



advisorwebsites

BRAND GUIDELINES

Version 1.0 April 2019



TARGET MARKET

We target financial advisors who are registered in the United States and Canada. Our ideal client is an advisor who is affiliated with a broker-dealer because of our ability to help them meet their compliance and regulatory requirements.

CORE VALUES

HAVE YOUR BACK
OWN IT
ABOVE AND BEYOND
IMPACT TOMORROW

PURPOSE

We serve and grow our people.



LOGO SPECIFICATIONS

The AdvisorWebsites logo is an integral part of our brand identity, representing both our proud Canadian roots and our personable approach to customer service.

Logo Anatomy

AW logo is considered a combination mark. It consists of a wordmark and a symbol or logo mark. This combination gives flexibility as either or both can be used accross a variety of applications.

Logo Mark



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WordMark

LOGO COLOR

When the logo is presented on a white background, use our primary orange color.

ALTERNATIVE COLOR BACKGROUNDS

When using brand orange as the background, reverse the colors so the logo is in white.

If a color other than brand orange is needed for the background, use the brand blue.



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LOGO LOCKUPS

The centered version of the logo is the preferred choice whenever possible.

In certain applications, the centered version may not be suitable due to size constraints. In this instance, it is permissible to use alternate lockups of the logo to fit the intended application.

CENTERED LOCKUP



LEFT-ALIGNED LOCKUP



CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo.

- For the horizontal orientation of the symbol and company name, use the height of the "o" in advisor for the vertical spacing, and the width of the "o" for the horizontal spacing.
- For the vertical orientation of the symbol and company name, measure clear space by the width of the antlers from the moose symbol.
- For the symbol, measure clear space by the height of the antlers from the moose symbol.

MINIMUM SIZE

To preserve legibility, the logo should never be displayed or printed smaller than specified on this page.

Note: Because of monitor resolutions and view settings, example shown maybe not be to scale.

CLEAR SPACE



MINIMUM SIZE



LOGO USAGE

To preserve legibility and consistency the logo should not be altered as follow:

1. use of a different typeface.
2. use of the wordmark without the logo mark.
3. rotate the logo.
4. change the configuration of the wordmark and the logo mark.
5. use a different color for the wordmark and the logo mark.
6. use a gradient background.





COLOR PALETTE

Color plays an essential role in our visual identity. Our primary color represents our fun and dynamic company culture. It also sets a warm tone and communicates to customers that we care.

Gorgeous English Bay sunset in a breezy summer night.
Most people might just call it ... orange.

CYMK 0/92/79/0
RGB 252/92/40
HEX #FC5C28

Northern lights in the dark... also called deep blue.

CYMK 96/47/75/44
RGB 15/50/73
HEX #0f3249

Improbable cloudless british columbian winter sky.

CYMK 64/0/10/0
RGB 55/181/237
HEX #37B5ED

Vancity sky... nothing to add to it.

CYMK 9/7/6/0
RGB 229/229/229
HEX #E5E5E5



TYPOGRAPHY

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. Our Typography is a mix of fun and technology while staying really unique.

TYPE FONT

Exo is a free font designed by Natanael Gama and provided by Google fonts. Exo is a contemporary geometric sans serif typeface that tries to convey a technological/futuristic feeling while keeping an elegant design. Exo was meant to be a very versatile font, so it has 9 weights (the maximum on the web) each with a true italic version. It works great as a display face but it also works good for small to intermediate size texts.

It can be download at:

<https://fonts.google.com/specimen/Exo>

EXO

Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Extra-Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Semi-bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Extra-Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

TYPE HIERARCHY

The way we use type is crucial to make our designs look fun and thoughtful but still professional. Use these tips to make sure the typography is consistent.

You shouldn't need more than three weights in any particular design. The sample setting listed here shows two weights in use.

Also, you shouldn't need to use more than three colors in any particular application. In most applications two colors should be more than enough. The sample setting listed here shows two different colors.

Note: Because of monitor resolutions and view settings, example shown maybe not be to scale.

Websites for financial advisors who want to grow their

EXO ExtraBold
60px / 45pt

Spectacular client websites built on our powerful platform

EXO ExtraBold
35px / 25pt

The Easy Website Builder feature allows a custom layout for the new website to be built in less than a minute. This approach eliminates the need for coding and allows Financial Advisors more control over pre-styled building blocks they would like to have displayed on the site.

EXO Regular
25px / 18pt