



Helping people plan for their today, tomorrow and **beyond**

# BRAND & DESIGN GUIDELINES

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# BRAND IDENTITY

## **BEYOND WEALTH ADVISORS**

believes in being generous,  
compassionate and accessible  
while always operating from a  
place of integrity.

# TAGLINE

BWA's tagline is a short, memorable description that communicates our brand message.

## PRIMARY TAGLINE.

Helping people plan for their today, tomorrow and beyond\*

## SECONDARY TAGLINE. *(Used for client targeting purposes)*

Helping you plan for your today, tomorrow and beyond\*

\*Add a period to end of the tagline when it is not used as a graphic treatment.

# COMPANY DESCRIPTION

The company description provides a high-level overview of our business, client-service approach and our competitive advantages.

Beyond Wealth Advisors focuses on helping people prepare for their today, tomorrow and beyond. With nearly 100 years of collective industry experience, we serve the diverse needs of individuals, families, retirees, business owners and non-profit organizations. At Beyond Wealth Advisors, we embrace servant leadership and are committed to help clients achieve their financial objectives and make a lasting impact with their resources. For more information, visit our website at [www.beyondwealthadvisors.com](http://www.beyondwealthadvisors.com).

# LOGO

Beyond Wealth Advisors' (BWA\*) logos visually reflects our commitment to help our clients look beyond today and set course on their "beyond journey." \*Style: To use "BWA" on second reference, introduce (BWA) on first full company name reference.

Use only these approved treatments when presenting our logo in all marketing and advertising materials. The primary logo treatments are preferred over the secondary treatments for all applications.

**PRIMARY LOGOS TO USE.** On occasion, a solid white or black may be needed. See the marketing team for these logos as needed.



**SECONDARY LOGOS TO USE.**



**WOMEN GOING BEYOND WEALTH LOGO.** Occasionally, we will create a variation of our standard logo that accents and/or supports a unique effort such as our Women Going Beyond Wealth program.



## CLEAR SPACING:

Leave a clear space between the logo and other elements such as text or other graphical elements. The distance should be proportionate to the height of the BWA's letter "W" must be maintained around the perimeter of the logo.



## MINIMUM SIZE:

Do not reproduce the logo at a size smaller than the minimum accepted size below.



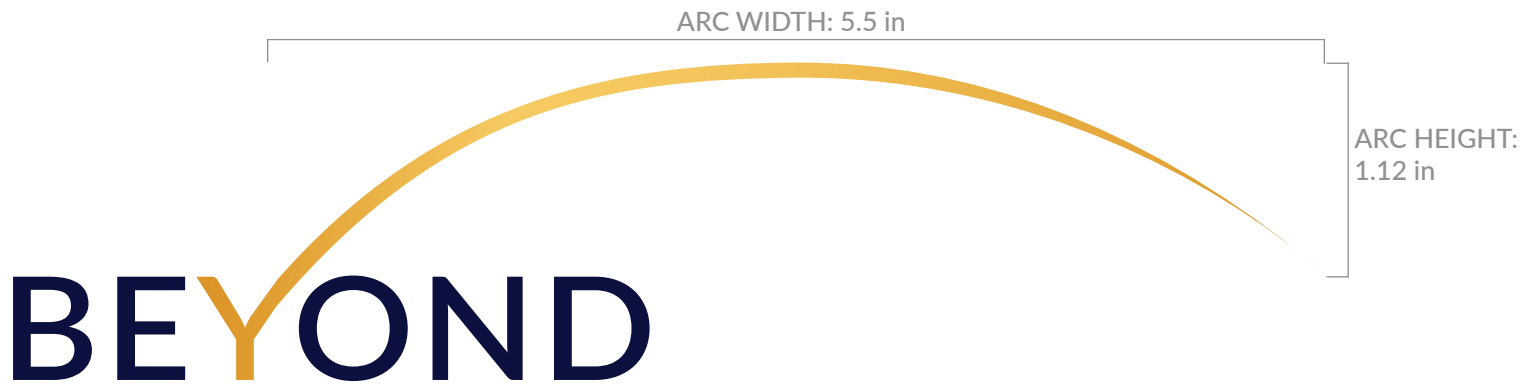
# SYMBOLIC “Y”

The forward pointing arch symbolizes where BWA meets our clients in their financial journey and help them propel into their beyond.

The “Y” in Beyond Wealth must always be the gradient gold or the substitute solid gold color if printing options are limited.

The arc should not be stretched or altered. Wealth must be included under the arc.

This logo should be proportionally sized. To ensure no alterations have been made to the arc, use the guides below.



Arc width is from the stroke of the Y to the tail of the arc. The tail of the arc should be level with the top line of the letters. Arc height is from the tail of the arc to its peak.

Similarly, the arc width on the BWA logo is from the base of the B to the stem of the A. Arc height is from the tail of the arc to its peak.

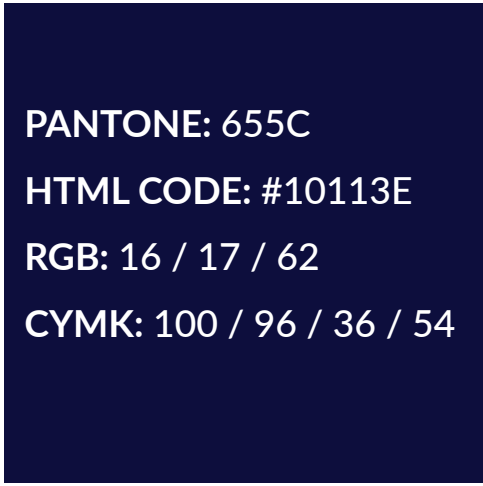


# COLOR

BWA's navy with gold arc treatment is intended to convey trust, security and legacy.

## PRIMARY COLOR:


This should be the most used color, both internally and externally. The gold gradient palette should always be used as a complimentary color with the navy.



**PANTONE: 655C**  
**HTML CODE: #10113E**  
**RGB: 16 / 17 / 62**  
**CYMK: 100 / 96 / 36 / 54**

## SECONDARY COLOR:


Similarly, the secondary colors can be used with the BWA text/gold arc treatment if feasible. Otherwise these colors could be only used as a background color behind all white text logo.



**PANTONE: 7624 C**  
**HTML CODE: #792422**  
**RGB: 121 / 36 / 34**  
**CYMK: 4 / 91 / 74 / 48**



**PANTONE: 9 U**  
**HTML CODE: #858A92**  
**RGB: 133 / 138 / 146**  
**CYMK: 41 / 31 / 26 / 18**



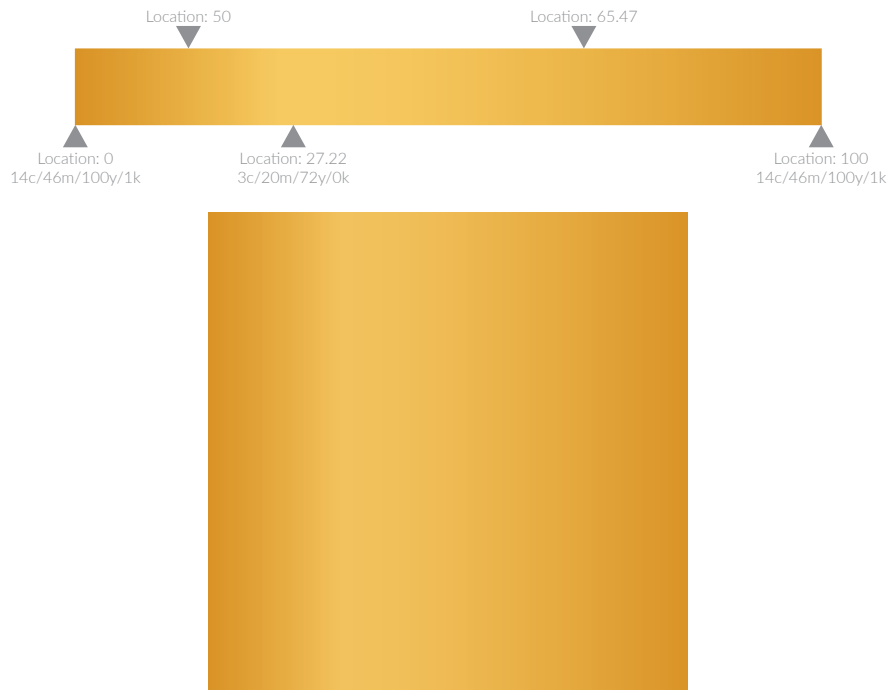
**PANTONE: 5743 C**  
**HTML CODE: #343E19**  
**RGB: 52 / 62 / 25**  
**CYMK: 49 / 26 / 88 / 70**

# GRADIENT

The gold gradient sets the tone for our client's future: bright and imaginative.

## GRADIENT COLOR:

Use the linear gradient as a color for text and images.



## ALTERNATIVE PRIMARY COLOR:

This should be used as a substitute color for when the gradient can't be used for printing readability purposes.

**PANTONE: 7563 C**  
**HTML CODE: #D89228**  
**RGB: 216 / 146 / 40**  
**CYMK: 14 / 46 / 100 / 1**



# FONT

BWA's Lato font choice was selected for its simplicity and it's Biblical affirmation as mention in Proverbs 3:10: *So your lato (barns) will be filled with plenty and your vats will overflow with new wine.*

## HEADLINE FONT:

Use these fonts on all headlines in advertising and supporting materials. The characters should all be capitalized. All primary colors can be used for this text, including the gradient.

**LATO BLACK**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

## SUBHEADLINE FONT:

Use these fonts on all subheadlines on advertising and supporting materials. All primary colors can be used for this text, with the exception of the gradient.

**Lato Medium**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

## BODY COPY FONT:

Use this font on body copy for all advertising and supporting materials.

**Lato Regular**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

## CAPTIONS FONT:

Use this font for all captions on all advertising and supporting materials. (i.e. images)

**Lato Thin**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

# INCORRECT LOGO USAGE

Consistency and quality is important when presenting BWA's logos across visual communication channels. Please do not alter BWA's brand identity from how they appear in this guide.

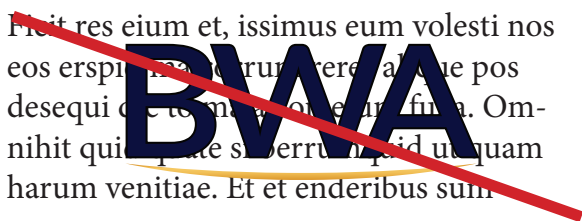
DO NOT ALTER OR STRETCH THE LOGO.



ONLY USE OUR PRIMARY OR SECONDARY COLORS.



MAINTAIN SPACE AROUND OUR LOGO.



# SOCIAL CHANNELS

Our social channels are a key marketing communications channel where we reinforce our branding and messaging. See these examples that reflect our standards for our Facebook, LinkedIn and YouTube, banners and supporting logo treatments

## SOCIAL MEDIA ACCOUNT BANNERS:

Use this banner on all of BWA's main social media account banners. This includes Facebook, LinkedIn, Twitter and YouTube. You may notice variations being used to format to specific channel requirements.



## PERSONAL BUSINESS ACCOUNT BANNER:

This banner can be used on all business account set up by BWA employees. The image must include BWA's logo and tagline.





600 SW Jefferson, Suite 208  
Lee's Summit, MO 64063  
(816) 246-8450