

THE BRAND GUIDE



Brand Elements Guideline

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BRAND INTRODUCTION

Financial Care Providers® cares about your future.

Our practice is founded with one simple, yet essential goal in mind: to design financial plans that take care of the wealth and well-being of her clients.

Grounded by two decades of financial planning expertise, we carefully tend to the financial future of individuals, families and business owners. With smooth precision we can: identify your priorities, design strategies and simplify processes so that you can focus on your financial goals.

MISSION STATEMENT

Our firm was founded with one simple, yet essential goal in mind: to design financial plans that take care of the wealth and well-being of her clients. Grounded by two decades of financial planning expertise, we carefully tend to the financial future of individuals, families and business owners. With uncompromising integrity and honesty, we are committed to providing you with the highest quality financial planning experience.

01. BRAND LOGO

Wordmark Logo, colors, typeface - these are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market.





02. LOGO SAFE AREA

Safe area is used to prevent from placing other elements near the logon that may distort the percentage of the sign.

The module used to determine the safe area around logo is the width of the letter "F".



03. LOGO VARIATIONS

Logo contain standard size in 2 different color- Orange and Navy blue.

Orange - Confidence and passion.

Navy blue - Loyalty and stability.



04. INCORRECT LOGO USE

Our logo is central to our brand, so please take care when you use it.

Here you'll find some things to avoid.

Do not change the logo color



Do not use the tag line with logo



Do not change the style position



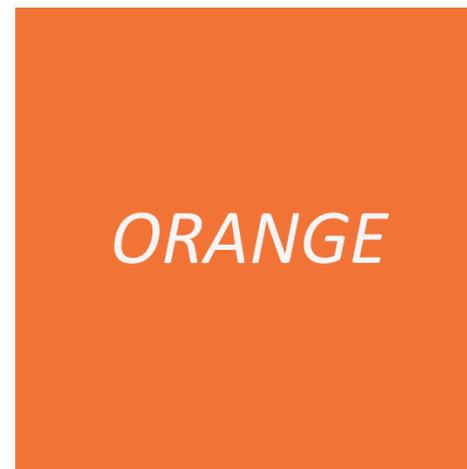
Do not change the font in logo



05. BRAND COLORS

Main brand colors are orange and navy blue. Orange and navy blue are used as the main colors.

Accordingly, navy blue and light gray will be used for typography.



CMYK: 0%, 68%, 87%, 0%
RGB: 242, 115, 54,
HSB: 18°, 77%, 94%
COLOR CODE: f27336



CMYK: 87%, 69%, 45%, 35%
RGB: 42, 65, 86,
HSB: 207°, 50%, 33%
COLOR CODE: 2a4156



CMYK: 3%, 2%, 2%, 0%
RGB: 245, 245, 245,
HSB: 18°, 0%, 96%
COLOR CODE: f5f5f5

06. BRAND TYPEFACE

There is no secondary font for the brand. We have used the -

CALIBRI SANS SERIF FONT FAMILY-

Bold, Regular, Light, Italic.

Aa

CALIBRI SANS SERIF

Calibri sans serif Font family is free for commercial use.

BOLD

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

> , ' : " @ # \$ % ^ & * () _ + = ~ ? !

REGULAR

A B C D E F G H I J K L M N O P Q R

S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

> , ' : " @ # \$ % ^ & * () _ + = ~ ? !

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