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We believe that everything we do is motivated by our values is driven by happiness.  
In our lives, stress occurs when those values are misaligned with our ideal reality.  
Mindful Money reduces financial stress by aligning your financial habits with your ideal reality.  
With Mindful Money, you can be happier about money and have a bit extra,  
Every time.

Adherence to the guidelines in this guide enable us to consistently develop our investments in the Mindful Money brand.  
We aim to convey the brand meaning clearly and consequently improve our articulation of the Mindful Money brand identity.

# THE LOGOS

## MAIN LOGO



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JPG EPS PNG

## ALTERNATE LOGOS



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You may NOT:

- alter our logos in any way
- place a logo in such close proximity to other content that it is indistinguishable.
- make our logo the most distinctive or prominent feature on your website, printed material or other content.
- use our logos in a way that suggests any type of association or partnership with Mindful Money or approval, sponsorship or endorsement by Mindful Money (unless allowed via a license from us).
- use our logos in a way that is harmful, deceptive, obscene or otherwise objectionable to the average person.
- use our logos on websites or other places containing content associated with hate speech, pornography, gambling or illegal activities.
- use our logos to, or in connection with, content that disparages us or sullies our reputation.



# THE COLORS



- RGB - 96 - 170 - 30  
- CMYK - 67-10-100-0  
- HEX - 62AA1E



- RGB - 58 - 77 - 15  
- CMYK - 70-46-100-45  
- HEX - 3A4D0F



- RGB - 228 - 253 - 125  
- CMYK - 9-0-15-0  
- HEX - E4FDE1



- RGB - 17 - 153 - 155  
- CMYK - 80-20-41-0  
- HEX - 11999B



- RGB - 76 - 76 - 76  
- CMYK - 65-58-57-37  
- HEX - 4C4C4C



- RGB - 255 - 209 - 49  
- CMYK - 0-16-89-0  
- HEX - FFD131



DOWNLOAD SWATCHES

EPS

THE TYPOGRAPHY

PURPOSE-DRIVEN

FINANCIAL TECHNOLOGY

Designed to get you more of what you want in less time.

COVES FONT SHOULD BE USED ON TITLES AND HEADINGS.

## Coves Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

## Coves Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Brandon Grotesque font should be used on copy text.

## Brandon Grotesque Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

## Brandon Grotesque Thin

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

DOWNLOAD FONTS

.ttf file