



Plan with Clarity. Live with Confidence.

A friendly, trustworthy retirement planning platform designed for growth,
optimism, and adventure.

Brand Essence

RetireWise is built for American adults ages 50–70 who want clarity and confidence in retirement planning. The brand balances trust and warmth with a sense of optimism and possibility, including the freedom to retire abroad.

Core Values

Trust	Clear assumptions, transparent calculations, and dependable guidance.
Growth	Financial stability and personal confidence over time.
Optimism	A calm, positive outlook on life after work.
Adventure	Freedom to explore new chapters, including living abroad.

Logo Usage

The RetireWise nest-egg logo is the cornerstone of the brand and must remain unchanged. Use the dark logo on light backgrounds and the white logo on dark backgrounds.



Color System

Light Mode Palette

Eggshell White	#F9F8F6	
Deep Navy	#1A2A40	
Slate Gray	#4B5563	
Nest Egg Gold	#D6A84B	

Dark Mode Palette

Deep Navy	#1A2A40	
Charcoal	#2A354A	
Soft White	#EDEDED	
Nest Egg Gold	#D6A84B	