**Financial Wisdom Preparatory Institute**

I intend to start a preparatory institute to teach teenagers financial skills. The courses offered will be very challenging, and will be designed for teenagers that will be going to top schools and that have very strong academic abilities. The idea is to give them life skills involving finance that their schools and/or parents don’t seem able to provide. The curriculum will be based on what a financially sophisticated parent would want their child to know before they leave home and start their lives. The intention is to impart knowledge, empower, and protect.

I am open to suggestion. The following is my idea, but I am happy to consider other ideas.

I am not a graphic artist. The following is a crude depiction.

The idea came from a U.S. dollar bill (see the last page.) The drawing looks too cartoonish. Financial Wisdom is the goal, Prepatory Institute is the foundation. I want a serious “environment” but I want the kids to be smiling and confident that they can climb to success. It can’t be too busy because it will be a logo and I need a limited number of colors. The first one is more detailed, possibly for a Website. The last one would be for business cards. Ideally the same logo could be used for the Website and business cards but this may not be possible if the logo is too busy. Maybe a gold “sunshine” background would be best. I don’t want a triangle around the eye. The eye should be smiling and full of wisdom and concern for the kids. The pyramid depicts success, with different levels and the peak the top level. The idea is that in a serious world, wisdom will help kids climb to success and happiness. The theme comes from a dollar bill, but I don’t want to focus on money (which has negative connotations) as much as happiness. “Financial Wisdom” sounds a little new age and the teenagers are looking up, therefore, any religious or spiritual connotation surrounding the eye and pyramid needs to be toned down as much as possible. This is about financial solvency, safety, etc. Another possibility would be to leave the eye out, and have the kids climbing towards the words “Financial Wisdom”. A different possibility would be to take the eye out and have the kids standing on top, confident. I equate financial wisdom with sunshine. Sunshine exposes hidden perils (financial scams), guides the way, and brings happiness. I don’t want any teenagers who see the logo to think they are being depicted as “kids.” The teenagers climbing the pyramid should be older. They are just getting ready to go to college, and they are about to start their own lives and build success. It should reinforce their idea that they are independent (this will also make their nervous parents want to get them as much coaching as possible.) Possibly some wavy grass at the bottom could depict fire (financial disaster) but it should be subtle. They should be phsically fit, depicting financial fitness. I would like a boy and a girl teenager.









