

wealth

August 09, 2023

Brand Usage

Brand Guide + Visual System

This document serves as the base of our reintroduction to the Wealth brand and its evolution over the past year. It outlines the key elements that make up the brand identity and showcases how they come together to create a collection of brand touchpoints.

The Wealth visual system consists of carefully designed and coordinated elements, including logo, color palette, typography, illustration, photography, and applications.

Logo + Domain

At the core of our visual identity is the Wealth logo. Modern serif is a timeless and established yet distinctive font. This helps the logo convey a traditional and trusted approach along with a bold and innovative vision.

Our logo should appear in either the color green or in teal. We advise placing the logo only on brand-colored backgrounds. In some cases the logo can also be placed on a photo background as long as the image complements the logo and isn't too detailed.

The domain is an extension of the wealth logo—treat wealth.com with the same brand standards as the logo. Use Reckless as the standard font to typeset the domain.

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wealth.com

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Typography

Wealth corporate typefaces should be used in all communications.

Reckless is a modern serif used for headlines and subtitles to give the brand a distinctive and timeless character.

It is highly recommended to purchase the additional weights of this typeface that are available.

Neue Haas Unica Pro is a practical sans serif used for body text and data visualizations. If it is not possible to use Neue Haas Unica Pro, opt for the system sans serif font.

Reckless

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 1234567890

\$€£_&!?×÷=--+®™

Neue Haas Unica Pro

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 1234567890

\$€£_&!?×÷=--+®™

Primary Colors

Wealth's primary colors are used to express the essence of the brand in most communications. The primary color palette helps us maintain brand recognition and enhance familiarity.

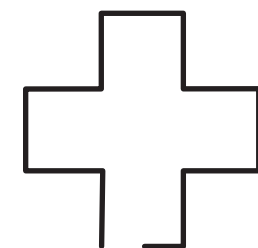
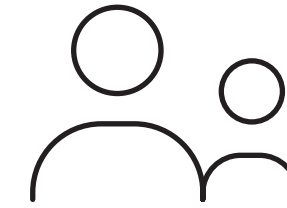
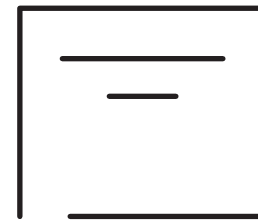
The precise and controlled use of this color palette is the key to creating a sense of visual consistency across the Wealth identity system.

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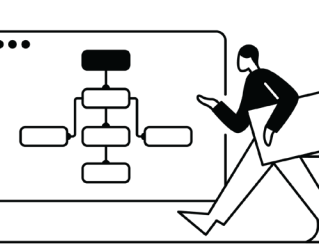
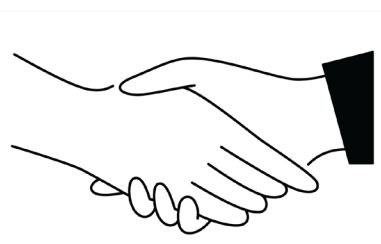
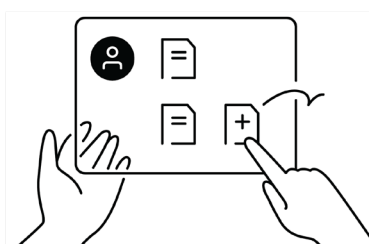
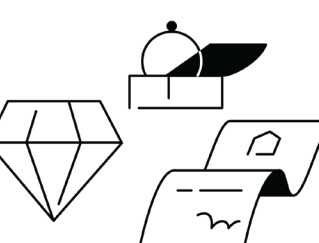
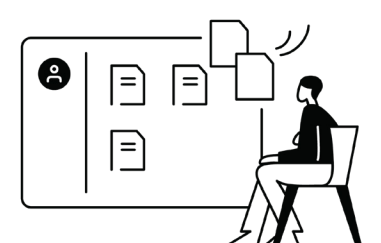
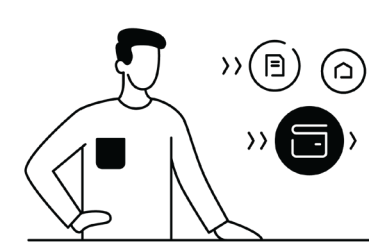
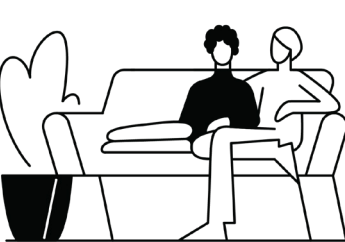
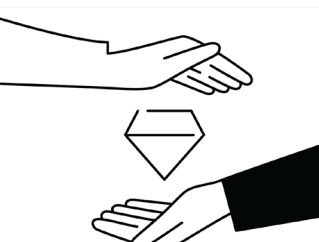
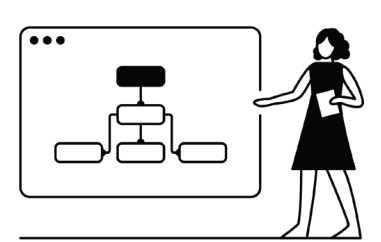
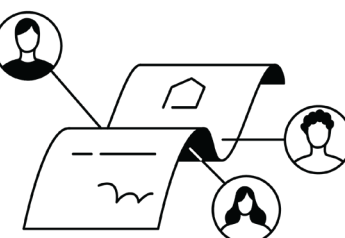
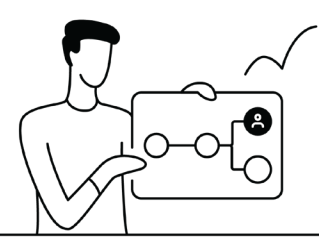
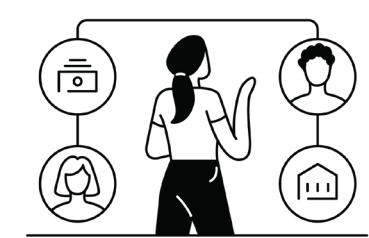
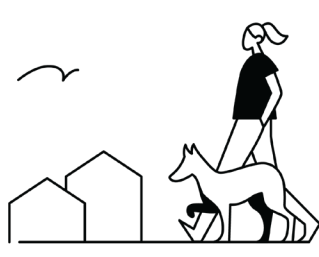
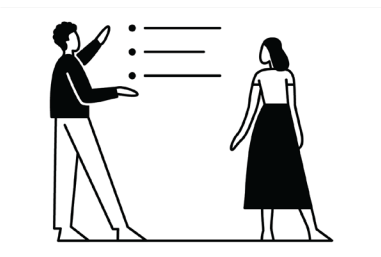
Icons

These additional tints are most appropriate as accents in UI design elements, backgrounds, and graphics. The overall use of extended colors should not exceed 15% in primary communications.



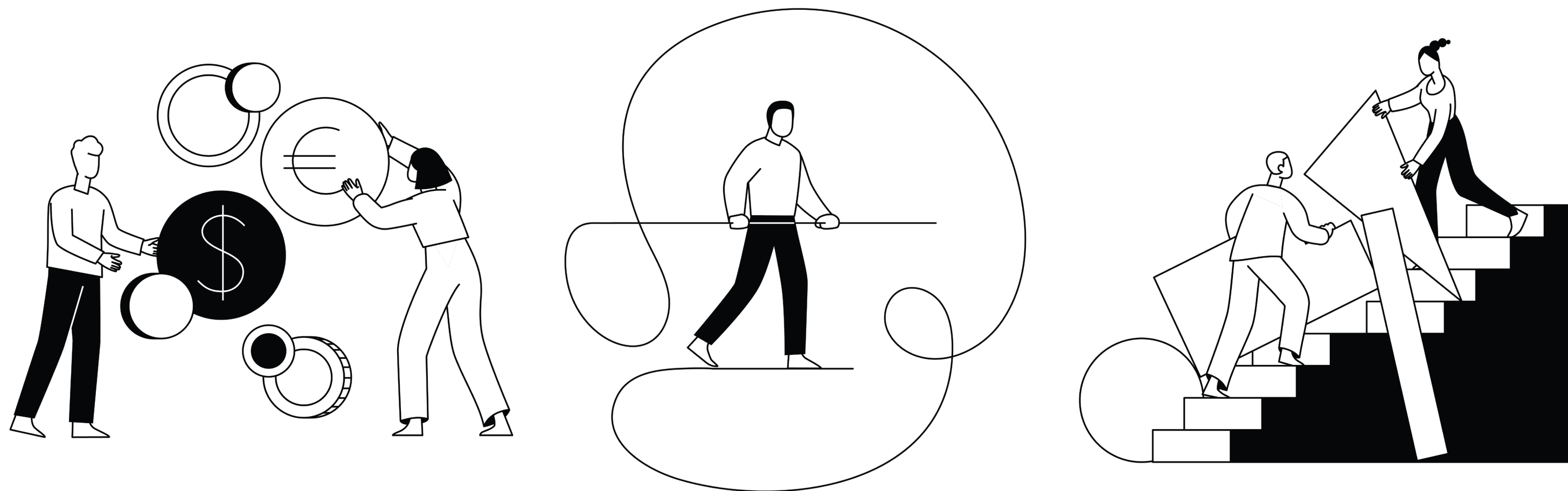
Pictograms

These additional tints are most appropriate as accents in UI design elements, backgrounds, and graphics. The overall use of extended colors should not exceed 15% in primary communications.



Illustrations

These additional tints are most appropriate as accents in UI design elements, backgrounds, and graphics. The overall use of extended colors should not exceed 15% in primary communications.

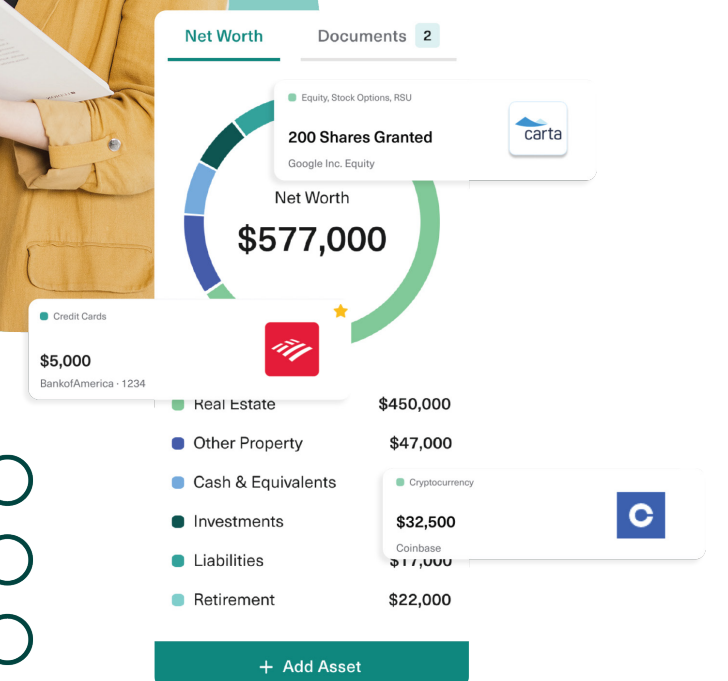
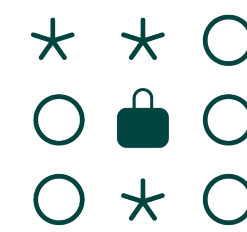


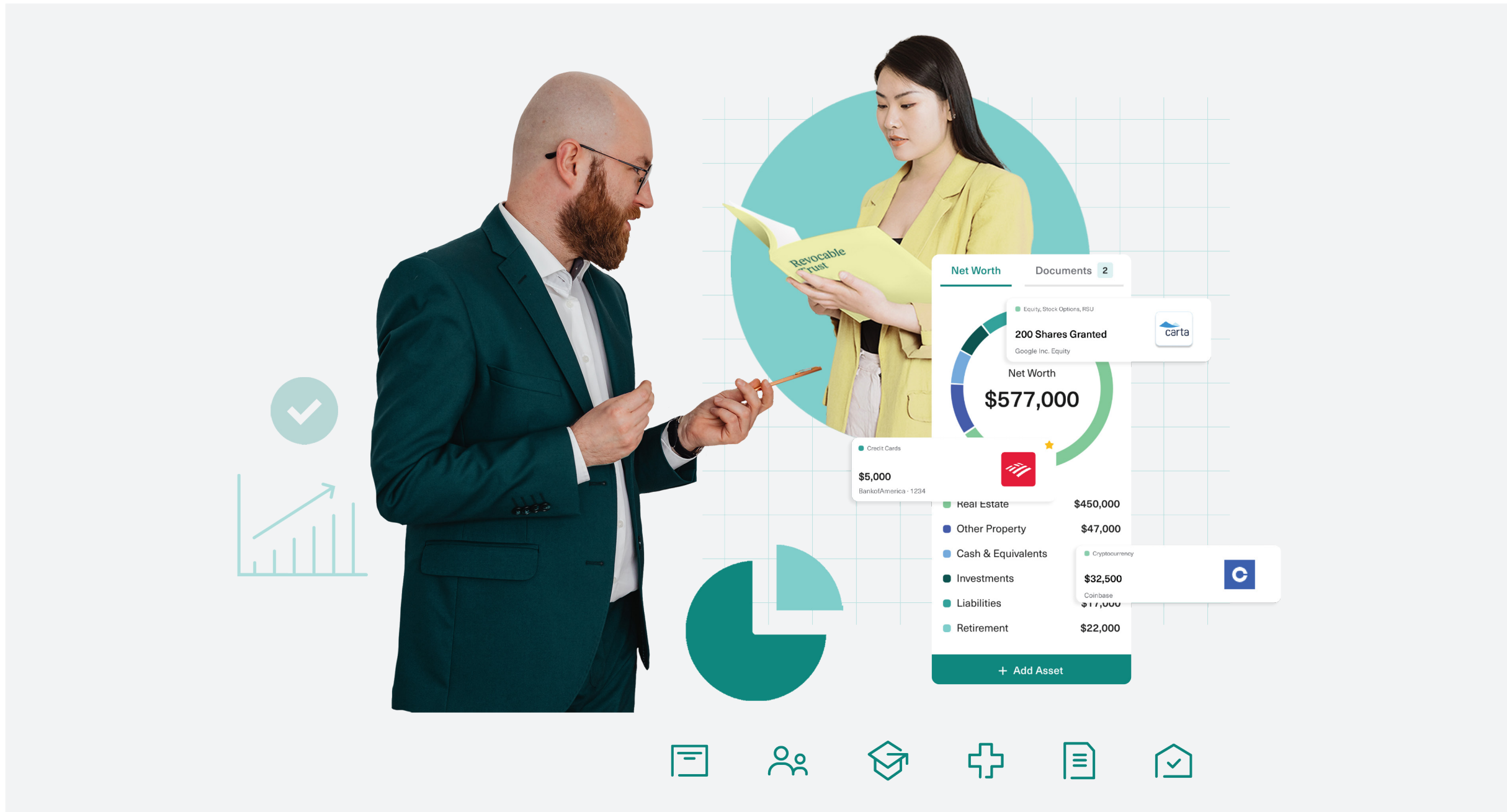
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Photography + Rendering Style

Wealth photography reflects our values of being trustworthy, accessible, and simple. Our photography and rendering styles are divided into two groups: Lifestyle (People), and Technology (Product).

Images of assets should be clean and confident and include uncomplicated scenes and graphic compositions. Remove background from Hero Subjects and Isolated UI—these elements may be used alone or in conjunction with color fields composed of Wealth's Primary Colors. When possible, color-grade images, tone and adjust the hues of key elements to those of the brand palette.



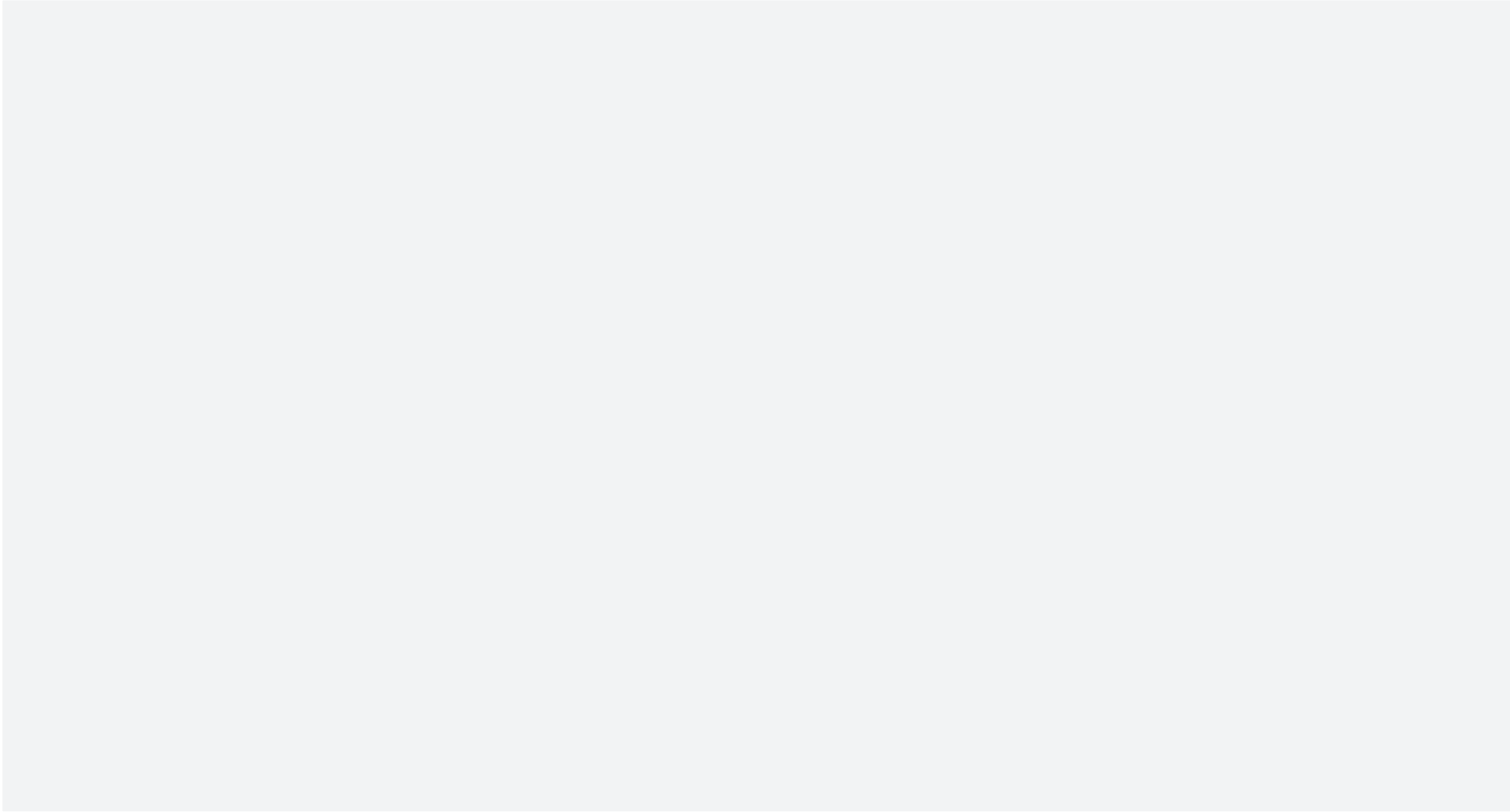
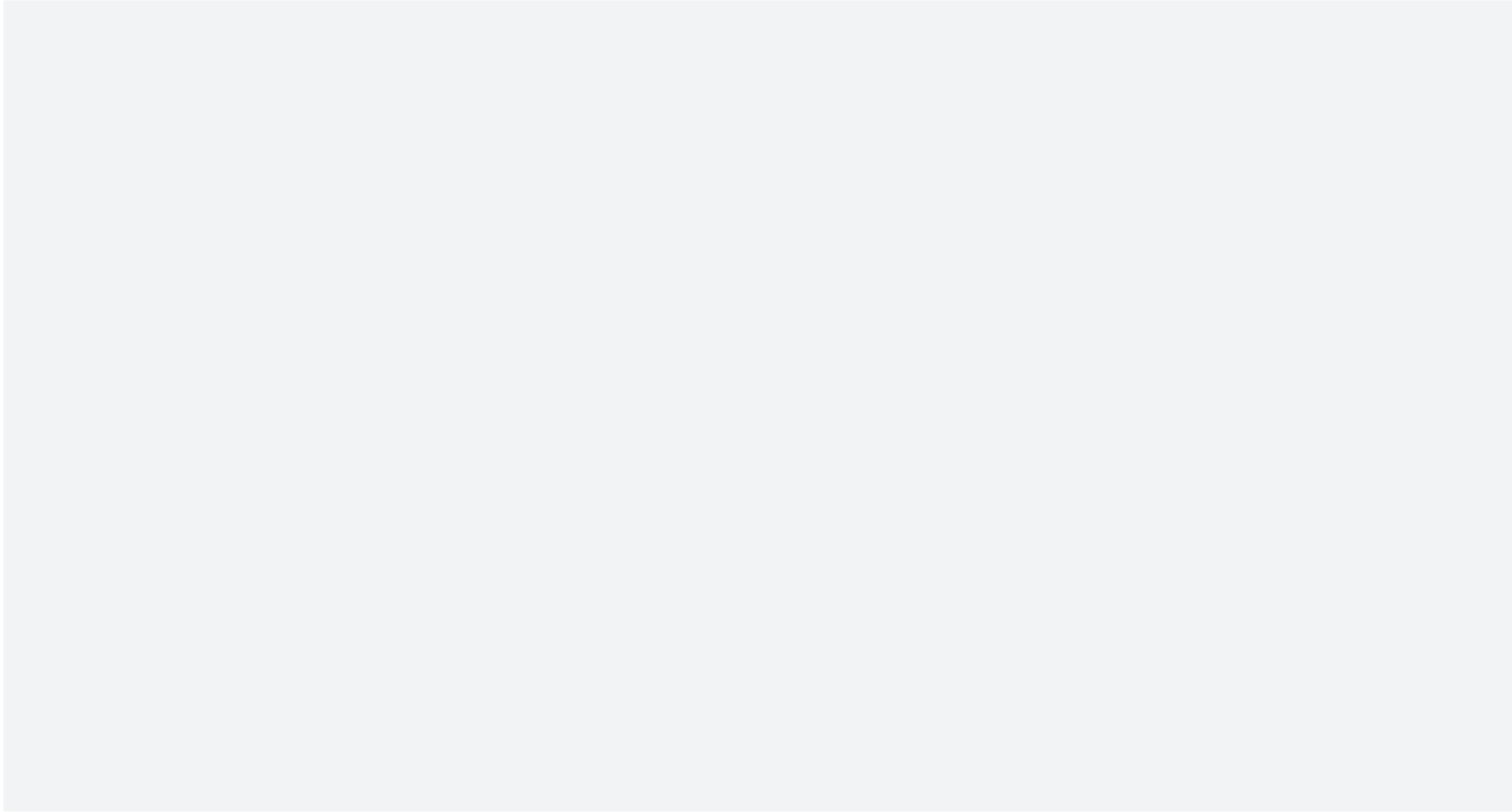
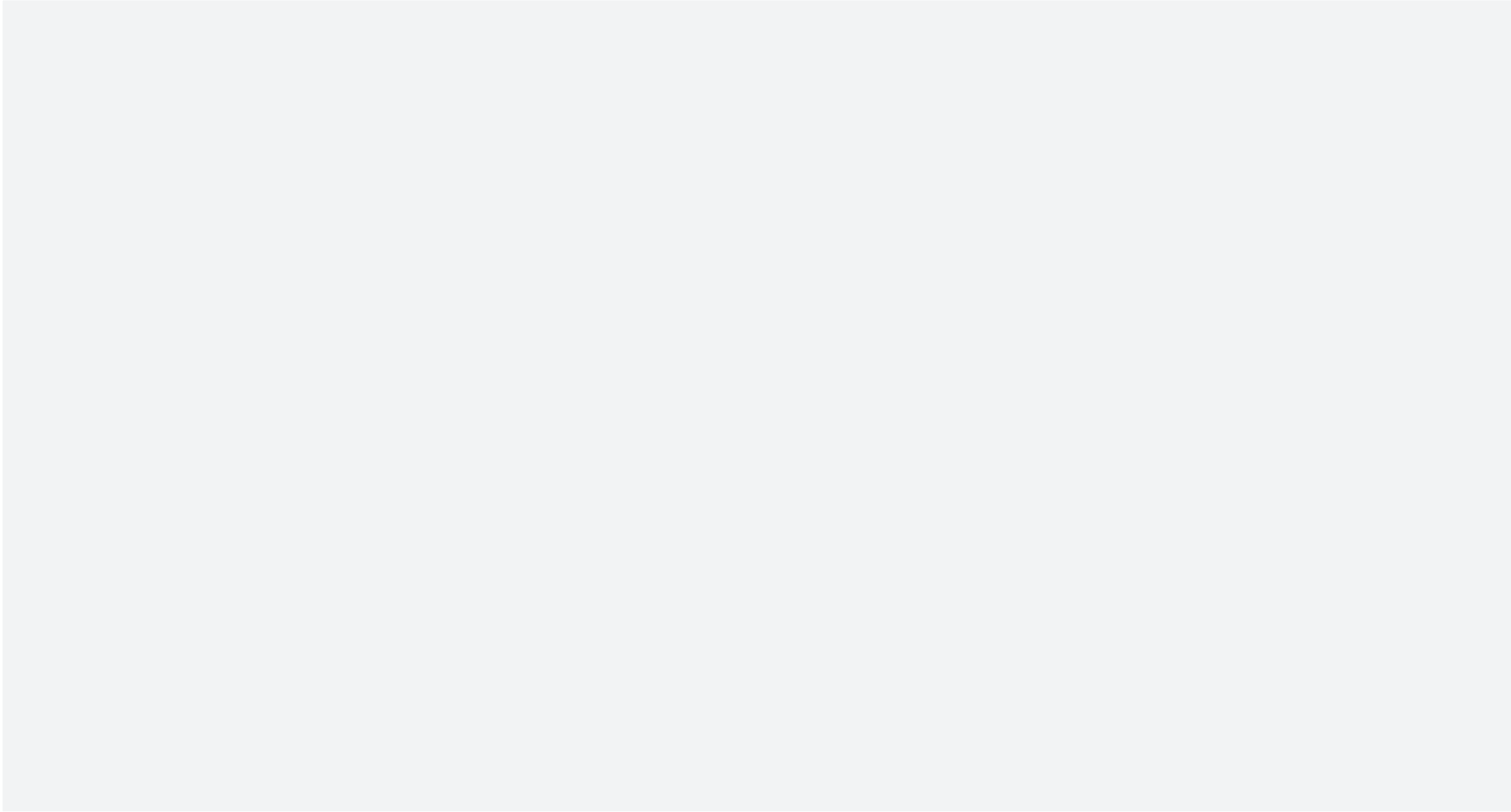
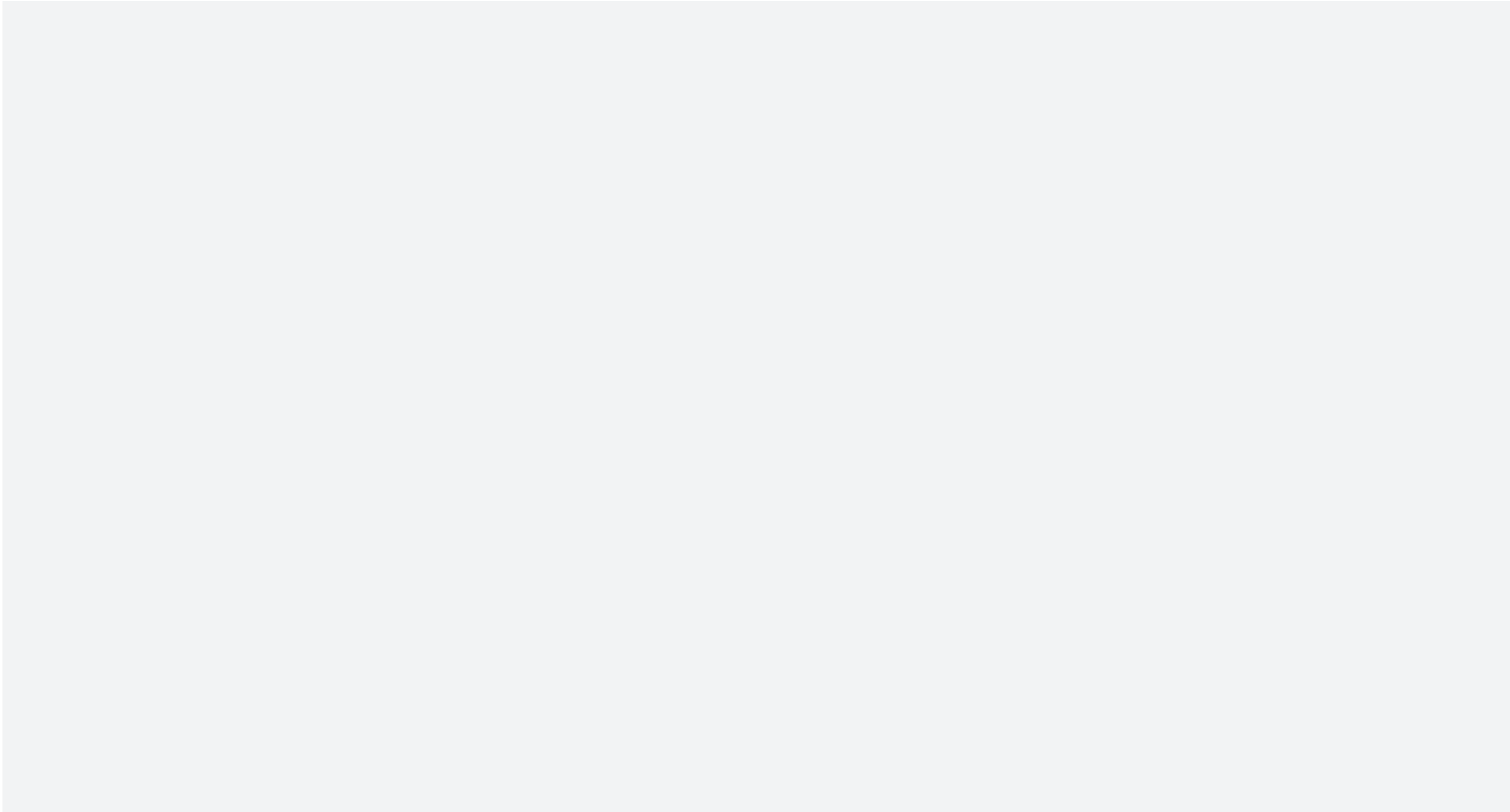
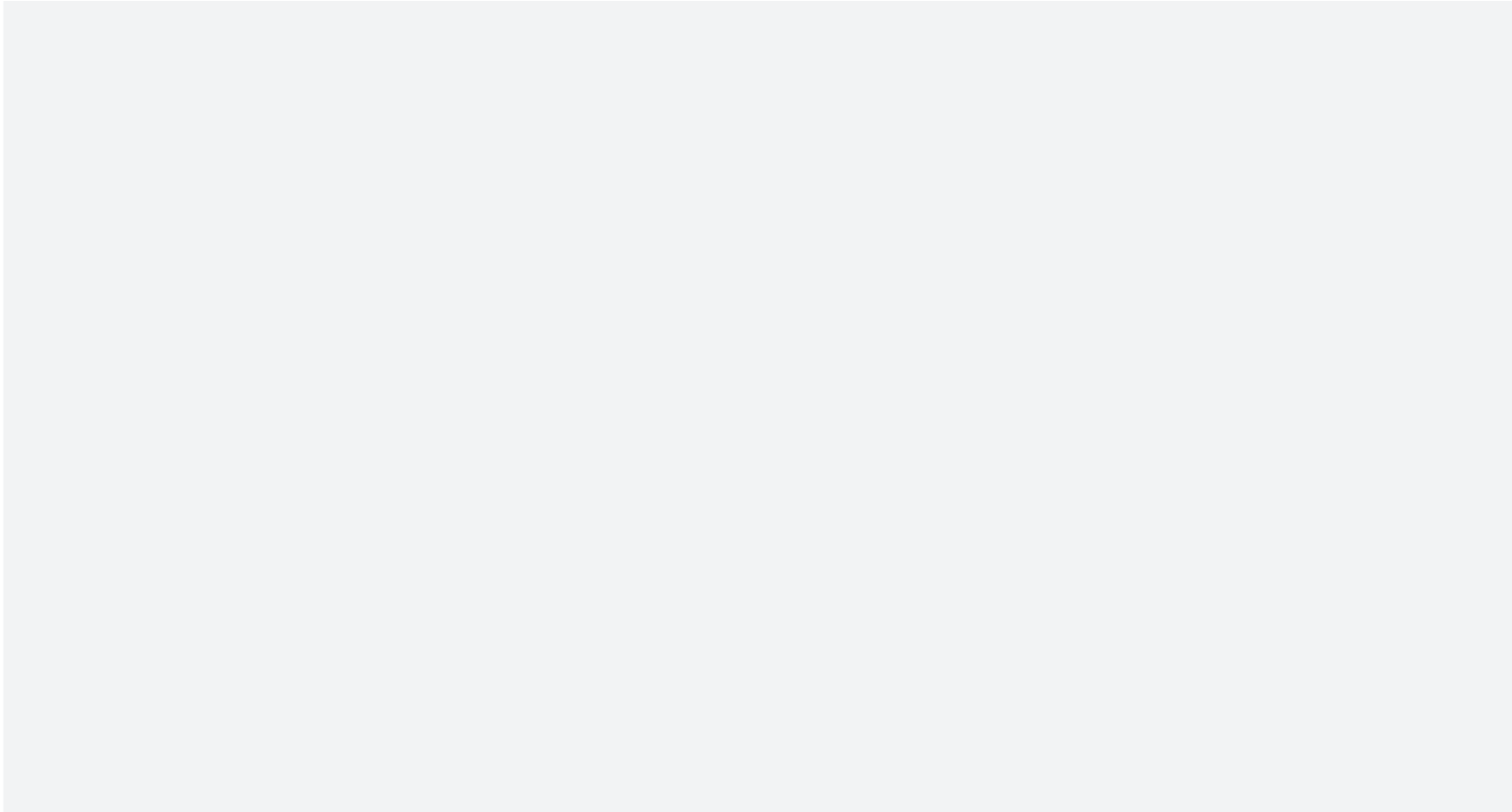
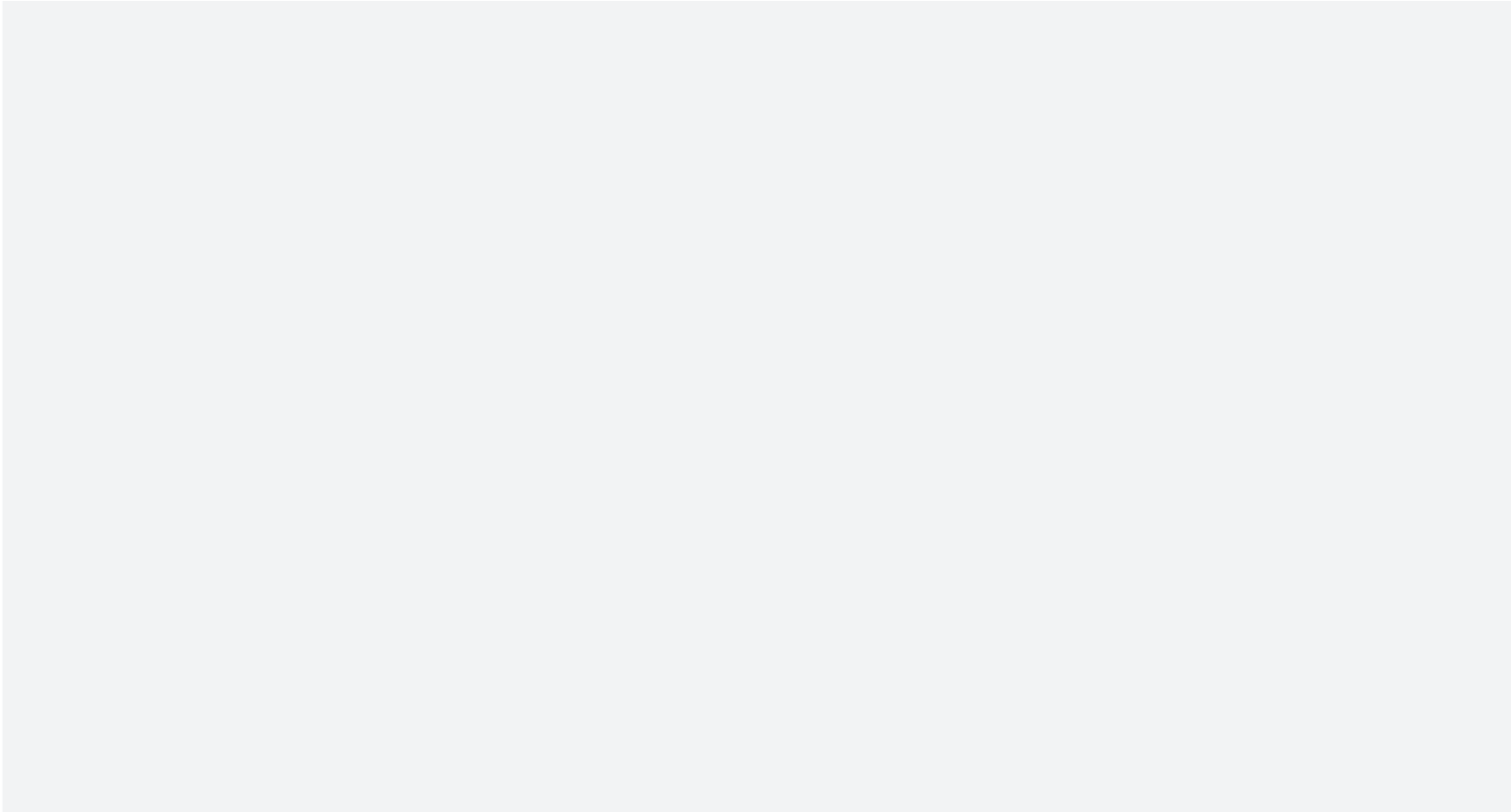
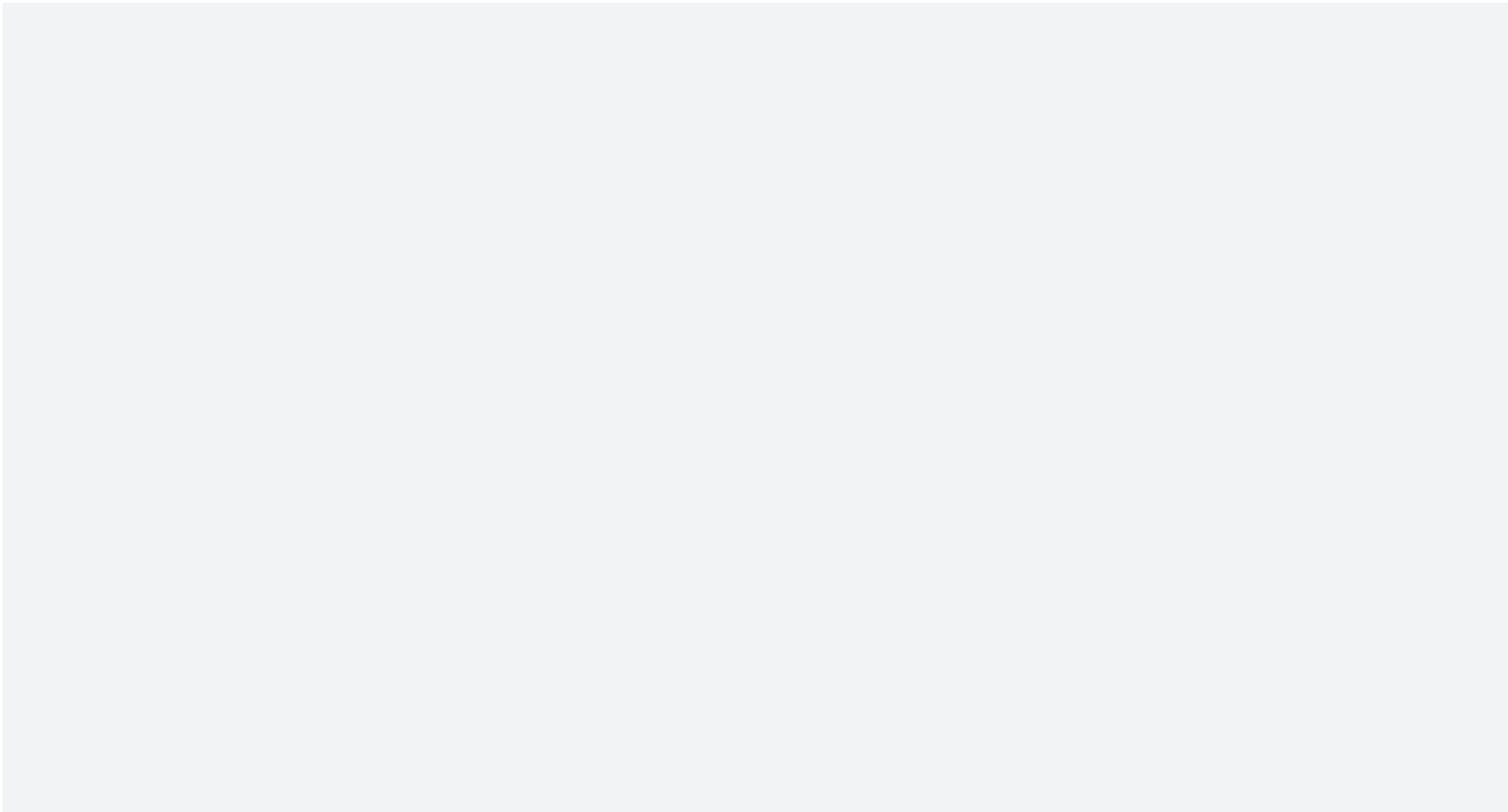


Estate Planning Reimagined™





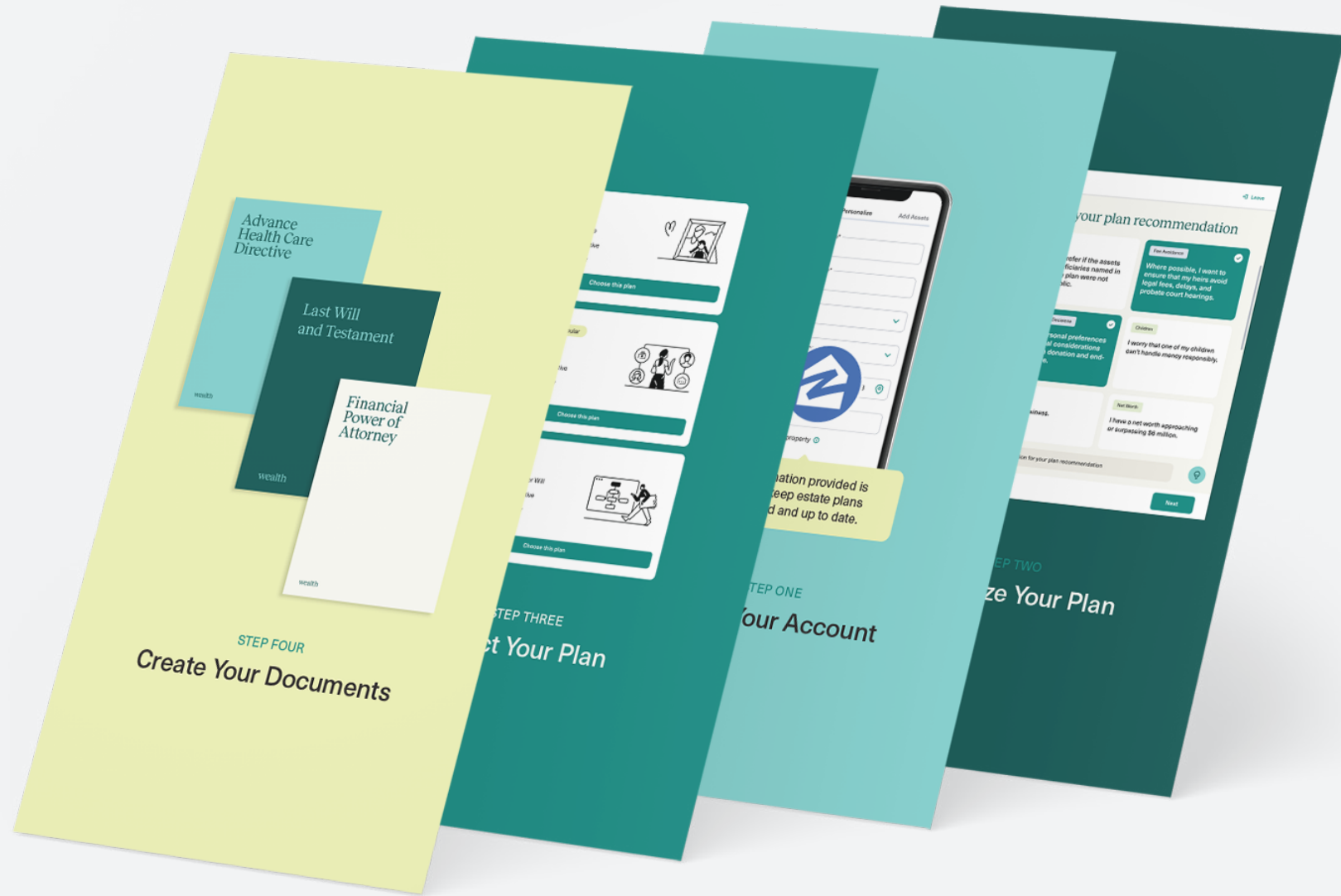
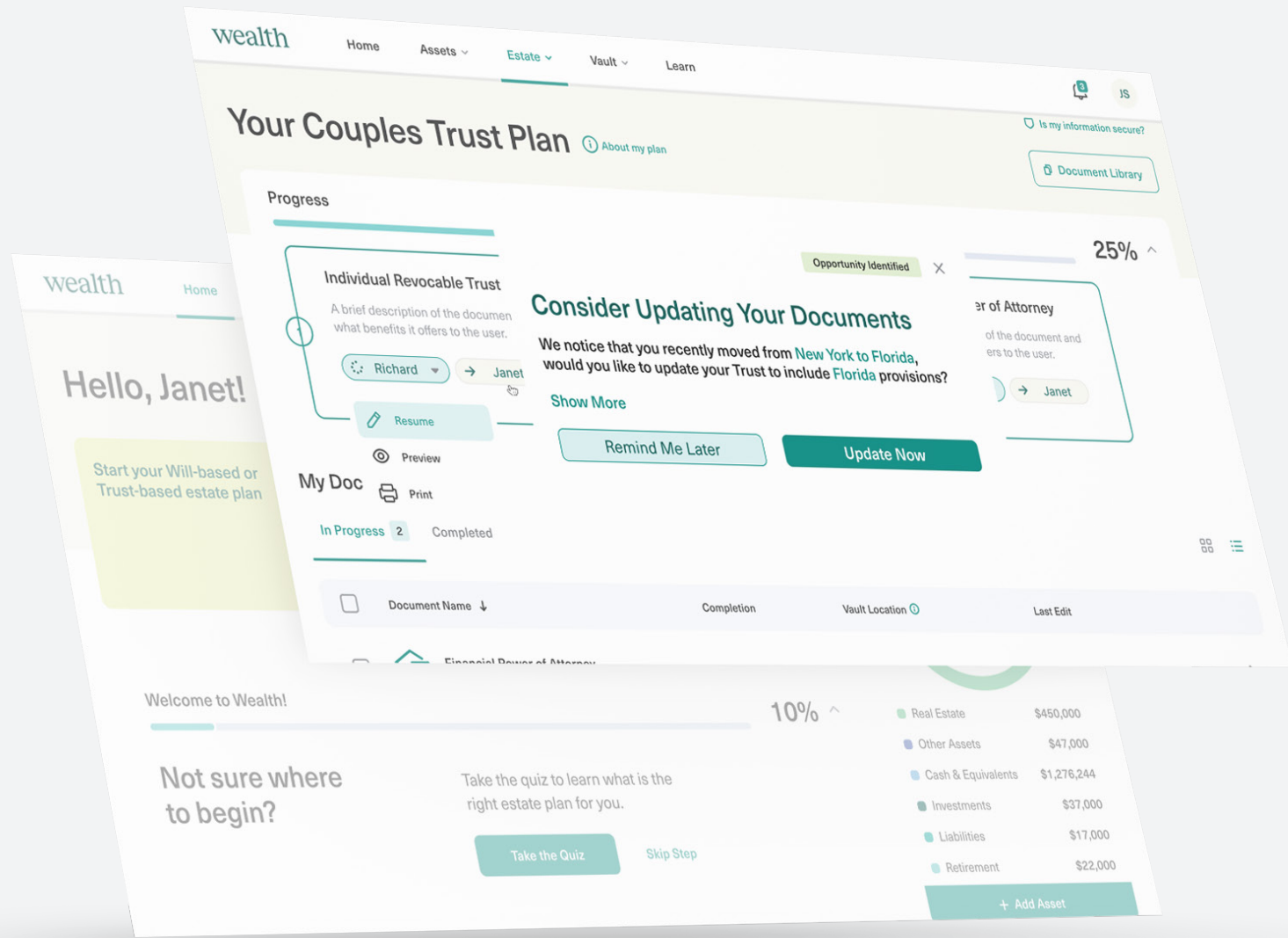
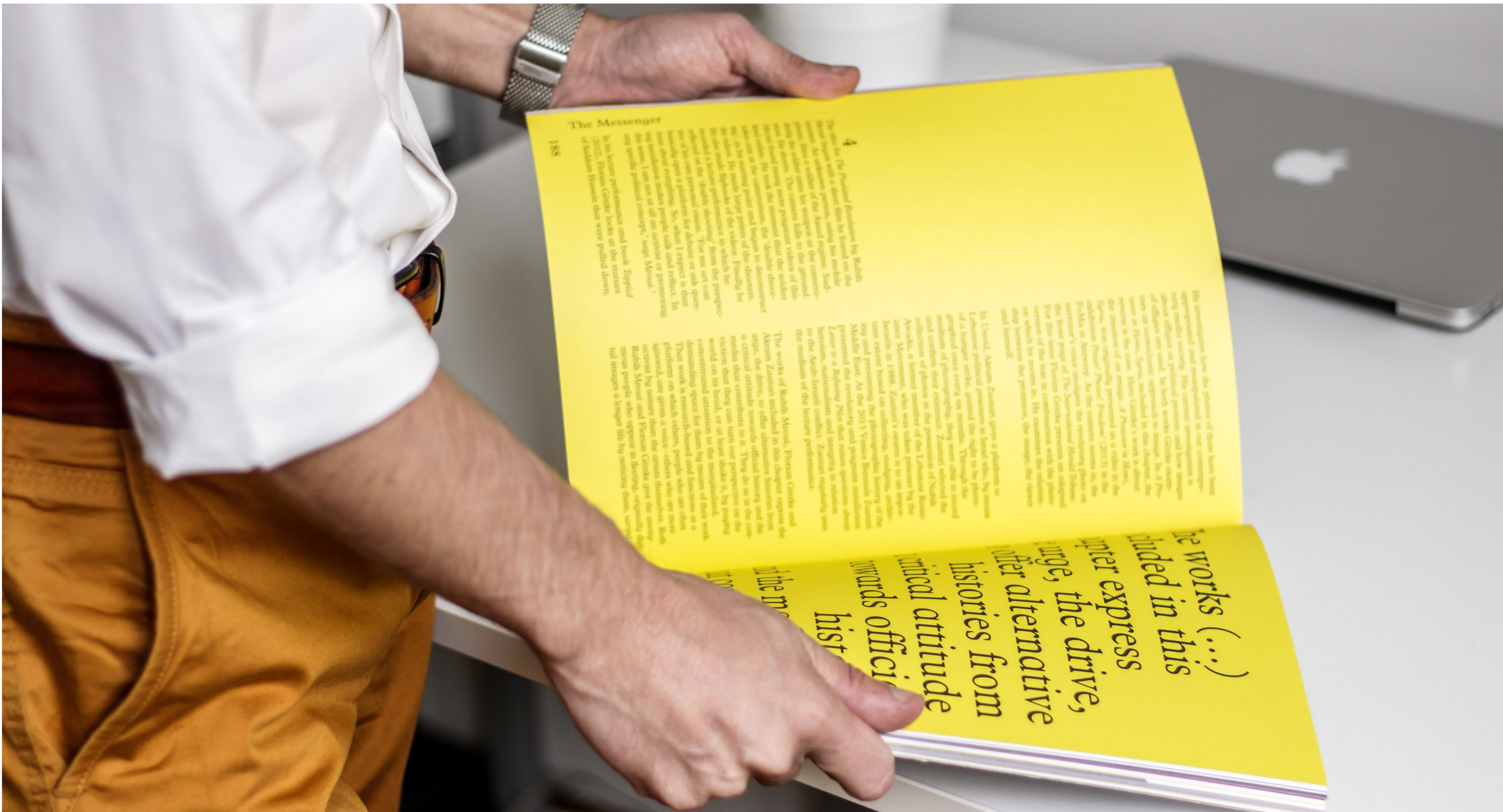


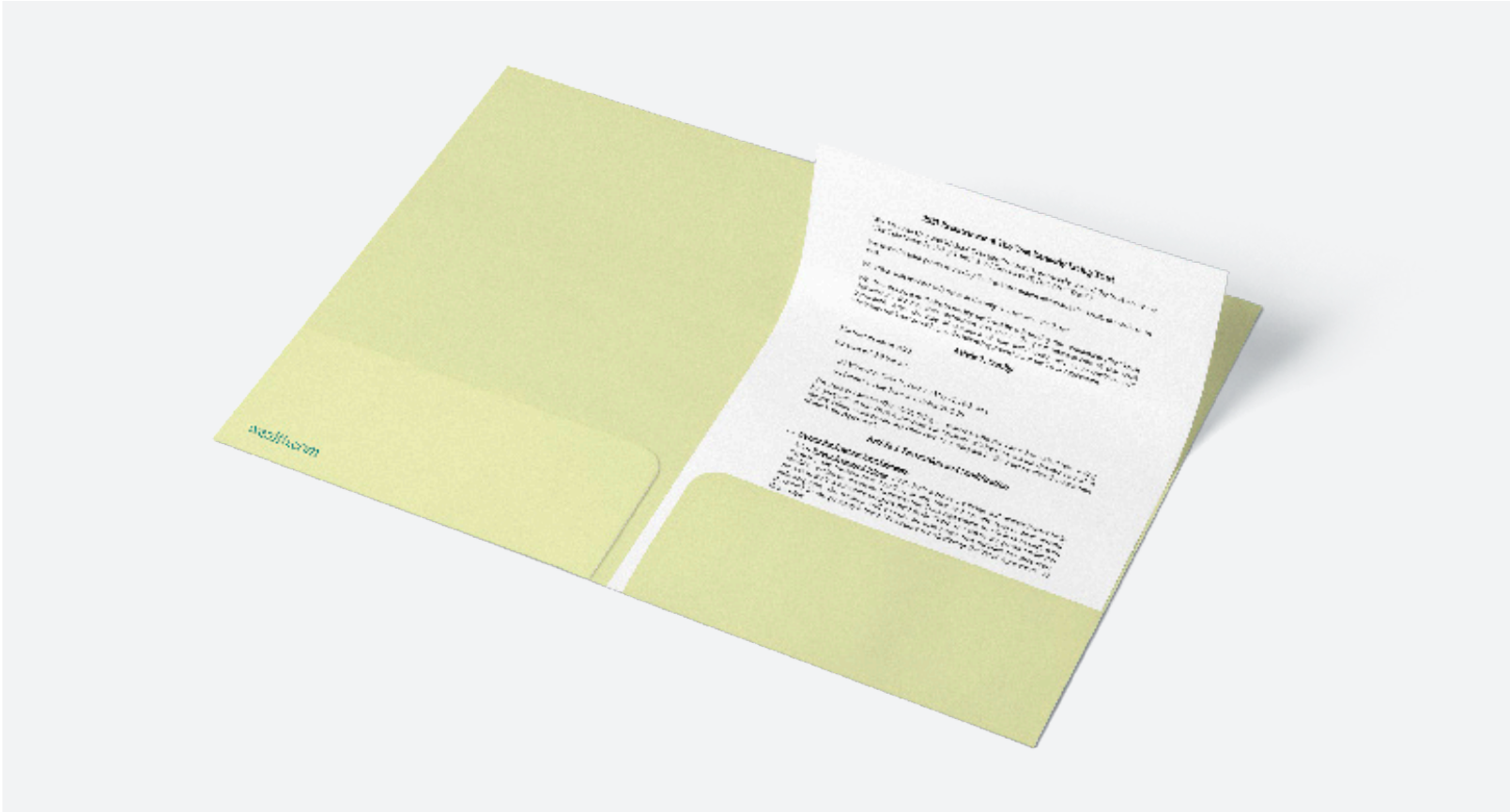
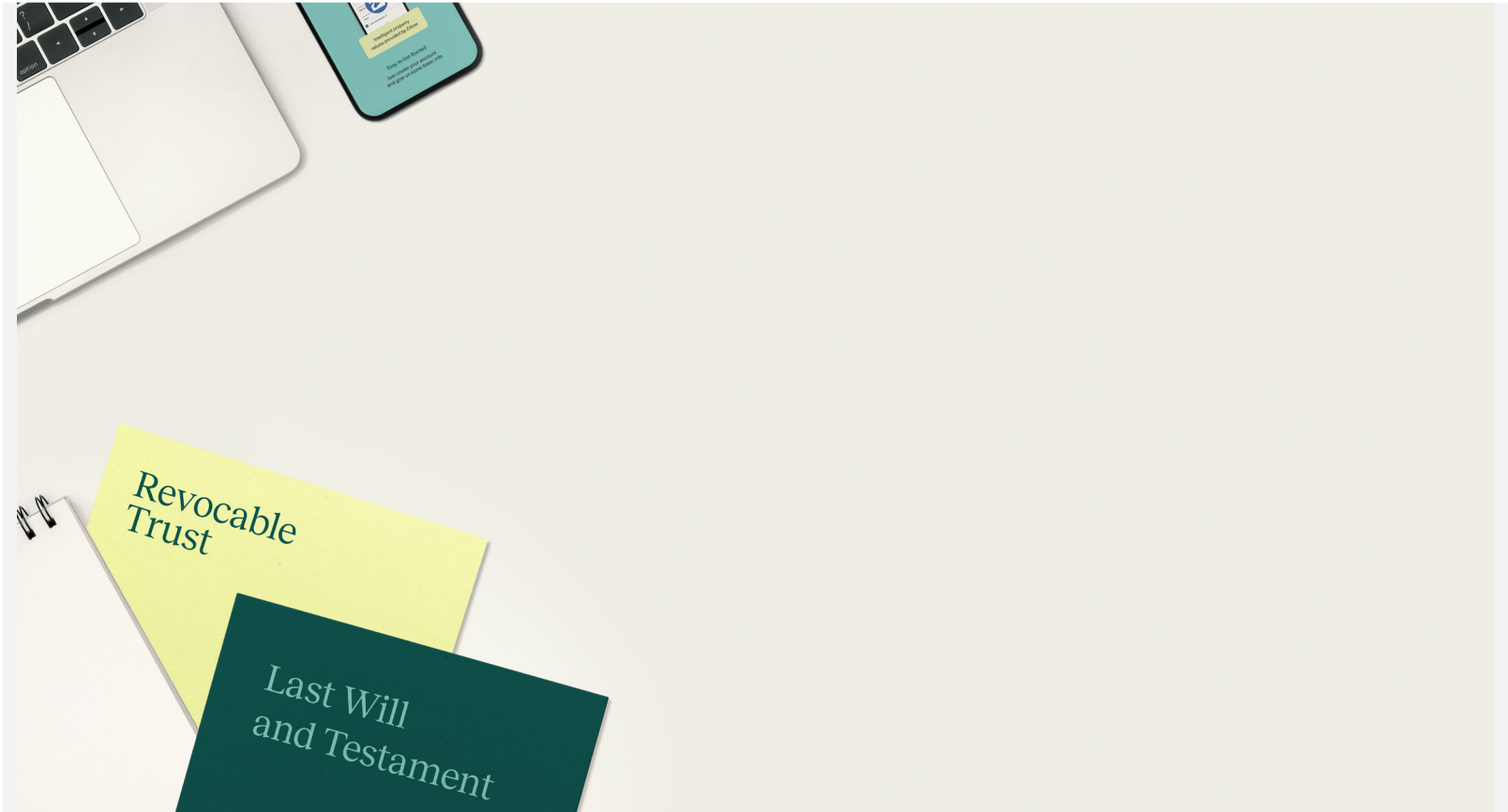
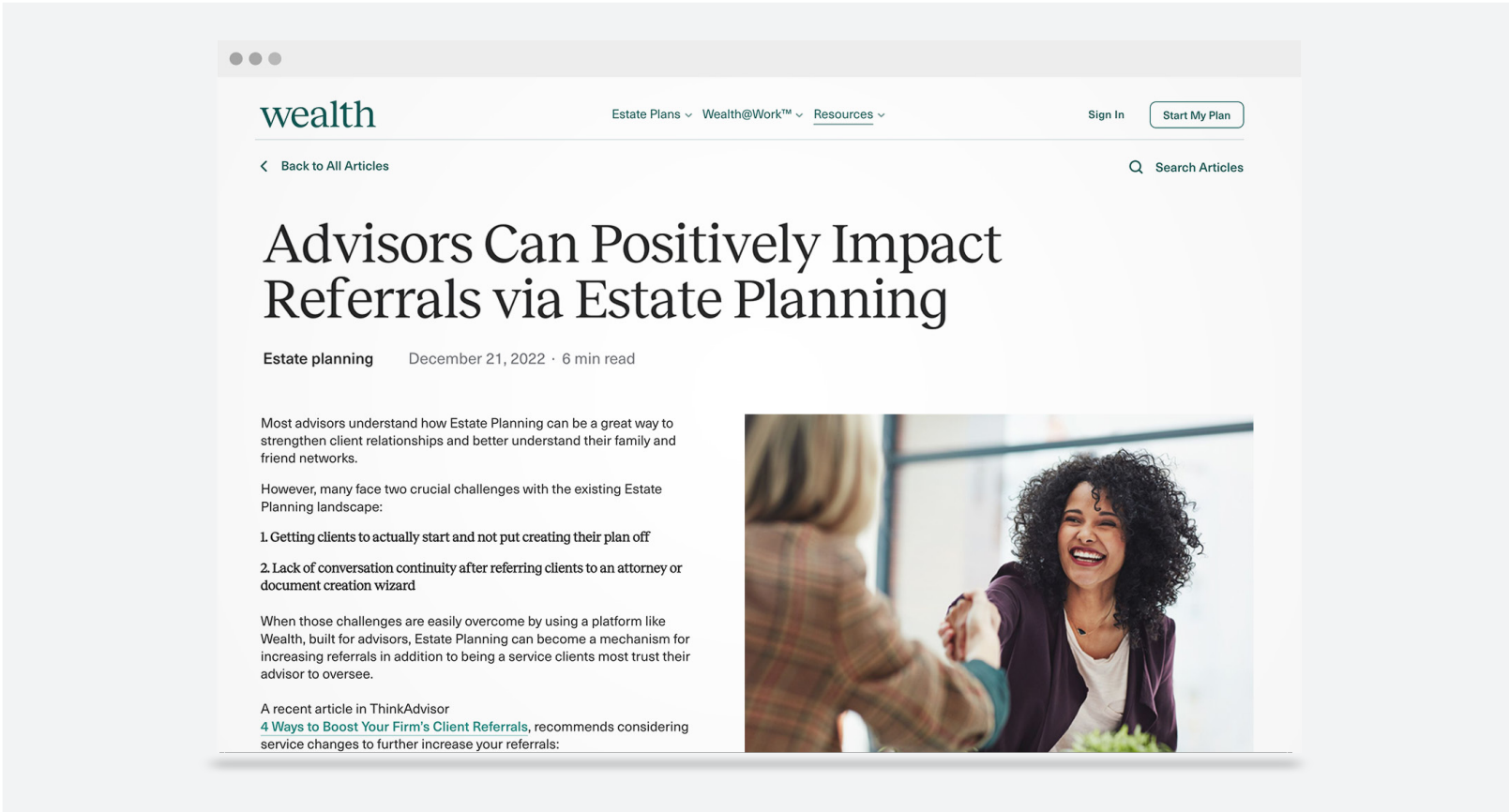




Brand Photography | Lifestyle







Conclusion

The intent of the guidelines is to provide a flexible framework that will help ensure all pieces and elements of communication are threaded together cohesively in a way that does not limit creativity. This will ensure that our brand maintains resilience and continues to create value through recognition. It is important to use only the official, approved brand assets in the manner prescribed to ensure the Wealth brand is implemented properly.

For information and guidance on the proper use of these guidelines, contact the brand team:
lucas@wealth.com + alaska.adams@wealth.com

Brand Use Cases

The following examples showcase Wealth's visual identity via print + web + application

Social

- Social Headers
- Profile Photos
- Elements common across Platforms



wealth.com

Last Will and Testament

Advance Health Care Directive

Revocable Trust & Pourover Will

Welcome!

Congratulations on taking the first step towards securing your legacy.

With [wealth.com](#) you can expect the following:


- High quality estate planning documents that are customized, state-specific, and tax optimized.
- A proprietary intelligence layer that provides proactive guidance to help you optimize your plan and make sure it is always up to date.
- A digitally-led experience with a human touch. Our in-house experts are always available to speak with you if you need help, and if you want to speak with an attorney live, we can make that happen too!

We take data security very seriously

The Wealth platform uses bank-level encryption throughout, where data is encrypted both in motion and at rest — so you don't have to worry about the privacy of your personal information.

Access My Account

Button not working for you?
You can also copy/paste this link into your browser:
[https://URL.com](#)

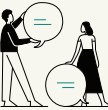


Rafael Loureiro

CEO

“ I’m thrilled you chose Wealth, thank you for trusting us with something so important. Our team works hard every day to make sure [Wealth.com members receive the quality and care they expect from the most comprehensive digital estate planning platform available.](#)

Congratulations on taking the first step toward securing your legacy. ”



If you have any questions, reach out to us any time

+1 (855) 456-0333

[support@wealth.com](#)

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See what people are saying about their experience

With Wealth, I can now provide my clients an accessible, digital estate planning platform—

one that gives me the added benefit of visibility into their progress through the Advisor Dashboard. Not only does this allow me to support them in completing their will or trust, but it helps simplify the estate administration process when the time comes.




James Sande
Financial Advisor/Franchise owner, Sande Financial Group



Sande Financial Group
A financial advisory practice of
Ameriprise Financial Services, Inc.



Next quote 

See what people are saying
about their experience

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James Sande
Financial Advisor
Franchise owner, Sande Financial Group



Sande Financial Group
A financial advisory practice of
Ameriprise Financial Services, Inc.

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Log In

Customize Your Plan,
Secure Your Legacy

Continue with Google

Continue with Apple

or sign up with email

Email Address*

Email

Password

Password

Sign Up

Signing up signifies that you have read and agree to the [Terms of Service](#) and our [Privacy Policy](#)

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StepsPersonalizeAdd Assets

Legal first Name*Jonathan

Legal last Name*Smithsonian

Model StatusMarried

How Do you have a child?Primarily by 2004 Q1

How often Birth 24500

I own this property

Intelligent property values provided by Zillow

STEP ONE

Create Your Account

Core

Nomination of Guardianship
Advance Health Care Directive
Financial Power of Attorney

Choose this plan

Will

Most Popular
Last Will & Testament
Advance Health Care Directive
Financial Power of Attorney

Choose this plan

Trust

Revocable Trust & Pour Over Will
Advance Health Care Directive
Financial Power of Attorney

Choose this plan

STEP THREE

Select Your Plan

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Select to personalize your plan recommendation

Mental Status

I am married, in a civil union, or in a domestic partnership.

Health Care Directive

Privacy

I would prefer if the assets and beneficiaries named in my estate plan were not made public.

Health Care Directive

How Assets

Where possible, I want to ensure that my heirs avoid legal fees, delays, and probate court hearings.

Health Care Directive

Financial Directives

I want someone else (e.g. spouse) to be able to handle financial matters on my behalf in case of emergency.

Health Care Directive

Children

I have personal preferences on medical considerations like organ donation and end-of-life care.

Health Care Directive

Other Issues

I want that one of my children can't handle money responsibly.

Health Care Directive

Business

I own a business.

Health Care Directive

Testament

I have a net worth approaching or surpassing \$5 million.

Health Care Directive

We have taken your state into consideration for your plan recommendation

Getting to know your unique situation.

Next

STEP TWO

Customize Your Plan

Advance Health Care Directive

Last Will and Testament

Financial Power of Attorney

Create Your Documents

Visualize

Manage

Manage Your Legacy

We're Here to Help