

FRAGASSO

FINANCIAL ADVISORS

ASSOCIATED MODEL *Branding Guidelines*

For more information or questions, please contact
Fragasso Financial Advisors Marketing department.

FOLLOW US!



412.227.3200
FRAGASSOADVISORS.COM

3.0 ASSOCIATED MODEL BRANDING

LOGO GUIDELINES FOR USE

The Powered by Fragasso Financial Advisors tagline can be utilized by associated model advisors. Proper application of the Powered by Fragasso Financial Advisors logo is essential for promoting, maintaining and protecting our brand. Associated advisors should adhere to the specifications in these standards and reproduction methods to ensure consistent representation of Fragasso Financial Advisors. Co-branding shows a relationship between Fragasso and our advisor partners. When we co-brand, we're lending the credibility of Fragasso to these partners. We use the Powered by Fragasso Financial Advisors attribution mark as a way for partners to highlight the Fragasso brand on their properties.

- Ensure that the Fragasso text is legible at the minimum sizes below.
- Ensure that the Fragasso logo clear space is respected

POWERED BY TEXT

LOGO A

TEXT VERSION, ONE LINE

POWERED BY FRAGASSO FINANCIAL ADVISORS

Left aligned, blue all capital letters, one line
9 pt. Calbri (powered by)
12 pt. Adobe Garamond Pro (FFA, beginning letters)
8 pt. Adobe Garamond Pro

LOGO B

TEXT VERSION, STACKED TWO LINES

POWERED BY FRAGASSO FINANCIAL ADVISORS

Left aligned, blue all capital letters, two lines
9 pt. Calbri (powered by)
12 pt. Adobe Garamond Pro (FFA, beginning letters)
8 pt. Adobe Garamond Pro
10 pt. leading between lines

3.0 ASSOCIATED MODEL BRANDING

SUB-BRAND VARIATIONS

Below are the acceptable versions of our sub-brand logo. Each version has a specific purpose and should not be used in way other than listed.

ACCEPTABLE COLORS

FRAGASSO BLUE



PANTONE : 647 C
UNCOATED : 301 U
CMYK (PRINT)* : C96 M54 Y5 K27
RGB : R35 G97 B146
WEB : #236192

BLACK



WHITE



Preferred version:

FULL COLOR

The full-color logos are preferred and, whenever possible, should be used on all branded materials.

POWERED BY FRAGASSO FINANCIAL ADVISORS

POWERED BY
FRAGASSO FINANCIAL ADVISORS

Alternative versions:

BLACK

In some circumstances, our logos can be used in black, e.g. on simple text-based communications and when only grayscale printing is available.

POWERED BY FRAGASSO FINANCIAL ADVISORS

POWERED BY
FRAGASSO FINANCIAL ADVISORS

KNOCKOUT (WHITE)

The knockout versions are for use on dark backgrounds or on photos to provide sufficient contrast for clarity and legibility.

POWERED BY FRAGASSO FINANCIAL ADVISORS

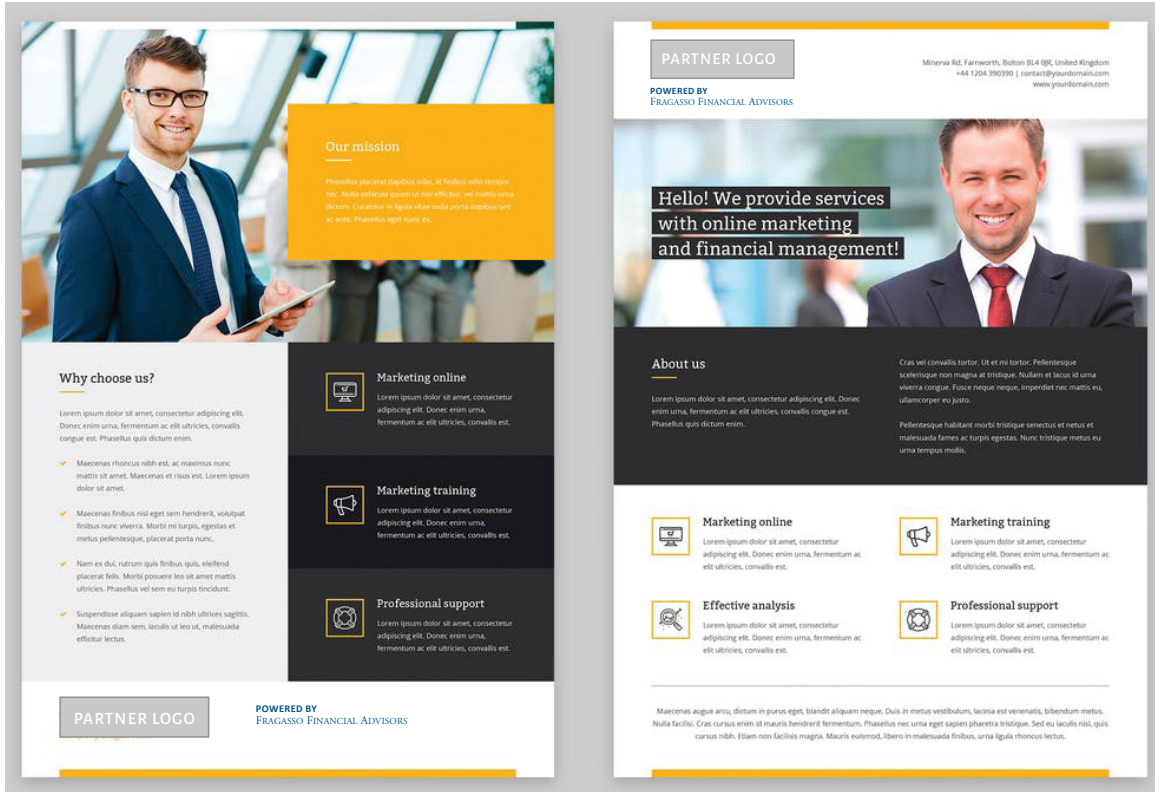
POWERED BY
FRAGASSO FINANCIAL ADVISORS

3.0 ASSOCIATED MODEL BRANDING

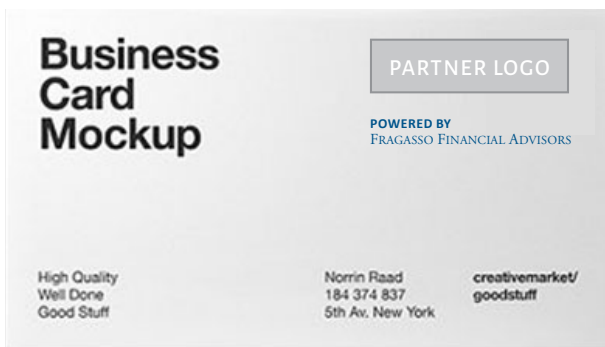
EXAMPLES ON HOW TO USE

Below are the only acceptable versions of our sub-brand logo. Each version has a specific purpose and should not be used in way other than listed.

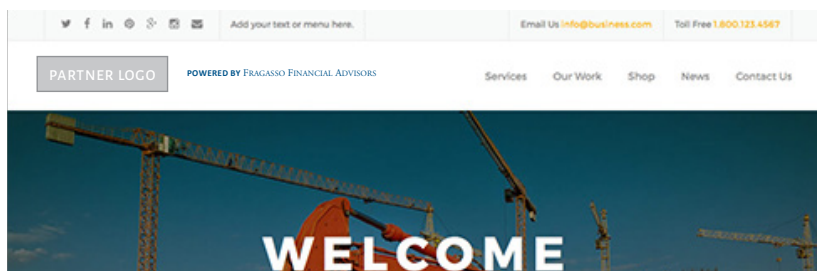
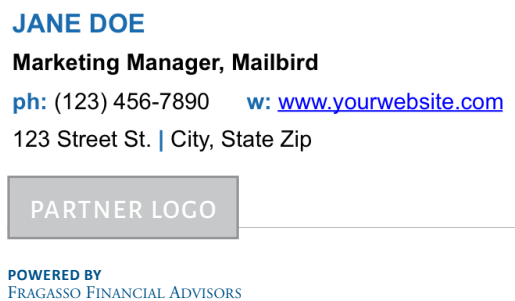
EXAMPLE FLYER



EXAMPLE BUSINESS CARD



EXAMPLE EMAIL SIGNATURE



EXAMPLE WEBSITE HEADER

3.0 ASSOCIATED MODEL BRANDING

SUB-BRAND CLEAR SPACE, PROPORTION AND MINIMUM SIZE

Follow the recommendations below to ensure consistent application.

CLEAR SPACE

Keep the logo clear of competing text, images, and graphics by maintaining the minimum amount of clear space equal to the size of the "P and F" (text version) or the capital "F" (logo version on all sides).

POWERED BY FRAGASSO FINANCIAL ADVISORS

POWERED BY
FRAGASSO FINANCIAL ADVISORS

MINIMUM SIZE

Keep the logo legible by always using it in sizes equal or greater than 1.5 wide for print and 150 pixels w/h for digital applications.

POWERED BY FRAGASSO FINANCIAL ADVISORS



POWERED BY
FRAGASSO FINANCIAL ADVISORS

NEVER SCALE
SMALLER THAN 1.5
INCHES IN PRINT
AND 150 PIXELS
DIGITAL

LOGO A

TEXT VERSION, ONE LINE (X = HALF PARTNER LOGO)



LOGO B

TEXT VERSION, STACKED TWO LINES

