



# JOULE

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This is a guide to the elements that make up Joule. It includes sample executions that demonstrate how to bring our identity to life.

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## Mark

This mark is the guiding post for the Joule brand. It conveys the future of our work – and the character of our organization.

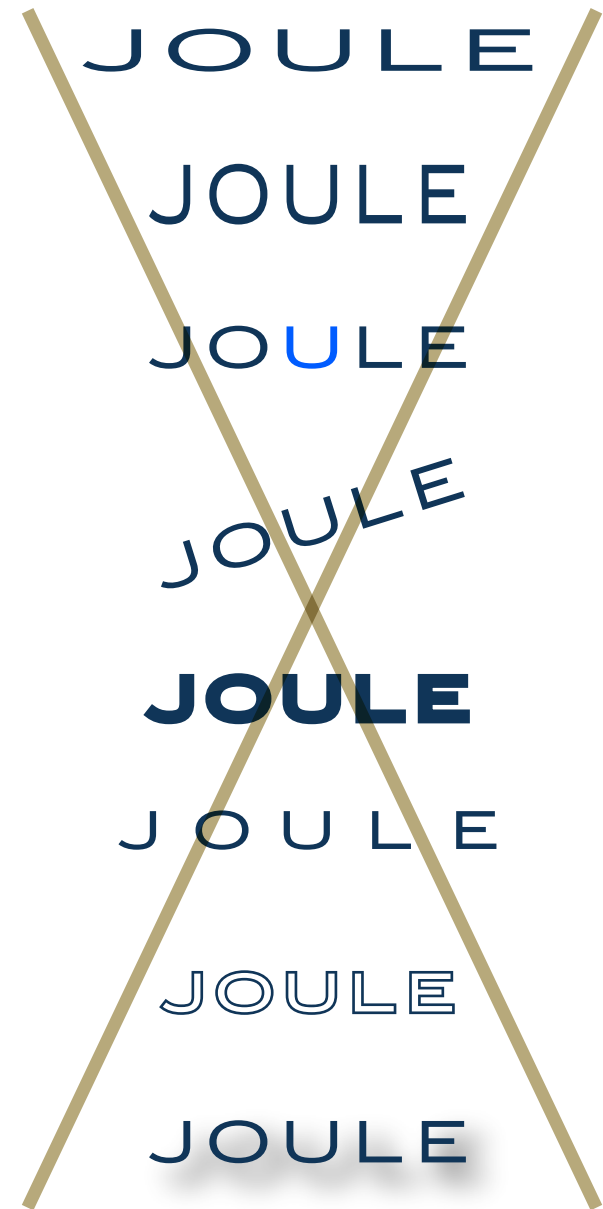
Maintain plenty of space around the mark at all times.

The word "JOULE" in a large, dark blue, sans-serif font.The word "JOULE" in a smaller, dark blue, sans-serif font, with a horizontal dimension line below it.

Minimum Size: 1/2 in

## Don'ts

- + Do not stretch or skew the logo
- + Do not pull apart the logo
- + Do not color the logo
- + Do not rotate the logo
- + Do not add elements to the logo
- + Do not adjust letter spacing in the logo
- + Do not outline the logo
- + Do not add drop shadows to the logo



## Typography

Fonts express as much as words. They convey feeling, establishing a consistent and ownable visual language for Joule Financial.

Freight Text Pro Medium should be used as the primary display face in communications. Freight Text Pro Black should be used for quotes and emphasis. The body copy font is Freight Text Pro Book.

# Headlines in Freight Text Pro Medium

**Subheads are set in  
Freight Text Pro Black**

Body copy is always set in Freight  
Text Pro Book

## Color

Color has enduring emotional appeal. Joule's colors are elegant. By pairing the colors consistently, you can harness Joule's personality.

## Color Usage

Please reference this page when applying our color palette. Used in the following proportion, our brand is demonstrated elegantly.

**Dark Blue**  
RGB: 16/53/88  
HEX: #103558  
CMYK: 100/81/40/32  
PANTONE: 288

**Bright Blue**  
RGB: 0/92/255  
HEX: #005cff  
CMYK: 82/65/0/0  
PANTONE: 300

**Gold**  
RGB: 183/169/123  
HEX: b7a97b  
CMYK: 12/5/44/15  
PANTONE: 5855

## Graph and Chart Color

When making graphs or charts, pull colors from this page. These colors should not be used outside of graphs or charts.

#3cdb00

#49baa4

#c4d600

#b8bf30

#ffc72c

#eac057

#ff671f

#ea7a4e

#753bbd

#c62852

#d50032

#c95db0

#753bbd

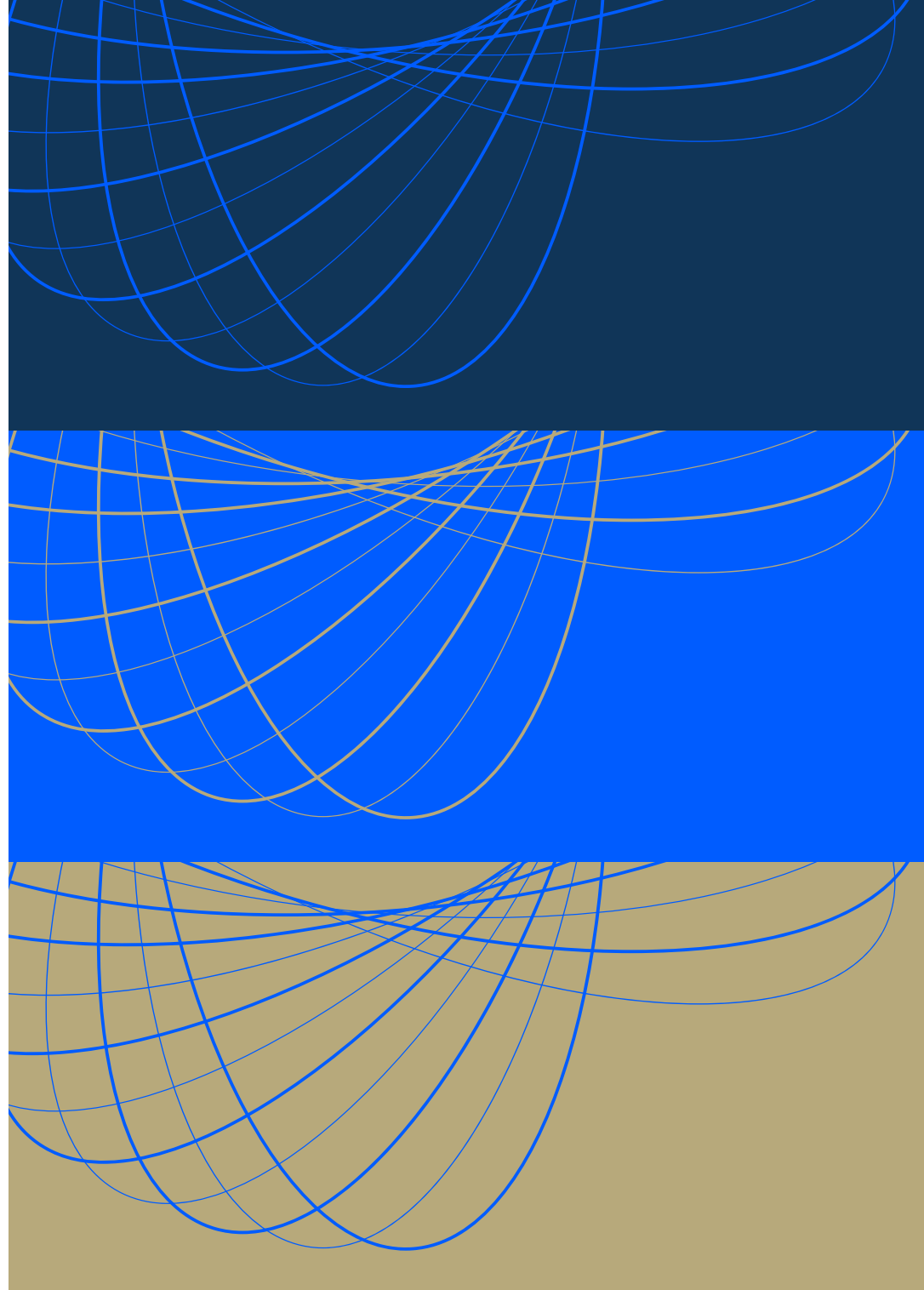
#7752b2

#3c1053

#351947

## Guilloche

The following guilloche patterns are extensions of Joule's brand identity. Applied consistently and effectively, they elegantly stamp Joule on everything they touch.





## Photography

Intentional photography in a consistent style enhances the Joule brand.

All portraits should be characterized by relaxed confidence.



# Language

This chapter contains essential guidelines for overall verbal tone and fundamental copy – it is the verbal foundation of the Joule brand. It is intended for internal use within Joule, unifying communication.

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## Guiding Tones and Recommendations

+ Confident  
+ Thoughtful  
+ Sophisticated

# Language

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## Foundation Language

### One-liner Description

We are independent, fee-only investment managers.

### Paragraph Description

We are independent, fee-only investment managers. Our flexible, hands-on approach requires that we work harder and smarter. We focus on long-term value in a turbulent market.

## Joule In Communications

Stay refined and clear in all communications. Always refer to Joule in title case in communications, never all-caps. Where appropriate (external communications, introductory materials, etc), use Financial as a modifier. See below for correct usage.

### Correct Use:

Joule Financial

### Incorrect Use:

JOULE Financial

JOULE FINANCIAL

JouleFinancial

JouleFINANCIAL

## Collateral

The following pages feature sample executions of branded collateral. These typical layouts should not be altered.

## Business Cards



# Letterhead

JOULE

Working Harder  
and Smarter

146 Deweese St  
Lexington, KY  
40507

Phone  
859-881-0777

Email  
info@joulefinancial.com

Website  
joulefinancial.com

Dear Sir or Madam:

I am writing to dispute the following information in my file. I have circled the items I dispute on the attached copy of the report I received.

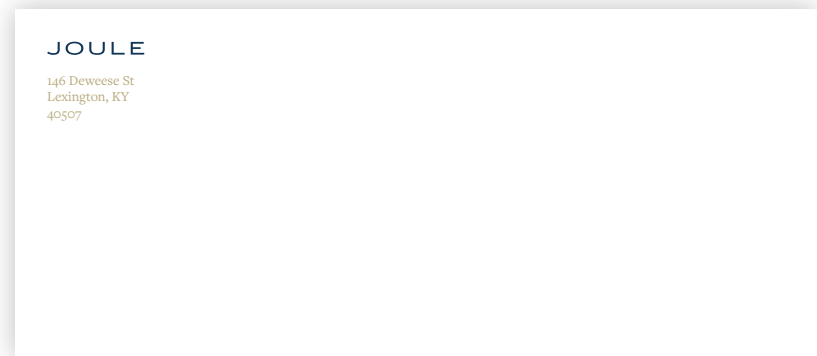
This item [identify item(s) disputed by name of source, such as creditors or tax court, and identify type of item, such as credit account, judgment, etc.] is [inaccurate or incomplete] because [describe what is inaccurate or incomplete and why]. I am requesting that the item be removed [or request another specific change] to correct the information.

Enclosed are copies of [use this sentence if applicable and describe any enclosed documentation, such as payment records and court documents] supporting my position. Please reinvestigate this [these] matter[s] and [delete or correct] the disputed item[s] as soon as possible.

Sincerely,  
Your name



## No. 10 Envelope

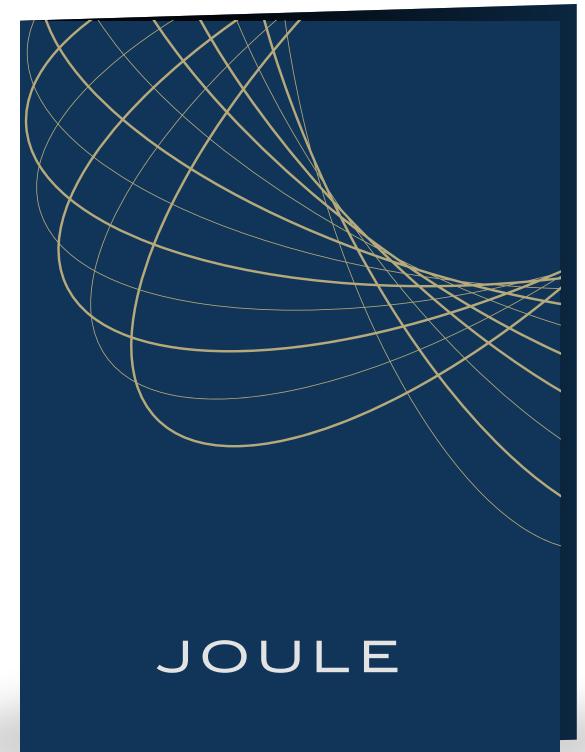


## Folder



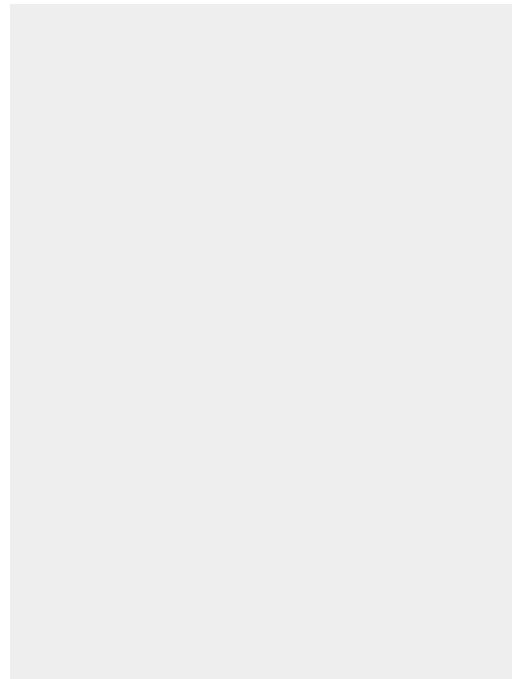
146 Deweese St  
Lexington, KY  
40507  
Phone  
502-884-0777  
Email  
info@joulefinancial.com  
Website  
joulefinancial.com

JOULE

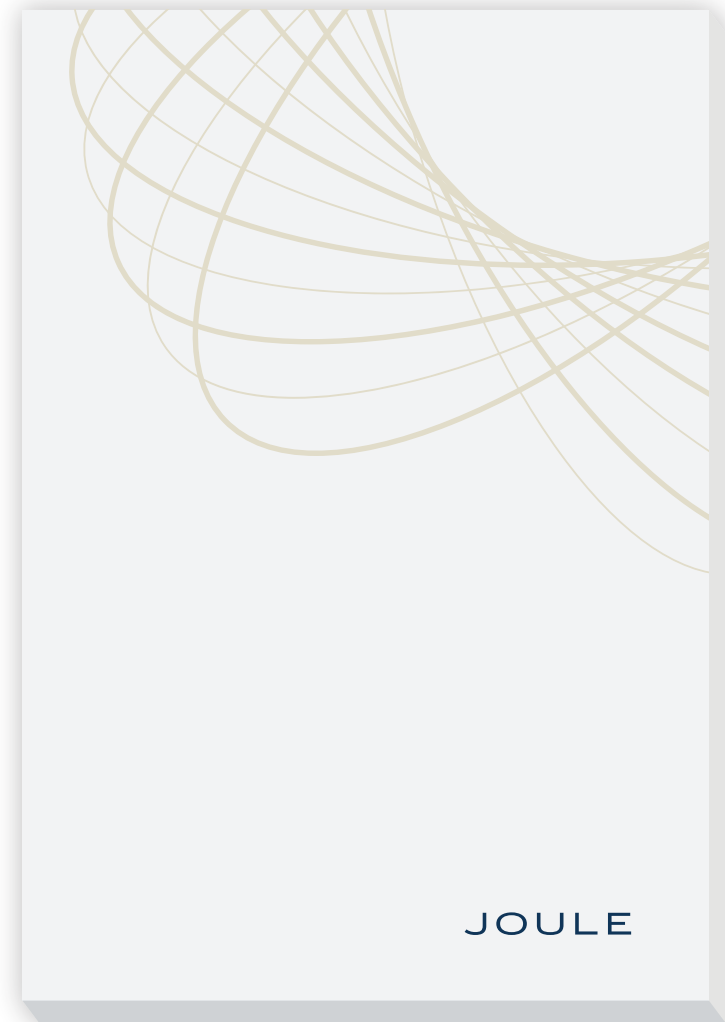


JOULE

## Notecard



# Notepad



# JOULE

The background of the entire page is a dark blue. Overlaid on this are several thin, light blue lines that intersect and curve across the right side of the image, creating a complex, abstract pattern.