



BRAND GUIDELINES

National 2024

Updated August 1, 2024



NATIONAL2024
FIND THE GOOD

THE FUTURE IS NOW

BRAND ELEMENTS

Using our brand elements creates a consistent experience
and ensures the integrity of our brand.



LOGO

DESIGN ELEMENTS

Logo

Logo for dark backgrounds

Use the logo in white/sky against dark or forest backgrounds.

Use the citron/white pathway against a forest, gray, or dark background.

NATIONAL2024
FIND THE GOOD

 Commonwealth

Logo for light backgrounds

Use the logo in sky/forest against white or light, neutral backgrounds.

Use an all-forest version of the logo when the situation is limited to one color.

NATIONAL2024
FIND THE GOOD

 Commonwealth

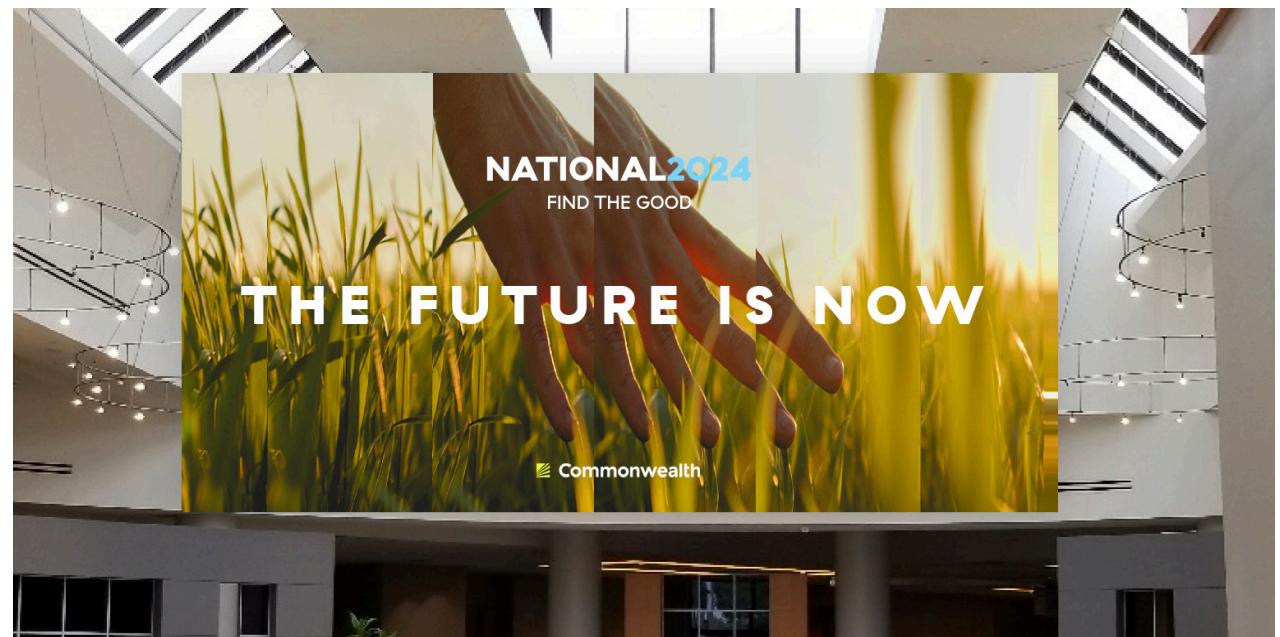
DESIGN ELEMENTS

Logo use on images

Logo for dark backgrounds

Use the logo in white/sky against dark or forest backgrounds.

Use the citron/white pathway against a forest, gray, or dark background.



DESIGN ELEMENTS

Two-Color Application

Logo for dark backgrounds

Use the citron/white pathway against a forest, gray, or dark background.

Use the white, monochrome version only when the design is limited to black and white.

DO's



DON'Ts



DESIGN ELEMENTS

Two-Color Application (continued)

Logo for dark backgrounds

Use the citron/white pathway against a forest, gray, or dark background.

Use the white, monochrome version only when the design is limited to black and white.

DO's

NATIONAL2024
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 Commonwealth

DON'Ts

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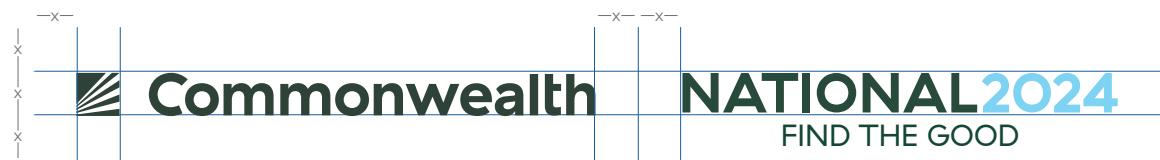
DESIGN ELEMENTS

Commonwealth with National Logo

Horizontal and Vertical usage when Commonwealth is led first

Commonwealth-led

Horizontal



Vertical



NATIONAL2024
FIND THE GOOD

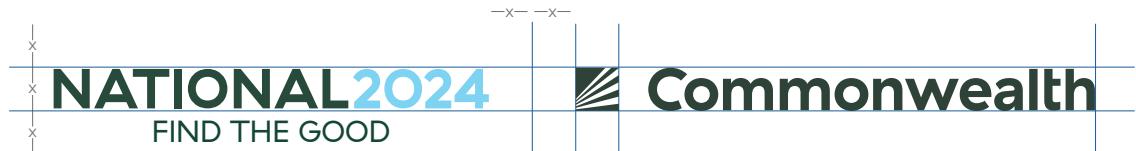
DESIGN ELEMENTS

Commonwealth with National Logo (continued)

Horizontal and Vertical usage when
National lock up is led first

National-led

Horizontal



Vertical

NATIONAL2024
FIND THE GOOD



COLOR PALETTE

Recognize Our Brand

Our brand colors—chosen for their energetic and complementary characters—are at the core of how we present Commonwealth.

Our palette is the complete set of colors in our brand. However, they aren't used equally. Our core palette contains our defining colors and will cover most use cases.

CORE



Forest
PMS 3435 C
CMYK: 74 35 63 25
HEX: #304a3d
RGB: 48 74 61



Citron
PMS 388 C
CMYK: 19 0 84 0
HEX: #e7f74b
RGB: 231 247 75



White
HEX: #FFFFFF
RGB: 255 255 255



Sky
PMS 297 C
CMYK: 51 0 6 0
HEX: #92d3f3
RGB: 146 211 243

ACCENT



Ocean
PMS 3288 C
CMYK: 100 3 65 35
HEX: #008264
RGB: 0 130 100



Dark Gray
PMS 424 C
CMYK: 58 47 48 14
HEX: #6f6c69
RGB: 111 108 105



Pale Blue
PMS 545 C
CMYK: 21 7 4 0
HEX: #e7f1f9
RGB: 231 241 249



Silver
PMS Cool Gray 4 C
CMYK: 27 21 22 0
HEX: #dbd6d1
RGB: 219 214 209



Pale Silver
PMS Cool Gray 1 C
CMYK: 14 11 12 0
HEX: #f5f1ed
RGB: 245 241 237



Light Gray
HEX: #f8f8f8
RGB: 248 248 248
Digital Only

COLORWAYS

Dark Colorway

Primary and secondary: The primary color (forest) is the dominant color in your design. The secondary color (citron) has a lighter touch, but a large impact.

— Tertiary: Use these colors when you need more than 2 colors. Keep in mind, they aren't as impactful.

— Accent: Only use when you need an additional pop of color.

— Specialty: Only use these colors in very limited cases.

As a reminder, these are general rules and will not cover every possible situation.



Dark colorway in use



NATIONAL2024
FIND THE GOOD

CONFERENCE ROOM A

Breakout Sessions
Workshops
Exhibit Hall
Commonwealth Hub
Cyber Lounge and Tech Help Desk

CONFERENCE ROOM B

Hotel Lobby
General Session
Registration and Information Desk

CONFERENCE ROOM C

The panels for Conference Room A, B, and C are dark green with white text and large white directional arrows pointing towards the respective rooms. The panels are identical in design, featuring the "NATIONAL2024 FIND THE GOOD" logo at the top, the room name in bold capital letters in the center, and a list of activities or locations below it.

Light Colorway

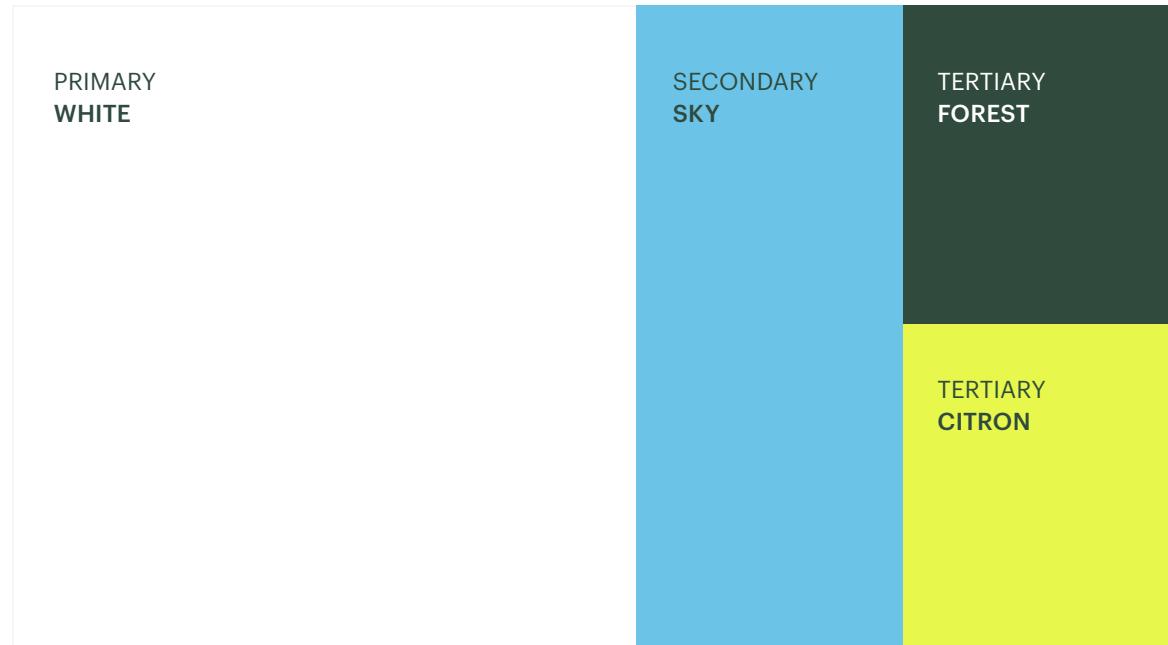
— Primary and secondary: The primary color (white) is the dominant color in your design. The secondary color (sky) has a lighter touch, but a large impact.

— Tertiary: Use these colors when you need more than 2 colors. Keep in mind, they aren't as impactful.

— Accent: Only use when you need an additional pop of color.

— Specialty: Only use these colors in very limited cases.

As a reminder, these are general rules and will not cover every possible situation.



Light colorway in use

The screenshot shows the Commonwealth Community Link website. At the top, there's a navigation bar with links like 'Community', 'My Links', 'Client360° Search', 'PeopleLink', 'Forms', 'Logout', and a search bar. Below the header, it says 'Welcome Heather Stirling' and 'Friday, February 9, 2024'. A sidebar on the left lists various Commonwealth services such as Reports, Compensation, Compliance, Privacy, Licensing, Information Security, Technology, Affiliation Models, Wealth Management, Practice Management, Marketing, Behavioral Finance, and Education. The main content area features the 'NATIONAL2024 FIND THE GOOD' logo and the tagline 'THE FUTURE IS NOW'. It includes a brief description of the event, speaker details for Priya Parker, Adam Grant, J.J. Johnson, Jeffrey Robinson, and Jason Sudeikis, and a registration link.



This graphic features a woman in a grey dress standing next to the text 'NATIONAL2024 FIND THE GOOD' and 'JESSICA FOUGERE'. The background has a light blue and white striped pattern.



This diagram illustrates the layout of three conference rooms for the 'NATIONAL2024 FIND THE GOOD' conference.
CONFERENCE ROOM A: Features a green circular icon with a white upward-pointing arrow. It lists: Breakout Sessions, Workshops, Exhibit Hall, Commonwealth Hub, Cyber Lounge and Tech Help Desk.
CONFERENCE ROOM B: Features a green circular icon with a white right-pointing arrow. It lists: Hotel Lobby, General Session Registration and Information Desk.
CONFERENCE ROOM C: Features a green circular icon with a white downward-pointing arrow. It lists: Meals, Knowledge Hub, Financial Seminars.

Display type

The Grilli Type foundry, an independent Swiss foundry launched in 2009, created Commonwealth's custom logotype, as well

as our main brand typeface, GT Haptik. Designers set keywords and headlines in GT Haptik Light. Set subheads and other types of introductions in GT Haptik Bold, using italics as needed.

GT Haptik

A B C D E F G H I J K L M N O P Q R S T U V W Y X 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
0 1 2 3 4 5 6 7 8 9 ! ? @ &

Light

A B C
1 2 3

Qui to et aut
officimos dolorum,
conet quis milicae
voluptate iunt pelest?

Regular

A B C
1 2 3

Qui to et aut
officimos dolorum,
conet quis milicae
voluptate iunt pelest?

Medium

A B C
1 2 3

Qui to et aut
officimos dolorum,
conet quis milicae
voluptate iunt pelest?

Bold

A B C
1 2 3

Qui to et aut
officimos dolorum,
conet quis milicae
voluptate iunt pelest?

Use Graphik Regular for body copy, text in sidebars, footnotes, and other types of secondary-level text. To emphasize certain words, quotes, or important paragraphs, use italic or bold.

Typeset with optical kerning and set the tracking to -10. Set caption size no smaller than 8 pt. or (at most) equal type size with the body text. You should always set body copy should always be set in black, white, or gray, depending on the colorway used.

Graphik

A B C D E F G H I J K L M N O P Q R S T U V W Y X 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
0 1 2 3 4 5 6 7 8 9 ! ? @ &

Light

A B C
1 2 3

Qui to et aut officimos dolorum, conet quis milicae voluptate iunt pelest et laciatur?

Regular

A B C
1 2 3

Qui to et aut officimos dolorum, conet quis milicae voluptate iunt pelest et laciatur?

Medium

A B C
1 2 3

Qui to et aut officimos dolorum, conet quis milicae voluptate iunt pelest et laciatur?

Bold

**A B C
1 2 3**

Qui to et aut officimos dolorum, conet quis milicae voluptate iunt?

Template type

Arial is our default typeface. It's used in shared presentations, electronic letterhead, Outlook email templates, and other corporate materials.

One exception—corporate PowerPoint presentations. These use Segoe UI as the typeface.

Both Arial and Segoe UI are installed on all Commonwealth computers. If you don't have these fonts, please submit a ticket in the IT self-service portal.

System font

Arial

A B C D E F G H I J K L M N O P Q R S T U V W Y X 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
0 1 2 3 4 5 6 7 8 9 ! ? @ &

Presentation font

Segoe UI

A B C D E F G H I J K L M N O P Q R S T U V W Y X 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
0 1 2 3 4 5 6 7 8 9 ! ? @ &

TYPOGRAPHY

Type Hierarchy

Heading

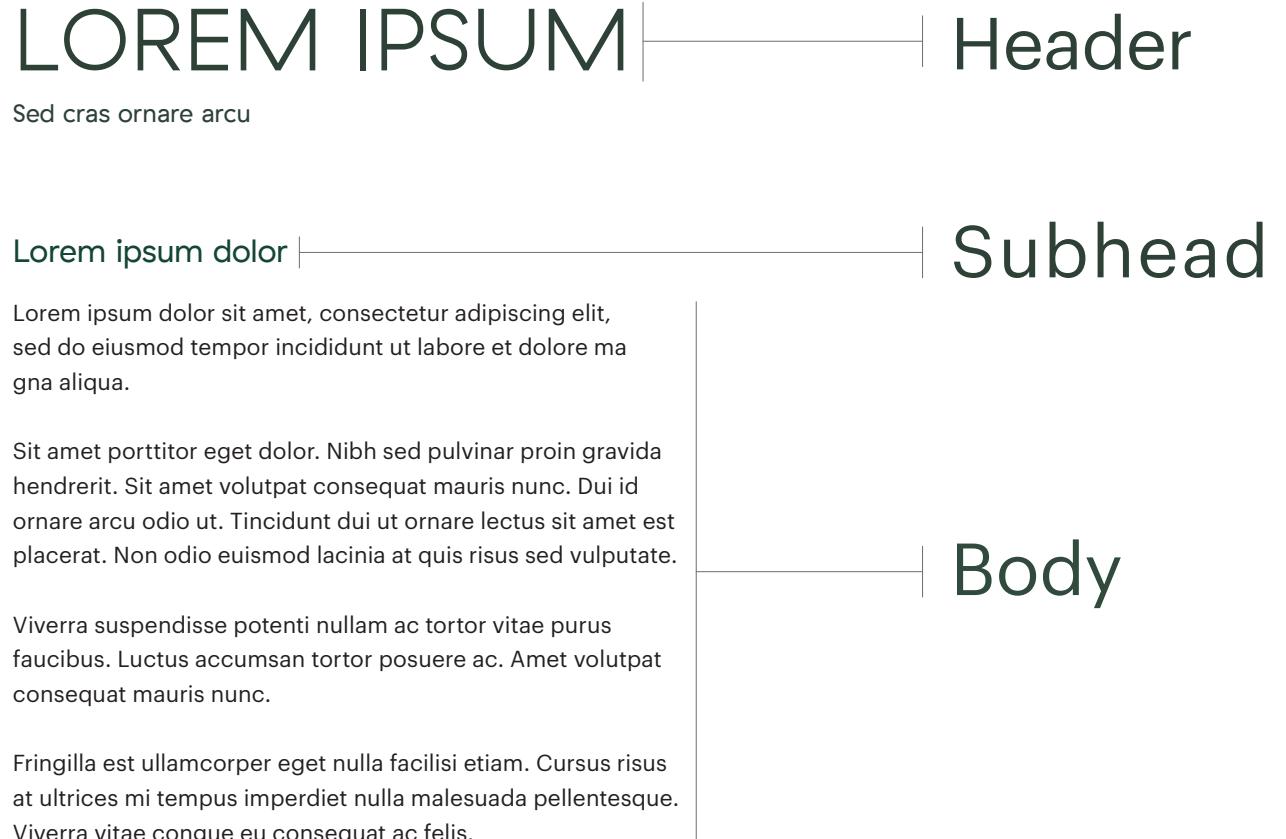
The most important part of your text, it should be the most visually stimulating element of your design using large and bold typefaces to make the viewer stop and read the information in your design.

Subheading

Should be visible and stand out from the body text but still making the visual differentiation with the main header, as example you can view this brand guideline, and as the main header is the title of the guide the document is divided into different sections with subheadings indicating what you will read in the body text.

Body

Lastly but not least is the body copy, this section will include the content and that will make it text heavy, as we saw the main function of heading and subheading is to grab the viewer attention and the main function of the body text is to communicate the information you want, that is why is important that you use a font size with good readability for the text and the size of your body copy needs to be smaller in comparison with heading and subheading.



Type Size

Typeface weights are a great idea to create visual hierarchy in your text as making the typeface bolder or thinner will make it easier for the viewer to organise the information in your design.

Use regular or thin weights for body text to increase the readability of your text.

LOREM IPSUM

33pts

GT Haptik Light

Sed cras ornare arcu

Lorem ipsum dolor

12pts

GT Haptik Reg

Lo
rem ipsum dolor sit amet, consectetur adipisic
ing elit, sed do eiusmod tempor incididunt ut labore et dolore ma
gna aliqua.

Sit amet porttitor eget dolor. Nibh sed pulvinar proin gravida
hendrerit. Sit amet volutpat consequat mauris nunc. Dui id
ornare arcu odio ut. Tincidunt dui ut ornare lectus sit amet est
placerat. Non odio euismod lacinia at quis risus sed vulputate.

Viverra suspendisse potenti nullam ac tortor vitae purus
faucibus. Luctus accumsan tortor posuere ac. Amet volutpat
consequat mauris nunc.

Fringilla est ullamcorper eget nulla facilisi etiam. Cursus risus
at ultrices mi tempus imperdiet nulla malesuada pellentesque.
Viverra vitae congue eu consequat ac felis.

8.5pts

Graphik Reg

Size and Font Do Matter

It's better to use bold typeface weight for heading and subheading as they are more suitable to grab viewer attention.

Lastly but not least you also can use spacing as a graphic design technique to create a visual hierarchy by adding more white space on important elements of your text as this will create more emphasis on that parts at the same time that you will obtain a more clean look of your overall text making clear the different parts of it.

SHORT HEADLINES

In keeping to the tracking and GT Haptik black type treatment emphasize in that style for National brand consistency.

Announcement Headers

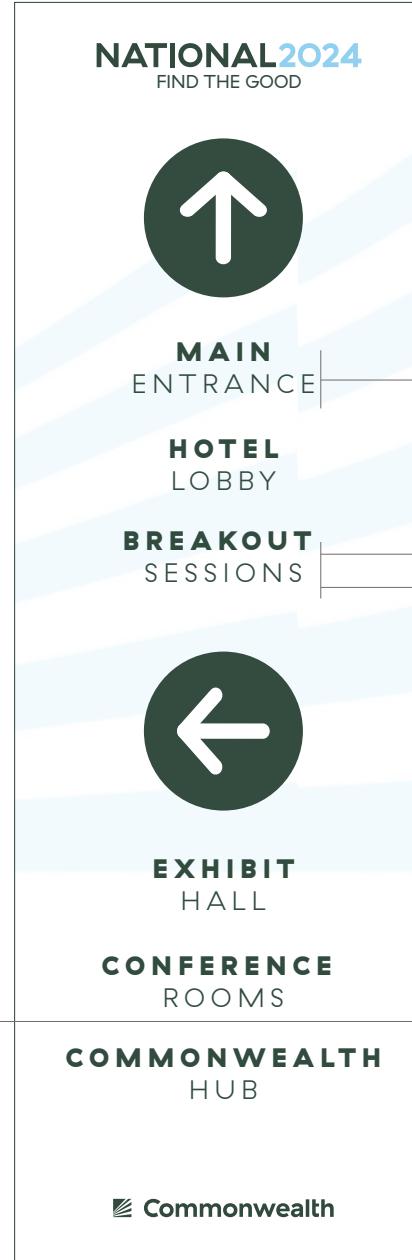
Banner, Email, NI

L O R E M I P S U M 200
TRACKING
GT Haptik Black

SIGNAGE

Wayfinding

To avoid white edges, extend your design to the full bleed size, but keep text and images within the safety area. Remember to remove all die lines from your template to avoid them being printed alongside your design.



Tracking is set at 200 using when emphasized for such copy area. The same font size for the location and area of location

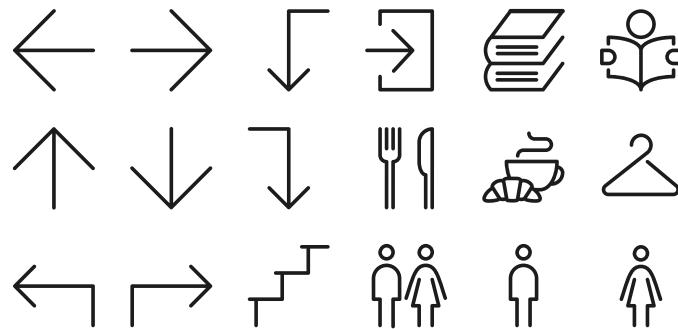
GT Haptik Black

GT Haptik Light

GT Haptik Reg

Tracking not needed in smaller copy treatment

Wayfinding icons



PHOTOGRAPHY

Our Community

Photography is a critical component of Commonwealth's brand expression. Our advisors and employees are inspiring, and our portrait and lifestyle photography should capture that.

- As much as possible use images of our advisors from prior conferences.
- Image needs to be as simple as possible.
- Look for images with short depth of field
- Do NOT use busy background images
- Try NOT to use images with alcohol

DO's



DON'Ts



Image corrections

- Highlight the hero. Ensure the advisor is color corrected and is bright
- The background. Darken and blur to simplify the background
- If there is a badge, remove

BEFORE



AFTER



BEFORE



AFTER



Photo and video treatment

- Glass Distortion photoshop treatment is used to create unique imagery visuals.
- Highlight the hero. Ensure the advisor is color corrected and is bright.

BEFORE



AFTER



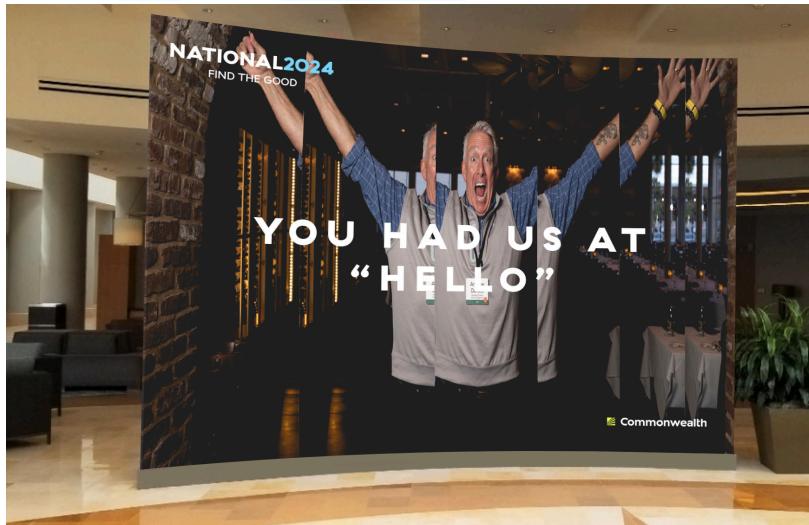
DON'Ts



DO's



Glass Distortion in use



Text with photography

When using imagery/CFN pattern as a background, make sure that the logo and any text is legible. Use natural/subtle blends with no harsh gradients.



The Hero

Consumers feel pleased when they see an announcement that makes sense, one that is immediately:

Easy to read;

Clear;

Understandable.

It doesn't take much time for people to make a judgement, and a hero image helps introduce clarity, understandability, and ease of consumption right away.

Bottom line, the hero image on the email and news item announcements is to create a visual appeal and brand presence. And it only takes about 0.05 seconds to form an opinion.

COMMUNITY Link ®

Welcome Heather Stirling Friday, February 9, 2024

Client Service ▾ My Practice ▾ Products ▾ Financial Planning & Research ▾ Community ▾ Ideas/Questions A A A

Reports
Compensation
Compliance
Privacy
Licensing
Information Security
Technology
Affiliation Models
Wealth Management
Practice Management
Marketing
Behavioral Finance
Education
Transition
Virtual Services

MY PRACTICE > EDUCATION > NEWS

NATIONAL 2024: SIGN UP AND SEE THE KEYNOTE SPEAKERS

July, 09, 2024

NATIONAL2024
FIND THE GOOD
THE FUTURE IS NOW

It's time to register for the 2024 National Conference!

Prepare to explore new connections, engage with thought leaders, and gain strategic insights to evolve your business while celebrating all you've achieved this year alongside Commonwealth friends. Join us in Orlando on October 6–9 to find the good and discover new possibilities.

The future is now. Are you ready?

Conference Details
When: Sunday, October 6–Wednesday, October 9
Where: Orlando World Center Marriott, Orlando, Florida
Register and learn more about everything we have in store at National on our [conference website](#)!

Check Out the Speakers
Don't miss our outstanding lineup of keynote sessions. Energize your drive for success and get inspired with

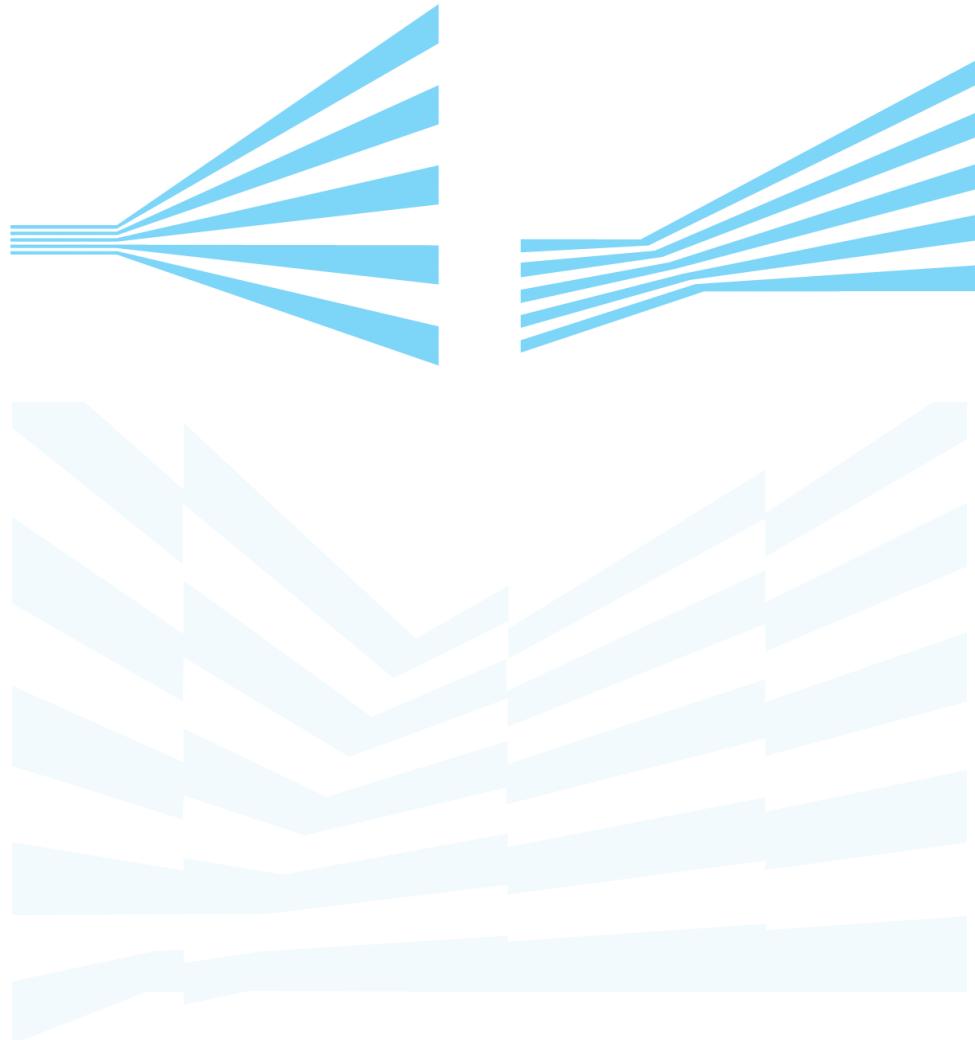
DESIGN ELEMENTS

Pattern: Solid array

These solid pathway arrays add a directional element useful for moving the viewer's eyes through a composition.

Use these arrays as textural elements, watermarks, or photo overlays to add dimension and personality.

Ensure that the transparency is subtle and doesn't distract from any layers above them, such as fonts. The exact percentage will vary based on use and color, but an opacity of less than 10% is a good place to start.



Video

Commonwealth's moving visuals should convey a high quality/high production value that is expressive and full of personality.

They tell our story through human components, professionally produced, and include minimal yet sophisticated motion design.



Video

