



SHIFT

HUMAN FIRST FINANCIAL GUIDANCE™

BRANDING GUIDE

BRAND VOICE

Hashtags

SHIFT will continue to use the social media hashtag #shiftevent on all platforms.

For example, you could use the hashtag this way on social media:

Save the date for our annual SHIFT conference by Advisor2X!
#shiftevent

Social Media

Our Twitter handle is @Advisor2X

Our LinkedIn handle is Advisor2X

KEEP IN MIND

No matter what form of communication, digital or written, our goal is to convey the maximum amount of information possible in a few words.

When deciding how to lay out your marketing, remember to always use light colors on a dark background or dark colors on a light background; to maximize clarity and readability.

LOGO

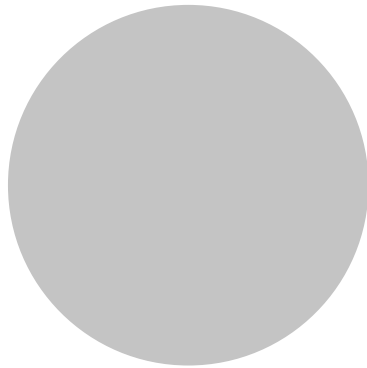
Primary Logo



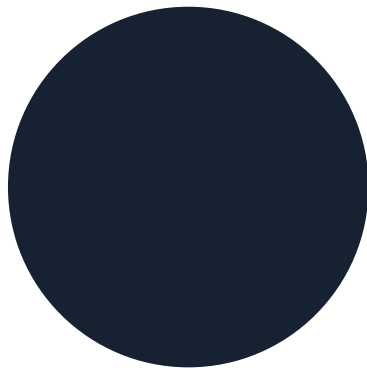
Alternate Colors



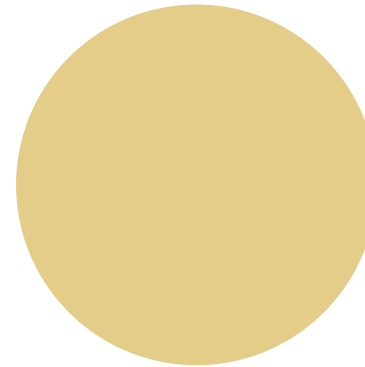
BRAND COLORS



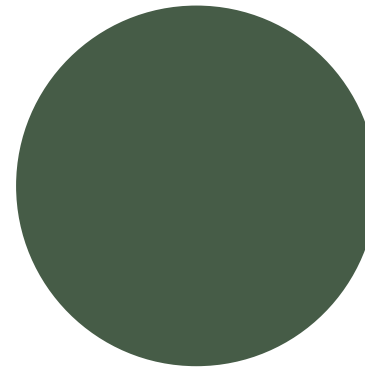
C : 0	R : 196
M : 0	G : 196
Y : 0	B : 196
K : 23	Hex #C4C4C4



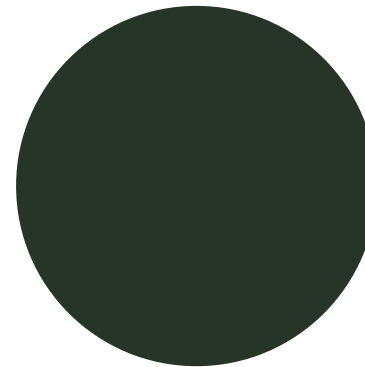
C : 56	R : 23
M : 32	G : 34
Y : 0	B : 50
K : 80	Hex #162232



C : 0	R : 228
M : 10	G : 205
Y : 40	B : 137
K : 11	Hex #E4CD89



C : 24	R : 70
M : 0	G : 92
Y : 23	B : 71
K : 64	Hex #465C47



C : 26	R : 39
M : 0	G : 53
Y : 25	B : 40
K : 79	Hex #273528

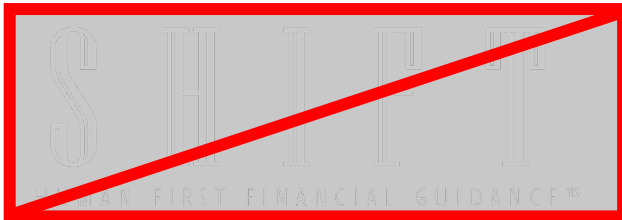
BRANDING ART



When utilizing branding art, do not edit original images or change the color. Although you can crop them to justify the branding you are creating.

When adding backgrounds to text or extra shapes, only use solid filled squares, rectangles, and circles. You may also use a rectangle with just the border.

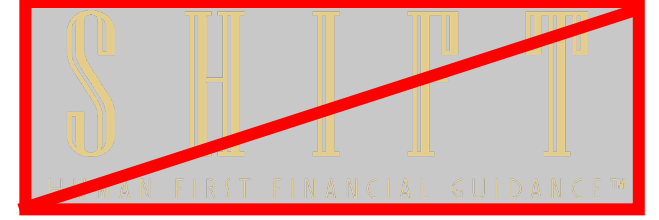
CORRECT USE OF BACKGROUNDS



Do not put a logo on a background that is a similar color



Do not put a dark logo on a dark background.



Do not put a light logo on a light background.



Do not put the logo on a background color that is not white, black, or part of the brand colors.



Do not change the color of the logo.

BRAND TYPEFACE

Logo Font - Niagra Engraved

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

Primary Font – Bell MT

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

SECONDARY FONT – SISTERS ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

BUTTONS

Primary



Secondary



Inactive



Please use the primary design in all cases unless the background is the same color – then it is okay to use the secondary button design.

Please **ONLY** use rectangle buttons, the use of other shapes is not permitted.



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