



BRAND STANDARDS GUIDELINES

Correct/Incorrect Logo Usage

The Goins Wealth Strategies (GWS) logo may not be manipulated; it must maintain its original shape and color integrity. Do not distort the logo in any way. When resizing, make sure to scale proportionately. The logo may only be presented in the colors outlined below. Any other usage must gain prior approval.

Color Usage

The GWS logo shall be represented with a two-color treatment. It shall appear in PMS 539 and a PMS Cool Gray 7, or their CMYK or RGB equivalents. Within a black and white document, the logo may appear in either a black or white single-color treatment as shown.

PANTONE 539			
C	M	Y	K
100	49	0	70
R	G	B	
0	43	84	

Web: #002b54

PANTONE Cool Gray 7			
C	M	Y	K
0	0	0	37
R	G	B	
173	175	178	

Web: #adafb2



Minimum Size

The GWS logo shall appear no smaller than 2.25" wide when accompanied by the tag line, and no smaller than 1.25" wide without the tag line.



1.25"



2.25"

Clear Zone

The GWS logo must maintain a distance of one half the circle element on all sides.



Typeface

The GWS logo uses the Adobe Garamond Pro (Regular) typeface.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz