



# MISSION FOCUSED FINANCIAL

***Mission First. People Always.***

This brand guide contains all of the information you need to properly showcase Mission Focused Financial. Following this guide will insure your brand continues to reach clients, and potential business partners in the way it was originally designed to.

Brand  
Guide



# Logo

---



# Logo Usage



## Stacked Lockup

Stacked logo will be your go-to option when placing your logo in designs, and marketing materials.



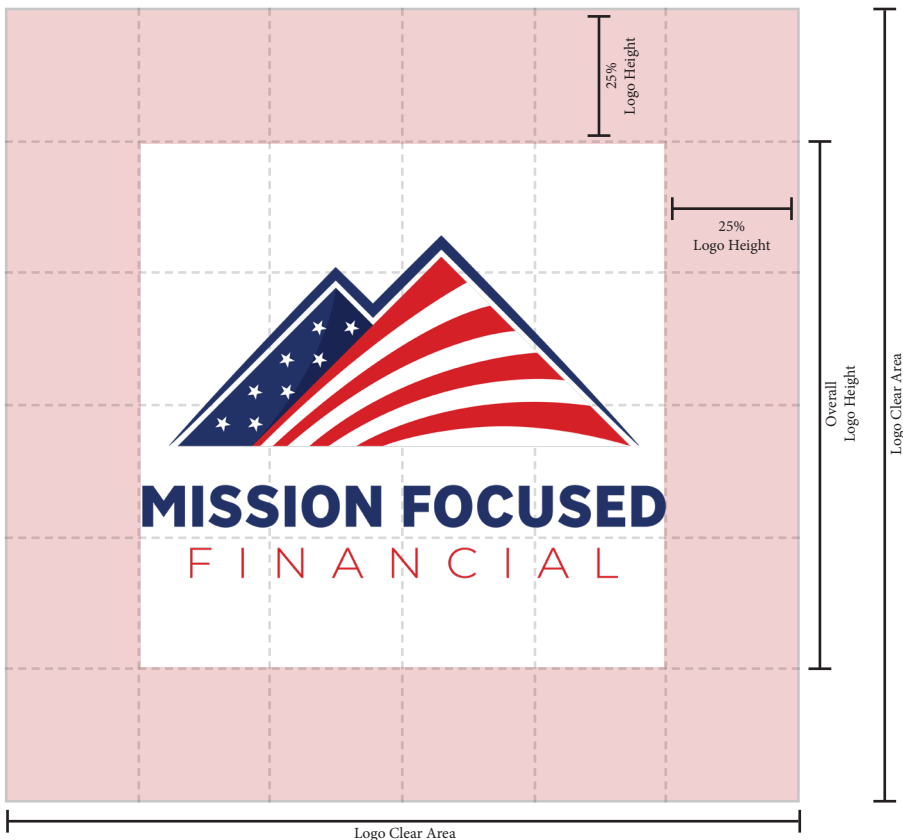
## Horizontal Lockup

Best logo option for letterhead or other instances where more horizontal space is available than vertical space.



## Logo

This logo will be used along with a primary, or horizontal logo, or where the Mission Focused Financial name has already been established in a design.



## Logo Clear Space

25% of the overall logo height should be free of any other designs or graphic elements (represented by the red area).

# Logo Sizing

---



## Stacked Lockup Minimum Size:

.5 inch overall height



## Horizontal Lockup Minimum Size:

.25 inch overall height



## Logo Minimum Size:

.125 inch overall height



## Logo Scaling

Different versions of your logo will be easier to read at different sizes.

Logo should always be scaled proportionally, and never stretched or skewed in any way.



## Logo Scaling

Logo is correctly scaled in this example.

# Brand Colors & Fonts

---

## Mission Blue

#229267

R: 34 G: 50 B: 103

C: 100% M: 92% Y: 31% K: 20%

## Mission Navy

#1A2453

R: 26 G: 36 B: 83

C: 100% M: 94% Y: 37% K: 34%

## White

#000000

R: 0 G: 0 B: 0

C: 0% M: 0% Y: 0% K: 0%

## Mission Red

#D62027

R: 214 G: 32 B: 39

C: 10% M: 100% Y: 98% K: 2%

# Tagline

---

**Mission first. People always.**

---

## Nort

Thin	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Regular	<i>Italic</i>
Medium	<b><i>Medium Italic</i></b>
Bold	<b><i>Bold Italic</i></b>
Ultra	<b><i>Ultra Italic</i></b>

### ***Which font to choose?***

**Nort Ultra - Ultra** is good for headings, or where more attention is needed.

**Nort Medium- Thin** is good for subtitles, or body copy.

Nort Thin- Thin is good for body copy and has a modern, clean feel.





**Mission first. People always.**