



THE **SAVINGS** GROUP

BRAND IDENTITY

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ver 1.2



THE **SAVINGS** GROUP

Brand **IDENTITY** Guidelines

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The savings Group logo logo should be used on every digital or print product the company has. Examples include websites or stationary materials (i.e., letterheads, envelopes, business cards, etc.)



MINIMUM SIZES

The Savings Group brand logo must follow restricted height rules, and not be any smaller than 0.5 inches for any printed materials and 40 pixels when displayed in a digital environment.

Digital
32 px



300 px

Printed
0.5 in.



5 in.

CLEAR SPACE - LONG/HORIZONTAL

Main Logo with Clear Background

The minimum clear space around the logo must be no smaller than the Lower square "■" from The SAVINGS GROUP logo. For optimal visibility, a larger space of two Squares around the logo is strongly recommended.



Main Logo with Solid Background



Main Logo with Boxed Background



CLEAR SPACE - SQUARE/PORTRAIT

Main Logo with Solid Background

The minimum clear space around the portrait logo must be no smaller than the negative space circle "●" from the letter "o" from the word "GROUP". For optimal visibility, a larger space of two Squares around the logo is strongly recommended.



Main Logo with Solid Background



Main Logo with Boxed Background



PRIMARY LOGO

The Savings Group primary logo will always contain the Brand color mark and black text. To achieve versatility in the digital arena the logo will have additional options.

Horizontal Clear Background



Portrait Clear Background



LOGOS WITH SOLID & BOXED BACKGROUNDS



SECONDARY LOGO OPTION

There will be a secondary option in the event the logo needs to be placed or introduced onto a dark/black background. At this point, the mark will remain the primary color but the text will change to a white color.

Horizontal Clear Background



Portrait Clear Background



LOGOS WITH SOLID & BOXED BACKGROUNDS



GRAY LOGO NO BACKGROUND FOR LIGHT & DARK THEMES

This third logo option is mainly to be used when there is a possibility that the logo will be exposed to "Dark" and Light" themes. Email programs like Outlook, Google, or other third-party email engines may use these themes as they become more commonplace throughout the market.



Light Theme



Dark Theme

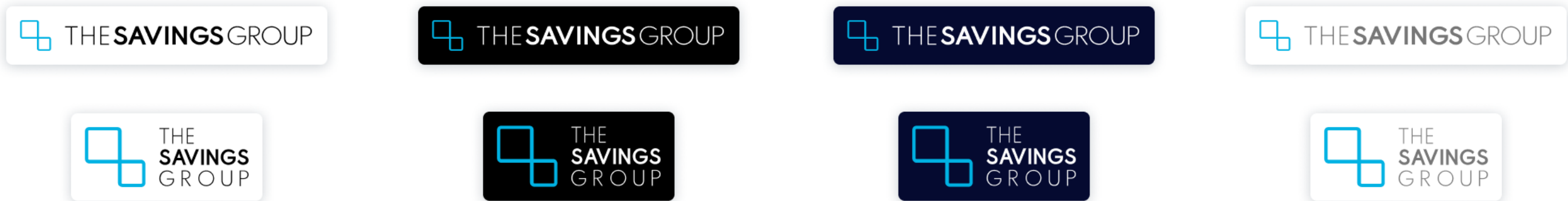


PREFERRED COLOR VARIATIONS & BACKGROUNDS

These are the preferred color variations for The Savings Group Brand logo. It is suggested to use the logo on a white background to emphasize the company's primary color.

Portrait Mode

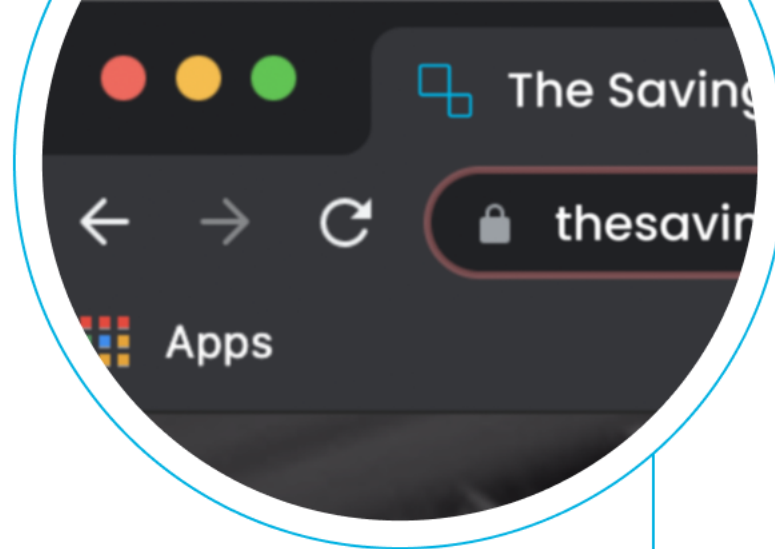
The same rule will apply to the logo when presented in portrait mode



 THE **SAVINGS** GROUP



THE **SAVINGS** GROUP



FAVICON

The logomark can be used as a favicon badge that will appear on the browser's tab. The favicon will be the Mark itself and it can use Black or White backgrounds as needed.



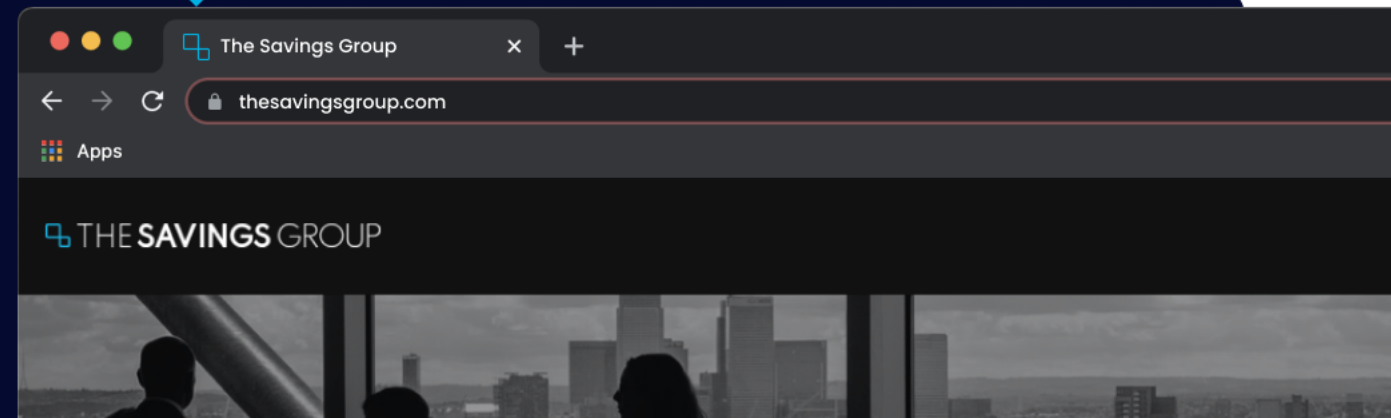
LOGOMARK *(Icon/Mark/Badge)*

The logomark can be used on its own when available space is limited. The logomark can also be used on company merchandise such as wearables (t-shirts, hats, etc.), stationary (envelopes, letterheads, business cards, etc.), and products (pens, pencils, lanyards, water bottles, bags, etc.)

LOGOTYPE *(Word)*

The logotype can only be used on company merchandise such as wearables (t-shirts, hats, etc.), stationary (envelopes, letterheads, business cards, etc.), and products (pens, pencils, lanyards, water bottles, bags, etc.)

*** The Logotype should not be used in sentence form in any type of merchandise.**



EXAMPLES HOW NOT TO USE THE LOGO

The Savings Group logo is the Flagship brand and will represent the company in the digital and print space. For that reason, it should not be altered in any way, shape, or form.



DO NOT use different colors for the logo.



DO NOT add bevels, reflections, or other effects.



DO NOT change the logo with other shapes or symbols.



DO NOT add gradients colors to the logo.



Do not intersect parts of the logo.



DO NOT rearrange or move parts of the logo in any way.



DO NOT fill the logo with logos, patterns, or images.



DO NOT place the logo on complicated backgrounds.



DO NOT add a drop shadow to the logo.



DO NOT add any additional copy on any side of the logo.



DO NOT use the logo as part of a sentence.



DO NOT change the color of the background.



The Savings Group team logo will follow the same rules as the stand alone logo. The following logo placement and spacing rules are to be followed when adding logo badges to The Savings Group logo brand.



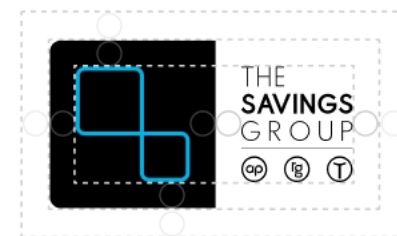
CLEAR SPACE AROUND THE LOGO

The space around the logo follows the same rule as the stand-alone logo, the bottom square from the mark in the horizontal logo will be used to create space around the logo. For the Portrait logo, the circle from the word "GROUP" will be used to create space around the logo.

Horizontal Clear Background



Portrait Boxed Background



GRAY LOGO NO BACKGROUND FOR LIGHT & DARK THEMES

This third logo option is mainly to be used when there is a possibility that the logo will be exposed to “Dark” and Light” themes. Email programs like Outlook, Google, or other third-party email engines may use these themes as they become more commonplace throughout the market.



Light Theme



Dark Theme



TYPOGRAPHY

MONTERRAT

Montserrat was chosen to communicate Brand messaging in headlines, sub-titles, text-of-interest, and solutions to the consumer. The circular nature of the font compliments the Brand's logo and it is easily visible in print or digital displays.

The Savings Group Brand will use three font weights:

- **HEADLINES:** Headlines will be set in all caps and in bold.
- **SUB-TITLES:** Sub-titles will be set on all caps and semibold
- **TEXT OF INTEREST:** For calls to action or consumer's pain points the text will be set on Title-case and semibold.
- **SOLUTIONS:** Will be set on Title-case, semibold, and italics.

MONTERRAT LIGHT

The Savings Group
1234567890!@#%&*()

MONTERRAT REGULAR

The Savings Group
1234567890!@#%&*()

MONTERRAT MEDIUM

The Savings Group
1234567890!@#%&*()

MONTERRAT SEMIBOLD

The Savings Group
1234567890!@#%&*()

MONTERRAT BOLD

The Savings Group
1234567890!@#%&*()

MONTERRAT EXTRABOLD

The Savings Group
1234567890!@#%&*()

MONTERRAT BLACK

The Savings Group
1234567890!@#%&*()

MONTERRAT LIGHT ITALIC

The Savings Group
1234567890!@#%&*()

MONTERRAT ITALIC

The Savings Group
1234567890!@#%&*()

MONTERRAT MEDIUM ITALIC

The Savings Group
1234567890!@#%&*()

MONTERRAT SEMIBOLD ITALIC

The Savings Group
1234567890!@#%&*()

MONTERRAT BOLD ITALIC

The Savings Group
1234567890!@#%&*()

MONTERRAT EXTRABOLD ITALIC

The Savings Group
1234567890!@#%&*()

MONTERRAT BLACK ITALIC

The Savings Group
1234567890!@#%&*()

OPEN SANS LIGHT

The Savings Group
1234567890!@#%&*()

OPEN SANS REGULAR

The Savings Group
1234567890!@#%&*()

OPEN SANS SEMIBOLD

The Savings Group
1234567890!@#%&*()

OPEN SANS BOLD

The Savings Group
1234567890!@#%&*()

OPEN SANS EXTRABOLD

The Savings Group
1234567890!@#%&*()

OPEN SANS BLACK

The Savings Group
1234567890!@#%&*()

OPEN SANS LIGHT ITALIC

The Savings Group
1234567890!@#%&*()

OPEN SANS ITALIC

The Savings Group
1234567890!@#%&*()

OPEN SANS SEMIBOLD ITALIC

The Savings Group
1234567890!@#%&*()

OPEN SANS BOLD ITALIC

The Savings Group
1234567890!@#%&*()

OPEN SANS EXTRABOLD ITALIC

The Savings Group
1234567890!@#%&*()

OPEN SANS BLACK ITALIC

The Savings Group
1234567890!@#%&*()

PAIRING FONT

OPEN SANS

Open Sans was chosen to complement the primary font for its readability and accessibility, its condensed nature makes it easy to read on print and digital displays.

The Savings Group brand will use one font for its body copy content:

- **BODY COPY:** Will be used on a regular weight, follow English grammar rules, be optically kerned, and have a leading set to 160%.
- **LEGAL:** Copy will be set on bold and the font size should be in-between 12 and 14 pixels

BRAND COLORS

The Savings Group Brand colors are to be used on any printing materials or digital presence, and it is recommended to use the Primary colors (Light Blue, Black, and White) all the time. The Savings Group colors were chosen to emphasize the text and the Brand name. It can also be used as an accent through digital and printed documents.



#050A30
RGB 5, 10, 48
CMYK 94, 88, 48, 64
Pantone/PMS 282 C
Heavy Dark Blue



#000C66
RGB 0, 12, 102
CMYK 100, 97, 23, 30
Pantone/PMS 2748 C
Navy Blue



#185FE9
RGB 24, 95, 233
CMYK 82, 65, 0, 0
Pantone/PMS 285 C
Blue



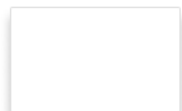
#00B5E2
RGB 0, 181, 226
CMYK 100, 20, 0, 11
Pantone/PMS 306 C
SkyBlue



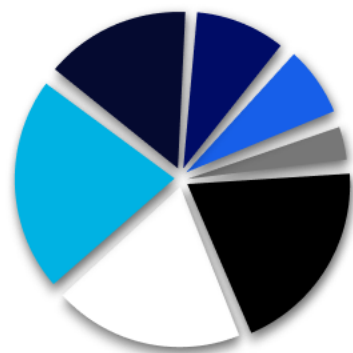
#777777
RGB 119, 119, 119
CMYK 0, 0, 0, 53
Pantone Cool Gray 9C
Gray



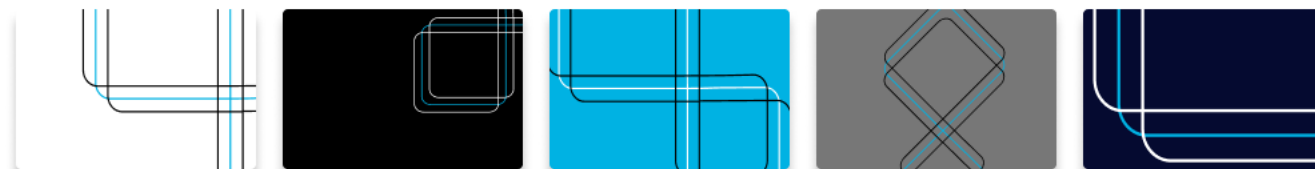
#000000
RGB 0, 0, 0
True Black



#FFFFFF
RGB 255, 255, 255
White



PMS: Pantone Matching System
HEX Value: HTML Color Code
CMYK: Use for Print
RGB: Use for Digital



BACKGROUND OPTIONS

The square shape can be used to create unique backgrounds for presentations or other pieces of touchpoints in the marketing space.

THE SAVINGS GROUP PHOTOGRAPHY

The images below are an example of the look and feel that The Savings Group Brand must adhere to. When using an image, make sure to cover the following points. An image must have diversity, a technology environment, be modern, display team effort, and must project engagement.



THE SAVINGS GROUP LOGO AND BADGES

Iconography & Illustrations



Icons & Illustration

If you require or need a specific icon for your presentation please reach out to your Point of contact (POC).

IN DOUBT? CHECK THESE QUESTIONS

Have questions? Before you submit or publish anything Brand-related please review these questions.

- 1 Am I using an updated logo?
- 2 Does the color of your logo use the specified color guidelines?
- 3 Are you using The Savings Group color on your designs?
- 4 Did you use the correct colors and not create your own color?
- 5 Did you check your backgrounds and match the colors correctly?
- 6 If you are printing Brand materials, did you check Pantone Colors?
- 7 Are you using the proper fonts for headlines and body copy?
- 8 Did you check your document to make sure the primary and secondary fonts are been used appropriately?
- 9 Does the photography use align with The Savings Group's look & feel?
- 10 Does the photography in use doesn't conflict with the logo?
- 11 Does the legal copy follow the Brand base guideline rules?
- 12 Are you about to publish something? Did you secure approval or ask for a document review?

NOTES

END OF DOCUMENT

ADDITIONAL NOTES

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For any additional questions, asset requests, or suggestions to improve this document, please contact your Point of Contact.

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