



Logo Guide 2014

MoneyGuide (Pro,Live,Solutions) Logo Guide 2014

The following Logo Standards are intended to be tools and guidelines that enable us to maintain a consistent voice through our re-brand and beyond. Please refer to this guide when developing any internal or external communications following **11/10/2014**.

-- Marketing Team

Color

- The MoneyGuide Logo (Pro and Live) should be used in Full-Color whenever possible

- If gradients are not allowed, please refer to secondary colors marked with: ^{2nd}

Use

- For Screen display (web,email,ppt) use **.svg** or **.png**

- For Print, please use **.EPS**

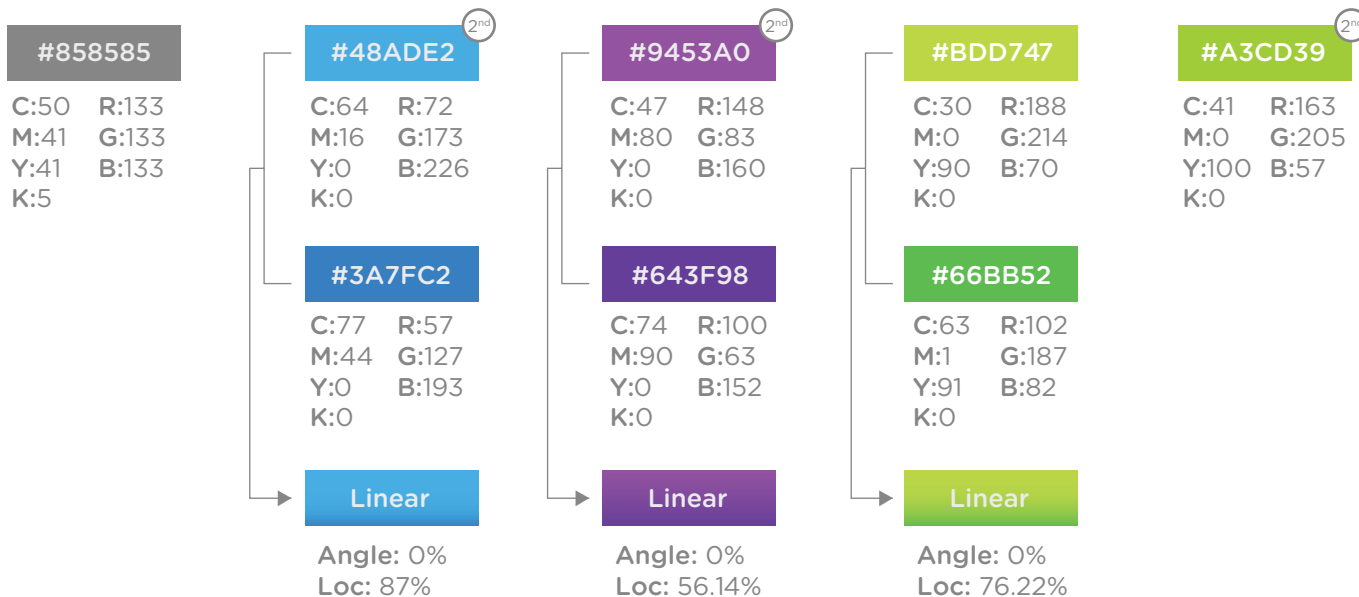
- If a .jpeg/.jpg is necessary please use a suitable resolution.

Screen: 72-90 DPI

Print: 150-300 DPI



MoneyGuidePro™



Aktiv Grotesk-Regular is the typeface we have chosen to represent the copy within the MoneyGuide logo array. Aktiv provides a friendly and eye pleasing aesthetic while remaining refined and professional.

All accompanying text (eg. Taglines) should utilize either **Aktiv Grotesk-Regular** or **Aktiv Grotesk-Italic**.

Aktiv Grotesk-Regular

abcdefghijklmnopqrstuvxyz
ab cde f ghijklmno p qrs tu vw xy z
0123456789 | !?&%()

Aktiv Grotesk-Italic

abcdefghijklmnopqrstuvxyz
ab cde f ghijklmnopq rs tu vw xy z
0123456789 | !?&%()



Whitespace

- Minimum whitespace is the smallest distance allowed between the logo and another element (eg. Edge of a page, image, body copy..etc); maintain it at all times ensures prominence and legibility

Size

- The MoneyGuidePro logo should never be scaled below **93pts x 36pts**.
- The MoneyGuideLive logo should never be scaled below **93pts x 36pts**.



Yes!



Do not scale individual parts.



Do not distort.



Hey, no one likes outlines anymore.



Missing something...?



No!

Angle



Rearrange



Lighten



Mario called he wants his resolution back





Whitespace

- Minimum whitespace is the smallest distance allowed between the logo and another element (eg. Edge of a page, image, body copy..etc); maintain it at all times ensures prominence and legibility

Size

- The MoneyGuidePro logo should never be scaled below **123pts** x **17pts**.
- The MoneyGuideLive logo should never be scaled below **128pts** x **17pts**.





Rearrange



Changing Color



Uneven Gradient M



Missing something



Too much space



..but the M has a tophat!





Whitespace

- Minimum whitespace is the smallest distance allowed between the logo and another element (eg. Edge of a page, image, body copy..etc); maintain it at all times ensures prominence and legibility

Size

- The MoneyGuidePro logo should never be scaled below **65pt x 20pt**.

- The MoneyGuideLive logo should never be scaled below **73pt x 20pt**.





Wrong Color



One Color



No Color *
(unless greyscale is required)



Manipulate



lowercase



CAPITALIZED





Yes!



Wrong Color



Upside Down



Left Facing



No!

Squished



Too Much Space



Angled



2001

moneyguidepro

2002

MoneyGuidePro™

2003



2006



2009



2013





MoneyGuideProTM

