



Plan with Clarity. Live with Confidence.

Friendly, trustworthy retirement planning — with room for adventure.

Brand Purpose

Audience

American adults ages 50–70 planning for retirement or already retired, including those considering retiring overseas.

Positioning

A friendly, trustworthy retirement planning platform that helps people see the full picture, make confident decisions, and embrace the next chapter of life — wherever it may lead.

Brand Promise

A trusted guide for a hopeful, adventurous, and well-planned retirement.

How it should feel

- Approachable and clear — never intimidating.
- Grounded and trustworthy — assumptions visible, outcomes explainable.
- Optimistic — focused on possibilities, not fear.
- Quietly adventurous — supports retiring abroad without being gimmicky.

Core Values

Trust

Clear, transparent, dependable guidance.

Growth

Financial security and personal confidence over time.

Optimism

A positive outlook that reduces stress and boosts clarity.

Adventure

Freedom and possibility — including retiring abroad.

Brand Personality

Friendly, optimistic, trustworthy, and quietly adventurous. The tone is supportive and plain-spoken — like a calm, knowledgeable guide who respects the user's decisions.

Logo Usage

Rules (logo remains unchanged)

- Maintain clear space around the logo (minimum = height of the egg).
- Use the black/gray wordmark logo on light backgrounds.
- Use the white wordmark logo on dark backgrounds.
- Never distort, rotate, add shadows, gradients, or outlines.
- Avoid placing logo on busy images; prefer solid surfaces.

Logo treatments (embedded examples)

Light background



Dark background



Color System

Light Mode Palette



Eggshell

#F9F8F6 • Background

White

#FFFFFF • Surface



Navy

#1A2A40 • Text



Slate

#4B5563 • Secondary



Gold

#D6A84B • CTA/Highlight

Dark Mode Palette



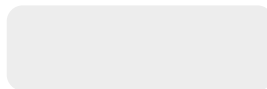
Navy

#1A2A40 • Background



Charcoal

#2A354A • Surface



Soft

#EDEDED • Text



Muted

#B6BDC7 • Secondary



Gold

#D6A84B • CTA/Highlight

Usage note: Nest Egg Gold stays identical in both modes to reinforce recognition and optimism. Use Gold for primary actions and key highlights; keep most UI calm with neutrals.

Typography

Primary Typeface

Inter (recommended) — friendly, modern, and highly readable. Alternate: Poppins.

Type Scale (suggested)

Style	Size / Line	Weight
H1	32px / 40	Semibold
H2	24px / 32	Semibold
H3	18px / 26	Semibold
Body	16px / 24	Regular
Caption	13px / 18	Regular
Button	15px / 20	Semibold

Accessibility: Use at least 16px body text. Prefer generous line heights and avoid low-contrast text, especially in tables.

Voice & Messaging

Voice

Supportive, clear, optimistic. Like a calm guide who explains tradeoffs and helps you decide.

Primary tagline

Plan with Clarity. Live with Confidence.

- Short UI: Plan Clearly. Live Confidently.
- Retire Abroad: Plan with Confidence — Anywhere Life Takes You.
- Emotional close: Because your next chapter should feel exciting, not uncertain.

App micro-taglines

- Retirement Income Planner: Your income, clearly mapped
- Retire Abroad: Your life — anywhere
- Social Security Optimizer: Make the most of what you earned
- Activity Budget Planner: Budget for the life you want
- Healthcare Cost Calculator: Plan for care with clarity
- Tax Impact Analyzer: Understand the impact before it hits
- Pension vs Lump Sum Analyzer: Choose with confidence

Iconography

Icon rules

Use outline icons with medium stroke and slightly rounded corners. Keep icons single-color; use Gold only for active/selected states. Recommended library: Lucide.

Suggested icons

- Trust: shield-check
- Growth: trending-up or sprout
- Optimism: sunrise
- Adventure: globe or plane
- Planning: compass or map
- Pension vs Lump Sum: scale
- Tax: file-percent

UI Components (Light)

Buttons

Run Scenario

Compare Options

Portal App Card

Retire Abroad

Your life — anywhere

Open Tool

UI Components (Dark)

Buttons

Run Scenario

Compare Options

Portal App Card

Retire Abroad

Your life — anywhere

Open Tool