

America Saves Week Branding Guidelines

AMERICA SAVES WEEK 2023

For Partners + Local Campaigns of America Saves



USE OF THE "AMERICA SAVES" & "AMERICA SAVES WEEK" NAME

When promoting, marketing, and advertising the America Saves and America Saves Week brand, our partnership or resources, we require that you reference America Saves, America Saves Week, and the America Saves Pledge where appropriate.

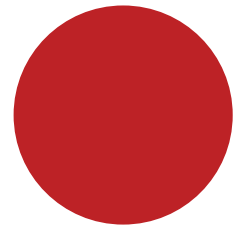
Please use the correct logo and refrain from stretching or reformatting. Constrain proportions when resizing to appropriate measures without distortion is within guidelines.



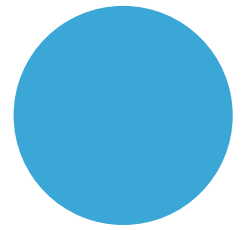
LOGO USE APPROVAL

The use of the America Saves logo will be granted for this partnering organization only and to promote your entity's commitment to financial stability and savings in partnership with America Saves. By being a partnering organization, you agree to the brand usage guidelines of the America Saves logo when promoting, marketing, and advertising the America Saves and America Saves Week brand, our partnership, or resources. You further guarantee that neither the America Saves logo nor the brand mention will in any way suggest promotion of a product, for use in the sale of any product or service, or in a manner that would imply America Saves's endorsement of any product or service.

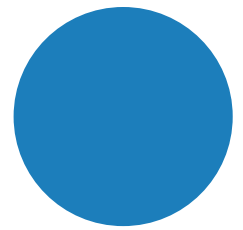




RGB (189, 34, 38) | #BD2226



RGB (58, 168, 216) | #3AA8D8



RGB (28, 127, 188) | #1C7FBC

FONTS

AVENIR

FIELDWORK

LOGO COLORS