



# Brand Manual

February 3rd, 2021

# Agenda



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# Who We Are

Our Mission statement and values



## Mission

Our mission is to support educators by helping them stabilize their personal finances and save for retirement. Our experience and expertise lets us properly advise teachers through personal relationships while exhibiting trust, honesty, and dedication.

## Values

At Ace Financial, we are committed to providing the best service possible to each unique individual. Our key values include:

- ✓ Honesty
- ✓ Determined
- ✓ Results-Oriented
- ✓ Trustworthy
- ✓ Confidentiality
- ✓ Dedication





## Value Proposition

Ace Financial provides a strategic approach for young educators looking to pay off student loans and pursue a more advanced degree by budgeting your personal finances and maximizing your income throughout all stages of your career.

## Vision Statement

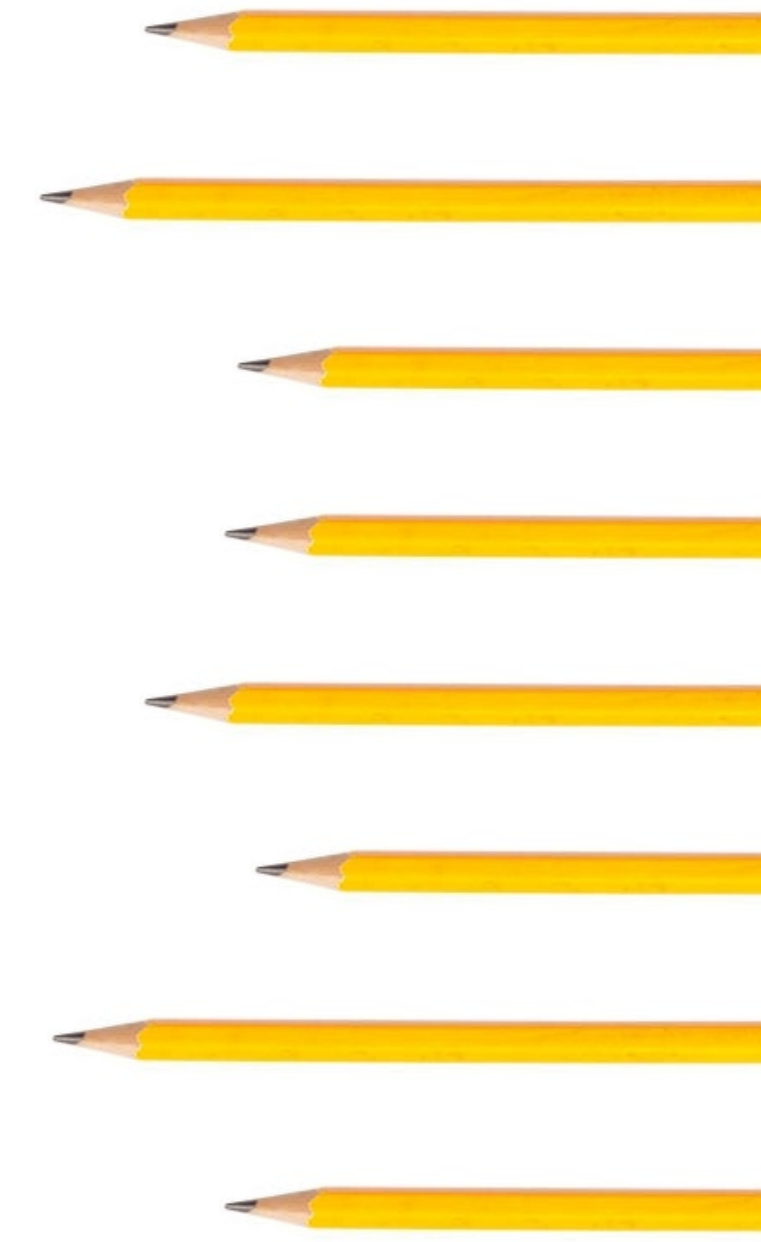
To support and advise our local educators so they can ultimately provide the best education by inspiring the minds of future generations.





# How We Speak

Our communication strategy



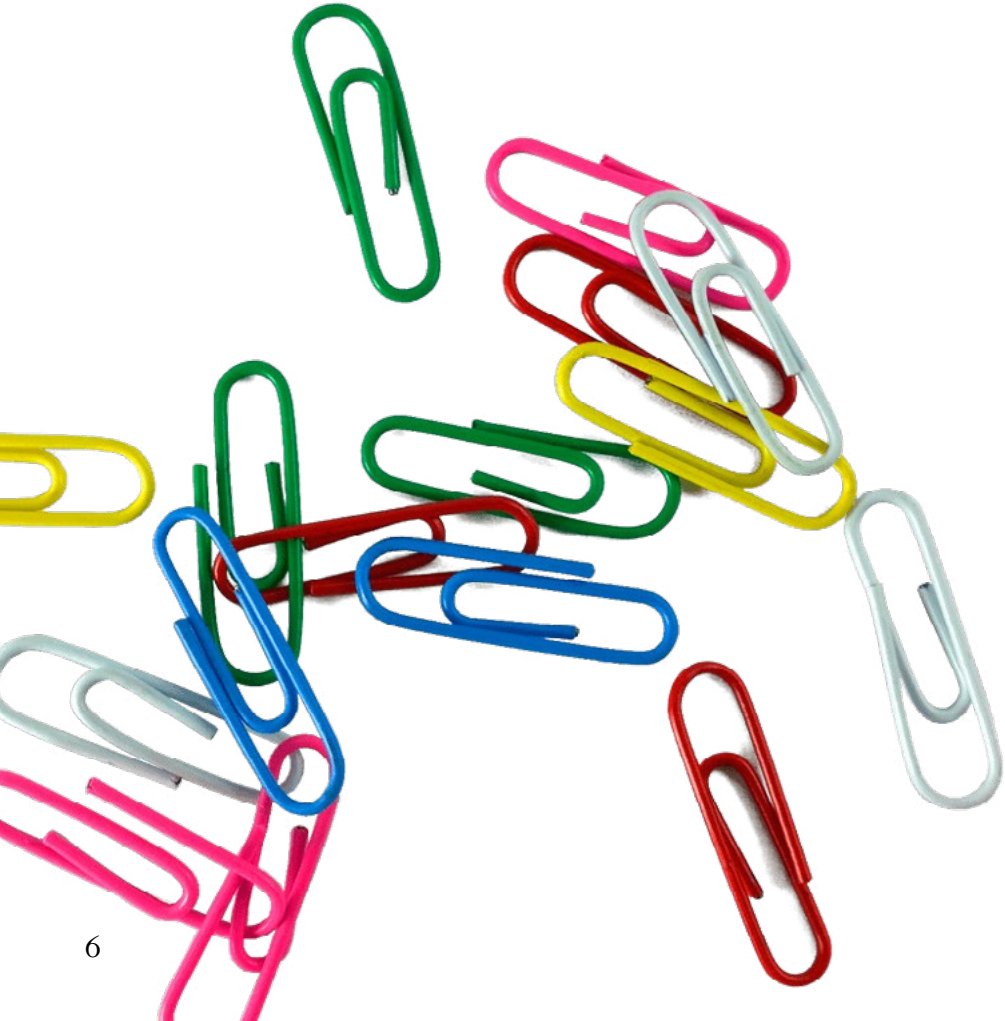
## Overview

To appeal to our audience, we feel it is appropriate to speak in a language that teachers will understand.

Teachers have very busy schedules and are always short on time. Whether it be grading assignments or lesson planning, they are hardworking people with big goals. Therefore, we try to speak in a tone that is simple, clear, and direct as to not waste any of their valuable time. While tone should be professional, it should also be informative to guide young teachers who are unfamiliar with world of personal finance. We also do not want to assume our clients have the same knowledge that we already possess.

## About Us

“At Ace Financial, we work for you to turn your goals into a reality. We will create a personalized plan to pay off debts and save for your future. Years of experience and research guide our thinking when fulfilling the needs of each unique teacher. We have flexible hours to fit your busy schedule. Together, we will shape your financial future.”



## Appointment Reminder

Hi Scott,

We wanted to remind you that you have an upcoming appointment with Kyle Levish on December 15th at 2:30 pm to discuss your future as an educator. We look forward to seeing you.

Best,

Rhonda

## In-Person

“Hi Megan, how’s everything going at the middle school?”

...

Great to hear, so the reason for this initial meeting is to...

## Empathetic Responses

Absolutely, that is very frustrating.

Sorry to hear that.

I understand what you mean.



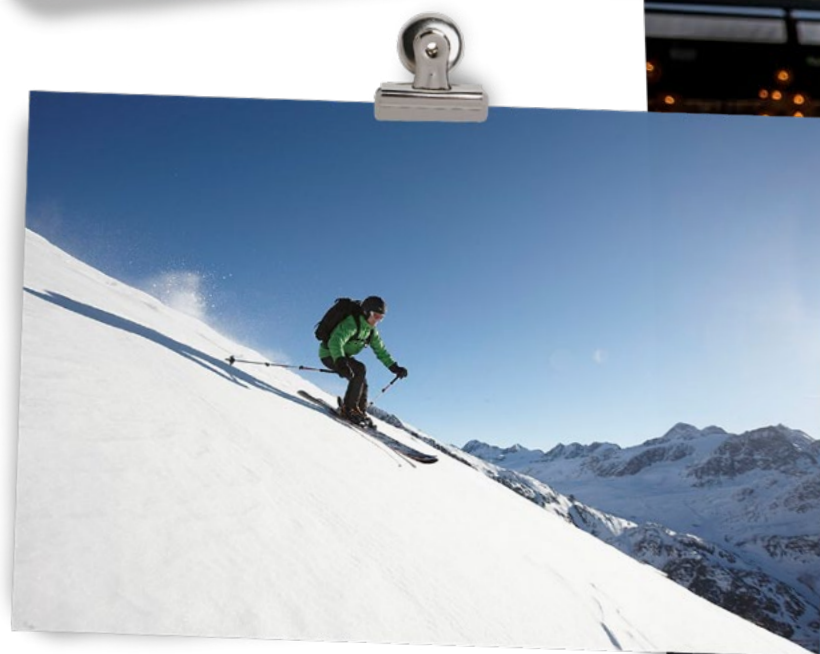


# Imagery

Our photography and visuals

Our imagery is used to demonstrate the values of the brand while relating to teachers and their ideal lives. Photos should convey the active lifestyle of a teacher and the possibilities after their career.







# Typography

Our typefaces and styles



The brand uses two typefaces: Gilroy and Cardo. Gilroy is a modern sans serif typeface that has a modern and professional look. Cardo is a serif typeface designed to look classic and academic. The opposite styles of serif and sans serif combine to create an comfortable, yet functional visual appearance.

## **Gilroy**

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**Gilroy Bold**

Gilroy Medium

Gilroy Light

## **Cardo**

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**Cardo Bold**

Cardo Regular

*Cardo Italic*





# Colors

Our colors and codes

## Ace Financial | Colors

The color scheme is based off common colors found in the classroom setting. They are also warm and pleasant colors that give off certain meaning in context.

For example, red inspires alertness, excitement, and creativity, and tan improves attention and instills feelings of positivity. Blue is also associated with comfort, security, and pleasyre.



CMYK: **11 82 81 1**  
RGB: **183 80 62**  
HEX: **b64f3e**  
PMS: **2436 C**



CMYK: **0 17 27 5**  
RGB: **225 213 180**  
HEX: **ead4b3**  
PMS: **2309 C**



CMYK: **73 52 32 67**  
RGB: **43 47 58**  
HEX: **2a2f3a**  
PMS: **4280 C**



CMYK: **58 1 6 29**  
RGB: **110 149 175**  
HEX: **6e95ae**  
PMS: **2157 C**

# Brandmark

Our emblem and usage



Ace Financial | Logo



The brandmark resembles a stamp used by teachers in the classroom. Educators utilize these tools to repeatedly give the same feedback on student papers. For example, a stamp might say "Good job!" or "Nice try!" These tools make it easy for students to receive meaningful feedback in a fun, friendly way.



## Clear Space

Clear space is the designated area surrounding the brandmark. The “E” from the word “ACE” acts as the scale. There should not be any content here. The emblem is also always rotated on a 7° angle.



The emblem can also be scaled down with the secondary mark. This design does not have the tagline, but increases type weight for readability.



## Appropriate Use

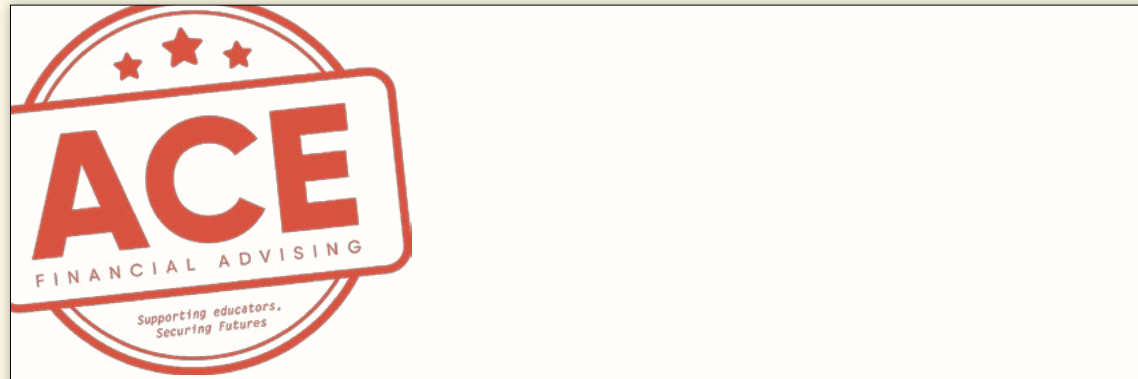


The white version of the brandmark can be placed on any of the four colors specified earlier. This creates a clear, readable emblem.

Colored emblems may not, however, be positioned on top of another color. This creates a readability issue and is not a viable option.

# Stationery

Stationery is academic looking with the brandmark appearing to be stamped on the upper left hand corner of the paper. This is the same for reports and all print.



February 2, 2020  
Mr. Zack Smith  
Sales Associate  
4321 Apple Ave.  
Atlanta, GA 73492

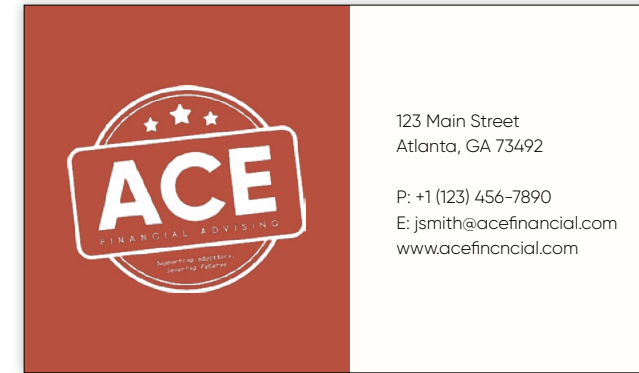
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Conse pedi rempost quatisquae. Obit dolupta por repe re vendaes voluptasit a intur? Latempore, offic tor asimet fuga. Bus andam, con cuptaquas modisci re et facium sante verio. Orate veratiu nderum ent, consectore pra dolut inti aliquunt landell irincim utem eum hil id quam, cor autate volupta tetumquo iliciae pudamendi rehendisimin poris.

Sincerely,

Scott Kendra



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Atlanta, GA 73492  
P: +1 (123) 456-7890  
E: jsmith@acefinancial.com  
www.acefinancial.com



# Collateral

Business cards and envelopes also feature the stamp brandmark, as well as contact information and address.

The cards use letterpress printing on off-white uncoated 14-point cardstock. The envelope is a one-color #10.



## Building Exterior

Building exterior has similar attributes of a school. Brick walls, and large windows are a few highlights. The sign is the brand emblem, rotated 7°, and should be placed above entrance.



## Office Interior

The office should have an open concept layout with various individual offices within. The welcome desk is made of wood with the emblem and tagline carved into the side.





## Signage

Signage and advertisements are bold and clear to catch the eye of people walking by. The headline is the first piece of text, followed by contact information and emblem below. Imagery is the same as other visuals, consisting of teachers in an academic environment.





## Employee Appearance

Employees are required to wear branded facial masks and name tags at all time. Both items may be customized to switch out the colors for any brand colors previously mentioned. Emblem, however, must remain white.

## Employee Behavior

Employee actions should be based on two themes: building relationships and producing results. As an employee, you should act with the client's needs as top priority at all times.

**Internal:** When working within the workplace, actions are to be made with the core values in mind: honesty determined, results-oriented, trustworthy, confidentiality, dedication. Following the rules, even when no one is looking, is a required behavior.

**External:** When representing the organization, it is the employee's job to demonstrate our beliefs and values. We speak with end goals in mind and always put the client's needs first.



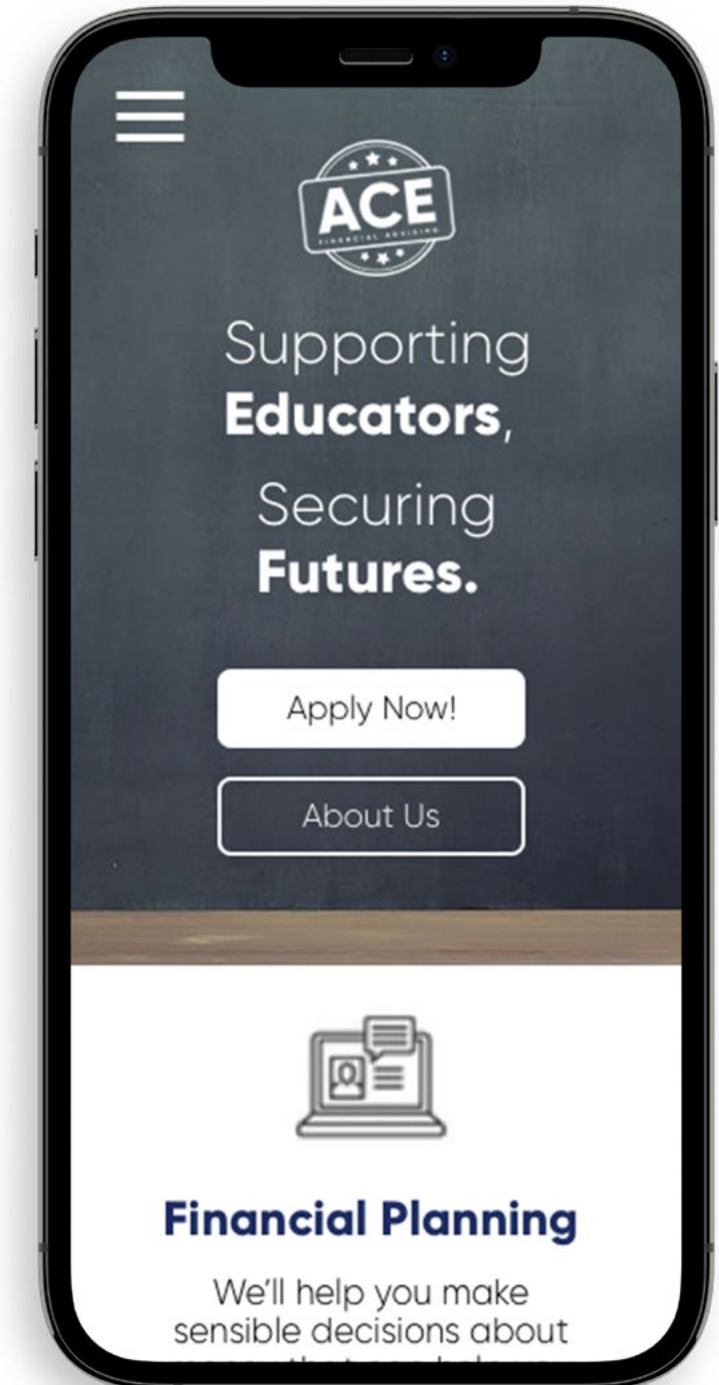




## Website

The website is used for introducing new clients, setting up appointments, and contacting our team. It is both desktop and mobile accessible. The website should have an academic feel to appeal to teachers. Colors must be only the RGB codes listed in the earlier sections.

While the desktop version is easier to view more information at once, both the mobile and desktop screens should be fully functional and able to perform any task to completion. Screens should be easy to follow and have fluid screen flow.



# Social Media

Social media is used to keep our clients up to date with our work and events. There should be plenty of imagery and visuals to better communicate what we do. It can also be used for giving tips and advice to those seeking help.

