

Story / Point of View



Core Values:

Protection, Customer Service and Value

Brand Personality:

Supportive, Professional and The Authority

Target Audience: 1st and 2nd career professionals working for themselves (only 20% are employees or with a franchise) who "want to heal/help" their clients. They are not particularly computer savvy or business minded and financially making ends meet week to week.

Print Logos



Logo - CMYK

Online Logos



Logo - RGB



Logo - BW



Logo - Acronym



Logo - FAV

Typography

Gotham Bold (Headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Myriad Pro Bold (Additional Headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

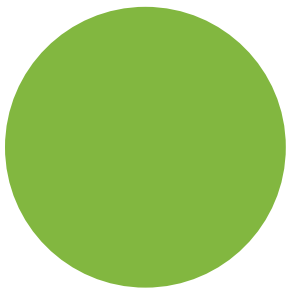
Myriad Pro Regular (Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

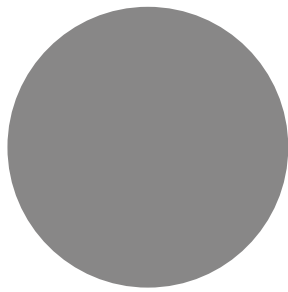


Logo - REVERSE
(Grey Box Not To Be Used.)

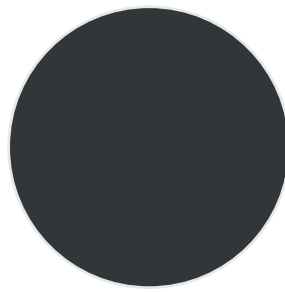
Color Palette



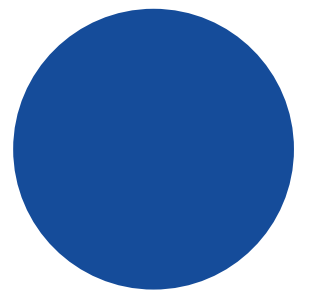
C55,M8,Y100,K0
R131,G182,B65
#83b641



C49,M41,Y41,K5
R145,G140,B139
#918c8b

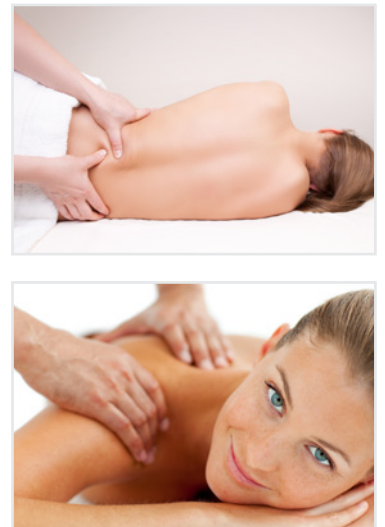


C67,M57,Y54,K60
R59,G59,B60
#3b3b3c



C99,M81,Y5,K0
R24,G76,B154
#184c9a

Types Of Imagery



Slogan

Get More. Pay Less.