WOMEN
+WEALTH
SOLUTIONS

BRAND GUIDELINES

2021 v1.0

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CORPORATE IMAGE

Women & Wealth Solutions launched in August 2016 around the premise that as women transition through life cycles, they both need and want to work with a professional who understands their concerns, unique needs and apprehension about handling their finances.

Here are all the guidelines regarding Women & Wealth Solutions' new corporate image along with its 2021 "Facing Facts" finance educational program.



THE LOGO

The moon is a feminine symbol, universally representing the rhythm of time as it embodies the cycle. It is known to symbolize womanhood, fertility, intuitiveness, psyche and empowerment.

There is also an abstract representation of a rising arrow designed from the silhouette of a dollar bill.

The overall concept of this logo embodies the vision of the firm, which is to help women who want to grow and be financially successful from an personalized approach that is born from the hearts and minds of other women.

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CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo.

This space isolates the logo from any competing graphic elements.

The clear space is defined by the height and width of the logo mark from the logo. No other design element or typography may fall within this area.



LOGO FORMATS



Full Color

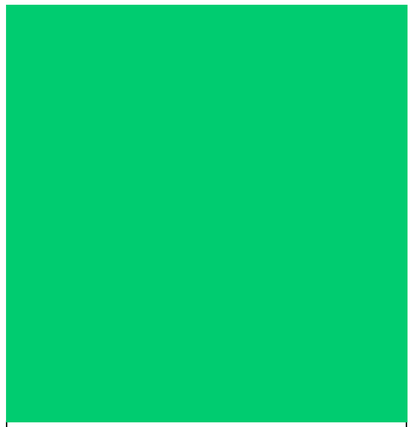


Black & White

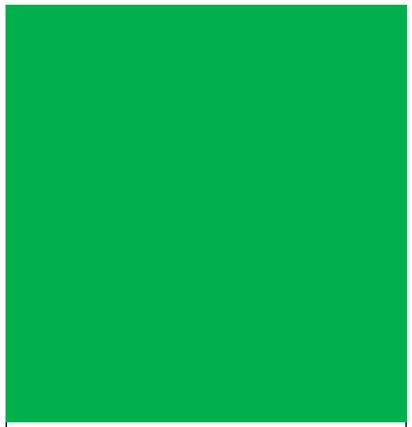
COLOR PALETTE



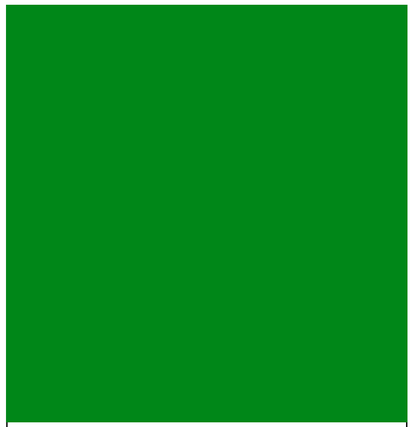
PRIMARY COLORS



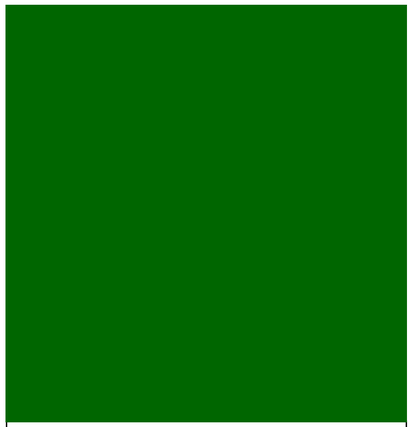
Emerald
Hex: #00cc70
RGB: 0 / 204 / 112
CMYK: 71 / 0 / 78/ 0



Medium Sea Green
Hex: #00af4d
RGB: 0 / 175 / 77
CMYK: 81 / 1 / 99 / 0

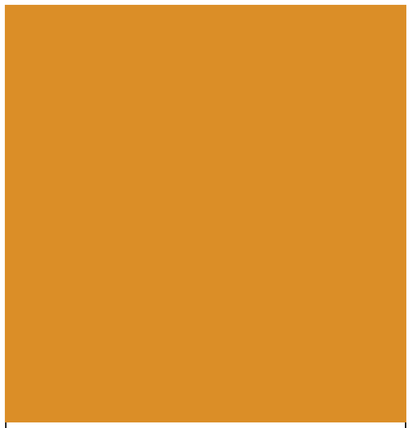


Forest Green
Hex: #008718
RGB: 0 / 135 / 24
CMYK: 87 / 22 / 100 / 9



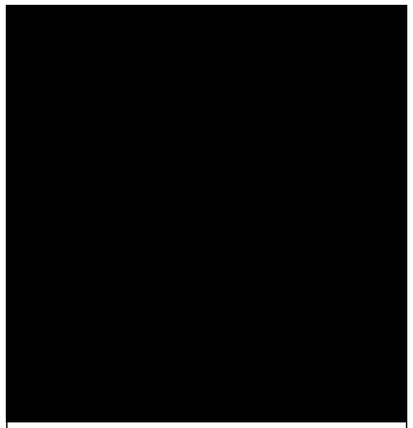
Emerald Green
Hex: #006600
RGB: 0 / 102 /0
CMYK: 88 / 34 / 100 / 28

SECONDARY SHADES



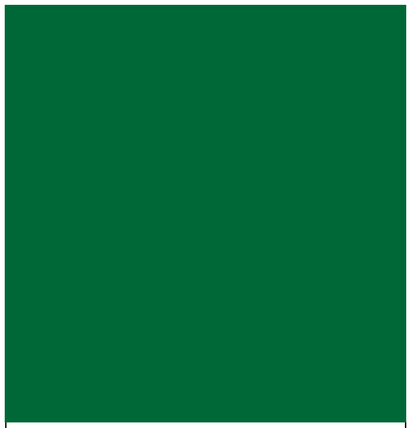
Golden Orange

Hex: #db8e27
RGB: 219/142/39
CMYK: 00/35/82/14



Black

Hex: #000000
RGB: 00/00/00
CMYK: 00/00/00/00



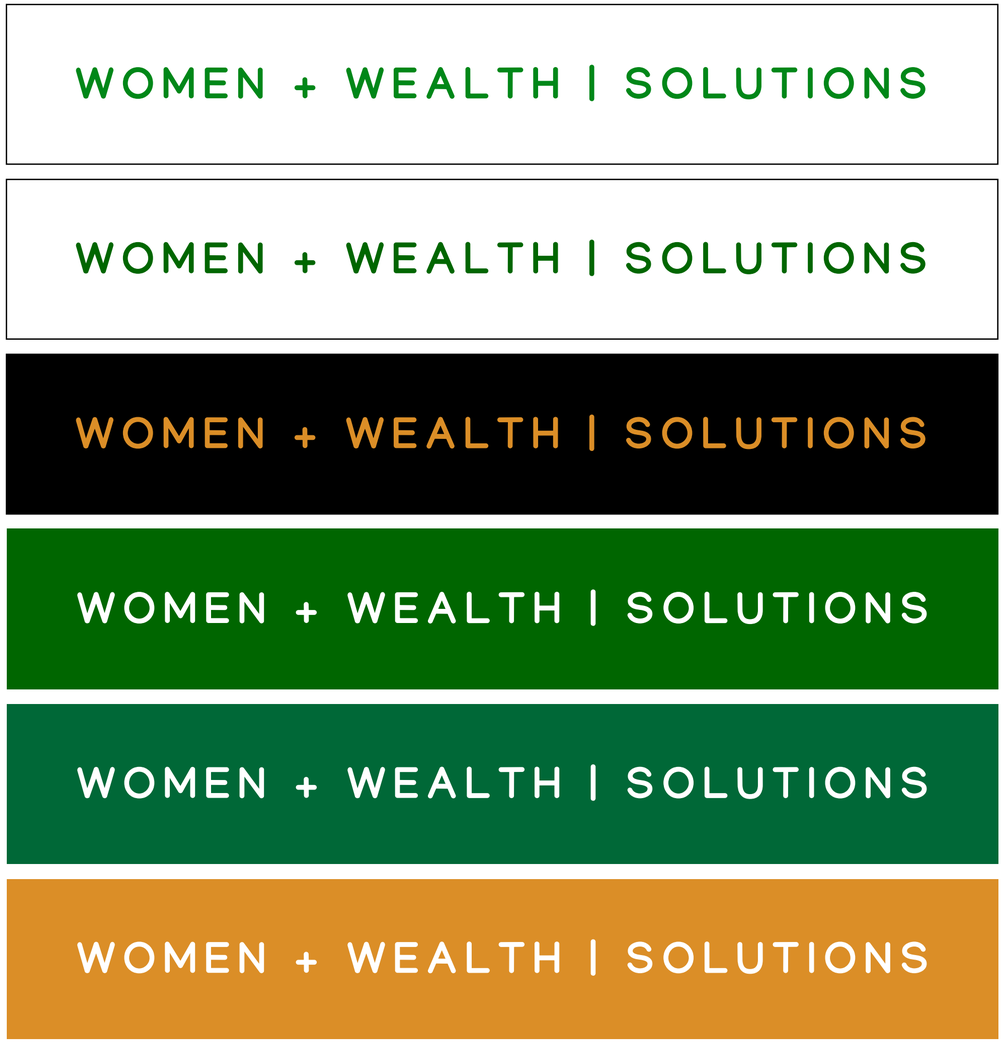
Teal Green

Hex: #006837
RGB: 00/104/55
CMYK: 100/00/47/59

COLOR USAGE

When making color combinations, always make sure that there is enough contrast between the background and the design element / typeface.

Here are some examples of good color combinations.



THE TYPEFACES



Aa

MANJARI FONT FAMILY

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Our primary typeface, and should be used in headings or for text that needs to be highlighted.

THIN

REGULAR

BOLD

Aa

ROBOTO FONT FAMILY

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Our supporting typeface, and should be used particularly for large body copy.

Light

Light Italic

Regular

Italic

Bold

Bold Italic

FACING FACTS

Women & Wealth Solutions launched in August 2016 around the premise that as women transition through life cycles, they both need and want to work with a professional who understands their concerns, unique needs and apprehension about handling their finances.

Here are all the guidelines regarding Women & Wealth Solutions' new corporate image along with its 2021 "Facing Facts" finance educational program.



THE LOGO

For the Facing Facts Program, we use the same elements from the logomark to create a new one. In this case, we are using the dollar bills / arrows in a way that resembles an open book, representing education, knowledge and wisdom.

The book is in the middle of the crescent Moon, which implies that the knowledge comes from the experience of the female figure.

A gray ring encloses the moon with the open book

representing the safe space that this program intends to create for members of its community.

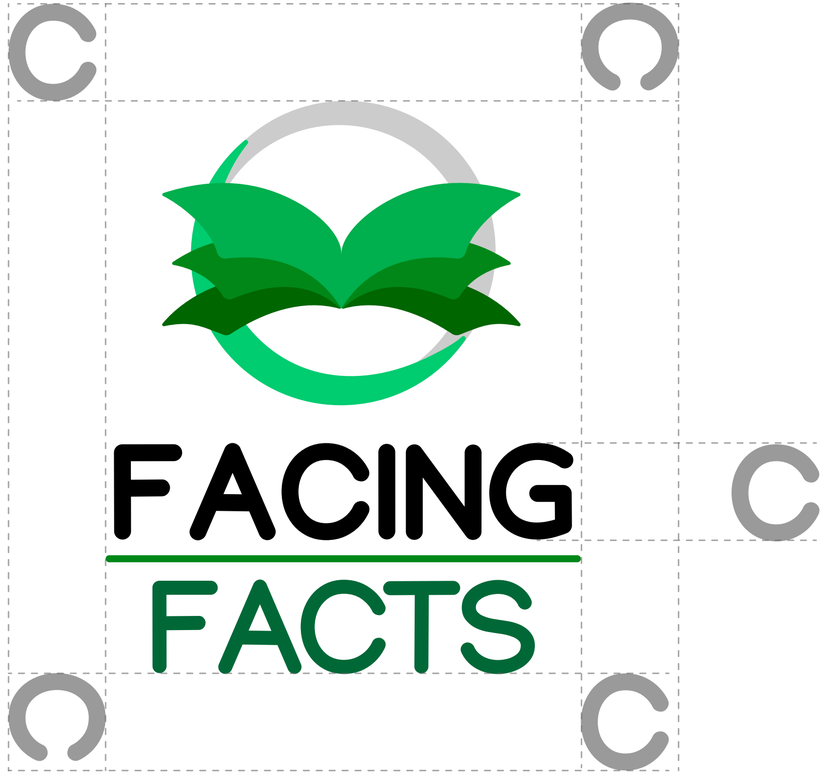


CLEAR SPACE

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LOGO FORMATS



Full Color



Black & White

THE WORKBOOK



FACING FACTS

IF NOT NOW, WHEN?

Exploring ways to enrich your personal life experience or seeking out new professional opportunities without the creation of an action plan is a job half done. And without the context of setting clear and achievable financial health goals, it is promise unattainable.

FACING FACTS PROGRAM WORKSHOP EXERCISES

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FACING FACTS

SESSION 1:
CREATING COMMUNITY

"Be transparent. Let's build a community that allows hard questions and honest conversations so we can stir up transformation in one another."

— Germany Kent



SESSION 1: CREATING COMMUNITY

Getting to Know the :60 You

Tell the group about who you are, using the 4 prompts below. Keep it short, make it real.

I am

I do

I live

I love

SESSION 2: CRITICAL CURRENCY

Exercise 4: Re-Thinking Your Wants and Needs

In our daily lives, we are often unaware of the elements that impact on the choices we make. What is the difference between what we want and what we need? How do we consider what we must have versus what we must do? And ultimately what is the impact of these decisions on our financial health?

Sorting your expenses helps to uncover options. Separate your list of expenses as follows: in the left-hand column (Must Have/Do) list the expenses that you have no choice but to pay (rent, mortgage, utilities, etc). In the middle-column (Want to Have/Do), list the expenses you can put off as they are not essential but rather may be a luxury or part of the life-style you want to live. Listing your expenses in this manner will allow you to visualize how you can prioritize and redirect your spending to help accomplish goals you have identified.

Must Have / Do	Want to Have / Do	Adjust / Rethink

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