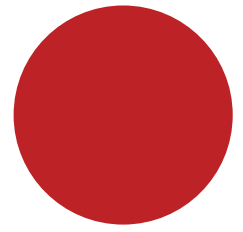


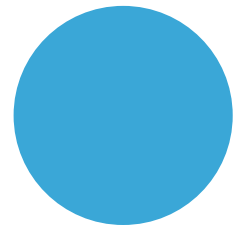
# America Saves Week Branding Guidelines

AMERICA SAVES WEEK 2021

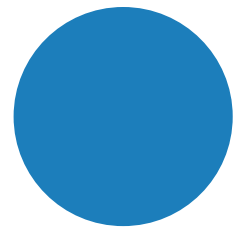




RGB (189, 34, 38) | #BD2226



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



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

# FONTS

AVENIR

FIELDWORK

# LOGO COLORS

# LOGO APPROVAL

Below is the approval process for all partners to access and obtain limited usage rights for America Saves Week and America Saves Family Brands.

1. Please complete the following form in its entirety with as much information regarding what logos you need access to (ASW vertical, ASW horizontal, America Saves, in color, in white, etc.)
2. Our goal is to have it reviewed with a follow-up or approval within 5 business days of receipt.
3. If you have a specific question regarding the logo, or have not heard back in a timely manner please reach out to Shykeia Spinks, Communications Coordinator at [sspinks@consumerfed.org](mailto:sspinks@consumerfed.org).



# 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.

Once you've received approval to use any of the logos in the America Saves family brand, please use the correct logo and refrain from stretching or reformatting. Resizing to appropriate measures without distortion is within guidelines.

