



BRAND STYLE GUIDE

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BRAND PURPOSE

Mission & Vision Statements

Mission: To provide professional advisors and families personal, customized services to protect and enrich a multi-generational heritage.

Vision: To give families peace of mind that their family will be strengthened, not destroyed, by the transfer of wealth through a caring, personalized alternative to the traditional estate and trustee planning process



LOGO

Logo Options – Full Color

You have a variety of logo options available for various design needs.

Main – This is the primary logo that should be used whenever possible.

Vertical – Good for social media badges and small ad spaces.

Horizontal Narrow – Only to be used when space does not allow for the Main logo.

MAIN



VERTICAL



HORIZONTAL NARROW



LOGO

Logo Options –Black/Dark Backgrounds

Use logo with white name for dark backgrounds in which the blue would be difficult to see.

FULL COLOR



LOGO

Logo Options – 1 Color

1 color options include:

Black

TSG Orange – F7AB21



LOGO

Incorrect Usage

There are a large variety of logo options available that you should not need to alter the logo colors or rotate the logo in any way

DO NOT ROTATE LOGO



DO NOT CHANGE THE COLORS OF THE LOGO



Supporting Graphics

TSG Leaf

The Original Leaf is preferred for most applications.

Bone Colored and Transparent are ideal for website and background graphics on large print pieces to incorporate the brand image.

Original Leaf



Bone Colored Leaf



Transparent Leaf



COLOR PALETTE

Primary Colors

The full-color TSG branding can be produced in the Pantone and CMYK process for printed materials or in the RGB color formulas for online usage.

Black/Dark Background: When positioning primary-colored elements against a dark or black background the opacity must remain at 100%.

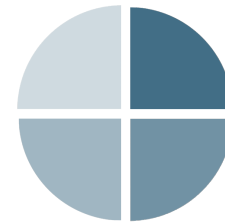
White/Light Background: The primary color palette can be used in a lighter opacity for visual accenting, however the colors can only be used in the following percentages: 100%, 75%, 50%, 25%

This will help to ensure that elements maintain the appropriate legibility and visual contrast, as well as branded consistency.



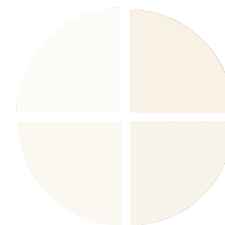
Yellow/Orange

Pantone: 7409C
RGB: 247, 171, 33
CMYK: 2, 37, 98, 0
HEX: #F7AB21



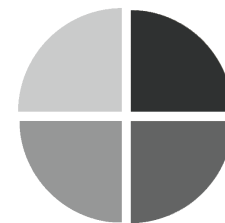
Steel Blue

Pantone: 7470U or 5450CP
RGB: 66, 110, 134
CMYK: 51, 18, 0, 47
HEX: #426E86



Bone

Pantone: 454
RGB: 248, 241, 229
CMYK: 0, 3, 8, 3
HEX: #F8F1E5



Coal

Pantone: 412C
RGB: 47, 49, 49
CMYK: 4, 0, 0, 81
HEX: #2F3131

PRIMARY TYPOGRAPHY

Logo Font

Fontin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Text Fonts

Serif - Headline

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Sans Serif – Paragraph Text

Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Brand Voice & Personality

- **Character/Persona** = Warm, Authentic, Professional, Relatable
- **Language** = Simple, Serious
- **Tone** = Personal, Humble, Honest
- **Purpose** = Engage, Educate, Inform

NOT people in business suits or meetings in corporate conference rooms.



Web, Social, Print & PowerPoint



Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously but increases artifacts or pixelation the more the image is compressed.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

TIFF/TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Lossless

Lossless image formats capture all the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.



Brand Guidelines

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