

McALVANY™

BRAND GUIDE **2021**

McALVANYTM

This is the primary logo. It should be used in all instances unless legibility is an issue.
In that case you may use the approved variation featuring a larger “TM”.

PRIMARY LOGO VARIATIONS

McALVANY™

McALVANY™

Use the positive versions on light or white backgrounds. The reversed logo may be used on a background that provides suitable contrast or within the shape shown above.

MINIMUM CLEARSPACE



The logo should have a minimum clearspace around it as shown above.
Design elements should not violate this space.

MINIMUM SIZE REQUIREMENTS

PRINT
Minimum size

1.25"

McALVANY™

SCREEN
Minimum size

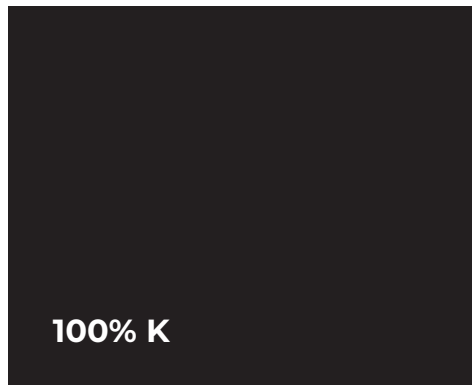
170 Pixels

McALVANY™



The width of the logo must be at least 1.25" for print applications. On-screen display size should be no less than 170 pixels wide.
Use the small logo variation with enlarged "TM" for screen and small print applications.

PRIMARY



100% K

C 0 M 0 Y 0 K 100

R 0 G 0 B 0

HEX 000000

REVERSED



White

C 0 M 0 Y 0 K 0

R 255 G 255 B 255

HEX FFFFFFFF

SPECIALTY



PMS 877c Silver Metallic

Whenever possible, the logo should appear in **100% K** using the approved primary logo.
For full-color color printing, The preferred color is **C 60 M 40 Y 40 K 100**, which results in a richer black.
For special cases such as business cards, the preferred color is PMS 877 Silver, on a black background.

UNAPPROVED LOGO USAGE

DO NOT Change the logo color



DO NOT Distort the logo



DO NOT Rotate the logo



DO NOT Print over patterns



DO NOT Alter the logo



DO NOT Place logo inside a shape



DO NOT, under any circumstances alter the logo in any way.

ONLY use the approved variations of the logo.

HEADLINES - Montserrat Bold

abcdefghijklmnopqrstuvwxyz
1234567890

SUBHEADS - Montserrat Semi Bold

abcdefghijklmnopqrstuvwxyz
1234567890

BODY COPY - WEBSITE - Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADLINES - Montserrat 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

SUBHEADS - Montserrat Semi 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

BODY COPY - PRINT - Garamond Premier Pro 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
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

Preferred logo lockup



Alternate logo lockup



Horizontal is the approved logo lockup. In instances where there is not enough space for the preferred lockup, you may use the alternate

MCALVANY™		GOLDEN RULE RADIO
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MCALVANY™		WEEKLY COMMENTARY
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MCALVANY™		WEALTH MANAGEMENT
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MCALVANY™		PRECIOUS METALS
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Horizontal is the approved logo lockup.

McALVANY™

**GOLDEN RULE
RADIO**

McALVANY™

**WEEKLY
COMMENTARY**

McALVANY™

**WEALTH
MANAGEMENT**

McALVANY™

**PRECIOUS
METALS**

In instances where there is not enough space for the preferred lockup, you may use the alternate

LOGO LOCKUPS - CLEARSPACE



The logo should have a minimum clearspace around it as shown above.
Design elements should not violate this space.

WEBSITE - BUSINESS UNIT COLORS

McALVANY™ | GOLDEN RULE
RADIO

R 2 G 142 B 176
HEX 008EB0

McALVANY™ | WEEKLY
COMMENTARY

R 40 G 41 B 100
HEX 242765

McALVANY™ | WEALTH
MANAGEMENT

R 26 G 60 B 107
HEX 1C3B6B

McALVANY™ | PRECIOUS
METALS

R 0 G 91 B 151
HEX 005B97

Each business unit will be differentiated via color changes across the corporate website.

WEBSITE - BUSINESS UNIT COLORS



Each business unit will be differentiated via subtle color changes across the corporate website.

BUSINESS CARDS



Each business unit will be differentiated via subtle color changes across the corporate website.