Style & Usage Guide

elp

Promotional Suite

Handout

Dave Ramsey's
elp **Endorsed**
Local Providers

**Financial advisors who care
as much as you do**

Recommended by America's Most Trusted Financial Voice

11 in.

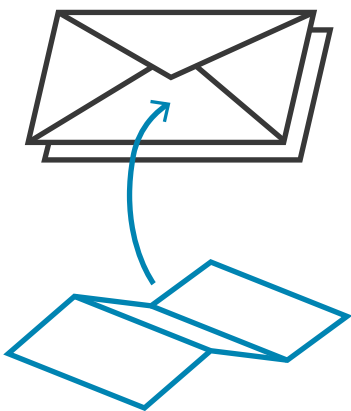8.5 in.
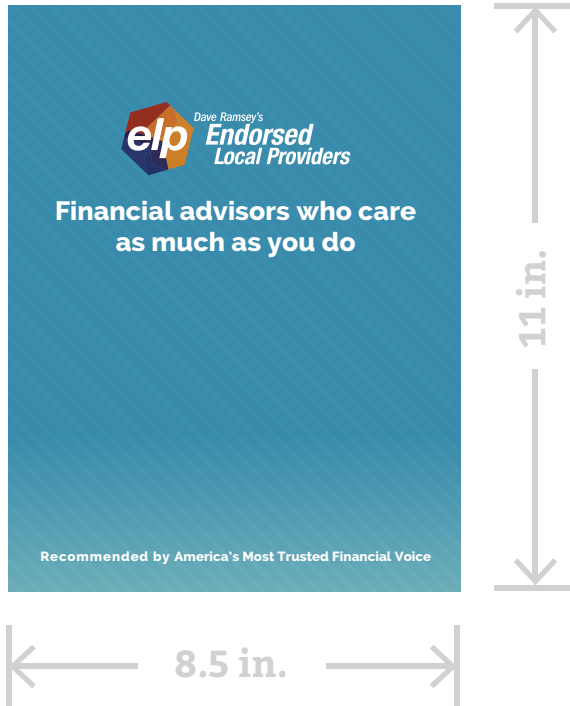
Style

The handout should be printed at standard letter size (8.5" x 11"). It is double-sided, and both sides should be printed.

The yellow box on the back is for you to type your name. Only your name can go in this space, not the name of the company or of an associate (This space was designed for use in Adobe Reader).
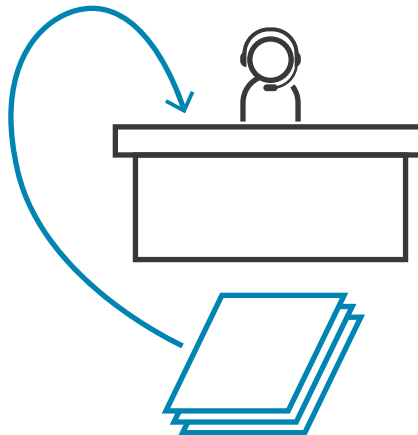
Suggested Usage

Below are different scenarios in which you could use the handout.
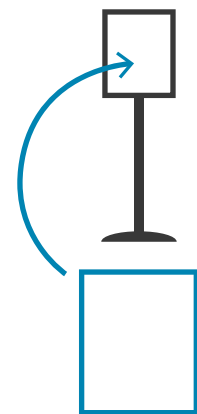
Mailer

Front Desk

Display

elp Promotional Suite

Poster

Financial advisors who care as much as you do

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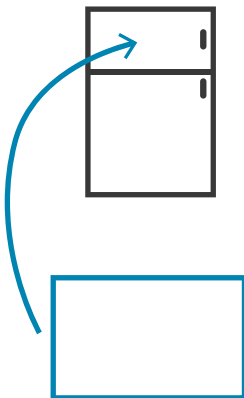
11 in.

17 in.

Style

The poster should be printed at tabloid size (11" x 17"). It can be printed at a smaller or larger size, but it must always remain proportional to the original design.

For example, it also can be printed at 22" x 34" or 5.5" x 8.5" but not at 8" x 12" or 20" x 30".
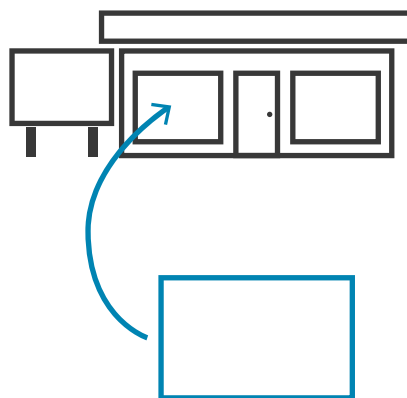
Suggested Usage

Below are different scenarios in which you could use the poster.
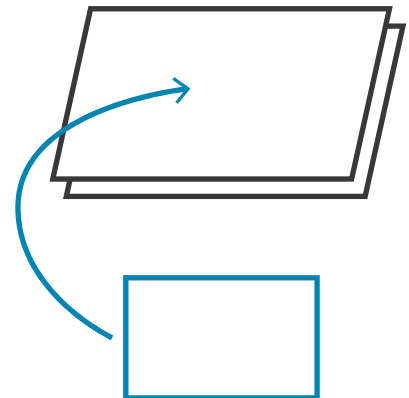
Refrigerator Magnet

Storefront Decal

Business Card

Logo

Standards

The logos should be used as-is. Please do not change the logos (see below). It can be used on photos or backgrounds with light colors.

The smallest permissable size for the logo is 0.5" wide or about 50 pixels wide digitally. The logotype should be at least 1.5" wide or about 100 pixels wide.

Logo

Dave Ramsey's
Endorsed Local Providers

Logotype

Improper Use

Please avoid altering the logo in any way. Below are several examples.

Avoid Warping or Stretching

Avoid Rotating Elements

Avoid Adding to the Logo

Avoid Changing the Color

Avoid Adding Effects

Avoid Changing the Font

elp *Promotional Suite*