



EQUIS FINANCIAL BRANDING GUIDELINES

These Branding Guidelines outline the visual, verbal, and connective elements that represent Equis Financial's corporate identity. This includes our company name, logos, and taglines. Apply our guidelines in your marketing and communications materials to ensure a consistent experience across all points of contact with Equis Financial.

EQUIS FINANCIAL LOGO

The Equis Financial logo is our corporate identity, the primary visual element that identifies us. The logo is a combination of the Equis symbol, company name, and "An Integrity Company" tagline.

RECOMMENDED FORMATS:

.png | .jpg | .ai | .eps

PLEASE NOTE:

It is important to keep the Equis Financial logo clear of any other graphic elements and kept in a size that is never reduced to be unrecognizable. The appearance of the Equis Financial logo should never be altered, whether through the change of proportions, agency customization, etc.



EQUIS FINANCIAL COLOR PALETTE

Consistent use of these colors will contribute to the cohesive and harmonious look of Equis Financial's brand identity across all relevant media.



#003A60

#00587D

#017290

#0098B2

#0EC3D3

INCORPORATING THE EQUIS FINANCIAL LOGO INTO YOUR AGENCY NAME OR BRANDING:

Incorporating the Equis Financial logo into your own business logo or branding materials can be done by adding a disclaimer before the Equis Financial logo, such as, "Powered By."



PLEASE NOTE: "Powered By" can be displayed horizontally or vertically in relation to the Equis Financial logo.

THE USE OF EQUIS FINANCIAL

The company name, "Equis Financial," may not be used anywhere in the naming of your agency, website, domain name, email address or social media pages, with the exception of the tag line: **"Powered by Equis Financial"** following your personal and/or agency identification.

In most cases, you are welcome to use the Equis Financial logo in your materials, but you must be sure to keep the relationship between Equis Financial and your company clear of confusion. Using verbiage such as **"Powered by"**, shows that you are affiliated with Equis Financial while maintaining your own entity.

BRANDING MATERIAL DISTRIBUTION

Equis Financial owns the rights to all branding materials and assets released through internal training and/or public channels such as Equis Financial's company website(s), social media pages, etc.

The Equis Financial logo and branding materials may only be used for purposes of promotion under the Equis Financial brand. The logo/assets shall not be used in any manner which may be considered disparaging or negative. Equis Financial reserves the right to revoke use of its logo/assets at any time.

By utilizing Equis Financial's branding materials, you are assumed to have acknowledged and reviewed the Equis Financial Branding Guidelines and fully understand the parameters in which the materials may be used.

OTHER EQUIS BRANDED LOGOS:



EQUIS RETIREMENT
SOLUTIONS



EQUIS EFFECT



RETIREMENT SOLUTIONS
UNIVERSITY