

Wealth Classes Corporate Style Guidelines

This guide outlines the proper usage of Wealth Classes[®] corporate identity elements. It is a tool to help maintain a consistent look and feel in all Wealth Classes corporate and franchise communications. The consistent use of these elements, including our logo, graphics library and trademark helps ensure the consistency, visibility and design integrity of the Wealth Classes and WealthClasses.com brand worldwide. If you have any questions concerning the use of any of these elements, please contact the Wealth Classes corporate communications department. All Wealth Classes brochures, datasheets, other collateral, advertisements, tradeshow graphics and exhibits, news releases, direct mail and email marketing must be approved by Wealth Classes Corporate.

Corporate Logo Usage

The Wealth Classes Logo

The Wealth Classes logo is the key element of our corporate identity—it is the visual representation of our company and the Wealth Classes and WealthClasses.com brand. The corporate color palette is orange and gray (PMS 321/326-3).

The Wealth Classes logo may be reproduced using only the following approved color schemes and configurations.

Two color logo: gray and orange



One color (black) logo/Reversed (white logo): Black and 55% black on a white background and white and a 40% black on black background. If a tint of black cannot be used, the logo can be all black on a white background or all white on a black background.



Logo with Tagline/Logo without Tagline: Depending upon the specific application of the Wealth Classes logo, the logo can appear both with or without the tagline "achieve financial freedom, one class at a time," as deemed appropriate; however, placement of the logo with the tagline is preferred when possible.



Logo Clear Space: To maintain the logo's visual integrity, the area around the entire logo should be clear of elements such as type, photographs, and especially other symbols and logos. The minimum clear space required is equal to X (the height of the Wealth Classes logomark). The entire logo should be surrounded by clear space as indicated in the diagrams below.



Minimum Size: The minimum size of the entire logo on any printed materials is 1" wide (72 pixels for online use).



Use with Other Logos: Wealth Classes logos, when used with any other logo(s), must be of at least equal proportion.

Incorrect Logo Usage

There are a number of ways that the Wealth Classes Logo may be used incorrectly. Following are some examples to avoid:

- Altering the corporate colors
- Disproportionately adjusting the size of the logo or distorting the logo in any way
- Placing the logo on a background with a similar color value
- Placing the logo on a patterned background
- Moving elements within the logo
- Using elements from the logo as a graphic or in combination with any other type or graphic
- Centering the logo on a page layout (logo should be left- or right-justified on a page whenever possible, with the exception of presentation covers or PowerPoint® slides.
- Using the word Wealth Classes as a graphic element, without the ® registration mark.

Corporate Color Palette

Primary Colors



Gray
PMS 326-3



Orange
PMS 321

When printing on a 4-color press, please use the following:

C: 56 M: 42 Y: 39 K: 29 C: 2 M: 50 Y: 93 K: 0

For PowerPoint and Web/online, please use the following:

R: 80 G: 81 B: 84 R: 255 G: 127 B: 0

For HTML coding, please use the following:

HTML: 505154 HTML: FF8600

For PDFs, please use the following:

R: 80 G: 81 B: 84 R: 255 G: 127 B: 0

Copyright and Trademarks

Wealth Classes has trademarks on the following properties:

Wealth Classes and the Wealth Classes logo

The first appearance of a registered/trademark property in the body copy should be followed by the ® registration symbol. Subsequent appearances in the same document need not be marked. The registered symbol is not applied on appearances in headlines, subheads and captions.

The following copyright and trademark information should be placed on all public information, such as brochures and other collateral, courseware, presentations, technical documentation, etc.:

© 2007, Wealth Classes, Inc. All rights reserved. Wealth Classes and the Wealth Classes logo are trademarks of Wealth Classes, Inc.

* Pantone is a registered trademark of Pantone, Inc. The colors shown in this guide are not intended to match the PANTONE color standards. For use of Pantone colors, refer to the standards found in the current edition of the PANTONE Color Formulas Guide.