



# Brandbook Design Guidelines

Let's build smarter, grow stronger, and  
go further—together.

# Brand Identity

1. Brand Name & Mission
2. Logo
3. Unique Values and Features

# Brand **Name & Mission**

01.1.

## FINTESO Corporate Solutions OÜ

**“FINTESO” blends Finance, Technology, and Solutions, signaling our role as a modern partner for business growth within the EU.**

The FINTESO brand identity reflects our commitment to clarity, professionalism, and forward-thinking solutions. Rooted in Estonia’s digital-first, zero-corporate-tax environment, FINTESO Corporate Solutions stands at the intersection of finance, strategy, and innovation.

This chapter defines the core elements that shape how our brand looks, feels, and communicates—from our mission and name to the logo and values that drive us. These foundational elements ensure consistency and recognition across all touchpoints, helping clients, partners, and stakeholders instantly connect with who we are and what we stand for.

FINTESO provides integrated, end-to-end corporate services—from business formation to financial strategy and legal support—tailored to entrepreneurs and enterprises expanding across borders. Based in Estonia, we combine digital innovation, tax efficiency, and trusted expertise to simplify complex processes and empower businesses to grow with confidence.



# Brand Logo

01.2.

## A. Logo

A visual symbol of clarity, structure, and strategic growth.

The FINTESEO logo is more than a mark—it's a visual expression of our brand's personality and mission.

### Logo Meaning & Symbolism

- **Progress & Structure:** The stepped “F” symbolizes the phases of business growth—from company formation to expansion and financial planning.
- **Digital & Modern:** The sharp, clean lines reflect Estonia’s leadership in digital infrastructure and our modern, solution-oriented approach.
- **Trust & Stability:** The deep blue tones signal reliability, security, and competence—values essential in legal and financial services.

Below the wordmark sits the tagline “Corporate Solutions” in smaller capital letters, grounding the logo in its business context and communicating our area of expertise.



Primary Logo



White Logo - dark background



White Logo - blue accent



Monochrome (black/white)

## B. Icon

The FINTESO icon is a standalone representation of the brand: a stylized “F” built with stacked, dynamic bars that evoke momentum, hierarchy, and a strategic roadmap. It serves as a compact, powerful visual that represents the brand when full wordmarks are not suitable.

### Where to use the icon:

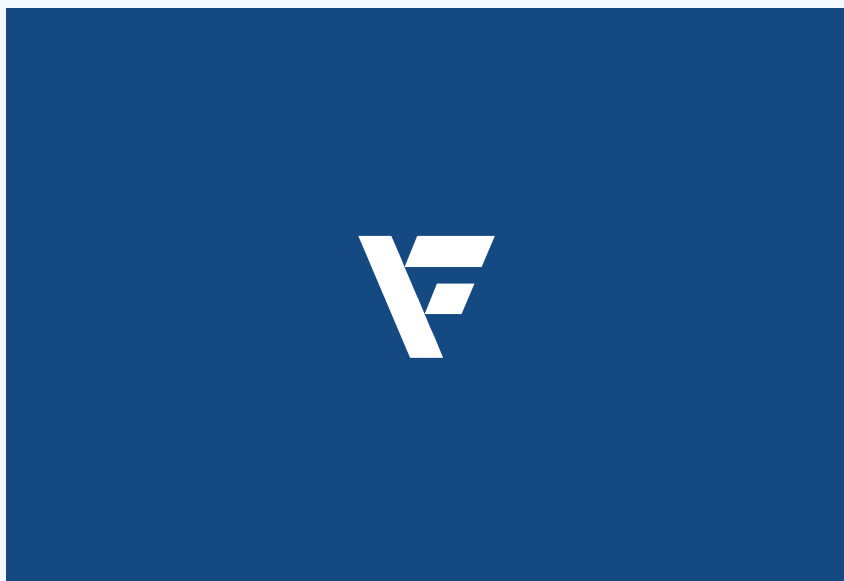
- Social media avatars (LinkedIn, X, Instagram)
- Mobile favicon or app icon
- Internal tools and dashboards
- Presentation footers or watermarks



Primary Icon



Primary Icon Monochrome



White icon

## C. Logo Padding & Clear Space

To maintain visual clarity and prevent crowding, always surround the FINTESO logo and icon with adequate clear space.

### Clear Space Rule:

The minimum clear space around the logo should be equal to the height of the "F" symbol in the icon. This space must be free of text, images, or other graphic elements.

### Padding in Layouts:

- In UI designs (web/apps), keep a minimum 24px padding around the logo inside headers or navigation bars
- In print or presentations, align the logo to the grid but maintain at least 10mm margin from edges





# Unique Values **and** Features

01.3.

FINTESO isn't just another business services provider. We stand at the intersection of strategic insight, legal and financial precision, and the forward-thinking advantages of Estonia's digital economy. Our distinct value lies in our comprehensive approach, global outlook, and commitment to solving complex challenges—efficiently and confidentially.



## Estonia Advantage

Operate from the most digitally advanced EU country with **0% corporate tax**, full e-residency access, and seamless integration into European markets.



## End-to-End Corporate Services

From company formation to **financial forecasting, legal support, and business expansion**—FINTESO delivers everything under one roof, with a single point of accountability.



## Expertise in Complex & Non-Standard Cases

We specialize in solving sensitive or unconventional business and private matters that require strategic thinking, confidentiality, and hands-on execution.



## Strategic Growth Focus

We go beyond compliance—helping you find **investors, clients, and partners, develop market-entry plans**, and unlock funding opportunities through **EU and government programs**.

# Visual Identity

1. Color Palette
2. Brand Typography
3. Imagery & Iconography Branding
4. Spacing & Layout

# Color Palette

02.1.

FINTESO’s colors are professional, bold, and modern—reinforcing stability and trust while introducing subtle warmth through accent tones.

Finteso Blue

Primary color

HEX

#1A4D8F

RGB

26, 77, 143

CMYK

82, 46, 0, 44

The core brand color. Professional, stable, and trustworthy. Use this for headers, key brand accents, navigation bars, and CTAs.

Finteso Cyan Blue

Primary Red-Orange

HEX

#45C6F0

RGB

69, 198, 240

CMYK

71, 9, 0, 6

A vibrant, modern accent inspired by digital efficiency. Brings lightness and energy to charts, buttons, and UI highlights.

Finteso Soft Blue

Background Color

HEX

#F5FAFF

RGB

245, 250, 255

CMYK

4, 2, 0, 0

A subtle, elegant background color. Provides visual air and calm while keeping layouts aligned with brand tones.

Slate Gray

Secondary Color

HEX

#222831

RGB

34, 40, 49

CMYK

31, 18, 0, 81

A strong neutral tone used for legibility, structure, and professionalism. This is your go-to for interface text and outlines.

## Color Usage Guidelines

- Finteso Deep Blue (#1A4D8F) is the primary brand color** — ideal for headlines, buttons, logos, and high-contrast visuals. Avoid using it on dark backgrounds or near clashing tones like red or orange.
- Finteso Cyan Blue (#45C6F0)** acts as a vibrant accent for links, hover states, charts, and UI highlights. Use it sparingly to maintain its impact and avoid applying it to large text blocks.
- Finteso Soft Blue (#F5FAFF)** serves as a calm background for sections, forms, and branded documents. It shouldn’t be used for text or strong overlays without contrast testing.
- Slate Gray (#222831)** supports your neutral design needs — best for body text, outlines, and structural elements. It’s not intended as a dominant color or full-page fill.

Across all uses, prioritize accessibility, maintain visual hierarchy (Deep Blue = priority, Cyan = action, Gray = structure), and keep designs clean by limiting simultaneous color use.

# Brand Typography

Typeface: **Montserrat**  
Style: **Geometric sans-serif**

FINTESO uses the Montserrat font family to reflect its values of professionalism, modernity, and clarity. Originally inspired by signage in the historic Montserrat neighborhood of Buenos Aires, the typeface offers a geometric, tech-savvy, and structured look — ideal for a brand rooted in digital infrastructure and business intelligence.

## Desktop Font Sizing

| Element | Font Size | Weight   | Line Height | Use Case                        |
|---------|-----------|----------|-------------|---------------------------------|
| H1      | 40–48px   | Bold     | 120%        | Main Heading (H1)               |
| H2      | 32px      | Bold     | 120%        | Section titles, banners         |
| H3      | 26px      | Bold     | 120%        | Subsections, feature highlights |
| H4      | 22px      | Bold     | 125%        | Smaller headings, cards         |
| H5      | 20px      | Bold     | 130%        | Labels, subtitles               |
| H6      | 18px      | SemiBold | 130%        | Minor headings, callouts        |
| p       | 18px      | Regular  | 150%        | Paragraph text, descriptions    |

## Font Usage Guidelines

- 1. **Use Bold/Black** for attention-grabbing CTAs, headers, or important statements.
- 2. **Use Regular/SemiBold** for body copy, maintaining readability.
- 3. **Avoid All Caps for paragraphs** — use them only for buttons or navigational labels.
- 4. **Consistent Line Height:** Use 1.4–1.6 for body text to ensure comfortable reading.

## Why Montserrat?

- 1. **Modern & Clean:** Its geometric forms pair well with digital content and UI interfaces.
- 2. **Trustworthy & Clear:** Clean lines and consistent spacing reinforce FINTESO’s image as a reliable and organized partner.
- 3. **Highly Legible:** Works well across devices, screen sizes, and languages.
- 4. **Versatile Weights:** Allows flexible tone from bold authority to lightweight elegance.

# Imagery & Iconography

## Branding

02.3.

FINTESO's imagery should reflect clarity, professionalism, strategic thinking, and trust. Use clean, minimal visuals that evoke digital innovation, European excellence, and business intelligence.

### A. Imagery

**FINTESO's imagery should reflect clarity, professionalism, strategic thinking, and trust. Use clean, minimal visuals that evoke digital innovation, European excellence, and business intelligence.**

#### Visual Guidelines:

- **Focus Areas:** Business environments, professionals in action, digital solutions, maps of Europe (especially Estonia), finance and strategy.
- **Mood:** Confident, optimistic, precise, smart.
- **Lighting:** Natural or soft artificial light; avoid dark, moody or overly edited photos.
- **Composition:** Centered or rule-of-thirds based; minimal clutter; use of whitespace is encouraged.



### Image Sources

- Use licensed stock photography (Unsplash, Pexels, Adobe Stock).
- Avoid generic or cliché business photos (e.g., “shaking hands” in suits).
- For presentations or advertising, prefer custom illustrations or curated, brand-aligned imagery.

## B. Iconography

FINTESO uses minimal stroke-based icons to convey clarity, precision, and a digital-forward identity. Icons are a key element in helping users quickly understand services, navigation, and features.

### Primary Style Rules

- Stroke Only: No filled icons — all icons use open, line-based designs.
- Consistent Stroke Width: 1.5–2px for optimal visibility across screen sizes.
- Corner Style: Rounded corners preferred (to soften and humanize the look).
- Scalability: Must remain clear and recognizable at both 16px and 64px sizes.



## Spacing & Layout

02.4.

Consistency in layout and spacing reinforces a clean, professional image—core to FINTESO’s brand. White space, alignment, and proportion contribute to user trust and readability.



### Grid System

FINTESO uses a 12-column responsive grid for web and digital layouts, with flexible gutters and margins. This ensures scalable and structured design across screen sizes.

- **Desktop:** 12 columns, 80–100px max content width, 24px gutters
- **Tablet:** 8 columns, 20px gutters
- **Mobile:** 4 columns, 16px gutters
- **Max width container:** 1280px (content), 1440px (full-width background sections)



### Padding & Margins

Use generous spacing to emphasize content clarity and brand sophistication.

- Use consistent spacing between sections and visual groupings.
- Use even spacing in navigation bars, icon sets, and lists.
- Prioritize legibility and structure over excessive decoration.

# Tone & **Voice**

1. Brand Tone
2. Messaging Guidelines
3. Do's & Don'ts

# Brand Tone

03.1.

FINTESO's tone should reflect its role as a strategic, trusted corporate advisor. We speak to experienced professionals, entrepreneurs, and executives from different cultural and economic backgrounds.

**“Our language should feel like a conversation with an expert consultant — confident, helpful, and straight to the point.”**

- **Professional** – Maintain credibility through precise, business-appropriate language. Avoid slang, overly casual phrasing, or filler words. Present confidence in every sentence.
- **Supportive** – Clients come to us for clarity and solutions. Offer reassurance, show empathy, and reflect our reliability through calm, solution-oriented phrasing.
- **Clear and Direct** – Use short sentences and break down complex ideas. Structure information logically. Eliminate jargon unless the audience expects it (e.g., CFOs or legal teams).
- **Trustworthy** – Speak with authority, but avoid arrogance. Use data, credentials, and concrete outcomes to reinforce reliability.



**We help clients feel confident, informed, and understood in every interaction.**

# Messaging Guidelines

03.2.

Every interaction with clients, partners, or institutions reflects the FINTESO brand. That’s why clear, confident, and strategic messaging is essential across all communication channels. These guidelines define how we speak and write — ensuring consistency, professionalism, and alignment with our core values. Whether we’re creating web content, investor documents, legal communications, or emails, our voice must reflect FINTESO’s credibility, precision, and client-first approach.

## Key Messaging Principles



### Client-Centric Framing

Focus on outcomes for the client, not the process. Use "you" and "your" more than "we" and "our." Example: “You gain a strategic presence in the EU with our help,” instead of “We provide EU entry support.”



### Strategic Clarity

Simplify technical details without oversimplifying meaning. Break down concepts like tax planning, digital registration, and mergers in layman’s terms—unless writing for specialists.



### Credibility Through Consistency

Speak from experience. Use phrases like “with over 20 years of experience...” or “backed by results across the EU...” Be consistent in how services and terms are presented across channels.



### Purpose-Driven Luxury

Prioritize clarity and structure over decorative language.  
  
Use bullets, numbered steps, and headings to guide the reader.

| Instead of                                  | Use                                                                     |
|---------------------------------------------|-------------------------------------------------------------------------|
| “We help with company stuff.”               | “We oversee every aspect of your company setup in Estonia.”             |
| “We do your numbers for you.”               | “Our CFO services give you the data to make faster, smarter decisions.” |
| “We deal with the complicated bureaucracy.” | “We simplify regulatory navigation, so you can focus on business.”      |
| “We help you grow and find people.”         | “We connect you with investors and partners across the EU.”             |



## Do's & Dont's

These practical tips will help all team members and partners stay on-brand when writing or speaking on behalf of FINTESO:



### Do

- 1. Speak directly to the client:** Use "you" and "your" to center the reader.
  - Example: **"You benefit from our complete end-to-end setup process."**
- 2. Use precise, confident language:** Avoid fluff. Stick to facts and benefits.
  - Example: **"We've guided 150+ incorporations across the EU."**
- 3. Highlight strategic outcomes:** Show clients how your services improve their business.
  - Example: **"We help reduce risk and accelerate your market entry."**
- 4. Stay consistent in terminology:** Use standard terms like **"company formation,"** "financial forecasting," "legal support," etc., to maintain clarity across platforms.
- 5. Use active voice whenever possible:** It's more direct and professional.
  - Example: **"Our team prepares the documentation,"** not "The documentation is prepared by our team."



### Don't

- 1. Avoid vague or exaggerated claims:**
  - ✗ "We're the best in the world."
  - ✓ **"Recognized by founders and CFOs for our accuracy and reliability."**
- 2. Don't use overly technical terms with general audiences:**
  - ✗ "We assist with VAT MOSS and ESR compliance."
  - ✓ **"We manage your tax compliance so you can focus on business growth." (unless speaking to specialists)**
- 3. Don't mix tones within the same message:**
  - Keep it consistent — don't start formal and end casual, or vice versa.
- 4. Avoid informal slang, emojis, or internet shorthand:**
  - ✗ "No worries — we've gotcha covered! 😊"
  - ✓ **"We handle the details so you can scale with confidence."**

# Digital Guidelines

1. Website & UI Guidelines
2. SEO & AEO Optimization
3. Social Media Strategy

# Website & UI Guideline Tone

04.1.

FINTESO's website must deliver a clean, professional, and strategically structured user experience. It should reflect our efficiency and depth of service through a layout that's intuitive, trustworthy, and conversion-optimized. The visual style must reinforce clarity and stability — never cluttered or aggressive.



## Simple navigation

Clear top-level menu with intuitive paths. All pages should be reachable in 3 clicks or less.



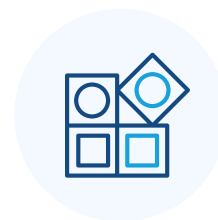
## Mobile-First Design

Fully responsive with mobile-optimized buttons, forms, and layouts.



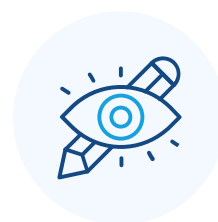
## Multilingual Ready

Support English, Estonian, and Russian. Toggle must be clearly visible.



## Service Blocks

Use structured layouts: headings, short descriptions, and bullet-point benefits for easy reading.



## On-Brand Visuals

Use Montserrat font, brand colors, and stroke-style icons for consistency.



## SEO-Friendly Structure

Clean URLs, proper headings (H1–H3), metadata, and optimized media.

## What to Avoid in Website & UI Tone

To maintain Finteso's premium, confident identity, avoid the following missteps in web and interface copy:

1. Overuse of animations or transitions
2. Informal or salesy copy (e.g., "Act fast!" or "Best deals!")
3. Walls of text — no paragraph should be longer than 4–5 lines
4. Overly dark backgrounds or color schemes that reduce legibility
5. Inconsistent font sizes or line heights
6. Distracting icons or mismatched imagery styles

# SEO & AEO Optimization Guidelines

04.2.

Search Engine Optimization (SEO) and Answer Engine Optimization (AEO) are critical for ensuring that FINTESO is discoverable by both traditional search engines (Google) and AI-powered assistants (ChatGPT, Siri, Gemini). Every service page, blog, and document must be structured with semantic clarity and algorithm-ready metadata.

## Key Principles



### Use H1–H3 tags properly

H1 for the main page title, H2 for sections, H3 for sub-points



### Include Keywords Naturally

Incorporate phrases like “Estonia company formation”, “EU startup support”, or “corporate finance in Estonia” organically within text.



### Clear CTAs in Each Service Section

Guide visitors with direct language. Example:

- “Start your company in Estonia today”
- “Book a free consultation with our finance experts”



### Leverage Structured Metadata & Schema Markup

Implement proper schema types like: Organization for company data, LocalBusiness for address/contact info, Service for offerings. This improves AI summarization and search previews.



### Descriptive Alt Text for All Images

Every image must include keyword-rich descriptions. Example: ❌ “image1.jpg” → ✅ “Entrepreneur registering EU company online via FINTESO portal”



### Clear CTAs in Each Service Section

Guide visitors with direct language. Example: “Start your company in Estonia today” and “Book a free consultation with our finance experts”

## Phrasing Examples (AI + SEO-Friendly)

| Instead of                                                                                       | Use                                                                                              |
|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| ❌ “FINTESO helps foreign entrepreneurs open EU-based companies with legal and tax support.”      | ✅ “FINTESO helps foreign entrepreneurs open EU-based companies with legal and tax support.”      |
| ❌ “Access Estonia’s zero corporate tax advantage with our CFO-level financial services.”         | ✅ “Access Estonia’s zero corporate tax advantage with our CFO-level financial services.”         |
| ❌ “Our multilingual experts assist in company formation, licensing, and cross-border expansion.” | ✅ “Our multilingual experts assist in company formation, licensing, and cross-border expansion.” |

# Social Media Strategy

Social media is not just for visibility — it’s a trust-building and lead-generating platform. FINTESO uses social media to demonstrate knowledge, highlight success stories, and maintain engagement with both current and future clients.



### Informative, Not Promotional

Share valuable content—industry updates, business strategies, and market insights—instead of hard-sell advertising.



### Consistent Brand Voice

Maintain a professional, concise, and solution-oriented tone across all platforms. Avoid casual or overly complex language.



### Simplified Visual Content

Use infographics, diagrams, and short explainers to communicate complex services in an accessible and engaging way.



### Client-Focused Messaging

Highlight real-world outcomes, benefits, and solutions for clients—avoid listing services without context.



### Branded Visuals

Incorporate FINTESO’s color palette, typography, and stroke-style icons in all graphics to maintain visual consistency.



### Multilingual Posting

Reflect the international audience with content in English, Estonian, and Russian when appropriate, especially for core updates and service highlights.

## Primary Channels



### YouTube

Best for explainer videos, expert interviews, and simple visual walkthroughs of services. Content Focus: short 1–2 min explainers of services, testimonials, animated business scenarios.



### LinkedIn

The most important platform for FINTESO. Ideal for reaching business owners, professionals, and investors. Content Focus: business insights & regulatory updates, case studies & strategic advice.



### Facebook

Useful for wider visibility and engaging both local and international clients. Content Focus: service highlights, event updates or success stories, light educational content in multiple languages

# Brand **Applications**

1. Merchandise & Print Design
2. Email & Document Templates
3. Advertising & Media



Member of  
European Union



FINTESO Corporate Solutions is a trusted partner in corporate setup, financial strategy, and business expansion across the EU. With a focus on Estonia's unmatched tax advantages and digital infrastructure, FINTESO delivers reliable, high-level support for businesses at every stage.

This section outlines how the FINTESO brand appears across physical and digital touchpoints to ensure professional consistency in all client interactions.

# Merchandise & Print Design

05.1.



## Business Cards

- Use official logo and color palette
- Clear layout with name, role, contact info
- Front: logo and tagline; Back: contact details in Montserrat font



## Brochures & Flyers

- Use structured content: brief intro, services, contact info
- Branded icons, Montserrat headings, and visuals in brand colors
- QR codes to the website or contact form are encouraged



## Banners & Signage

- Clean designs with minimal text
- Always use logo with padding rules
- Background in white or light blue (#F5FAFF), accent lines in #154982



## Uniforms & Accessories

- Shirts, lanyards, or badges with embroidered or printed logo
- Color scheme: navy blue (#154982) with light accents
- Icon-only versions of the logo may be used on smaller items (e.g. pens, notebooks)

# Email & Templates Strategy

05.2.

All written communication should maintain the FINTESEO tone—professional, clear, and informative. Use consistent formatting in internal and external documents.



## Email Signatures

Email signatures are an essential part of FINTESEO's brand presence in daily communication. A professional, unified email signature reinforces credibility and maintains consistency across all departments and team members.

### Design Notes

- **Font Size:** 12–13 px
- **Text Color:** #154982 for names and titles, #000000 for body text
- **Logo Placement:** Left-aligned or right-aligned (60px max height, PNG with transparent background)
- **Dividers:** Use a vertical bar ( | ) or a light grey line to separate information
- **Spacing:** Avoid line crowding; maintain 4–6px vertical spacing between lines

## Document Formatting Rules

Internal and client-facing documents—such as business plans, presentations, financial reports, and contracts—must follow a unified style that reflects FINTESEO's professional, trustworthy image.

- **Font:** Montserrat - headings: Bold, #154982, body Text: Regular, #000000
- **Font Sizes:** Titles: 20–26 pt / Headings: 16–18 pt / Body: 12–14 pt
- **Line Spacing:** 1.5x
- **Header/Footer:** Header: Logo (left-aligned), Document title (right-aligned), Footer: Page number (right-aligned), Website or contact email (left-aligned)



# Advertising & Media

05.3.



## Video Content

FINTESO's video strategy aims to present complex services in a simplified, digestible, and visually engaging way, helping clients quickly understand key offerings and benefits.

### Recommended Video Types:

- **Corporate Animations (60–90 sec):** Introduce the brand, values, and solutions offered
- **Explainer Videos (30–60 sec):** Break down key services (e.g., company formation, tax advantages) using graphics, animations, and voiceover
- **Short Reels (15–30 sec):** Social media snippets focusing on benefits like “0% Tax in Estonia” or “Get EU Business Support Fast”
- **Webinars & Educational Clips:** Topic-focused sessions for startups and SMEs



## Ad Creatives

To generate awareness, leads, and trust by highlighting concrete benefits and differentiators of FINTESO's services, especially for international startups and companies.

### Ad Formats to Prioritize:

- Display banners (Google Display, LinkedIn Ads)
- Carousel ads (Facebook/Instagram for service walkthroughs)
- Sponsored posts (LinkedIn for B2B messaging)
- YouTube Pre-rolls (Short, subtitled with impactful CTA)

### Visual Elements:

- Use brand gradients or pale blue backgrounds, Include trust elements (e.g., 0% tax badge, Estonian e-residency logo)



## Advertising & Media – Sponsorships & Partnerships

FINTESO engages in sponsorships and strategic partnerships that align with its mission of supporting entrepreneurs, startups, and business development across Europe and beyond. These collaborations help increase visibility, build trust, and reinforce its position as a reliable gateway to EU business opportunities.

# Thank you for exploring the **FINTESO** **Brandbook.**

This document was created to ensure that every expression of our brand—whether visual, written, or experiential—remains clear, consistent, and aligned with our mission. FINTESO is more than a name; it represents a standard of excellence, trust, and strategic thinking for businesses looking to grow within the EU and beyond.

