CENTSABLE DOLLAR

Brand Guide

CENTSABLE DOLLAR

Educating You To Make Sensibe Choices With Your Dollars

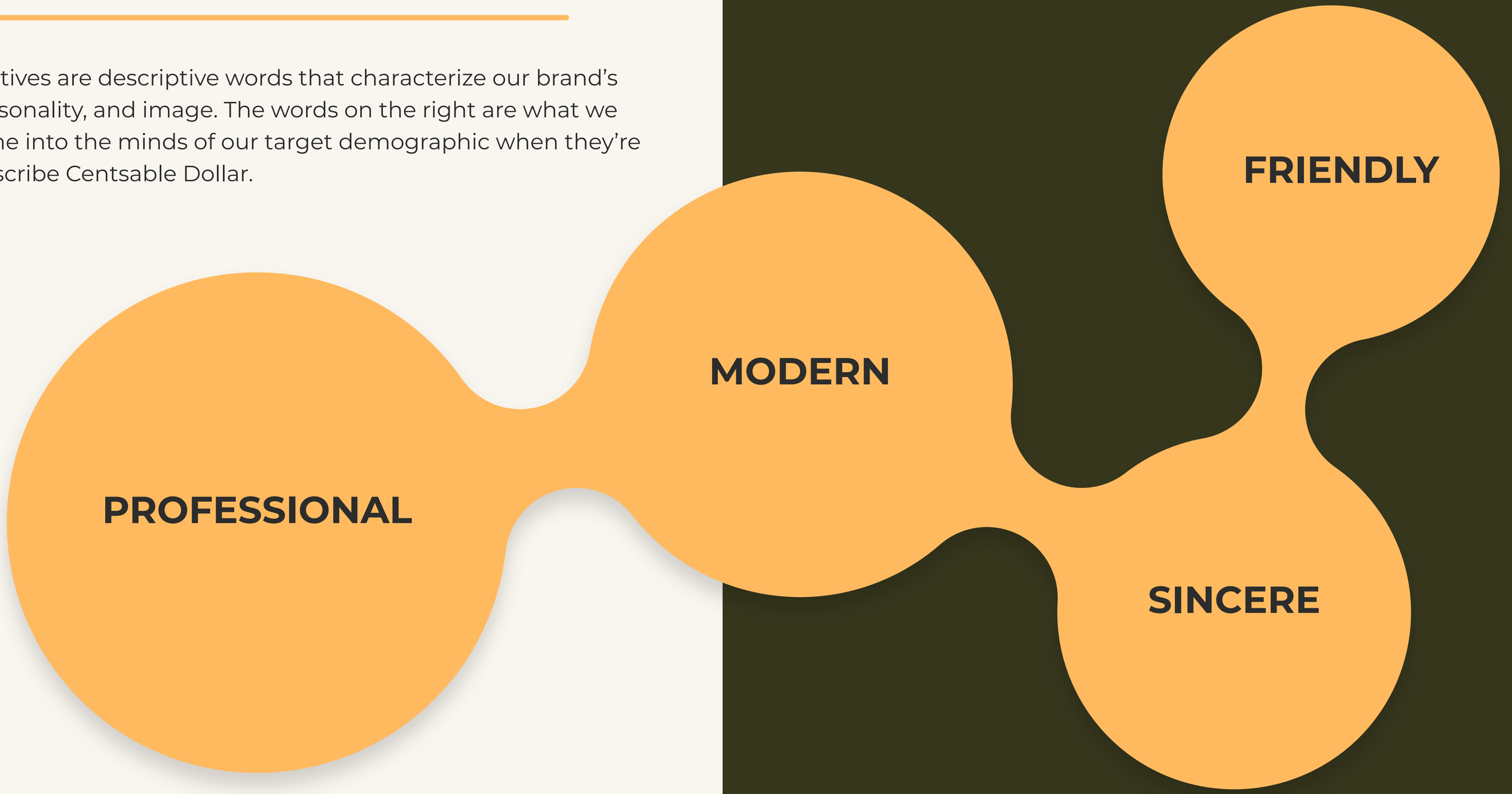
INTRODUCTION

Centsable Dollar is a health and financial services firm dedicated to assisting individuals who require insurance or are seeking solutions for managing debt. Our mission is to educate our audience, empowering them to achieve a more financially fulfilling life. The goal of this guide is to represent our mission and services visually in what is known as a brand identity.

The Centsable Dollar Brand Guide is a comprehensive set of rules to ensure a consistent brand identity. This guide outlines instructions on how to use the brand elements, including logos, typography, color palletes, and design elements for the purpose of a recognizable and coherent brand experience.

BRAND ADJECTIVES

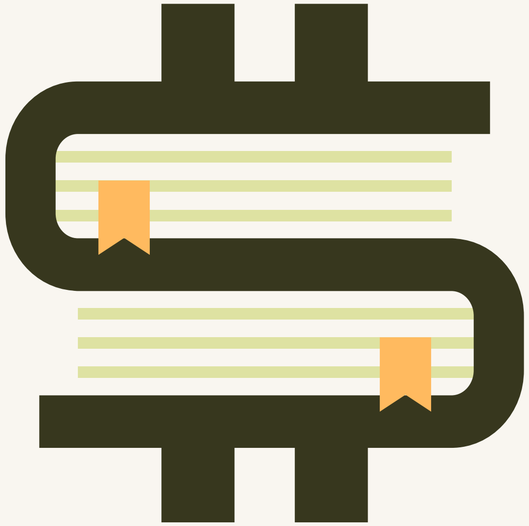
Brand adjectives are descriptive words that characterize our brand’s identity, personality, and image. The words on the right are what we want to come into the minds of our target demographic when they’re asked to describe Centsable Dollar.



THE LOGO

The Centsable Dollar logo represents knowledge and wealth. The company was founded on the premise of an old saying: “Give a man a fish and you feed him for a day; Teach a man to fish and you feed him for a lifetime.” At Centsable Dollar we believe that equipping our clients with the right knowledge will save them a lot of loss throughout the course of their life.

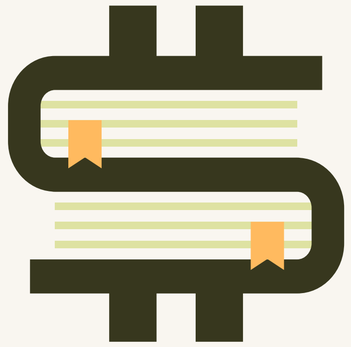
The ambition of this company is to change lives through sincere interactions that advise and educate people on healthcare and finance, and our logo reflects this ambition. This is the purpose and the story behind why the logo mark consists of books representing knowledge that form the shape of a dollar sign, representing wealth.



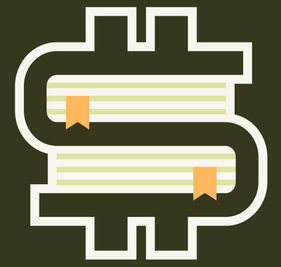
CENTSABLE
DOLLAR

LOGO VARIATIONS

On this page are few different variations of our primary logo including horizontal and vertical versions, versions of the logo to use on darker backgrounds, and short horizontal versions of the logo that can be used when there isn't a lot of horizontal or vertical space.



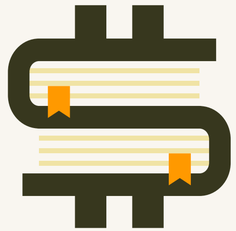
CENTSABLE
DOLLAR



CENTSABLE
DOLLAR

CENTSABLE DOLLAR

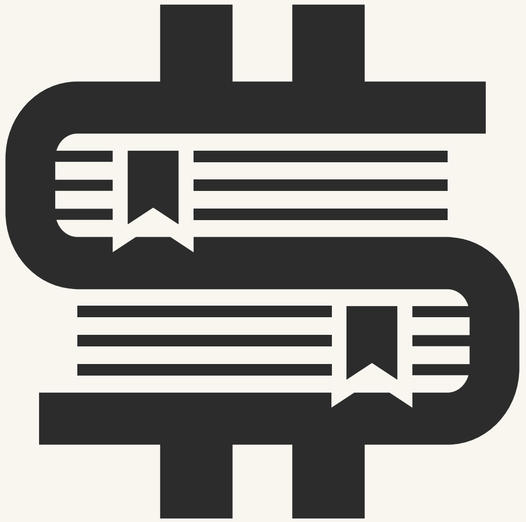
CENTSABLE DOLLAR



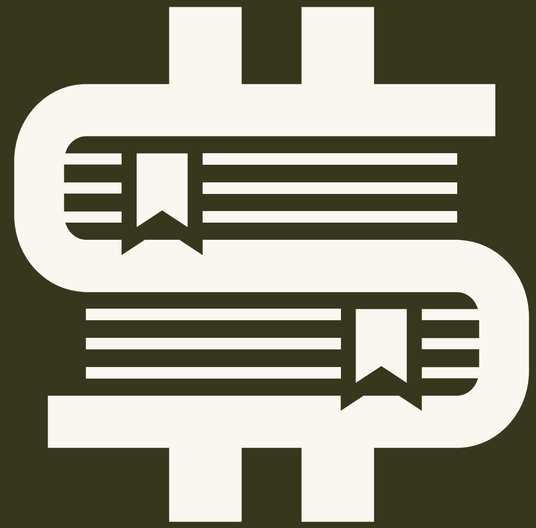
CENTSABLE
DOLLAR

CENTSABLE
DOLLAR

INVERSE LOGOS



CENTSABLE
DOLLAR



CENTSABLE
DOLLAR

TYPOGRAPHY

Type is used on every peice of collateral that we utilize whether it’s a website, business card, or email footer. It’s important to have a consistent typeface on all of our marketing materials to build brand recognition. On this page discover our brand’s typeface, Montserrat, and the use case for it’s fonts.

Montserrat

Ad Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Po Qq Rr Ss Tt Uu Vv Ww Xx Yv Zz

0 1 2 3 4 5 6 7 8 9

-! ? , @ # % ^ & * ( ) [ ] { } _ + = ‘ : ’ / \ < >

ABC123 ***ABC123***

ABC123 ***ABC123***

ABC123 ***ABC123***

ABC123 *ABC123*

ABC123 *ABC123*

ABC123 *ABC123*

TYPOGRAPHY

HEADLINES FONTS:

Aa
MONTSERRAT BOLD

Aa
MONTSERRAT EXTRA BOLD

Aa
MONTSERRAT BLACK

BODY FONTS:

Aa
MONTSERRAT LIGHT

Aa
MONTSERRAT REGULAR

Aa
MONTSERRAT MEDIUM

Aa
MONTSERRAT SEMIBOLD

ACCENT FONTS:

Aa
MONTSERRAT LIGHT ITALIC

Aa
MONTSERRAT REGULAR ITALIC

Aa
MONTSERRAT SEMIBOLD ITALIC

Aa
MONTSERRAT BOLD ITALIC

Aa
MONTSERRAT EXTRA BOLD ITALIC

Aa
MONTSERRAT BLACK ITALIC

COLOR PALETTE

CENTSABLE ORANGE

HEX: #FFBA5F

CMYK: 0, 31, 71, 0

RGB: 255, 186, 95

CENTSABLE FOREST GREEN

HEX: #37371E

CMYK: 64, 56, 85, 61

RGB: 55, 55, 30

CENTSABLE LIGHT GREEN

HEX: #DEE2A2

CMYK: 14, 3, 45, 0

RGB: 222, 226, 162

CENTSABLE CREME

HEX: #F2EFDC

CMYK: 4, 3, 14, 0

RGB: 242, 239, 220

NEGATIVE COLOR PALETTE

CHARCOAL BLACK

HEX: #2C2C2C

CMYK: 70, 64, 63, 64

RGB: 44, 44, 44

CLOUDY GREY

HEX: #EDEDED

CMYK: 6, 4, 4, 0

RGB: 237, 237, 237

PAPER WHITE

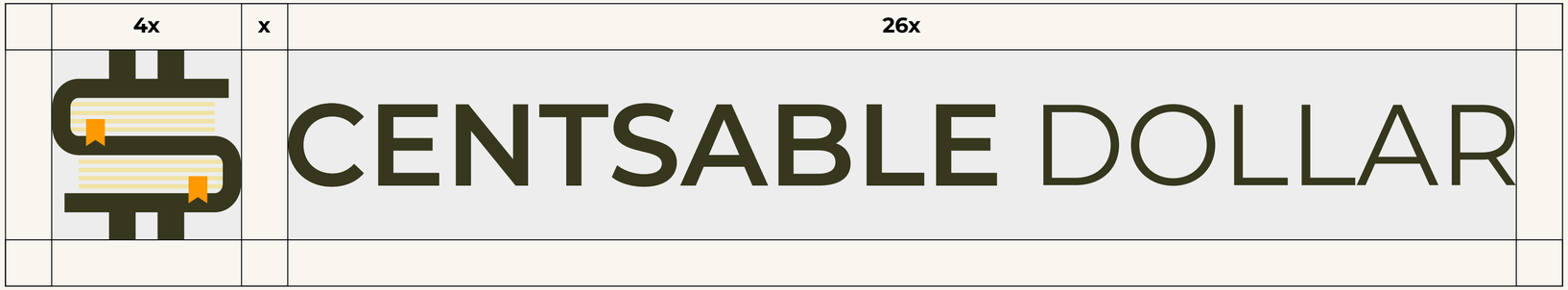
HEX: #F9F6F0

CMYK: 1, 2, 4, 0

RGB: 250, 246, 240

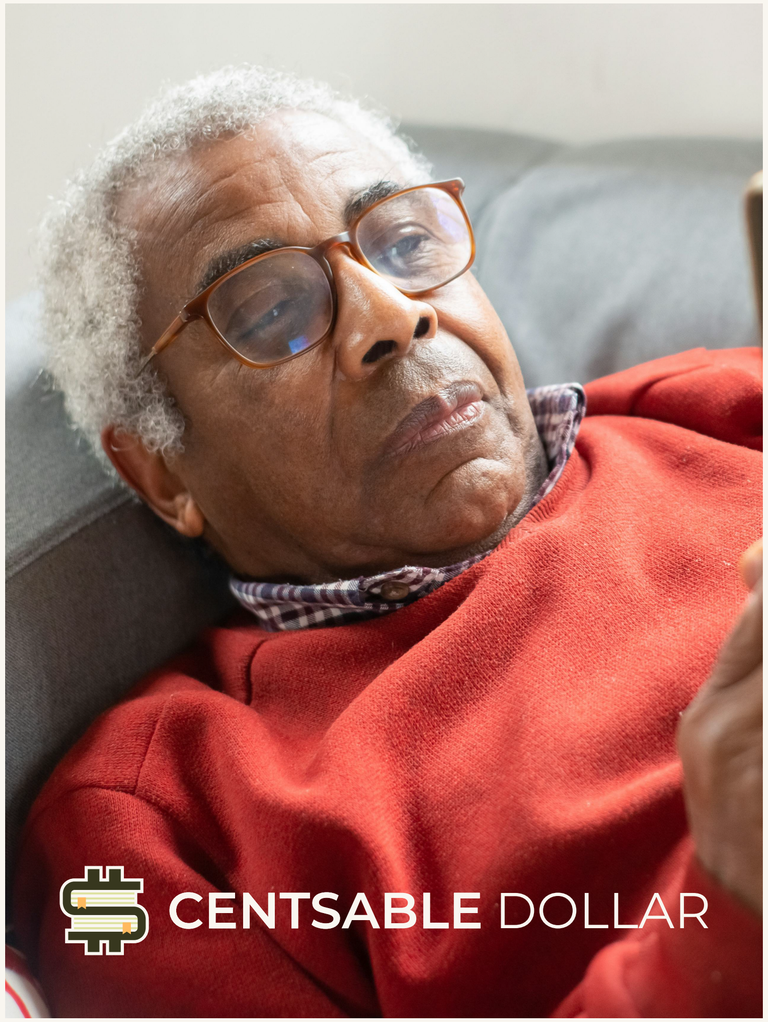
LOGO SPACING

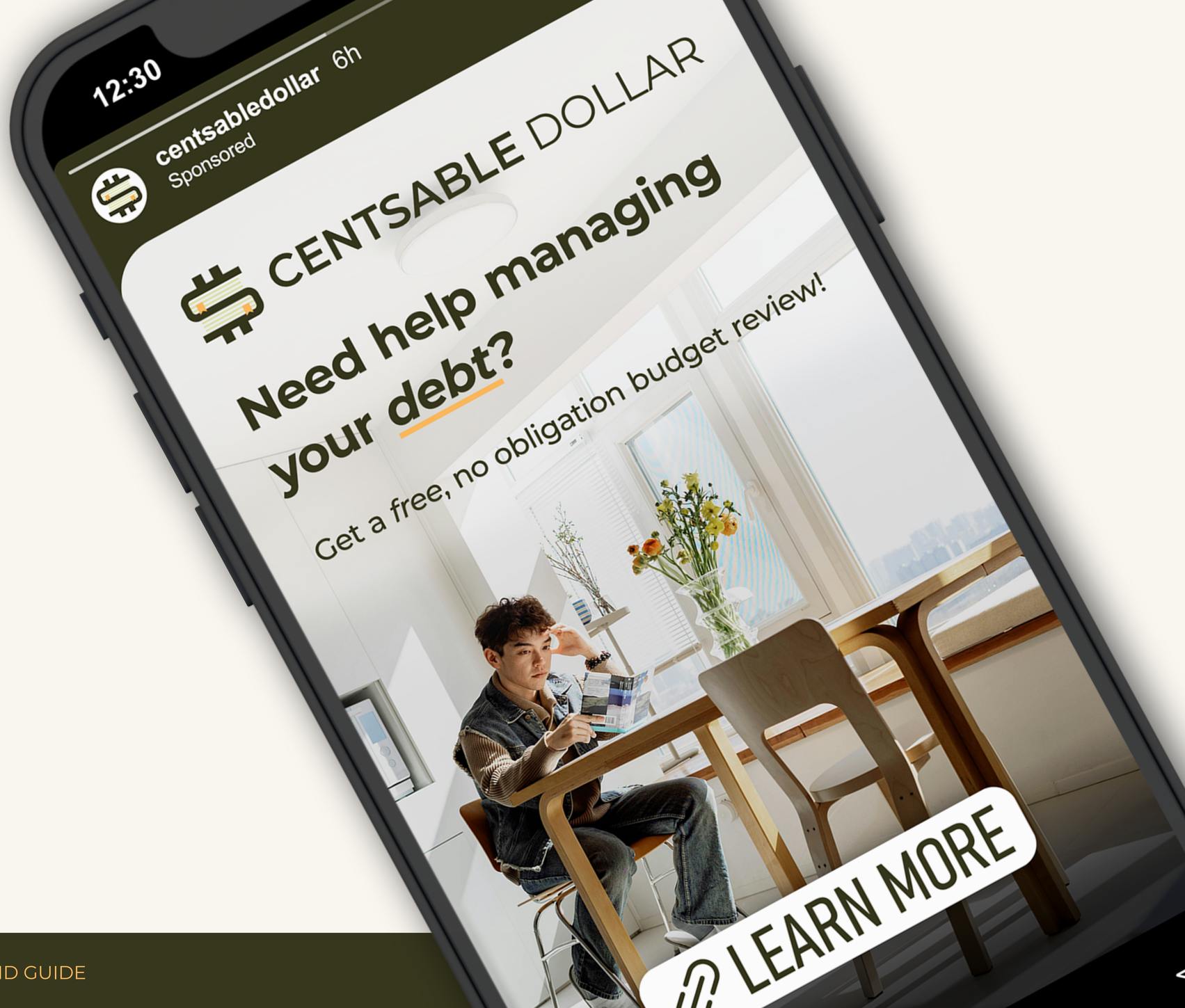
ICON AND TEXT SPACING



CLEAR SPACE

LOGO USAGE




12:30
centsabledollar 6h
Sponsored
CENTSABLE DOLLAR
Need help managing your debt?
Get a free, no obligation budget review!
LEARN MORE

CENTSABLE DOLLAR