



Logo & Logotype

Well Invested Logotype

The logotype and symbol combination should always be used

Preferred Clearspace

The logo and symbol combination must have the minimum clearspace at all times if possible. Clearspace is designated (c) by the height of the type-lockup.



Colors

Primary & Secondary Colors

The primary and secondary colors in the color palette are consistent with the colors used in the Web site - and their priority.

The additional colors are used primarily as highlights (in small amounts).

Main PMS Colors

pms: 1655	pms: 1655 50%	black

Primary Purples

rgb: r: 0	g: 51	b: 102	r: 153	g: 204
g: 0	51	102	153	204
b: 51	102	153	204	255

Primary Oranges

rgb: r: 255	g: 255	b: 153	r: 255
g: 204	153	102	255
b: 102	0	0	204

Secondary Oranges

rgb: r: 255	g: 255	b: 102	r: 153
g: 102	253	51	51
b: 0	102	0	0

Additional

rgb: r: 255	g: 102	b: 204
g: 102	0	204
b: 0	51	204

Typography

Primary & Secondary Typeface

DIN is the primary typeface for the Well Invested. The typeface has many weights - making it ideal for a variety of applications. It also is very legible for online applications.

As a secondary typeface, Filosofia pairs nicely with DIN and is also very legible both in print and on screen.



- DIN Light
- DIN Light Alternate
- DIN Regular
- DIN Regular Alternate
- DIN Medium
- DIN Medium Alternate
- DIN Bold**
- DIN Bold Alternate**
- DIN Black**
- DIN Black Alternate**



- Filosofia Regular
- Filosofia Regular Italic*
- Filosofia Bold**

Staging

Graphic Applications

The following exhibits show the correct application of the Post Ranch Identity.

