



Brand Guidelines

Brand Mission and Vision

Mission:

Our mission is to empower young professionals and underserved communities by increasing their financial literacy. We aim to provide industry-focused, relevant financial workshops to small businesses, community organizations, and institutions, helping them achieve financial independence.

Vision:

Our vision is to bridge the gap in financial literacy, fostering a community where individuals and organizations are equipped with the knowledge and tools to make informed financial decisions. We aspire to create a future where everyone, regardless of their background, feels confident and capable in managing their finances.

Brand Values

Trustworthy and Proactive:

We build trust by providing accurate, industry-relevant information that empowers our clients to take confident steps towards financial independence. Our proactive approach ensures we stay ahead of financial trends and challenges, offering timely and effective solutions.

Approachable and Informative:

We believe in making financial literacy accessible and easy to understand. Our workshops are designed to be approachable, breaking down complex financial concepts into practical and actionable advice. We are committed to being a reliable source of information that our clients can depend on.



These values reflect our dedication to being a legit and trusted service provider, delivering valuable and personalized financial education that meets the needs of diverse industries and communities.

Brand Colours

Primary Colours

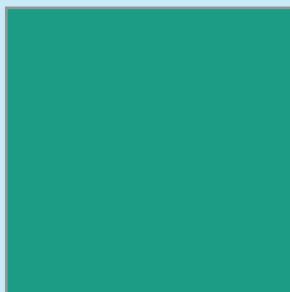


Dark Grey



White

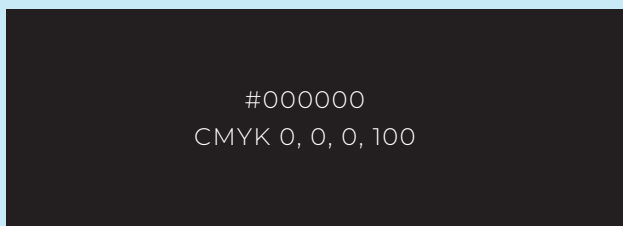
Secondary and Accent Colours



Keppel Blue



Columbia Blue



Pure Black

1. **Dark Grey #414042:**

Dark Grey serves as our foundational color, symbolizing sophistication, stability, and trustworthiness. It provides a solid backdrop that allows other brand elements to stand out. It reflects our commitment to being a legit and trusted service provider, making financial literacy approachable and comfortable for everyone.'

2. **Keppel #3AB09E:**

Keppel represents growth, prosperity, and financial success. This vibrant shade is used to convey enthusiasm and energy, making it perfect for call-to-action elements and highlights. It embodies our proactive approach to financial education, helping our clients take confident and informed steps towards financial independence.

3. **Columbia Blue #C8EAF7:**

Columbia Blue adds a touch of calmness, approachability, and trust to our brand. It symbolizes professionalism and dependability, reflecting our goal to provide value and support to businesses, community organizations, and institutions.

4. **White #FFFFFF**

White is used to provide a clean, fresh, and modern look to our brand materials. It serves as a neutral background that enhances the visibility of our primary colors and content. White represents transparency, simplicity, and clarity, making it ideal for areas with text, logos, and other essential brand elements.

Logo

The LEARN TO EARN logo and Arrow are both the important part of our brand's identity. Utilizing the wordmark consistently enhances the recognition and perception of our brand.



Minimum Size Requirement:

Where the size constraints of the logo do not permit the tagline to be displayed at a readable size, it is permissible to use the logo without the tagline. This ensures that our brand's visual identity remains clean and recognizable, even in smaller formats.

Clear Space:

Maintain adequate clear space around the logo to ensure it stands out. The clear space should be equal to "L" letter around all sides of the logo.

Logo usage, colour

- Use the logo as in examples below.
- Use only the specified primary and secondary colours when displaying the logo. These colours ensure that our brand identity remains strong and recognizable across all platforms.
- Combine primary and secondary colour palettes to ensure contrast.
- Do not introduce new colours or shades.



Logo Usage on Pictures

To maintain the integrity and visibility of our brand, please adhere to the following guidelines when using the logo in conjunction with pictures:

1. No Placement on Pictures:

The logo should not be placed directly on any pictures. This ensures that the logo remains clear and unobstructed.

2. Background Fill Color:

Always use a solid background fill color behind the logo when it needs to be displayed over an image. This will ensure the logo stands out and maintains its visual impact.

3. No Distortion:

The logo must not be stretched, compressed, or otherwise distorted in any way. Maintain the original proportions to preserve the logo's design and readability.

4. No Shadows or Effects:

Avoid applying any shadows, gradients, or other effects to the logo. The logo should be displayed in its clean, original form without any alterations.

5. No Busy Backgrounds:

If the logo needs to be placed on a picture, it must not be surrounded by busy or noisy backgrounds. Select backgrounds that are simple and non-intrusive to ensure the logo remains prominent and easily recognizable.

6. Consistency:

Use the logo consistently across all materials and platforms, following these guidelines to ensure a cohesive brand identity.



YES!



NO!



YES!



NO!

Typography

The chosen typefaces embody the personality of our brand, making our materials more engaging and professional. We have selected three primary typefaces to represent our brand:

Headings: Montserrat
Subheadings: Lora
Main Content: Open Sans

Montserrat: Modern, clean, and versatile. It commands attention while maintaining readability. This aligns with your brand's professional yet approachable nature.

Suggested Font Size:
H1: 36px
H2: 30px
H3: 24px

Lora: Elegant and readable, it complements the primary heading font by adding a touch of sophistication. This font reflects your brand's informative and trustworthy attributes.

Suggested Font Size:
H4: 20px, 15px

Open Sans: Simple, clean, and highly readable, making it perfect for body text. This font choice ensures that the information you provide is easily digestible and clear, which is important for financial literacy.

Suggested Font Size:
Body, Paragraphs: 14px, 12px

HEADINGS
Headings

SUBHEADINGS
Subheadings

Main content

Typography Directions

Do:

- ▶ Use **Montserrat** for all major headings (H1, H2, H3). This font commands attention and maintains readability, aligning with our modern and versatile brand image.
- ▶ Use **Lora** for subheadings (H4). It adds sophistication and complements the primary heading font, reflecting our informative and trustworthy nature.
- ▶ Use **Open Sans** for main content. This simple and clean font ensures information is easily digestible and clear, crucial for financial literacy.

Do Not:

- ▶ Avoid using more than three typefaces. Consistency is key to maintaining a cohesive brand identity.
- ▶ Do not use decorative or overly stylized fonts for any official communication or materials, as they may detract from readability and professionalism.
- ▶ Do not use shadows or any effects on text, as they can affect readability and disrupt the clean and modern look we aim to achieve.
- ▶ Avoid using font sizes that are too small or too large, as this can affect readability and disrupt the visual hierarchy.
- ▶ By following these guidelines, we can ensure our typography remains consistent, professional, and reflective of our brand values.



Use Pure Black Colour for Subheadings and highlighted keywords in content

Use Black #000000 for subheadings and highlighted keywords on either a white or light blue background. Use Dark Grey #414042 for main content on either a white or light blue background.

Tailored to Diverse Needs

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Maecenas vehicula velit eget tortor efficitur volutpat. Nam at pharetra purus, at congue nisl.

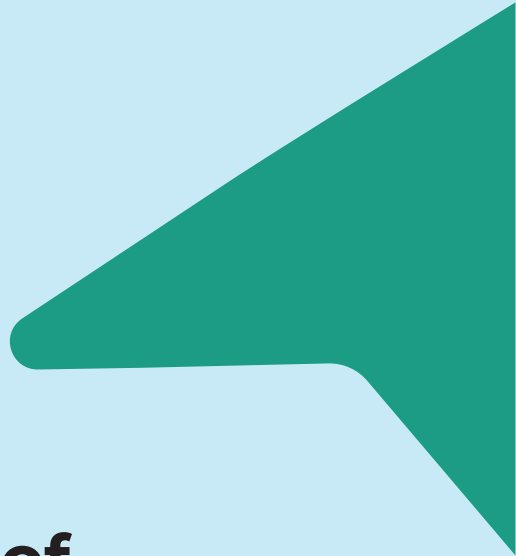
Nulla congue congue sodales. Vestibulum semper quam sit amet turpis ultrices lacinia. Suspendisse gravida leo vel luctus cursus. Cras pharetra nisi eget dictum sollicitudin. Nulla eget odio ac dolor ultrices convallis. Sed nisi quam, maximus ut dignissim cursus, ullamcorper vel massa.



Do Not:

Always align text to the left.

Center-aligned text is not allowed to maintain consistency and readability.



The Importance of Financial Literacy Workshops

Tailored to Diverse Needs

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vehicula velit eget tortor efficitur volutpat. Nam at pharetra purus, at congue nisl. Nulla congue congue sodales. Vestibulum semper quam sit amet turpis ultrices lacinia. Suspendisse gravida leo vel luctus cursus. Cras pharetra nisi eget dictum sollicitudin. Nulla eget odio ac dolor ultrices convallis. Sed nisi quam, maximus ut dignissim cursus, ullamcorper vel massa.

Contact Information:

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Email: info@company.com

Website: www.company.com



Empowering Financial Futures

At Learn to Earn, we believe in empowering individuals and organizations through financial literacy. Our industry-focused workshops provide actionable insights and practical tools, helping you navigate financial challenges with confidence. Stay connected and discover how we can support your financial journey.



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