

# Retirement Portal

Brand Guide (Light & Dark)

[Nest Egg Logo]

(existing logo remains unchanged)

## Plan with Clarity. Live with Confidence.

Friendly, trustworthy retirement planning — with room for adventure.

# Brand Purpose

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## 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

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## 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 (Nest Egg)

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## Rules (logo remains unchanged)

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

## Usage examples

### Light background

[Full-color logo here]

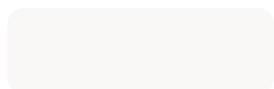
### Dark background

[Gold/white logo here]

# Color System

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## Light Mode Palette



**Eggshell**  
#F9F8F6 • Background



**White**  
#FFFFFF • Surface



**Navy**  
#1A2A40 • Text



**Slate**  
#4B5563 • Secondary



**Gold**  
#D6A84B • CTA/Highlight

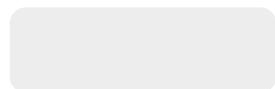
## Dark Mode Palette



**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

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## Primary Typeface

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

## Type Scale (suggested)

Style	Size / Line	Weight
H1	32px / 40	Bold
H2	24px / 32	SemiBold
H3	18px / 26	SemiBold
Body	16px / 24	Regular
Caption	13px / 18	Regular
Button	14–16px / 20	SemiBold

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

# Voice, Tone & Messaging

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## Voice

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

## Do / Don't

### Do

- Use plain language: 'Compare options', 'See your plan'.
- Frame results as choices: 'Option A gives more stability; Option B offers flexibility.'
- Explain assumptions and let users adjust them.

### Don't

- Avoid jargon without context (COLA, MAGI, etc. without tooltips).
- Avoid fear-based copy ('You're behind!').
- Avoid vague hype ('Unlock maximum wealth').

## Taglines

### 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.

# Iconography

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## Style

Use outline icons with a medium stroke and slightly rounded corners. Avoid sharp, aggressive shapes. Keep icons single-color; use Gold only for active/selected

## Suggested library

Lucide Icons (primary). Alternatives: Heroicons (Outline), Phosphor (Regular).

## Core icons (values)

- Trust: shield-check

## App icons

- Growth: sprout or trending-up
- Retirement Income Planner: line-chart or coins
- Optimism: sunrise
- Retire Abroad: globe or map-pin
- Adventure: globe or plane
- Social Security Optimizer: badge-check or shield-star
- Planning: compass or map
- Activity Budget Planner: calendar-check or checklist
- Healthcare Cost Calculator: heart-pulse or cross
- Tax Impact Analyzer: file-percent
- Pension vs Lump Sum Analyzer: balance-scale

# UI Components & Portal Mock

## Buttons

**Run Scenario**

**Compare Options**

## Portal App Card

### Retire Abroad

Your life — anywhere

**Open Tool**

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