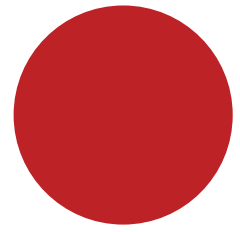


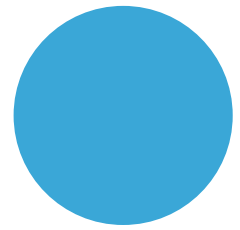
America Saves Week Branding Guidelines

AMERICA SAVES WEEK 2020

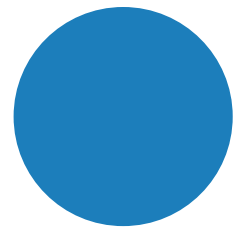




RGB (189, 34, 38) | #BD2226



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



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

FONTS

AVENIR

FIELDWORK

LOGO COLORS

LOGO APPROVAL

This year we've introduced a new approval process for all partners to simply ensure the all promotional materials contain content that is aligned with the mission.

1. Please send an email to kyoung@consumerfed.org with the subject line "America Saves Week 2020 Logo Approval".
2. In that email, share as much detail about the resource including: your organization's name, point of contact, and type of resource (such as graphic, video, flyer, etc.). Or if a draft has been produced, feel free to include it.
3. Our goal is to have it reviewed with a follow-up or approval within 72 business hours of receipt.



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 ask that you reference America Saves, America Saves Week, and the America Saves Pledge where appropriate.

Additionally, please use the correct logo without stretching or reformatting (but resizing to appropriate measures without distortion is fine.)

