

Invest in Others Brand Manual

Invest in Others supports nonprofits by leveraging the resources, time, and talents of financial professionals to serve communities in need.



**Invest in
Others**

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MESSAGING

Mission

The Invest in Others 501(c)(3) Charitable Foundation is supported by the financial services industry to amplify the charitable work of financial advisors, employees, and their firms. Invest in Others is a catalyst to channel philanthropy and volunteerism to where it is needed most.

Why We Matter - Short Version

Invest in Others supports nonprofits by leveraging the resources, time, and talents of financial professionals to serve communities in need.

Why We Matter - Long Version

Invest in Others supports nonprofits by leveraging the resources, time, and talents of financial professionals to serve communities in need.

We provide a platform for financial professionals to make an impact on the causes they care about—channeling the philanthropy and volunteerism of the finance industry to make a difference where it's needed most.

Invest in Others provides critical funding for nonprofits, helping fill gaps left by shrinking budgets and growing need. Our support helps these organizations grow and better serve vulnerable communities and under-resourced causes.

Our awards and grant programs recognize and amplify the charitable work of financial advisors, employees, and firms who support diverse nonprofits within their communities.

Impact

Grants and awards from Invest in Others enable financial professionals to support nonprofits within their communities. Our support creates a ripple effect—building community, raising awareness for important causes, helping generate additional donor support, and lending visibility and legitimacy to both the nonprofits and the financial professionals that are making a difference.

PROGRAMS

Our good works start with the thousands of financial advisors and industry professionals who invest in others—giving their time, know-how, and money to help those in need. Through our programs, Invest in Others helps individuals in the industry make the most of their charitable work and have an even bigger impact in their communities.



liO Awards

The Invest in Others Awards program recognizes financial advisors who are making a difference with charities across the country and around the world.



Grant Program

Invest in Others offers two grant opportunities – Grants for Good and Grants for Change – to provide funding to meet the critical needs of nonprofits and the communities they serve



Charitable Champions

This annual list recognizes financial advisory firms that give back by promoting a culture of philanthropy amongst their financial advisors and employees.

LOGO

Primary Logo

BOUNDING AREA

When printing the logo, ensure there is a clearance space around logo where no text, shapes or third party elements print within. This allows the logo to have the required space to enforce the brand.



Co-Branding

Some materials may require co-branding with the Invest in Others logo and a logo from another company. Make sure there is a 1:1 relationship in terms of size between the two logos.



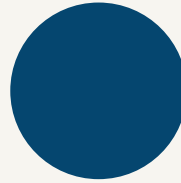
Invest in Others logo should be placed at the left.

Horizontal rule between logos; .25 pt stroke.

Any other logo sharing space with the Invest in Others logo should be placed to the right.

LOGO

Primary Color



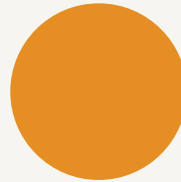
IIO BLUE

RGB: 15, 64, 107

CMYK: 95, 66, 12, 26

PMS: 541

HEX: 00467f



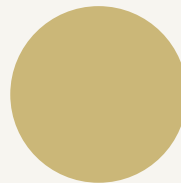
IIO ORANGE

RGB: 229, 142, 26

CMYK: 1, 45, 97, 3

PMS: 145

HEX: e68f1a



IIO TAN

RGB: 181, 162, 104

CMYK: 24, 25, 65, 5

PMS: 4515

HEX: cbb778

Placement of logo:
centered at top, at bot-
tom, or in middle of
piece.

The Invest in Others color palette consists of the three primary brand colors that are used to create the logo and may also be used when designing materials.

A complementary neutral palette has been developed to augment the primary brand colors. This neutral palette forms the foundation of the Invest in Others design system. Please note that the following colors may be used as tints:
PMS 3995, PMS 4515, PMS 4505.

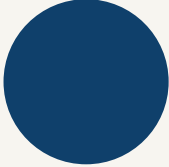
Please note that the following colors may be used as a metallic (check to see if vendor has capability to print metallics): PMS 871.

COLOR

Programs Color Palette

liO Awards

Primary



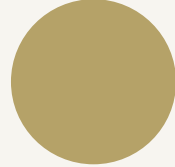
RGB: 15, 64, 107
CMYK: 86, 40, 0, 58
HEX: #0F406B

Secondary



RGB: 229, 142, 26
CMYK: 8, 51, 100, 1
HEX: #E58E1A

Tertiary



RGB: 181, 162, 104
CMYK: 0, 10, 43, 29
HEX: #B5A268

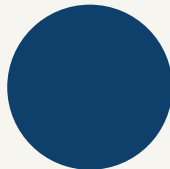
Grant Programs

Primary



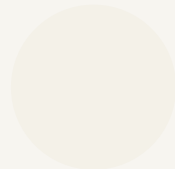
RGB: 0, 168, 144
CMYK: 100, 0, 14, 34
HEX: 00A890

Secondary



RGB: 15, 64, 107
CMYK: 86, 40, 0, 58
HEX: #0F406B

Tertiary



RGB: 248, 246, 240
CMYK: 0, 1, 3, 3
HEX: #F8F6F0

Charitable Champions

Primary



RGB: 106, 204, 224
CMYK: 53, 0, 11, 0
HEX: #6ACCE0

Secondary



RGB: 255, 194, 34
CMYK: 0, 25, 95, 0
HEX: #FEC221

Tertiary



RGB: 15, 64, 107
CMYK: 86, 40, 0, 58
HEX: #0F406B

TYPOGRAPHY

Typefaces for Print

Typefaces are a brand cornerstone and an important aspect of the way we communicate our brand visually. They are legible and pleasing to the eye, making it easy for the reader to focus on content. They make communication faster and also aid comprehension.

Italicizing any font is acceptable for special projects and may be used at the designer's discretion.

Museo 700

For use in brochure and literature marketing message headers.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 55 Roman

For use in brochure and literature marketing message headers, subheads, and introductory paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 35 Light

For use in brochure body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir 85 Heavy

For use in sub-subhead copy, callout, or sidebar headers, and in page numbers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

GarmdITC Bk BT

For use in brochure and literature marketing headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

Alternative Typefaces

Some software applications, such as PowerPoint and MS Word, call for the use of a “native” typeface. In these cases, Arial and Arial Bold can be substituted for Avenir.

Arial

For use when Avenir Roman is not available

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial Bold

For use when Avenir Bold is not available

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Calibri

For use in body copy of letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Calibri Italic

For use in body copy of letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

Typefaces Color Palette

Across all mediums, be it in print, digital or online, the following color guidelines must be adhered to:

HEADLINES & SUB HEADINGS

All headlines and sub headings must print from one of the IIO Primary colors. The preferred color for Headlines is either IIO Blue or IIO Tan and for Sub Headings IIO Orange. Alternatively the text can reverse white out of a gold panel.



CALL-OUTS AND BULLETS

If the design requires call-outs and/or bullets (which should be round), use one of the Secondary colors.



BODY COPY

All main body text must print as an 80% tint of Black.

