



**CEDARWOOD**  
FINANCIAL PARTNERS

Brand Guidelines



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# Section 1: Introduction

## 1.1 | How to Use This Document

The standards outlined herein aim to provide you with a technical grasp of the elements and framework of our latest image. In revamping our brand, we have endeavored to embody a unique identity and philosophy in every aspect. Within this manual, you'll encounter precise directives governing the utilization and integration of our signature, language, and graphic design.

Templates are available for numerous communication types; however, not all are covered. Should templates fail to meet your communication objectives and you require crafting a distinctive piece, you must seek approval from Corporate Marketing beforehand. If approval is granted, it is imperative to thoroughly review these guidelines before initiating the creation of your communication piece.

## 1.2 | Brand Identity

Brand identity is the essence of a company's personality and values, encompassing visual elements and messaging that distinguish it in the marketplace. It is crucial for differentiation, consistency in communication, emotional connection with consumers, perceived value, brand recognition, employee engagement, and long-term growth. A well-defined brand identity builds trust, fosters loyalty, and drives success in the competitive business landscape.

## Key Messaging

### Value-Propositions

- You get to go be you, knowing your finances will empower you to do so.
- We get to know who you are and what you care about.
- We want to know what your story is, and how we can help it take shape.
- Our solutions deliver joy, warmth, and comfort.
- Decisions are easier when you know more. We bring knowledge and experience to the table.
- We always act to protect your best interest.
- In times of difficulty, we'll help you carry the load.
- Our office is your kitchen table.

### About Us

- Our goal is to make a positive impact on people's lives.
- We find joy in helping people with their finances and other life goals.
- We will sacrifice to help you meet your needs and hit your goals.
- You know what to expect and count on when you work with us.
- We're user-friendly. Your financial concierge.
- We offer great service every time.
- What inspires us: the protective quality of cedarwood. It's what you put your treasures in, it protects your belongings, and it does all this with beauty.
- We're here to serve, even if that means helping you change a lightbulb or offering you company for lunch.

### Philosophy/Process

- Emphasize the 'more' when we say 'finances and more.'
- Know: I've asked questions and understand who you are.
- Serve: I know the need you have and will help, even if I have to sacrifice for it.
- Live: We're working towards a shared vision and will celebrate with you when we get you there.
- We simplify the complicated.
- We walk you through all your financial options so you are making educated decisions.
- We consistently, repeatably provide a great, user-friendly experience.

### Team

- We serve our clients like a ministry.
- We live to serve.
- Our clients feel our commitment in both the small and large ways that we serve them.
- We are easy to work with.
- We are friendly.
- We care about you and your life goals.
- We are sophisticated but down-to-earth.
- We offer the same warmth and service to employees and clients alike.

# Tone And Personality

### **Tone - The way we speak**

What we say and how we say it

- Respectful
- Warm
- Confident

### **Personality - The way we behave**

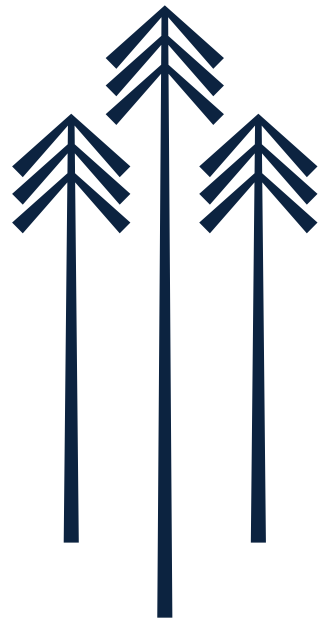
How we act, what we do, the way that we do those things.

- Friendly
- Calm
- Open

## Section 2: Visual Identity



### 2.1 | Logo



**CEDARWOOD**  
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# Logo Colors

Cedarwood Logos (Navy)



Cedarwood Logos (Silver)



Cedarwood Logos (Black)



Cedarwood Logos (Reversed)



# Logo Donts



Low contrast



Stretched or squished



Different color



Rotated



Busy background

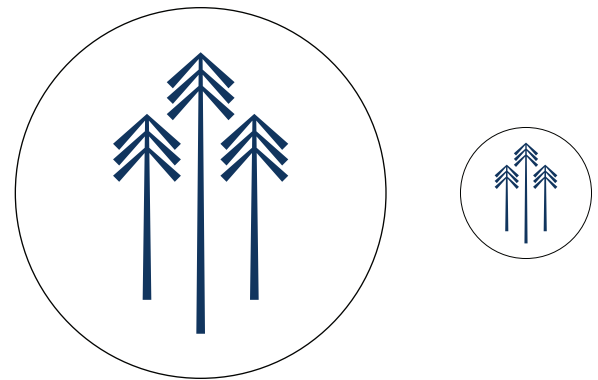
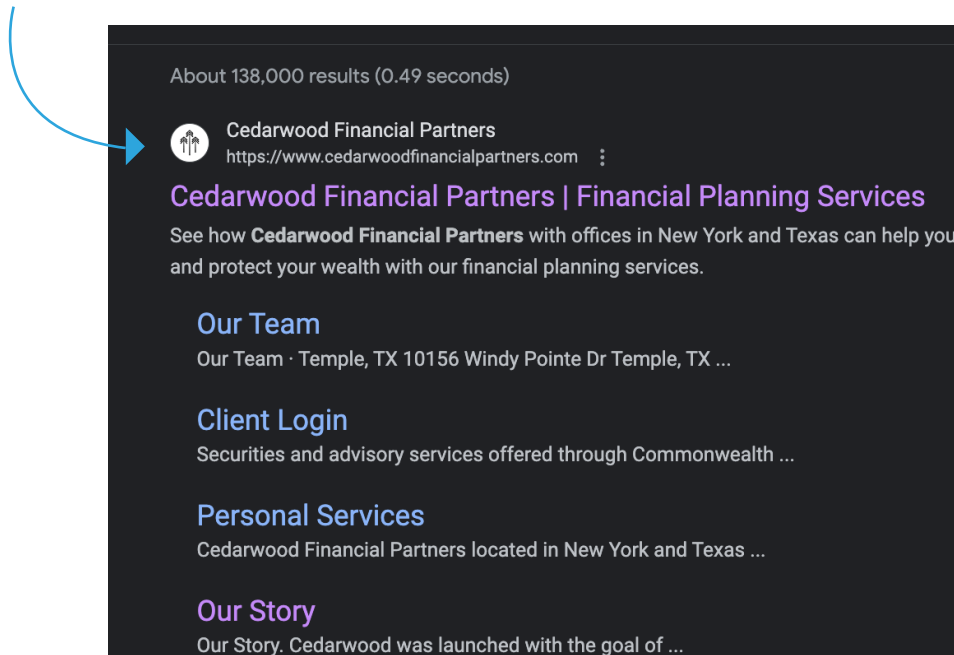


Different arrangement

## Section 2: Visual Identity

### Circle Logo

As a rule of thumb, if the Cedarwood brand identity is visibly required and the size is smaller than a U.S. dime (less than 0.705"/17.91 mm), then you may use the Circle logo. Cedarwood maintains the Circle symbol as a trademark. The symbol is still used on special occasions in marketing communications. Use it only when the Cedarwood logo is smaller than 0.25".



## Section 2: Visual Identity

### 2.2 | Color

Primary



CMYK 98, 84, 46, 51  
RGB 12, 35, 64  
#0c2340

Secondary



CMYK 31, 37, 82, 4  
RGB 176, 148, 77  
#b0944d

# Primary Color Palette



CMYK 98, 84, 46, 51

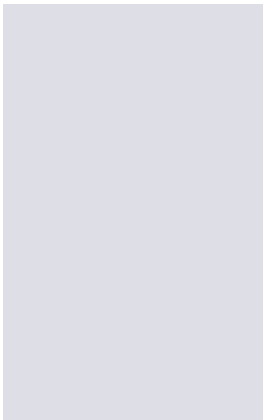
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RGB 12, 35, 64

---

#0c2340

---



CMYK 11, 9, 4, 0

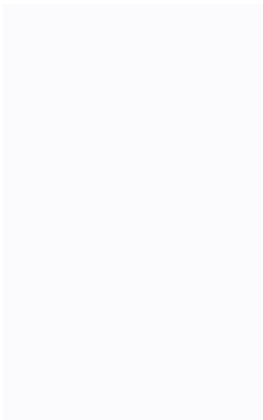
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RGB 222, 222, 230

---

#dedee6

---



CMYK 0, 1, 1, 0

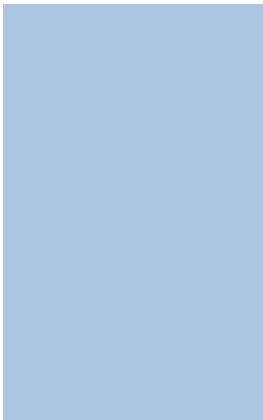
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RGB 250, 250, 253

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#fafafd

---



CMYK 31, 14, 3, 0

---

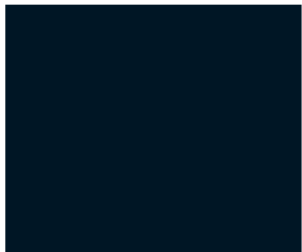


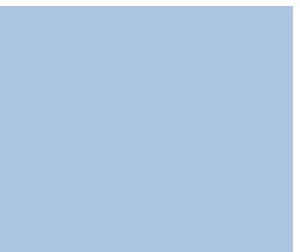
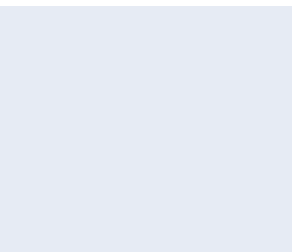
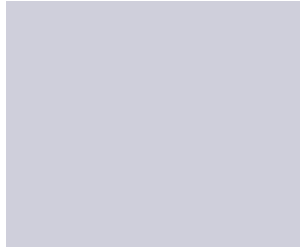
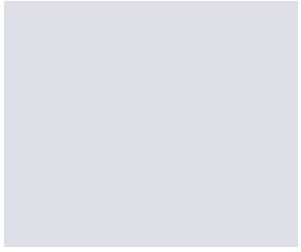
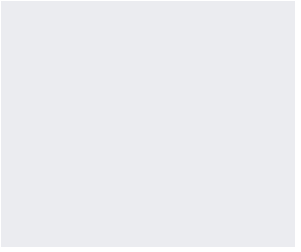
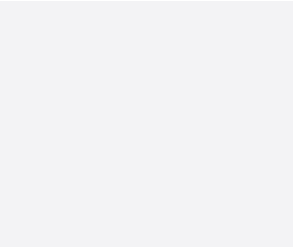
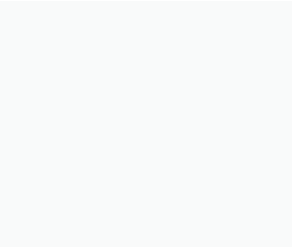
RGB 172, 197, 224

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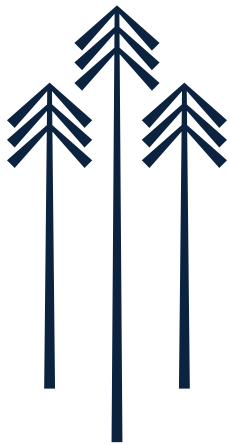
#acc5e0

---

# Secondary Color Palette

				
CMYK 89, 75, 56, 72 RGB 0, 22, 37 #001632	CMYK 98, 84, 46, 51 RGB 12, 35, 64 #0c2340	CMYK 100, 75, 16, 3 RGB 0, 81, 144 #5b7085	CMYK 31, 14, 3, 0 RGB 172, 197, 224 #acc5e0	CMYK 8, 4, 1, 0 RGB 230, 235, 244 #c5d6db
				
CMYK 15, 12, 5, 3 RGB 206, 207, 218 #cecfda	CMYK 11, 9, 4, 0 RGB 222, 222, 230 #dedee6	CMYK 7, 5, 3, 0 RGB 233, 234, 238 #e9eae6	CMYK 4, 3, 2, 0 RGB 241, 241, 243 #f1f1f3	CMYK 2, 1, 1, 0 RGB 247, 248, 249 #f7f8f9

### 2.3 | Typography



**CEDARWOOD**  
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————— Beckman Bold

————— ATF Franklin Gothic Medium



## Section 2: Visual Identity

### Primary Font

Headline fonts are used to grab attention, convey importance, and establish hierarchy in various communication pieces. They are ideal for titles, headings, advertisements, website headers, brand identity elements, event signage, product packaging, and more. Headline fonts play a crucial role in reinforcing brand recognition, guiding the reader through content, and communicating key messages effectively.

EB Garamond is available at: <https://fonts.google.com/specimen/EB+Garamond>

# EB Garamond

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890  
,.?!&()<>

### Secondary Font

A secondary font serves to complement the primary font in design projects, enhancing readability and visual appeal. It is used to differentiate text hierarchies, provide functional contrast, add emphasis or highlight information, support visual themes, maintain brand consistency, and enhance readability. Employed thoughtfully, a secondary font enhances the overall design while ensuring cohesion with the brand's identity and communication objectives.

Inter is available at: <https://www.dafont.com/beckman.font>

BECKMAN

AA BB CC DD EE FF GG HH II JJ KK LL MM NN  
OO PP QQ RR SS TT UU VV WW XX YY ZZ

1234567890

## Section 2: Visual Identity

### Paragraph Font

The font you choose for your paragraphs can be surprisingly impactful. It goes beyond just aesthetics. A good paragraph font should be easy to read, which keeps viewers engaged with your content. It can also subtly influence the tone of your writing. A playful font might be appropriate for a children's book, but a serious research paper would call for something more formal. So, choosing the right paragraph font is important for both readability and creating the right impression.

Inter is available at: <https://fonts.google.com/specimen/Inter>

# Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890  
,.?!&()<>

## Section 3: Business Collateral

## Section 3: Business Collateral

### 3.1 | Graphic Application

Branded business collateral is like a professional uniform for your business.

It creates a consistent and recognizable image across all your marketing materials, ranging from, but not limited to, brochures, videos, social media. This builds trust, memorability, and helps you stand out from the competition.

## Section 3: Business Collateral

### Business Cards

A well-designed business card is a mini-billboard for you and your brand. It makes a strong first impression, builds trust, and helps you get remembered.



## Section 3: Business Collateral

### Stationery Set

Branded stationery sets can be a powerful tool for businesses. They help solidify your brand identity by showcasing your logo and design elements on every piece of correspondence you send out. This consistency reinforces your brand image in the minds of recipients. Additionally, branded stationery conveys professionalism and attention to detail, which is especially important for making positive first impressions. Furthermore, it creates a cohesive brand experience that aligns with your other marketing materials.



## Section 4: Intellectual Property



### 4.1 | Trademarks and Service Marks

#### No Possessive Use

Avoid using the possessive form of the word “Cedarwood”. This modifies and therefore diminishes the protection that our trademark enjoys. It opens the door for other people to modify our mark.

Example:

Avoid “Cedarwood’s style guide says ...”

Instead use “The Cedarwood style guide says ...”

#### Copyright Symbols

Any document that contains or represents Cedarwood intellectual property should contain a copyright notice followed by the year and the word “Cedarwood.” This notice is usually placed at the front of your document on the title page or on the back cover.

Example:

©2024 Cedarwood. All rights reserved.

