



AMERICA SAVES WEEK

BRAND GUIDELINES: QUICK REFERENCE GUIDE

Use of "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.

Logo Use & Approvals

[Download Logos](#)

Please use the correct logo and refrain from stretching or reformatting.



The use of the America Saves logo will be granted 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 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.

Logo Colors



#BD2226

RGB: 189, 34, 38



#3AA8D8

RGB: 58, 168, 216



#1C7FBC

RGB: 28, 127, 188

Fonts

Avenir

Fieldwork