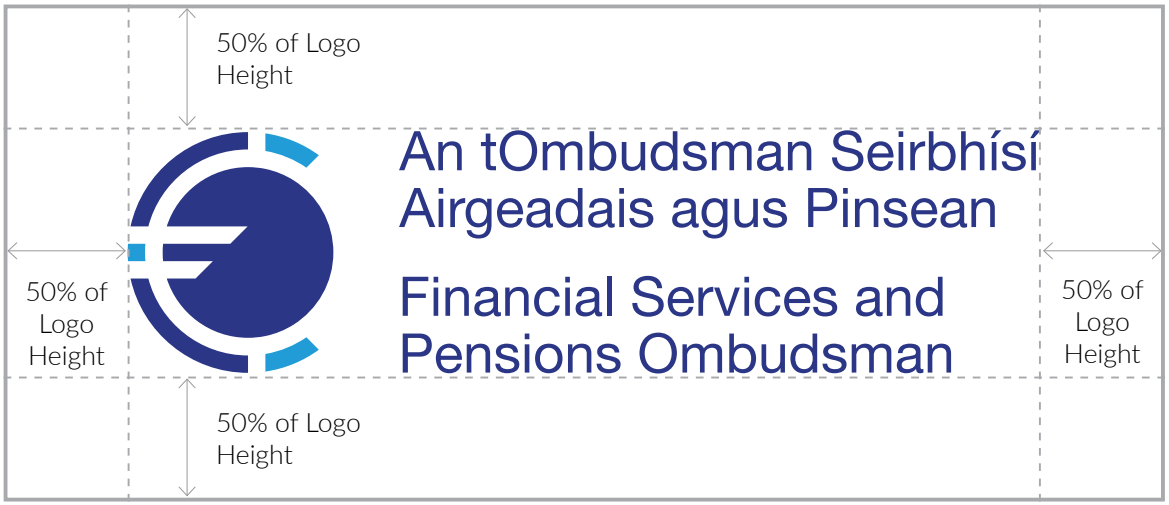
This is the FSPO's primary logo. The logo must be resized proportionately, never stretched.



Logo clear space

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



Brand stamp

This is the FPSO brand stamp.
The brand stamp must be resized proportionately, never stretched.
The brand stamp can be used in full colour on light backgrounds, or in a suitable opacity percentage if used as a background or watermark.

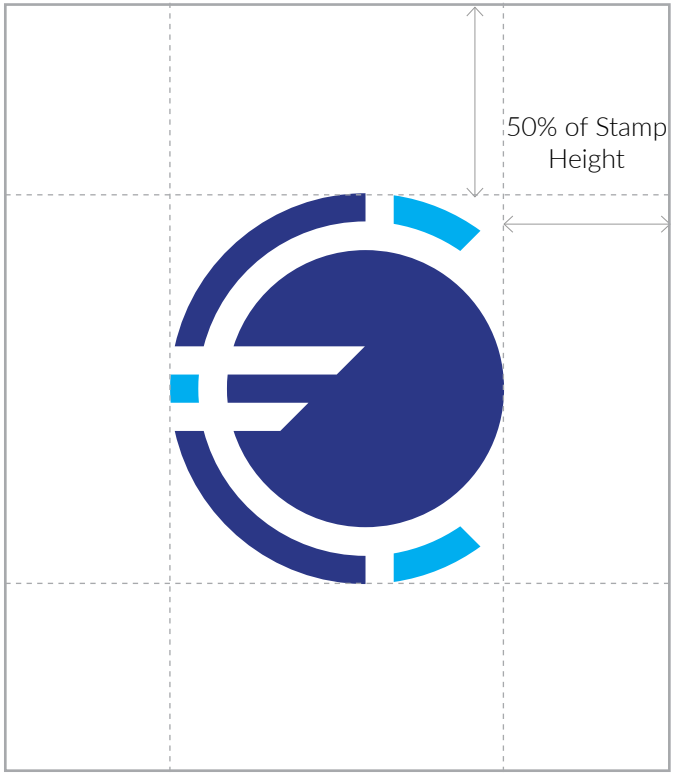
You can see examples of how the brand stamp can be used on page 22.



Brand stamp clear space

Clear space is the area surrounding our brand stamp that must be kept free of any text or graphic elements. By leaving space around the brand stamp, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire graphic element.

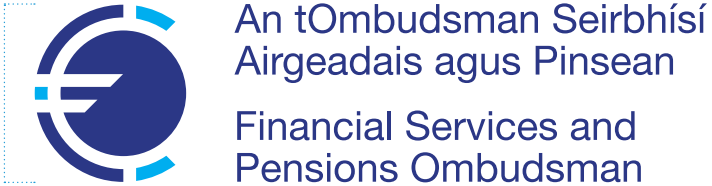
It is sometimes necessary to increase and decrease the element depending on the print area. Always keep in proportion. Always ensure the text is legible.



Logo standard sizes

When sizing the logo, consideration should be made for the process being used to reproduce or print the logo and the material on which it is being reproduced or printed.

A3 size:
23mm



A4 size:
18mm



A4 size:
13mm



Mark minimum size

9mm



100px



Logo - background

Always ensure the full colour logo is used only against a white or light coloured background.



1 Do not use the colour logo against colour image backgrounds.

2 Do not use the logo against dark elements of image backgrounds.

3 The logo should not be distorted in any way.

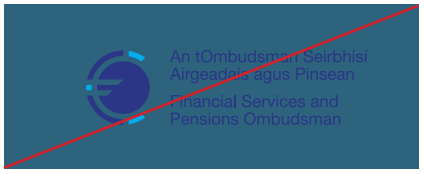
4 The logo should never have its colours altered.

5 The logo should never have its minimum clearspace interupted.

6 The logo should never be cropped.



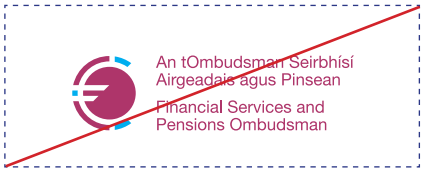
1



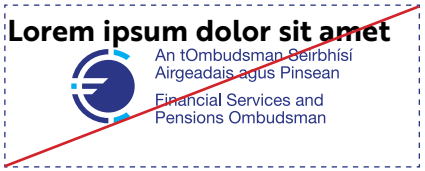
2



3



4



5



6

2.1	Brand colours - primary colours	Page 14
2.2	Brand colours - secondary colours	Page 15

2.0 Colour palette

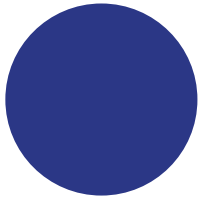
Brand colours

There are two FSPO colours. Please use the correct colour breakdowns for your printing environment. Use CMYK values for four colour printing and RGB for digital requirements.

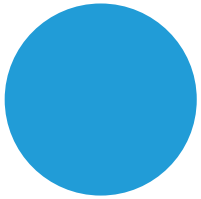
Print
CMYK colours are used to print the designs.

Screens
Not all RGB colours render the same online. Therefore we recommend the use of hexadecimal colours when applying colours to screen.

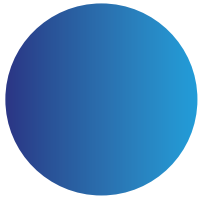
Primary colours



CMYK
100 / 95 / 12 / 2
RGB
43 / 55 / 134
HEX
#2b3786



CMYK
74 / 24 / 0 / 0
RGB
33 / 156 / 215
HEX
#219cd7



This gradient combination of both brand colours may also be used.

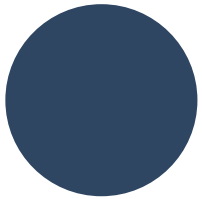
Brand colours

Secondary colours bring variety and flexibility to communications across our diverse audiences.

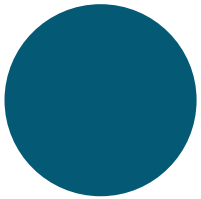
The full secondary colour palette can be used throughout FSPO brand assets and has been carefully selected to complement the primary colour palette. Wherever possible, secondary colours should be used alongside the FSPO primary colours to maintain a consistent visual identity.

These colours can be applied as subtle accents or across larger areas to create vibrancy, contrast, and visual impact.

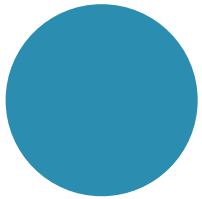
Secondary colours



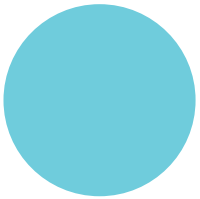
CMYK
85 /67 / 35 / 31
RGB
46 / 70 / 90
HEX
#2e4663



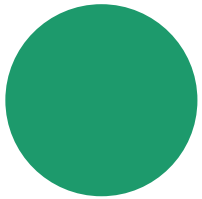
CMYK
94 / 58 / 38 / 17
RGB
0 / 174 / 239
HEX
#105a74



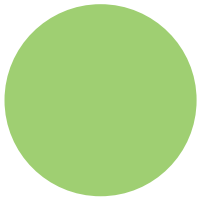
CMYK
79 / 32 / 20 / 0
RGB
39 / 141 / 177
HEX
#278db1



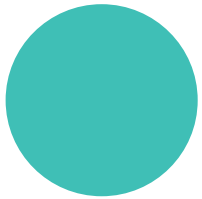
CMYK
52 / 0 / 13/ 0
RGB
109 / 204 / 220
HEX
#6dccdc



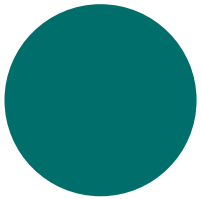
CMYK
77 / 4 / 70 / 14
RGB
30 / 156 / 108
HEX
#1e9c6c



CMYK
41 / 0 / 73 / 0
RGB
158 / 207 / 114
HEX
#9ecf72



CMYK
67 / 0 / 35 / 0
RGB
53 // 191 / 182
HEX
#35bfb6



CMYK
90 / 36 / 55 / 19
RGB
8 / 111/ 108
HEX
#086f6c

CMYK
0 / 0 / 8 / 3
RGB
8 / 111 / 108
HEX
#f8f6e8

3.1	Primary typeface	Page 17
3.2	Secondary typeface	Page 18

3.0 Typography

Primary typeface

Lato is our primary brand typeface and we use it on our website and our public facing documents.

Our typography is as unique and accessible as we are. Typography is a key element in our brand. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

Lato

Lato Bold

ÀÁÂÃABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäåabcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()+
ÆÇÈØ£×ßåæç

Lato Regular

ÀÁÂÃABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäåabcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()+
ÆÇÈØ£×ßåæç

Secondary typeface

Aptos is our secondary, corporate typeface, which we use on internal documents. It should be used in all instances where typography is required. It is a simple, clean and legible typeface that compliments our logo. Aptos can be used as a substitute for Lato on internal documents where Lato is not available.

Aptos

Aptos Bold

ÀÁÂÃABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäåabcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()+
ÆÇÈØ£×ßåæç

Aptos Regular

ÀÁÂÃABCDEFGHIJKLMNOPQRSTUVWXYZ
àáâãäåabcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()+
ÆÇÈØ£×ßåæç

4.1	Visual elements	Page 20
4.2	Imagery and visual elements	Page 21
4.3	Brand stamp	Page 22

4.0 Visual elements and imagery

Visual elements

Our diagonal shapes take inspiration from the FSPO logo and can be used as image placeholders or for adding colour and visual interest to a design.

They are essential elements to the visual identity. By using them, the layout becomes energetic and empowering. Using all the elements correctly helps create a cohesive look and feel.



Imagery and visual elements

When selecting imagery or planning photography, aim for images that are real, relatable and diverse, that emphasise the human interaction in what we do. Avoid pictures that look overly staged.

Images may be used in conjunction with the visual elements, as shown here.









Brand stamp usage

The brand stamp can be used on its own, or in conjunction with the diagonal shapes devices. The brand stamp is a way to echo the logo and increase the brand presence.

The brand stamp device should be used sparingly and with great care.







CONTACT

+353 1 567 7000
communications@fspo.ie

Lincoln House, Lincoln Place,
Dublin 2, D02 VH29.