



**Faculty of Finance
and Banking
(FABBV)**

Visual identity and communication guide

1. Introduction

This guide sets out the rules for using the visual identity of FABBV (Faculty of Finance and Banking) in promotional communication and social media: logo, colours, typography, visual style and templates for Instagram and LinkedIn.

The purpose of this document is to ensure consistency and a professional look across all published materials, regardless of who produces them, and to serve as a quick reference for the faculty's communication team.

The FABBV identity works independently of the ASE visual identity, with its own colour palette (burgundy and neutrals), while keeping the rigour and structure of an institutional brand manual.

2. Official name

The faculty's name is a fundamental element of its identity, as important as the logo. Using the correct form ensures that FABBV is clearly recognised, both on its own and as part of ASE.

2.1. Faculty name (FABBV)

Accepted forms in Romanian:

- ✓ Facultatea de Finanțe, Asigurări, Bănci și Burse de Valori
- ✓ FABBV (official abbreviation)

Accepted form in English:

- ✓ Faculty of Finance and Banking

Incorrect versions:

- ✗ Facultatea de Finanțe ASE
- ✗ Faculty of Finance, Insurance, Banking and Stock Exchange (literal translation, not accepted)
- ✗ FFABV / FFBBV / other abbreviations

2.2. Reference - University name (ASE)

According to the ASE Visual Identity Manual (2024), the accepted official forms of the university's name are:

Romanian:

- ✓ ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI
- ✓ Academia de Studii Economice din București
- ✓ ASE (official abbreviation)

English:

- ✓ BUCHAREST UNIVERSITY OF ECONOMIC STUDIES (ASE)
- ✓ Bucharest University of Economic Studies (ASE)

Incorrect versions (according to the same manual):

- ✗ ASE București
- ✗ ASE din București
- ✗ BUES

2.3. Using FABBV and ASE together

When the full institutional affiliation needs to be stated (e.g. document footer, email signature, presentation footer), the recommended format is:

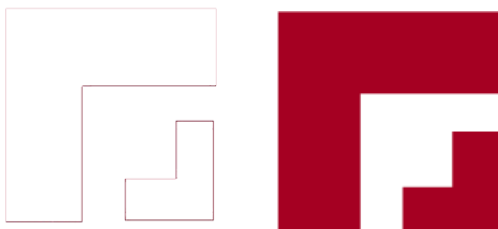
Facultatea de Finanțe, Asigurări, Bănci și Burse de Valori (FABBV)
Academia de Studii Economice din București (ASE)

or, in English:

Faculty of Finance and Banking (FABBV)
Bucharest University of Economic Studies (ASE)

3. Logo**3.1. Accepted versions**

FABBV uses two official versions of its logo, both accepted for communication:



Version 1 — outline logo (burgundy line on a transparent background): for documents, letterheads, covers and materials where space allows detail.

Version 2 — solid monogram (solid burgundy): for Instagram/LinkedIn avatars, favicons and small-size applications where the outline version would lose legibility.

3.2. Placement on backgrounds

The outline logo is used on white or light backgrounds.

On dark backgrounds (burgundy, charcoal), use the negative (white) version of the outline, shown below:



3.3. Minimum clear space

Always keep clear space around the logo, so that it is not crowded by text or other graphic elements.

3.4. Incorrect use

- Do not change the colour of the logo beyond the burgundy / black / white versions set out in this guide.
- Do not distort its proportions (horizontal/vertical stretching).
- Do not place the logo over busy photos or photos with insufficient contrast.
- Do not reproduce the logo at low quality/resolution (pixelated).

4. Logo with text (Lockup)

When the logo needs to be accompanied by the faculty's name (document cover, presentation, signature, event banner), there are two accepted arrangements: text to the right of the logo or text below the logo. The choice depends on the space available and the format of the material.

4.1. Version A — Text to the right of the logo

Recommended for: document letterheads, presentation footers, landscape formats, wide banners.

The text is vertically aligned to the centre of the logo and separated from it by a thin vertical burgundy line.



Version A — Romanian



Version A — English

4.2. Version B — Text below the logo

Recommended for: portrait/square formats, Instagram covers, document covers, and situations where width is limited but height allows vertical stacking.



Version B — Romanian



Version B — English

4.3. How to choose

- Landscape / wide format (letterhead, presentation, web banner) → Version A (text on the right).
- Portrait / square format (Instagram, covers, posters) → Version B (text below the logo).
- Very small space → no lockup; use only the solid monogram, without text.
- The full name is always written correctly as set out in section 2; it is not abbreviated further and not translated freely.

5. Colour palette

The FABBV palette is taken directly from the faculty's official logo and extended with derived shades and warm neutrals, to give flexibility in use (backgrounds, text, secondary graphic elements) without departing from the core identity.

5.1. Primary colour

Colour	Name	HEX	CMYK	RGB
	FABBV Burgundy	HEX #A50022	CMYK 0 / 100 / 79 / 35	RGB 165 / 0 / 34

5.2. Derived shades (tint & shade)

For backgrounds, hover states and visual hierarchy in carousels/presentations:

Colour	Name	HEX	CMYK	RGB
	Dark Burgundy	HEX #6B0016	CMYK 0 / 100 / 80 / 58	RGB 107 / 0 / 22
	Burgundy -20%	HEX #B7334E	CMYK 0 / 72 / 57 / 28	RGB 183 / 51 / 78
	Burgundy -40%	HEX #C9667A	CMYK 0 / 49 / 39 / 21	RGB 201 / 102 / 122
	Burgundy -60%	HEX #DB99A6	CMYK 0 / 30 / 24 / 14	RGB 219 / 153 / 166
	Burgundy -80%	HEX #EDCCD2	CMYK 0 / 14 / 11 / 7	RGB 237 / 204 / 210

5.3. Neutrals

The warm neutrals complement the burgundy without introducing other colours — they keep the palette unified and sober, as befits a finance faculty.

Colour	Name	HEX	CMYK	RGB
	Charcoal (text/dark background)	HEX #2B2523	CMYK 0 / 10 / 15 / 83	RGB 43 / 37 / 35
	Warm Grey (secondary text)	HEX #8A7F7C	CMYK 0 / 8 / 10 / 46	RGB 138 / 127 / 124
	Cream (light background)	HEX #F4EDE9	CMYK 0 / 3 / 5 / 4	RGB 244 / 237 / 233
	White	HEX #FFFFFF	CMYK 0 / 0 / 0 / 0	RGB 255 / 255 / 255

5.4. Recommended proportions

For a balanced look in posts and composite materials:

- 40% White / Cream - background, white space
- 35% Burgundy - dominant element, headings, key accents
- 15% Charcoal / Warm Grey - text, secondary elements
- 10% Derived shades - highlights, infographics, statistics

6. Typography

6.1. Main fonts

A serif font is recommended for headings (associated with academia and prestige), combined with a sans serif for body text - a balance between academic and modern.

Heading — Playfair Display Bold

Subheading — Playfair Display Italic

Body text - Inter Regular. Used for descriptions, informative paragraphs and supporting text in posts and documents.

6.2. System fonts (Fallback)

Where Playfair Display / Inter are not available (quick edits, external collaborators): Georgia (headings) + Arial (text) - a combination with an equivalent structure, available everywhere.

6.3. Recommended hierarchy for Social Media

- Carousel title / main slide: Bold, 28–36 pt
- Subheading: Italic or Medium, 16–18 pt
- Body text / details: Regular, 12–14 pt
- Below 10 pt: avoid Bold entirely, for legibility

7. Imagery and visual style

7.1. Photography

FABBV images should convey academic credibility and the real student experience - we avoid generic stock photos and focus on authenticity.

- Preferred: real students and teaching staff (with consent), recognisable ASE/FABBV spaces, moments from our own events (admissions, classes, ceremonies).
- Avoid: obviously generic stock photos, images with heavy filters, low-resolution or over-edited photos.

7.2. Colour treatment

Photos may be given a subtle burgundy overlay (10–20% opacity) to tie them to the identity, especially on carousel covers or background images with overlaid text.

7.3. Iconography and graphic elements

For diagrams, statistics or decorative elements, use simple geometric shapes and fine lines (1–2px) in burgundy or charcoal, without complex gradients or 3D shadows, keeping a clean, financial-academic look.

7.4. Incorrect use

- Do not stretch or distort images to make them fit a space.
- Do not place text over busy areas of a photo without a contrast overlay.
- Do not use over-saturated or desaturated filters that alter the brand colours.

8. Social Media Guide

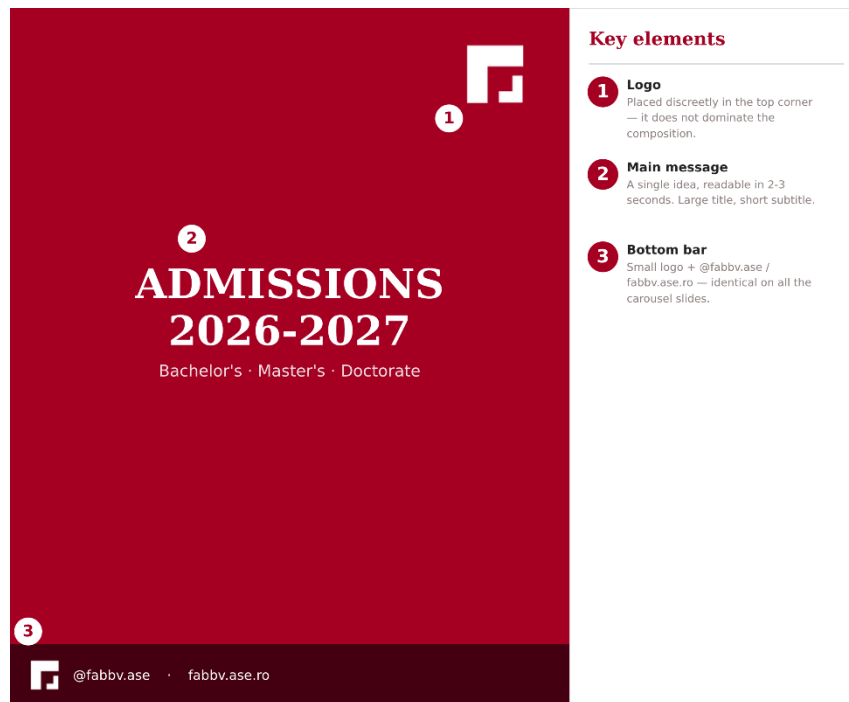
This chapter does not set rigid steps to follow, but **design principles and limits to keep in mind** so that any person or entity can produce a good visual in the FABBV style, with creative freedom.

8.1. Principles of visual impact

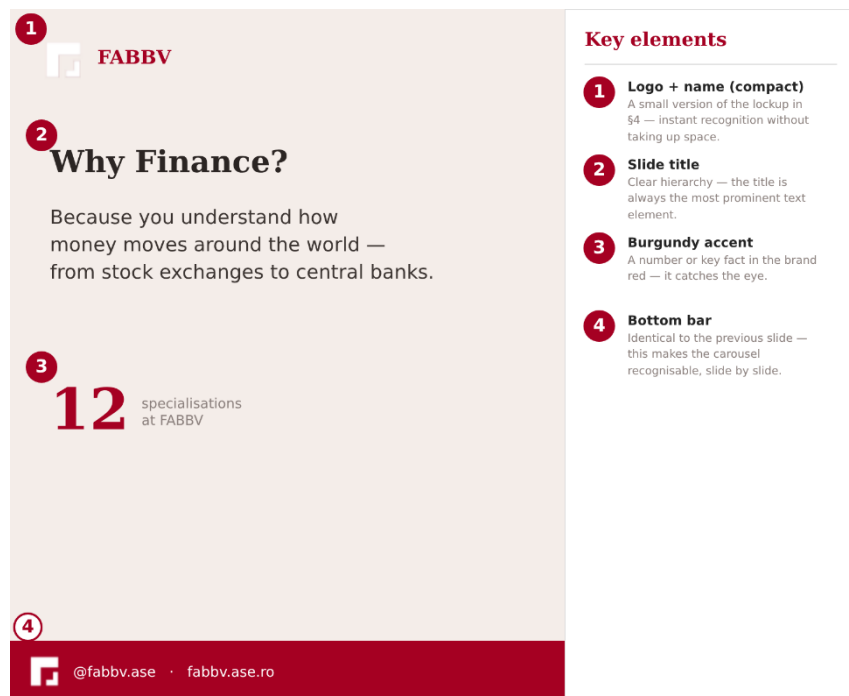
- A good visual communicates a single idea clearly within the first 2-3 seconds - we do not cram in messages.
- The FABBV identity must be recognisable instantly: through the logo, the name (FABBV) or both; at least one of these elements is present on every published visual.
- Contrast creates impact: legible text on a simple background always beats text overlaid on a busy image.
- Visual consistency (the same colours, fonts, placement) makes content recognisable even without seeing who posted it.
- A visual wins when it has a single focal point - a number, a question, a strong image, not several things at once.

8.2. Structure of a visual — example

Below are two illustrative mock-ups (generated as examples, not real posts) with the key elements marked: logo, name, main message and the bottom bar shared by all the pages of a carousel.



Example — cover slide (admissions carousel)



Example — content slide (same bottom bar, same identity)

The element of continuity, the bottom bar (footer), is the most important detail of a carousel: because the target audience may see a single slide shared on its own (share, screenshot), each page must identify itself, without depending on the carousel cover.

8.3. Instagram — by content type

Single post (single image)

- Suitable for: short announcements, quotes, a single statistic/achievement.
- The FABBV logo or name visible somewhere in the frame, in a corner or in the footer.

Carousel

- Suitable for: admissions, programme presentations, guides, "student life", event recaps.
- The first page (cover) decides whether people swipe - the strongest message or the most interesting image goes there.
- The bottom bar (logo + @fabbv.ase / fabbv.ase.ro) is repeated identically on every page, not just on the cover.
- The last page is the place for a clear call to action: what we want people who got that far to do (apply, follow, open a link).

Reels

- Vertical 9:16 format - the first 2-3 seconds decide whether someone keeps watching.
- The logo can appear discreetly as a watermark in a corner, especially if the reel may be reposted/shared separately from the profile.
- Short, direct text overlay - Instagram reads on-screen text to understand what the content is about.

Stories

- Ideal for behind-the-scenes content, deadline reminders and reposting feed content.
- Mention stickers (@ase.ro, partners, speakers) increase the chance of being reposted by those who are tagged.

8.4. Tagging and mentions

Mentions are one of the most effective tools for growing the audience organically and should be handled with care, not as a last-minute detail.

- Always mention @fabbv.ase on posts relevant to the faculty or the university (admissions, joint events, achievements).
- Tag partners, speakers or event guests explicitly, to increase the chance that they share the post with their own audience.
- Put mentions both in the image (sticker/photo tag, in Stories) and in the text (caption) to increase mutual visibility.
- For events with several institutional partners, tag all of them in the caption, not just the main one.

8.5. Platform technical limits (updated 2026)

Good practice and actual limits set by the platforms:

Element	Official limit	FABBV internal recommendation
Photos/videos per carousel	Maximum 20	6-10 slides — clarity over volume
Hashtags per post	Maximum 5	3-5, relevant and specific
Tagged accounts	Maximum 20 per post	Only relevant ones
Reels video length	Up to 20 minutes	15-60 seconds for impactful content

Note: these figures reflect Instagram/Meta policies at the time this guide was written and may change.

8.6. Suggested tools

These are not mandatory; any tool that respects the visual identity in this guide is suitable. A few useful suggestions:

- Static visuals (carousels, posts): Canva, Adobe Photoshop / Adobe Express.
- Video / Reels: CapCut, Canva (Video), Adobe.

Note: You can save the colour palette and fonts in this guide as a "brand kit" in Canva, for automatic consistency.

8.7. Tone and language — by type of post

- Admissions / recruitment: catchy, direct, with a clear call to action, not overloaded or empty messages.
- Academic content / research: a more formal but accessible tone; we avoid jargon and explain complex concepts simply.
- Student life / behind the scenes: friendly, casual, authentic, as if a fellow student were speaking, not an institution.
- Events / official announcements: informative, clear, with all the practical details (date, time, location, link).

In all cases: short sentences, a clear message in the first line of the caption (Instagram truncates long text), emojis used in moderation.

8.8. Consistency with the FABBV strategy

- Every post should connect to a concrete faculty goal - admissions, academic employer brand, community, research, student activities, etc.
- Previous posts are the best starting point for any new content

- The content calendar should be aligned with the academic calendar: admissions, exam sessions, events, ceremonies, not generic "filler" content.

8.9. Fully AI-Generated content

⚠ Fully AI-generated visuals have NO personality or human touch, and it shows, especially to a young audience used to authentic content.

Fully AI-generated content risks not reaching students the way we would like; it can seem generic, impersonal or "fake", however technically correct it is.

Recommendation: use AI as a brainstorming tool or starting point (layout ideas, draft texts, quick checks), not as the final source of the visual. Real photos, design made or adjusted by hand and the author's authentic voice remain essential for content that resonates!

8.10. Official FABBV links

All materials that refer to the faculty's social media platforms must use these official links:

Instagram	https://www.instagram.com/fabbv.ase/
Facebook	https://www.facebook.com/FABBV
LinkedIn	https://www.linkedin.com/school/fabbv/
Website	https://www.fabbv.ase.ro

9. FABBV Communication

FABBV communicates in a balanced way, combining academic credibility with genuine approachability.

9.1. What we do

- Clear, direct wording, without unnecessary jargon. Justified enthusiasm, not empty superlatives ("the best", "incredible" — to be avoided).
- On social media we address candidates/students directly ("you", not rigid impersonal phrasing), while keeping a respectful tone.

9.2. What we avoid

- Overly bureaucratic language or rigid institutional phrasing on Instagram.
- Forced humour or jokes that do not suit a financial-academic field.
- Superlatives not backed by facts or concrete data.

10. Summary

A one-page quick reference to check before producing any material.

Colours

#A50022 Burgundy	#6B0016 Dark Burgundy	#2B2523 Charcoal	#F4EDE9 Cream
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Typography

- Headings: Playfair Display Bold
- Text: Inter Regular
- Fallback: Georgia + Arial

Logo

- Light background → burgundy outline version
- Dark background → white (negative) outline version
- Small spaces (avatar) → solid monogram
- Minimum clear space around it = half the width of the monogram

Social Media — quick rules

- Instagram carousel: burgundy cover + white/cream content + burgundy final CTA
- LinkedIn: institutional tone, discreet logo
- Maximum 5 relevant hashtags
- Authentic photos, no generic stock photos