VANCE WEALTH

BRAND GUIDELINES

Letterhead:

VANCE WEALTH

888.775.0950
VanceWealth.com
27200 Tourney Road Suite 435
Valencia, Ca 91355

Mike Smith
1234 Main Street,
Los Angeles, Ca 93553

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse condimentum egestas tellus et viverra. Vestibulum euismod lacus eget nisi ornare, id laoreet tortor dapibus. Donec lacinia euismod diam, convallis termpus risus. Ut et felis termpor eros blandit feugiat ut non enim, in vestibulum ligula blandit magna blandit dictum. Sed malesuada erat id mauris pretium, ehet congue felis interdum. A enean ultricies enim nec lorem vestibulim, nec comodo quam sagittis. Cras bibendum mauris, eget aliquit semper, libero ipaum ultricies nunc, eui smod pelenteque orci risus amet nibh. Maecenas feuiat mi a metus conwalis phatra

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Regards

Jonathan Vance

Folder/Cover:

VANCE WEALTH

Phone screen:

VANCE WEALTH

Business card (white):

John M. Vance
Certified Financial Planner
Certified Divorce Financial Analyst™
CA Insurance License #0G42011

888.775.0950
John.Vance@raymondJames.com
VanceWealth.com
27200 Tourney Road Suite 435
Valencia, Ca 91355

VANCE WEALTH

Business card (dark):

VANCE WEALTH

Envelope (letter):

VANCE WEALTH

27200 Tourney Road Suite 435
Valencia Ca 91355

Envelope (dark):

VANCE WEALTH

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PRIMARY LOGO

SUBHEAD

The Vance Wealth logo is the face of our brand and the key element of our brand identity. Consistent use of the logo is essential to maintaining our identity, brand integrity and gaining instant recognition across all marketing channels and media.

USAGE

Light Background: full color logo or black and white versions are to be used.

Dark Background: Reversed logo is to be used on all dark backgrounds.
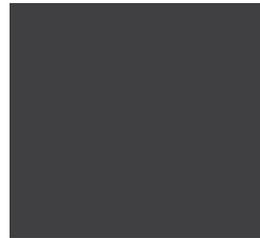

VANCE WEALTH

VANCE WEALTH

COLORS

PRIMARY COLORS

CMYK: 45 / 0 / 100 / 0	CMYK: 88 / 55 / 2 / 0	CMYK: 68 / 62 / 58 / 46
RGB: 153 / 204 / 51	RGB: 20 / 110 / 180	RGB: 65 / 64 / 66
HEX: 99CC33	HEX: 146EB4	HEX: 414042

SECONDARY COLORS
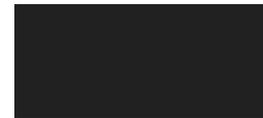
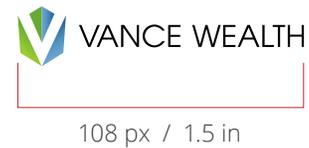|				
CMYK: 66 / 11 / 100 / 1	CMYK: 77 / 27 / 100 / 13	CMYK: 58 / 24 / 4 / 0	CMYK: 72 / 66 / 64 / 72	CMYK: 60 / 51 / 51 / 20
RGB: 102 / 170 / 51	RGB: 65 / 129 / 30	RGB: 106 / 164 / 208	RGB: 34 / 34 / 34	RGB: 102 / 102 / 102
HEX: 66AA33	HEX: 41811E	HEX: 6AA4D0	HEX: 222222	HEX: 666666

CLEAR SPACE & SIZING

CLEAR SPACE

Always allow a clear space of 1 half (0.5) 'X' between the logo and other elements in order to maximize clarity. No graphic elements should invade this zone. 'X' is defined by the height of the logo. These rules apply to all the Vance Wealth Logos.
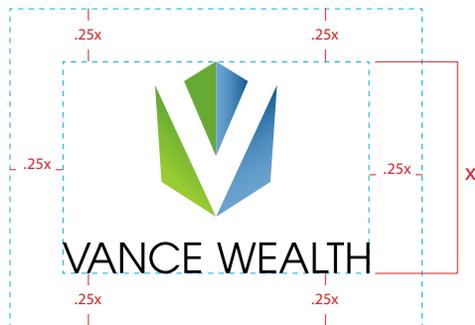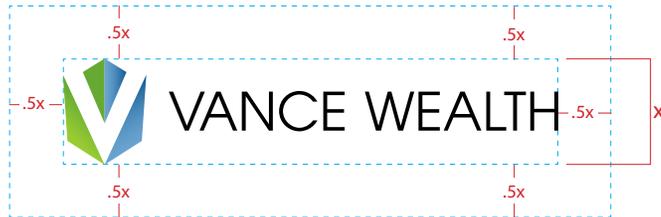
MINIMUM SIZE

It is recommended that the Vance Wealth logos never be reproduced smaller than the indicated minimum sizes of 108 px or 1.5 in.

.5x   .5x

.5x   **VANCE WEALTH**   .5x   x

.5x   .5x

.25x   .25x

.25x   .25x   x

.25x   .25x

VANCE WEALTH

VANCE WEALTH

108 px / 1.5 in

VANCE WEALTH

54 px / .75 in

LOGO USAGE

INCORRECT USAGE

It is important to never alter or destroy the Vance Wealth logos in any way.

Do not switch the colors

Do not change the colors
of the logo

Do not rotate the logo

Do not squeeze or stretch the logo

Do not re-organize or resize the
typography of the logo

TYPOGRAPHY

These particular typefaces have been chosen for their usability across multiple platforms and programs. Example shown on next page.

HEADLINE

ITC Avant Garde Gothic Bold Title Case should be used for all headlines - 36pt / Line Height 36 / Tracking 20 / Horizontal Scale 100%

abcdefghijklmnopqrstuvwxyz

SUBHEAD

ITC Avant Garde Gothic Book All Caps should be used for all Subheads - 18pt / Line Height 20 / Tracking 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY

Lato Regular should be used for all body copy - 11pt / Line Height 15 / Tracking 10 / Horizontal Scale 105%

abcdefghijklmnopqrstuvwxyz

Headline

SAMPLE SUBHEAD

Lorem ipsum dolor sit amet, duo ne invenire sadipscing, vide viris democritum nec no, ius principes ullamcorper id. Per hinc definitionem et, nec modo esse vocibus no, nec cu reformidans instructior. Eu vim natum comprehensam vituperatoribus, per eu alterumvolumus inimicus. Efficiendi neglegentur pri ad, novum sonet iriure per ei, eu qui rebum phaedrum.

Suscipit persequeris cum ut. At meis paulo eloquentiam vel. Qui ocurreret constituam instructior an, est ut lobortis ocurreret. Ut nec vidit omittam delicatissimi, vim ut harum dicam.

Nam purto facilisis tincidunt te. Pro an euripidis contentiones. Sint minimum ius ad, deleniti appetere ad qui. Cum atqui graeci scripserit cu, dicta iriure et vel. At eos sadipscing delicatissimi. Sea in dicant impedit fabellas. Quando urbanitas vix id, mazim nominati pri ex. Summo propriae ut sit, mel ea atomorum platonem incorrupte, te integre scaevola aliquando sed. Vis docendi vulputate persequeris no. Ne mea wisi graecis complectitur, pri nibh fuisset adipisci ea.

Usu et lorem assueverit, modus veniam ea pro. In dicit nostro blandit quo. No vim wisi gubergren. His mucius possim offendit te, ex nec reque comprehensam.

Complimentary Close

Example Text Styles

LOGO PACKAGE KEY

In your extensive logo package, there might be some file formats that you aren't familiar with. Below is a helpful guide to explain a little about those formats, why they exist and the situation that each is needed.

EPS / .eps / Encapsulated PostScript / Use=Print

EPS is a vector format designed for printing to PostScript printers and imagesetters. Vector graphics are a scalable, resolution-independent format composed of individual objects or shapes. Vector images can be resized easily without loss of quality making them an ideal format for initial logo designs and illustrations to be used in multiple sizes.

Files located in: LogoPack/Print/eps folder

AI / .ai / Adobe Illustrator Artwork / Use=Print

A proprietary file format developed by Adobe Systems for representing single-page vector-based drawings in either the EPS or PDF formats. The .ai filename extension is used by Adobe Illustrator. Same as an EPS but can only be editied in Adobe Illustrator.

Files located in: LogoPack/Print/ai folder

TIFF / .tiff / Tagged Image File Format / Use=Print

TIFF is an industry standard designed for handling raster or bitmapped images. TIFF files can be saved in a variety of color formats and in various forms of compression. TIFFs use lossless compression to maintain image integrity and clarity and are often used for professional photography.

Files located in: LogoPack/Print/tiff folder

JPG / .jpg or .jpeg / Joint Photographic Experts Group / Use=Print or Web

JPG is a file format best used for photo images which must be very small files, for example, for web sites or for email. JPG uses lossy compression (lossy meaning "with losses to quality"). Lossy means that some image quality is lost when the JPG data is compressed and saved, and this quality can never be recovered.

Files located in: LogoPack/Digital/jpg folder

PNG / .png / Portable Network Graphics / Use=Web

GIF (short for Graphics Interchange Format) is a file format for storing graphical images up to 256 colors. It uses a lossless compression method which makes for higher quality output. PNG (short for Portable Network Graphics) was created as a more powerful alternative to the GIF file format. PNGs are not restricted to the 256 color limitation of GIF files and have better compression. A PNG file can be saved with a transparent background which allows you to place your image on top of another image without an outlining white box.

Files located in: LogoPack/Digital/png folder

VANCE WEALTH

Crafted by Stark *social media*

StarkSocial.com | hello@starksocial.com