

Mark



The mark (logo) was created to communicate professionalism in your industry.

Typefaces



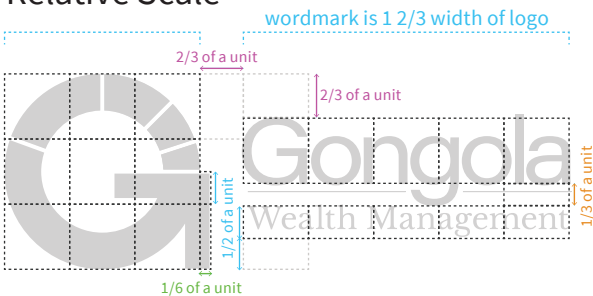
"Gongola" – Acumin Variable Concept, Wide

"Wealth Management" – Libre Baskerville, Regular

Download Acumin Variable Concept:
<https://fonts.adobe.com/fonts/acumin>

Download Libre Baskerville:
<https://fonts.google.com/specimen/Libre+Baskerville>

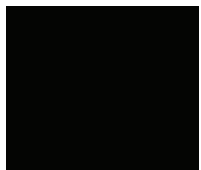
Relative Scale



Color Use



Primary Color
Bright Orange
HEX: #E9742F
RGB: 233, 116, 37
CMYK: 4%, 67%, 93%, 0%



Secondary Color
Black
HEX: #293746
RGB: 41, 55, 70
CMYK: 84%, 69%, 50%, 46%

Usage



Several logo options have been provided as JPGs and PNGs (PNGs have a transparent, alpha background) at set **pixel** sizes as noted in their name (e.g. "gwm-logo-150").

Please do not stretch, scale, squish, etc. the logo. Doing so will compromise the quality of the logo and building brand recognition. If you need a larger size, an SVG file (vector) has been provided and can be scaled to any size and will print best for marketing materials.

White versions of the logo have been included as PNGs (alpha background) for placement on an orange background. **Only use the white version of the logo on an orange background or over images as needed.** Preference should be given to the two-color version of the logo.

Black/grayscale versions of the logo have been provided as well. These should be limited in use to items like billing envelopes or fax cover sheets. Preference should be given to the two-color version of the logo.