



Brand Guidelines

Crafted by: CollabWest
Proprietary & Confidential

2022



We give clients financial control over their retirement by turning their savings into income they can rely on for the rest of their lives.



Logo



Logo Icon





Wordmark

Retirable

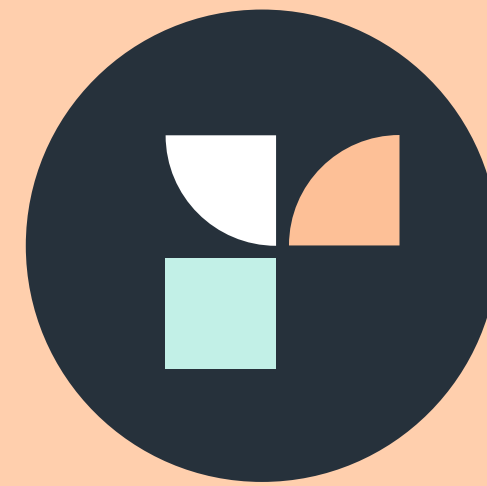


Horizontal Lockup





Vertical Lockup



Retirable



Logo Suite

Depending the restrictions of the element you are working within you may need to use different versions of the logo to best fit.

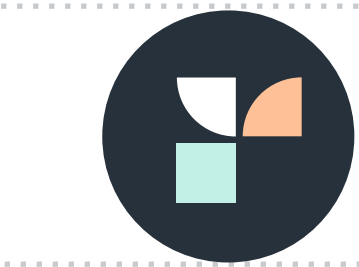
Horizontal
Lockup



Vertical Lockup



Icon



Wordmark





Logo Scale

Our logo suite is optimized for multiple size restrictions.
The core logo alters and morphs to fit size constraints
found in different media.





Logo Alignment & Spacing

To ensure familiar and consistent spacing, the space between the wordmark and icon is pulled from the width of the square within the icon.





Logo Safety Zone

Ensure you are giving the logo the appropriate spacing to other objects. There should be space the size of the icon between the logo and any other element.





Primary Logo Colors





Secondary Logo Colors





Black & White Logo Usage

This is a special use case. The brand should always be set in the main approved colors. However there will be certain instances where the brand must come to life in black and white.

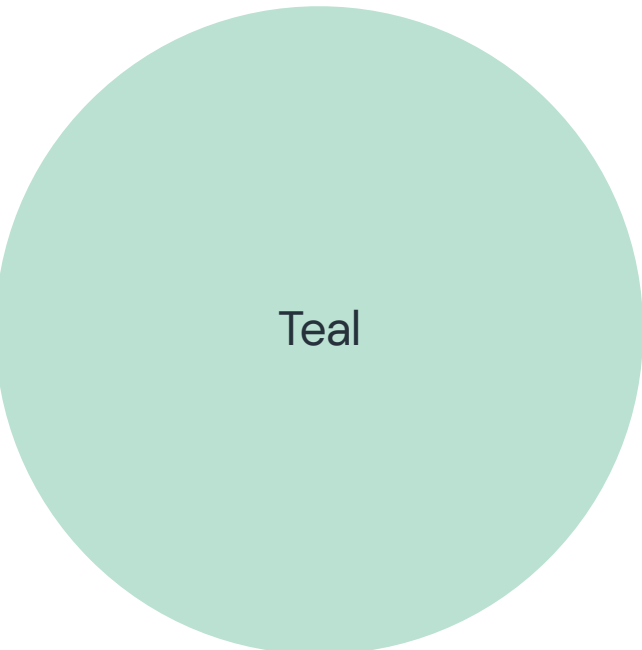
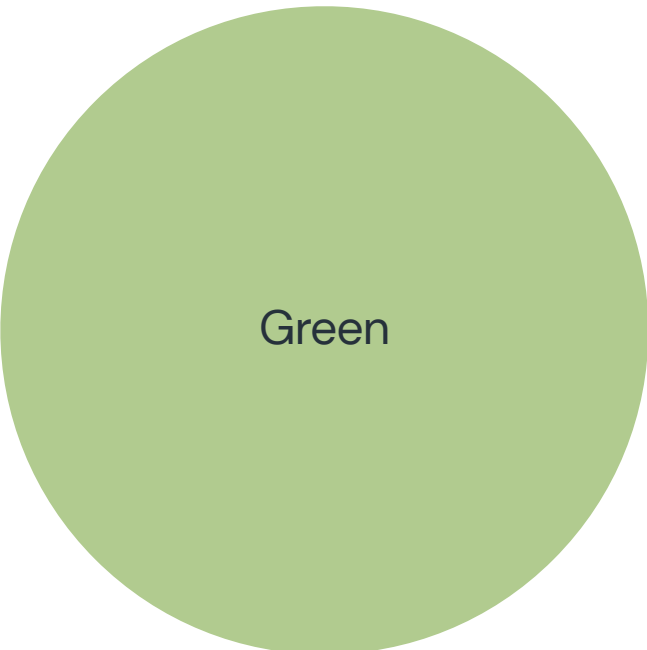
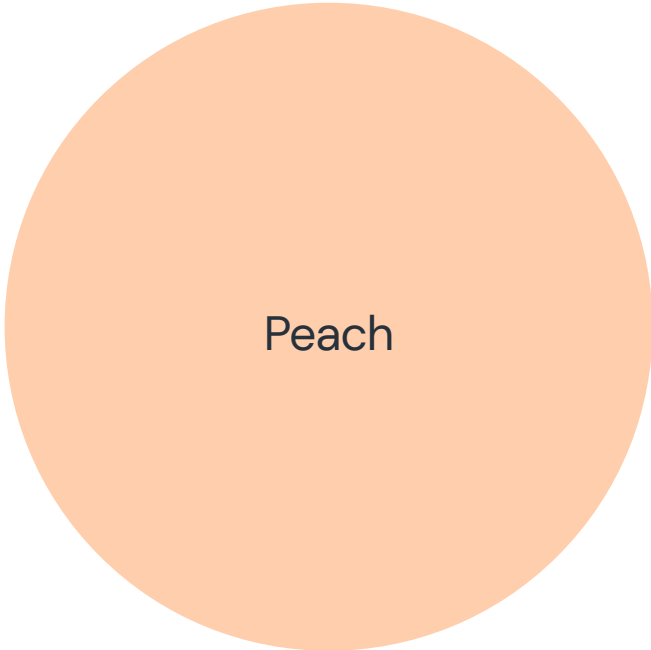
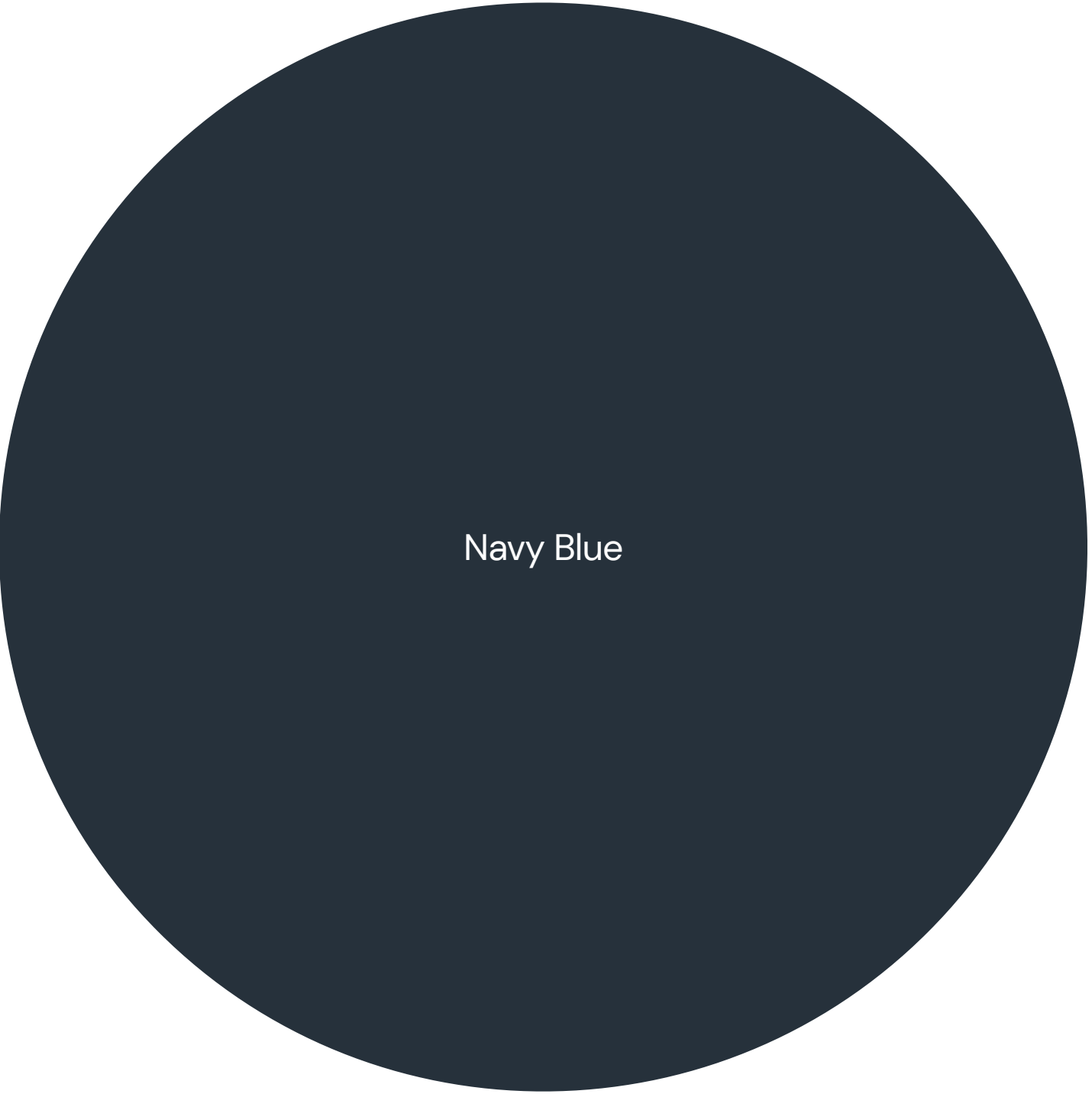
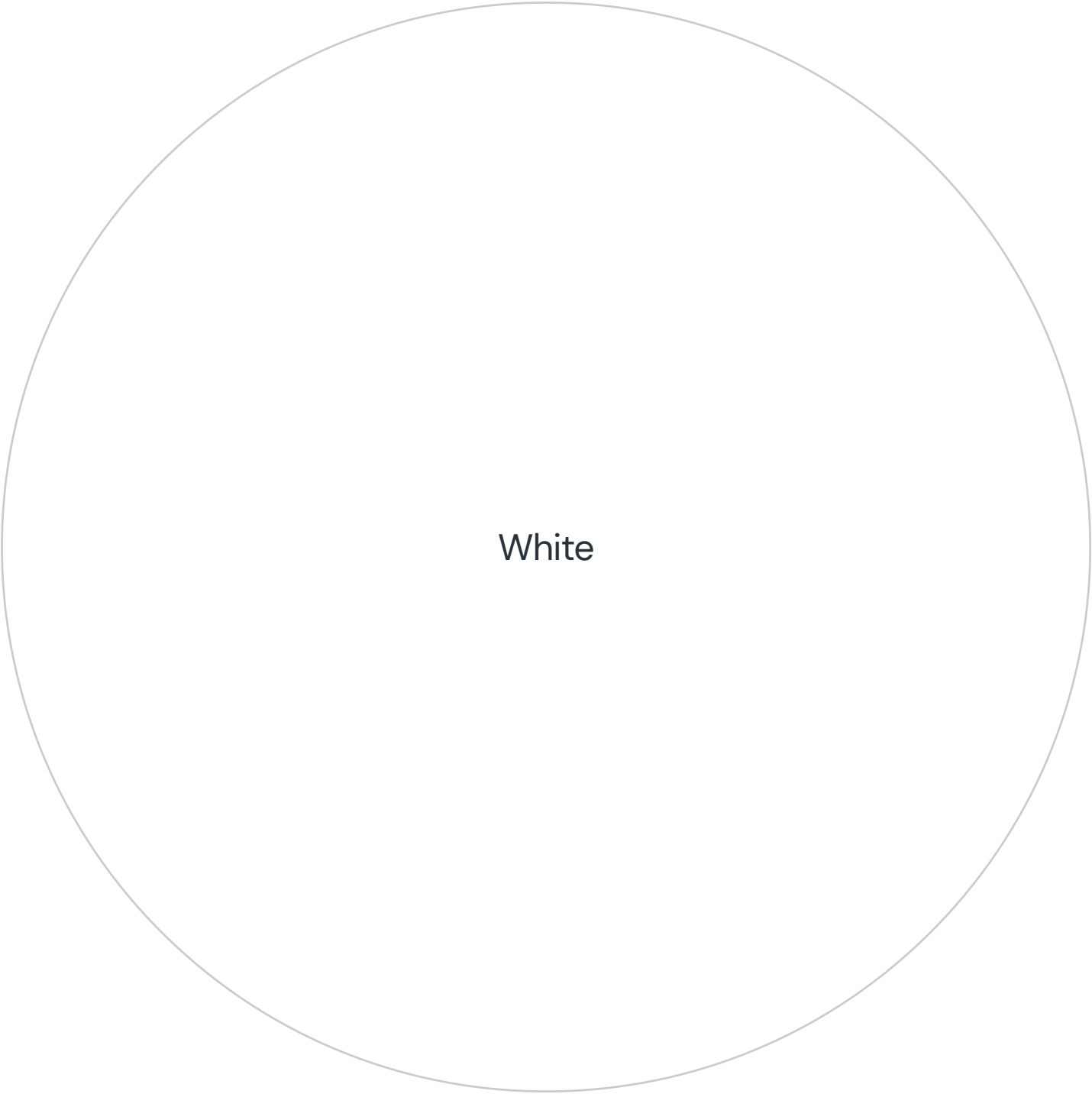




Color



Brand Colors





Color Formulas

White

R: 255
G: 255
B: 255

HEX: #FFFFFF

C: 0
M: 0
Y: 0
K: 0

Peach

R: 255
G: 207
B: 173

HEX: #FFCFAD

C: 0
M: 21
Y: 31
K: 0

Green

R: 177
G: 203
B: 143

HEX: #B1CB8F

C: 33
M: 7
Y: 55
K: 0

Teal

R: 186
G: 225
B: 209

HEX: #BAE1D1

C: 27
M: 0
Y: 21
K: 0

Forest Green

R: 79
G: 89
B: 80

HEX: #4F5950

C: 66
M: 50
Y: 62
K: 32

Navy Blue

R: 38
G: 49
B: 59

HEX: #26313B

C: 81
M: 68
Y: 54
K: 54



Typography

Friendly
Approachable
Humanistic
Editorial



Typography

Cooper BT – Light



Spend retirement with more.

Manrope – Regular



A lot more. Enjoy more monthly income through retirement
with the confidence your savings will last.

Inter – Semibold



[Learn More](#)



Type Specimen

Cooper BT Light is our primary font used for headlines and sub-headlines.

[Purchase Link](#)

Cooper BT Light Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

1234567890

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua.

Cooper BT Light must
be purchased for web
application

Manrope is our secondary font used for all body copy and ancillary text.

[Download Link](#)

Manrope Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua.



Free Font Alternative



Google Font Alternative

It is important to develop a secondary type system for third party vendors and shared documents. This will default to using only free font systems so the user does not have to install anything. This should only be used when the main type system is not a viable option.

Fraunces – Regular

Manrope – Regular

Inter – Semibold

Spend retirement with more.

A lot more. Enjoy more monthly income through retirement with the confidence your savings will last.

[Learn More](#)



Type Specimen

Fraunces is our substitute for our primary font.

[Download Link](#)

Fraunces

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua.

Manrope is our secondary font used for all body copy and
ancillary text.

[Download Link](#)

Manrope

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopq
rstuvwxyz

1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua.



Graphic Language



Graphics

Foundational building blocks that create a structure for your future. Keep you moving forward onto what is next with confidence.



Imagery

Emotive and uplifting imagery grounds this direction with a positive base. Ultimately Retirable is transforming a stressful, anxiety written aspect of life into something pleasant and delightful. That delight should come through all imagery.





Application



Billboards



Retirement specialists that are retraining and simplifying retirement planning around what's safe to spend next.



retirable.com

Retirement specialists that are retraining and simplifying retirement planning around what's safe to spend next.

retirable.com

Spend retirement with more







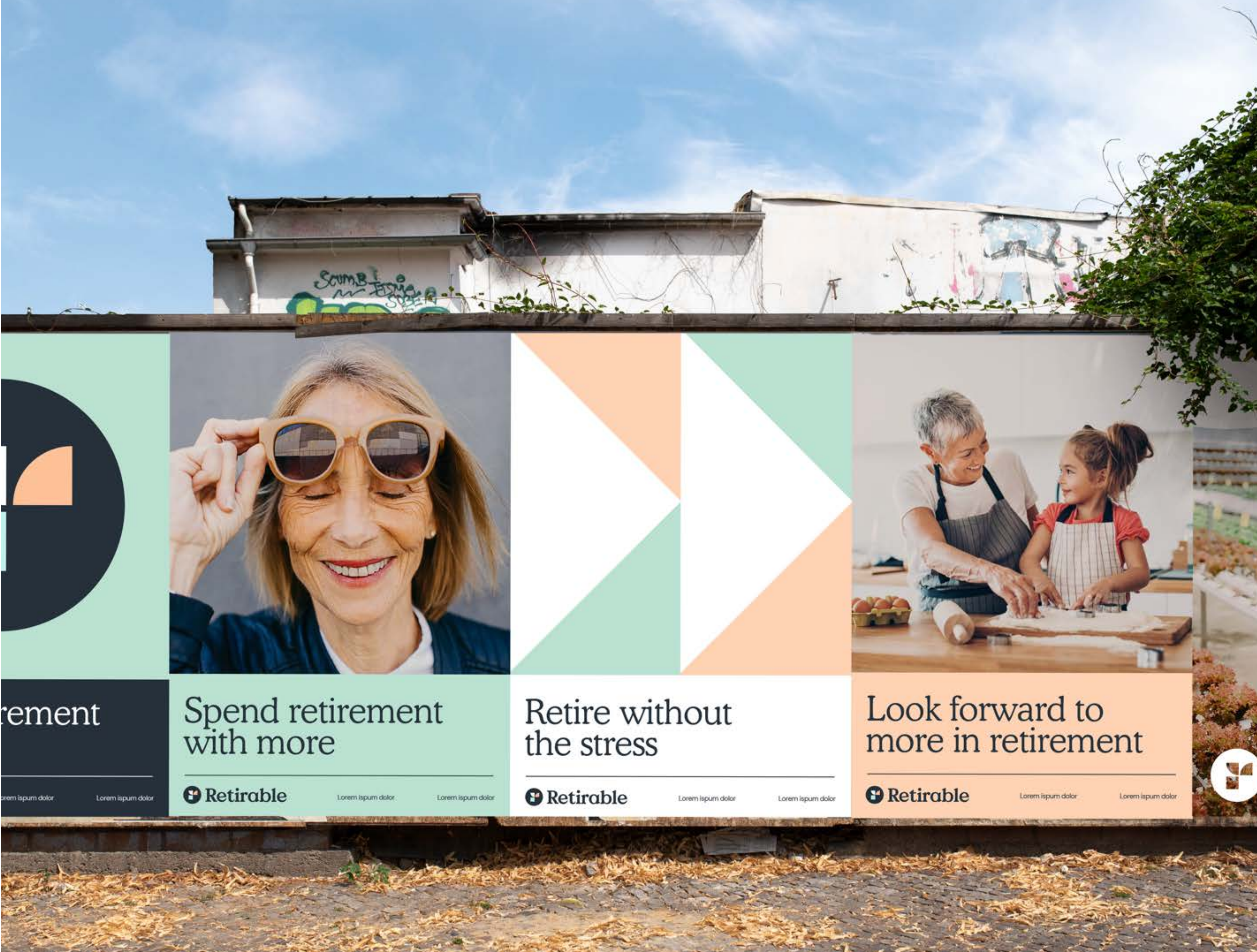
Reliable through

We provide more retirement income, confidence, more options, and more to enjoy retirement.

retirable.com



Posters





Billboard





Banner





Billboard

A billboard advertisement for Retirable. The billboard is mounted on a metal frame against a building with large windows. The background of the billboard is a light green color with a large, stylized white 'R' shape. On the right side of the billboard, there is a photograph of a smiling woman with long brown hair, wearing a light blue short-sleeved top. In the top left corner of the billboard, the Retirable logo (a circular icon with four colored segments) is followed by the word 'Retirable' in a dark, sans-serif font. In the center of the billboard, the words 'Retire with more' are written in a large, white, serif font. Below this, in a smaller, dark, sans-serif font, is the text: 'A lot more. Enjoy more monthly income through retirement with the confidence your savings will last.' At the bottom left of the billboard, the website 'retirable.com' is written in a dark, sans-serif font.



Website

 Retirable

Income

Advisor

About Us

Get Started

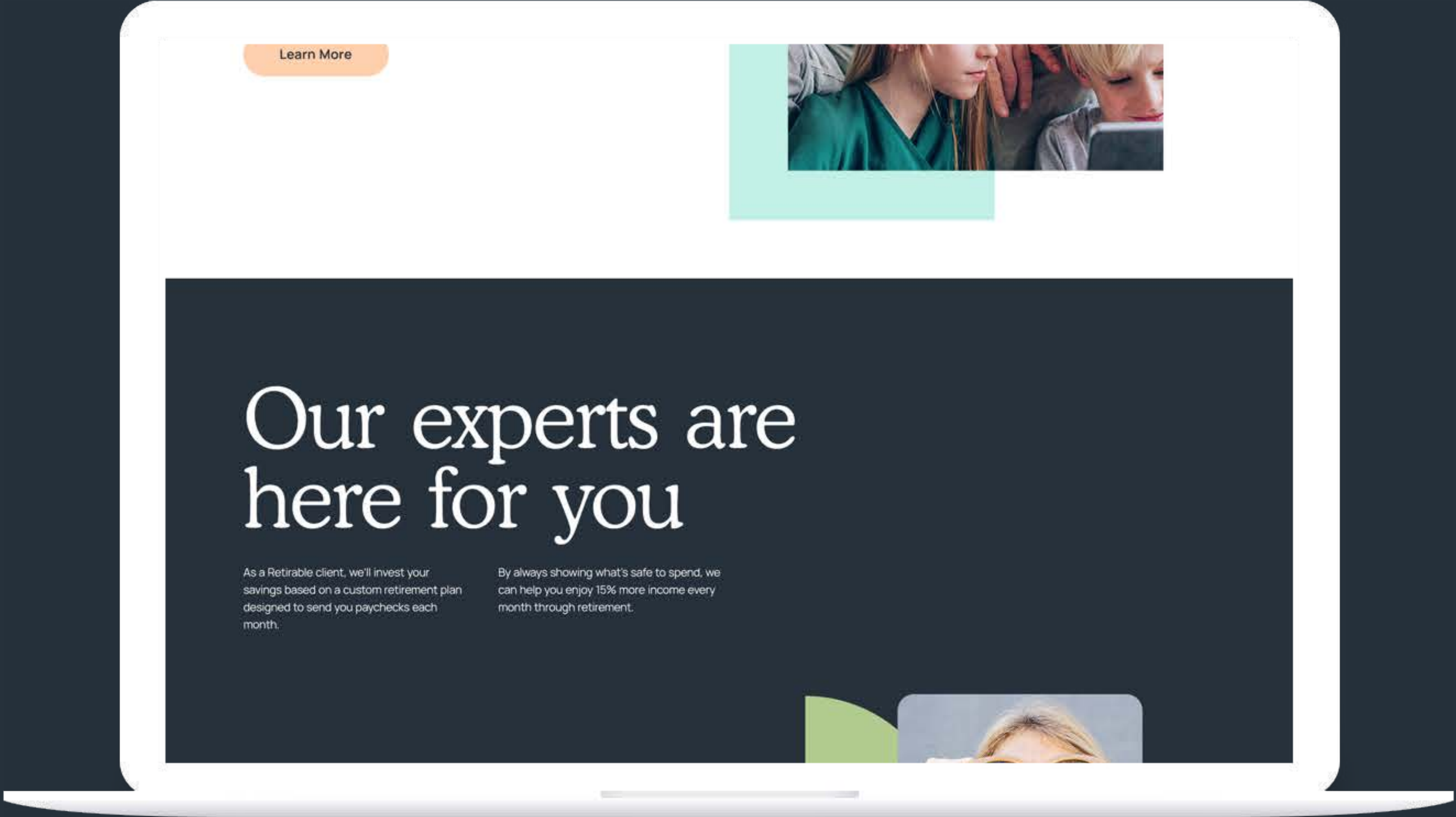
Spend
retirement
with more.

Learn More



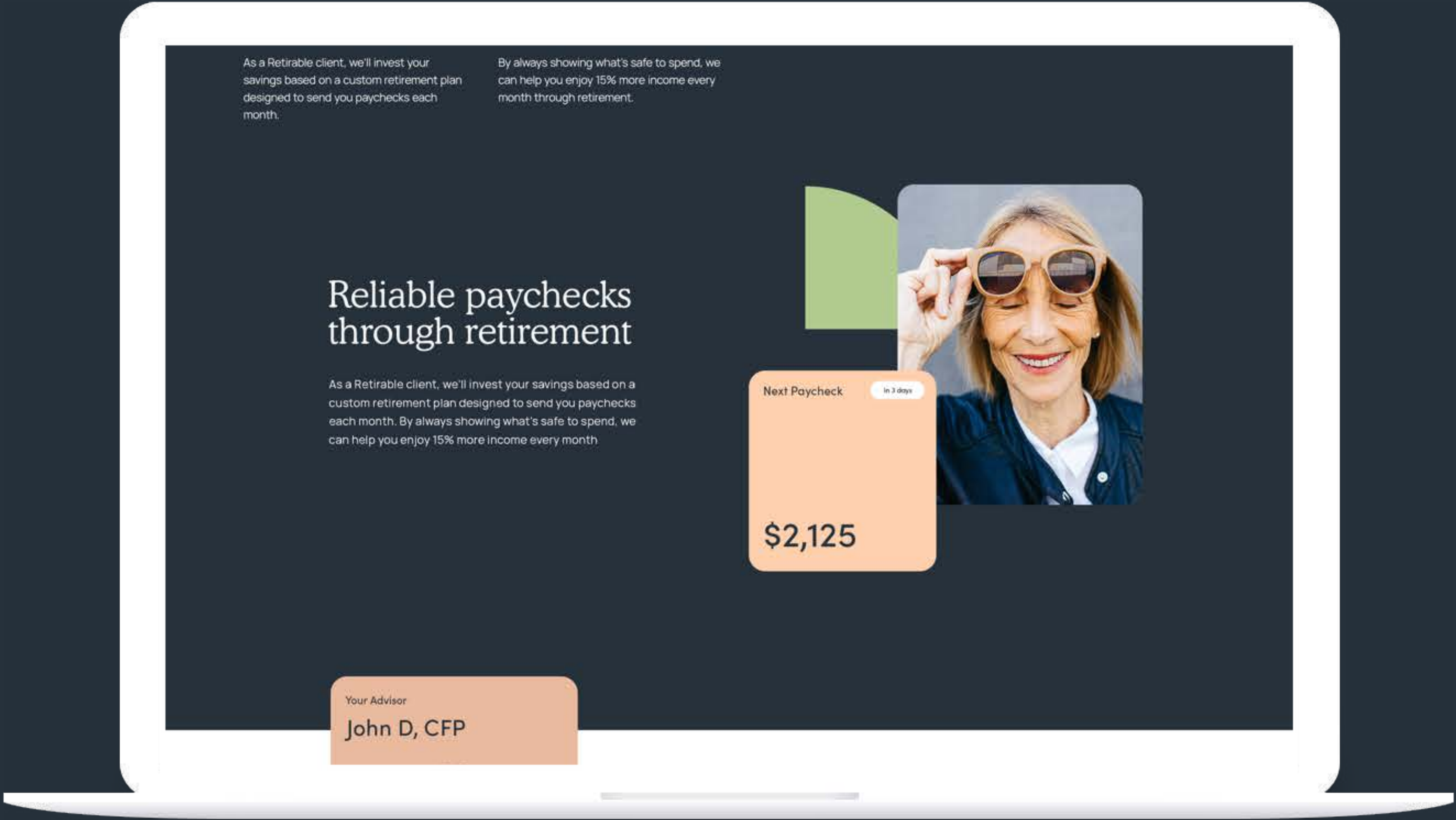


Website



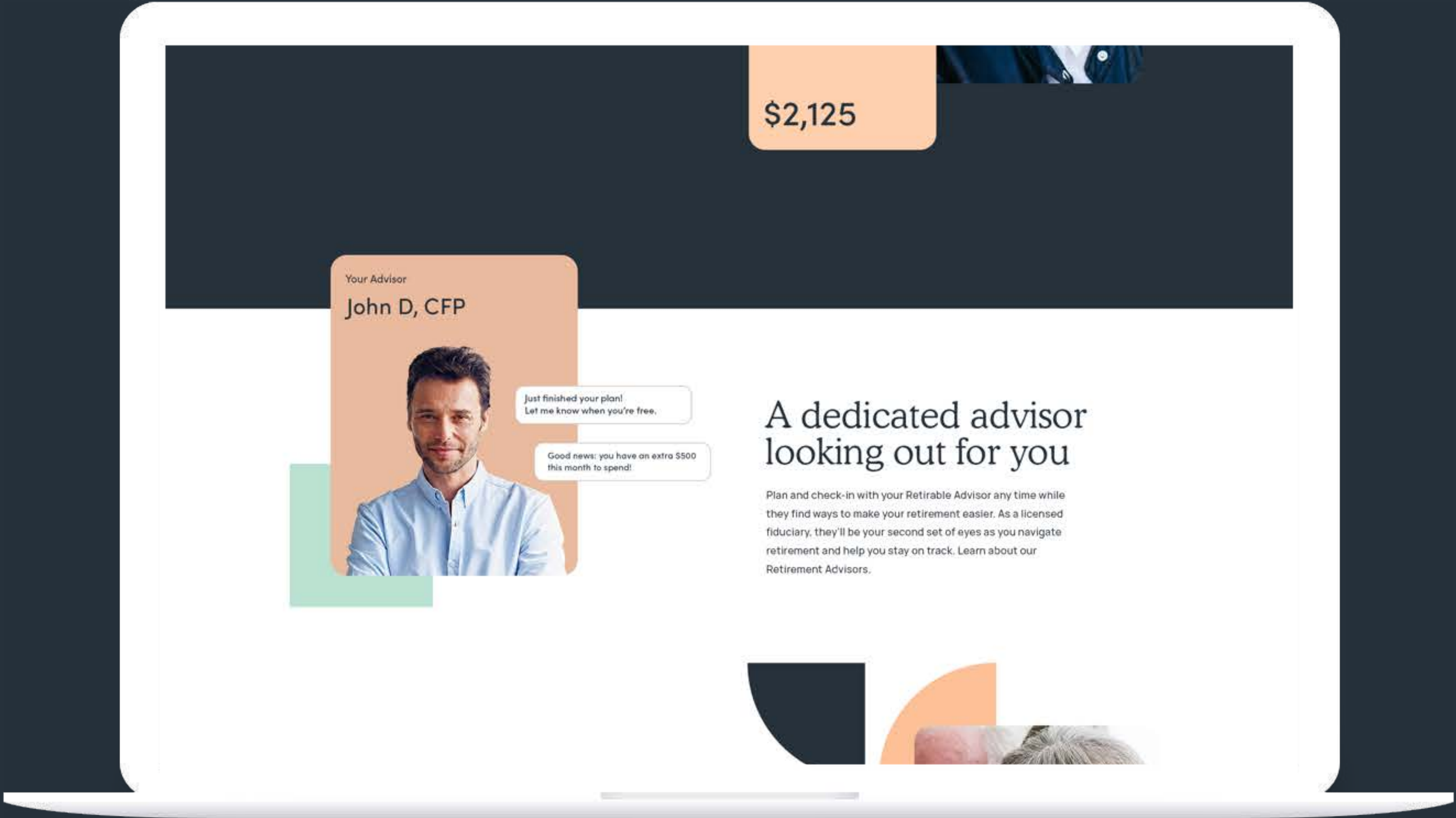


Website



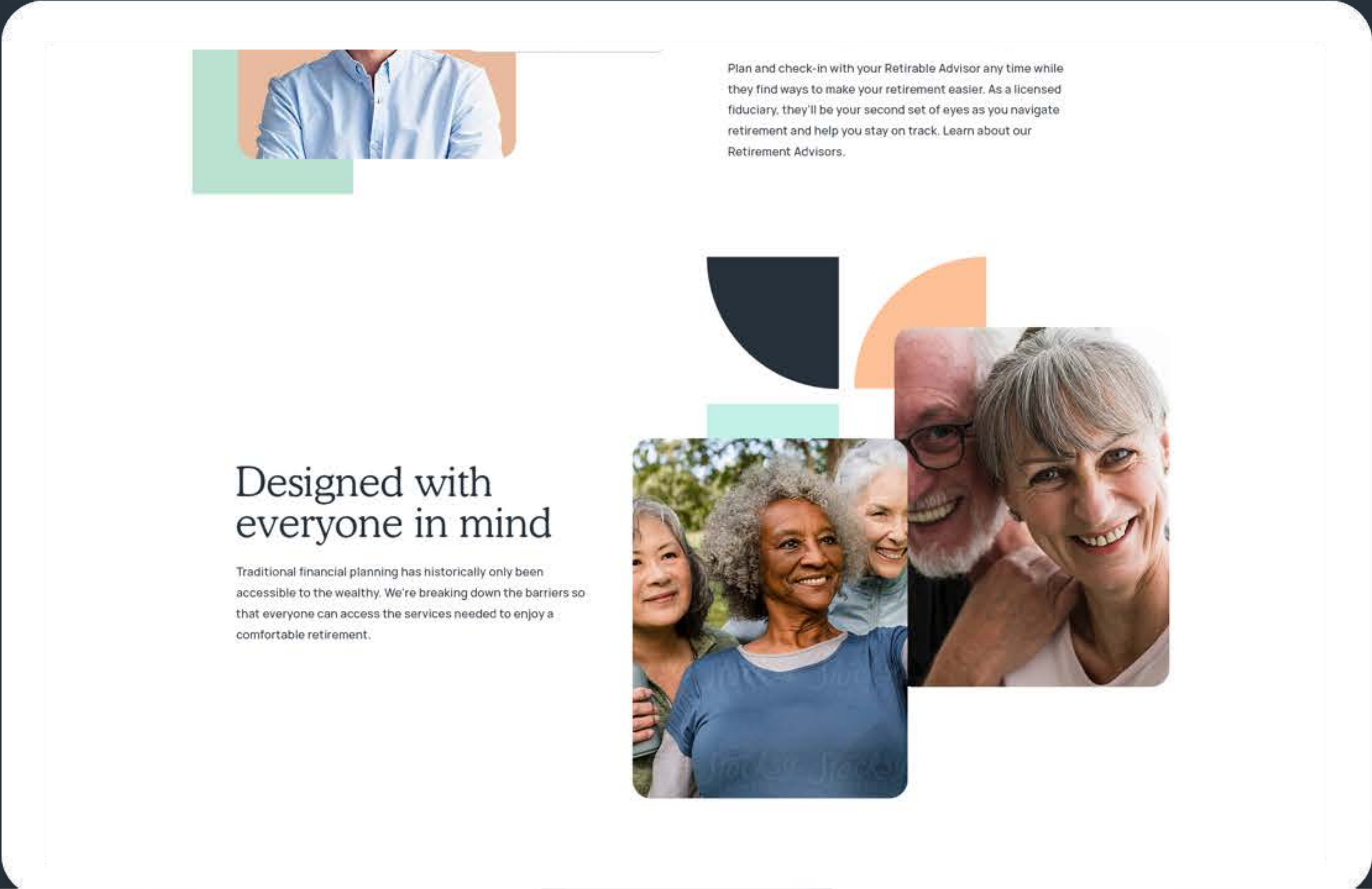


Website



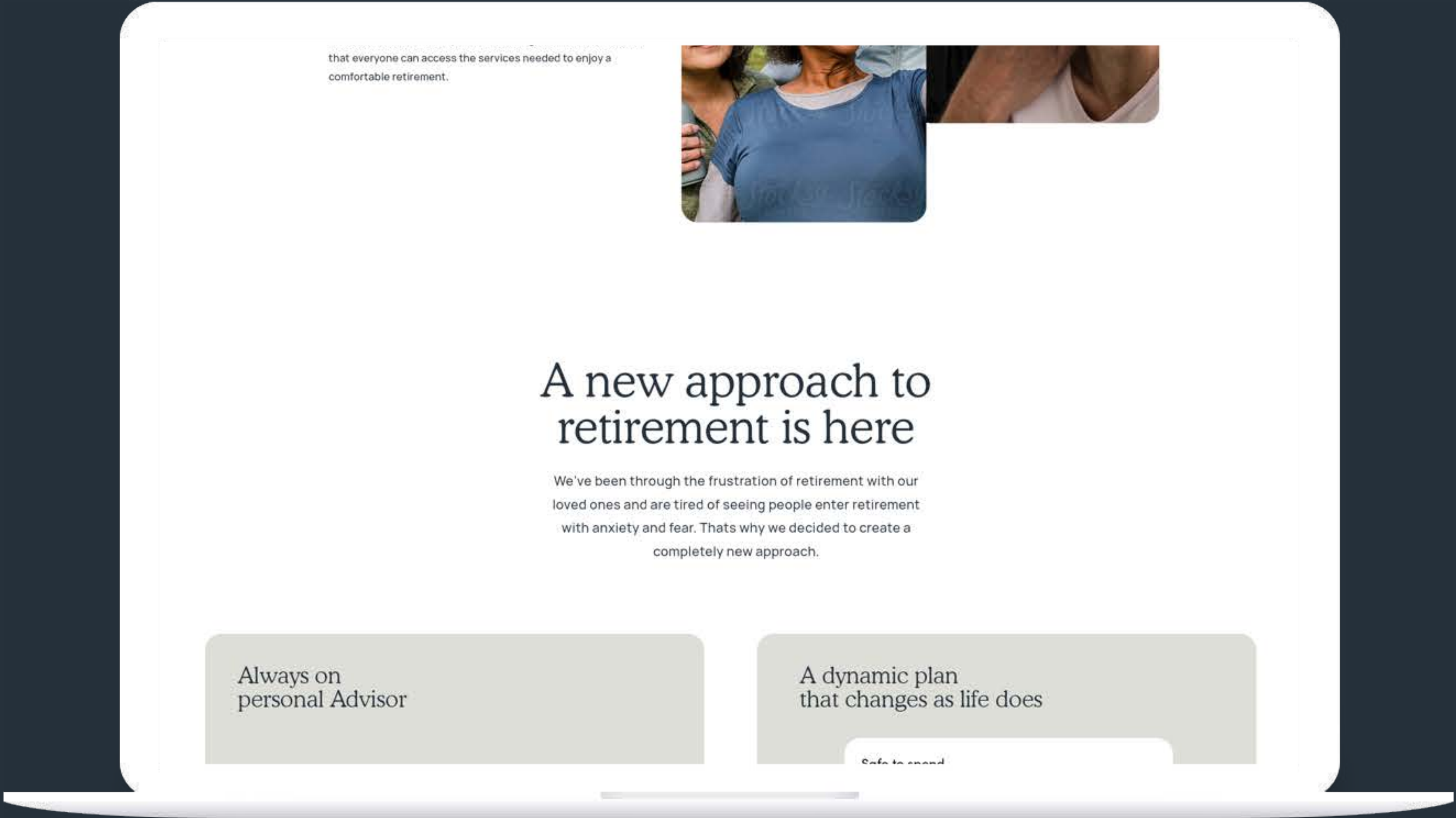


Website



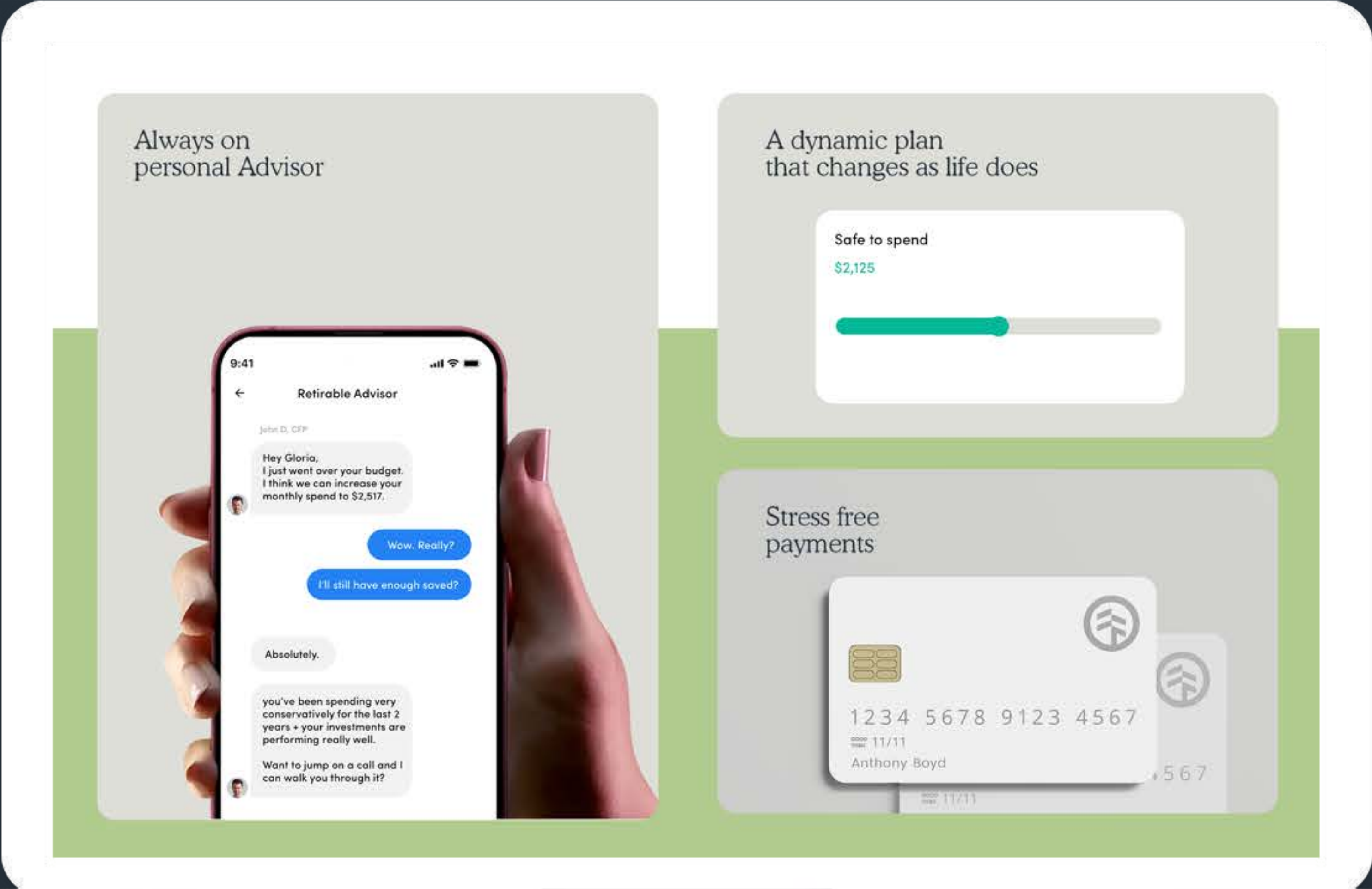


Website



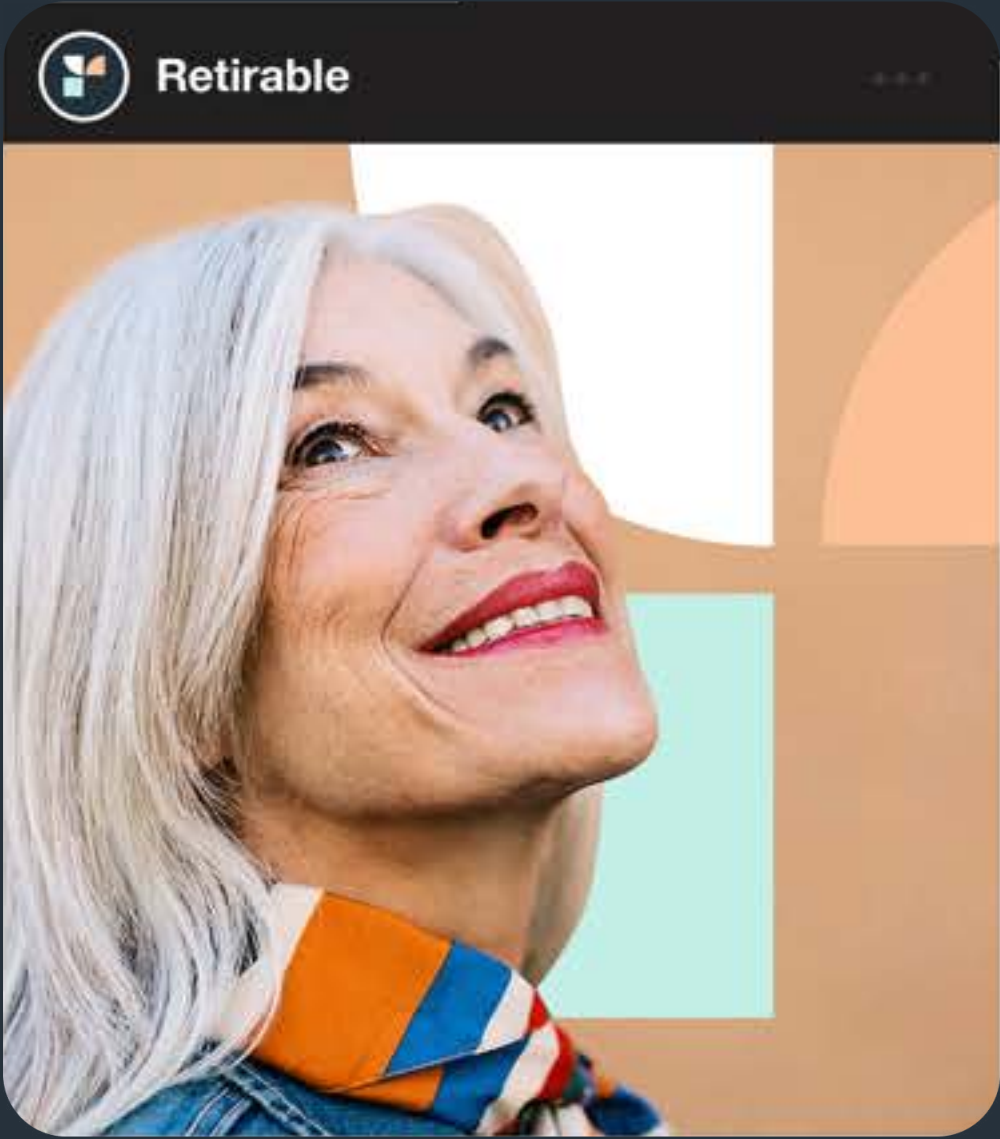
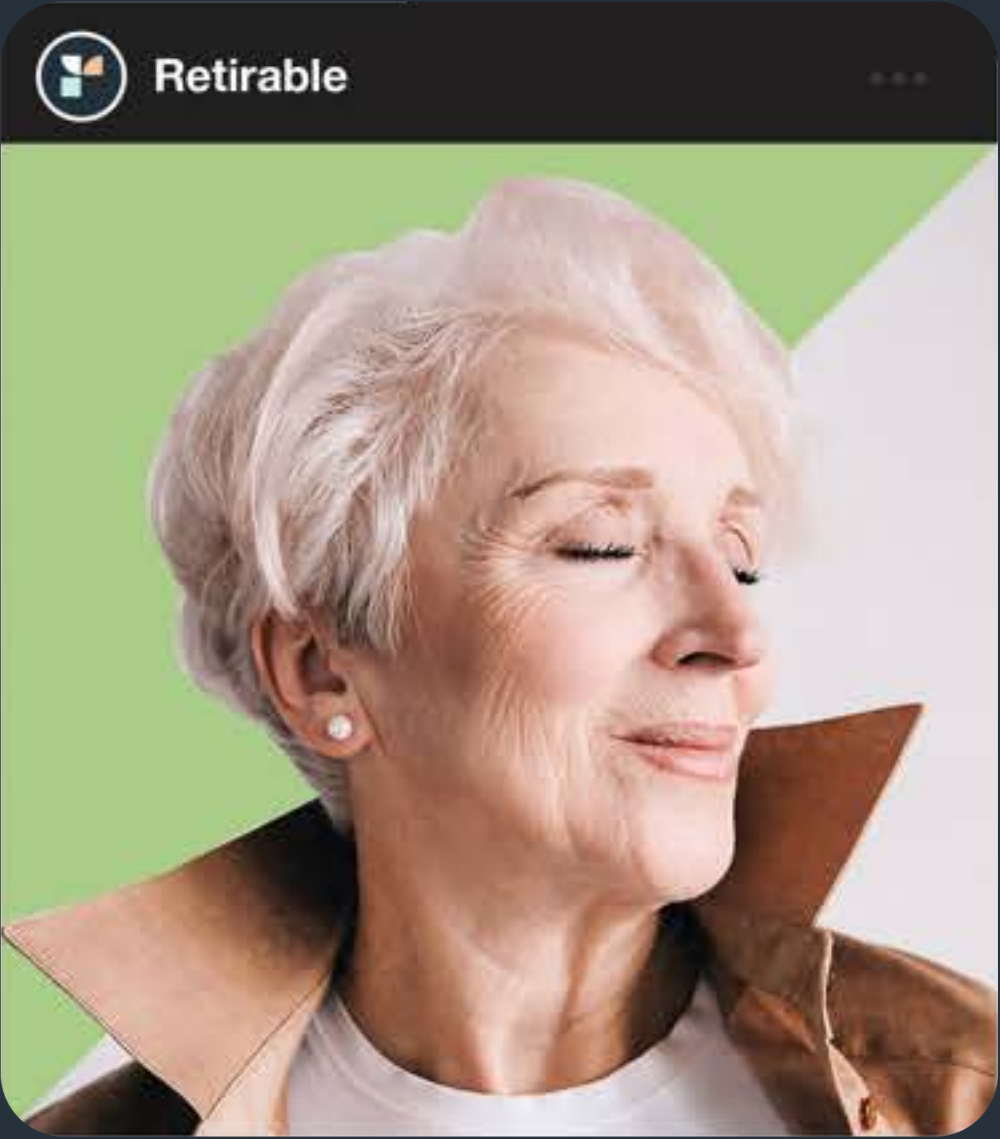
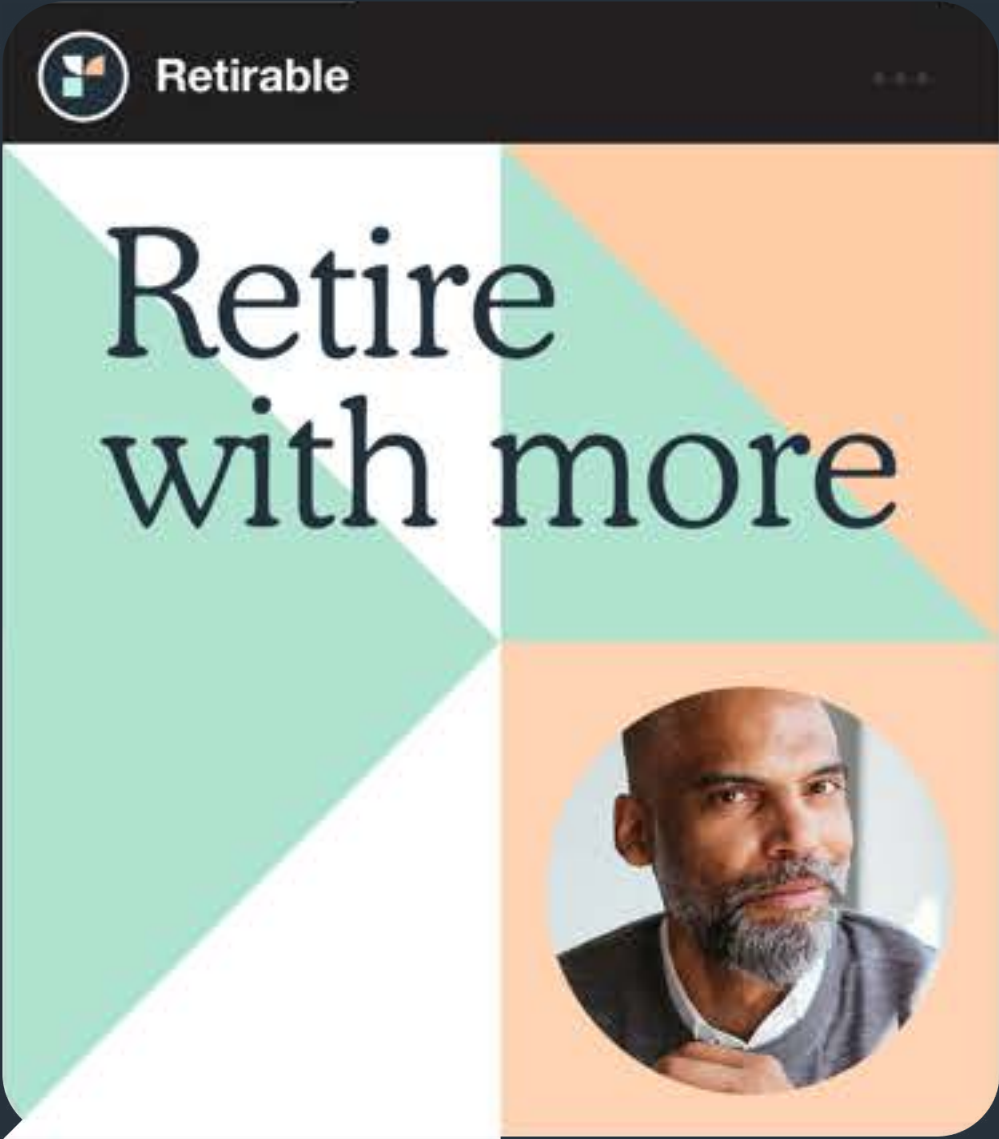


Website





Social Media





Business Cards





Thank you

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