

A grayscale photograph of two construction workers walking away from the camera on a job site. They are wearing hard hats and safety harnesses. The background is blurred, showing other workers and equipment. The image is overlaid with a dark gray rectangular area in the top right corner containing the title text.

# SQUARE DEAL FINANCIAL

BRAND MANUAL



**WHEN WE SPEAK WITH ONE VOICE,  
EVERYTHING OUR CUSTOMERS SEE  
WILL BE “ON BRAND.”**

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# OUR PROMISE

**VISION** To build trustworthy and prosperous relationships that lead to financial stability and growth for blue collar workers.

**MISSION** To build trust and create financial security and independence for every customer.

**VALUE** We know you work hard for your money. Our advisors are dedicated to financial services that you and your family can trust. You'll see yourself in us, guaranteed.

# COPY STRATEGY & TONE

This is the tone of Square Deal Financial. The goal is to come across as understandable and friendly, yet straight-forward. Don't write long, impersonal marketing-speak. Write like real people writing to other real people. Use contractions. Sentence fragments. Whatever sounds real. Financial investments aren't rocket science, and our clients shouldn't feel like it is. The last thing we want is to make it more difficult for people to understand. We want them to have confidence that their future is in safe hands.



Square Deal Financial

EMAIL SAMPLE



**Square Deal Financial**  
Square Deal Financial Yearly Meeting  
To: jake.phillips214@gmail.com

January 20, 2021 at 9:17 PM

Hey Jake,

I hope you and your family are staying healthy. All your investments are doing well, I just wanted to reach out to schedule an end-of-the-year meeting. I'd also like to make sure we can finalize the educational 529 plan you talked about previously. If you don't have time to meet face-to-face, that'll be fine. A quick phone call should do the trick, just to make sure we're on the same page.

If you have any questions, you've got my number. Feel free to reach out.

Marty Maier

## WEBSITE SAMPLE

At Square Deal Financial, investment products and services are built to meet your needs. We offer investment options to help take you where you and your family want to go. From individual investments to retirement planning, your advisor is ready to talk to you about the options available and the right choice for your long-term goals.



# BRAND MARK



Square Deal Financial

# SQUARE DEAL FINANCIAL

IF YOU WANT TO ACCESS THE BRANDMARK  
FILE, CLICK HERE TO DOWNLOAD IT.



# CLEAR SPACE

When creating content using this mark and lockup, keep a “squares” width away from any other content.



**TAG LINE CLEAR SPACE**







# MINIMUM SIZE



# COLOR PALETTE

Colors overlaying images should have opacity levels at 40% and not cover people's faces. Images should be gray scale and at 60% opacity to not distort the color.

This color palette helps ensure consistency. Use of these colors will establish a distinct and recognized look for Square Deal Financial.

## OLIVE GREEN

PANTONE: 581 C  
CMYK: 0 5 57 61  
RGB: 100 95 43  
HEX: #645F2B

## GRAY

PANTONE: 414 C  
CMYK: 0 2 9 34  
RGB: 169 166 153  
HEX: #A9A699

## DEEP GREEN

PANTONE: 4259 C  
CMYK: 9 0 47 82  
RGB: 43 47 25  
HEX: #2B2F19

## SKY BLUE

PANTONE: 2178 C  
CMYK: 28 8 0 39  
RGB: 113 143 156  
HEX: #718F9C

## BEIGE

PANTONE: 7534 C  
CMYK: 0 5 11 14  
RGB: 220 209 195  
HEX: #DCD1C3





# TYPO GRAPHY

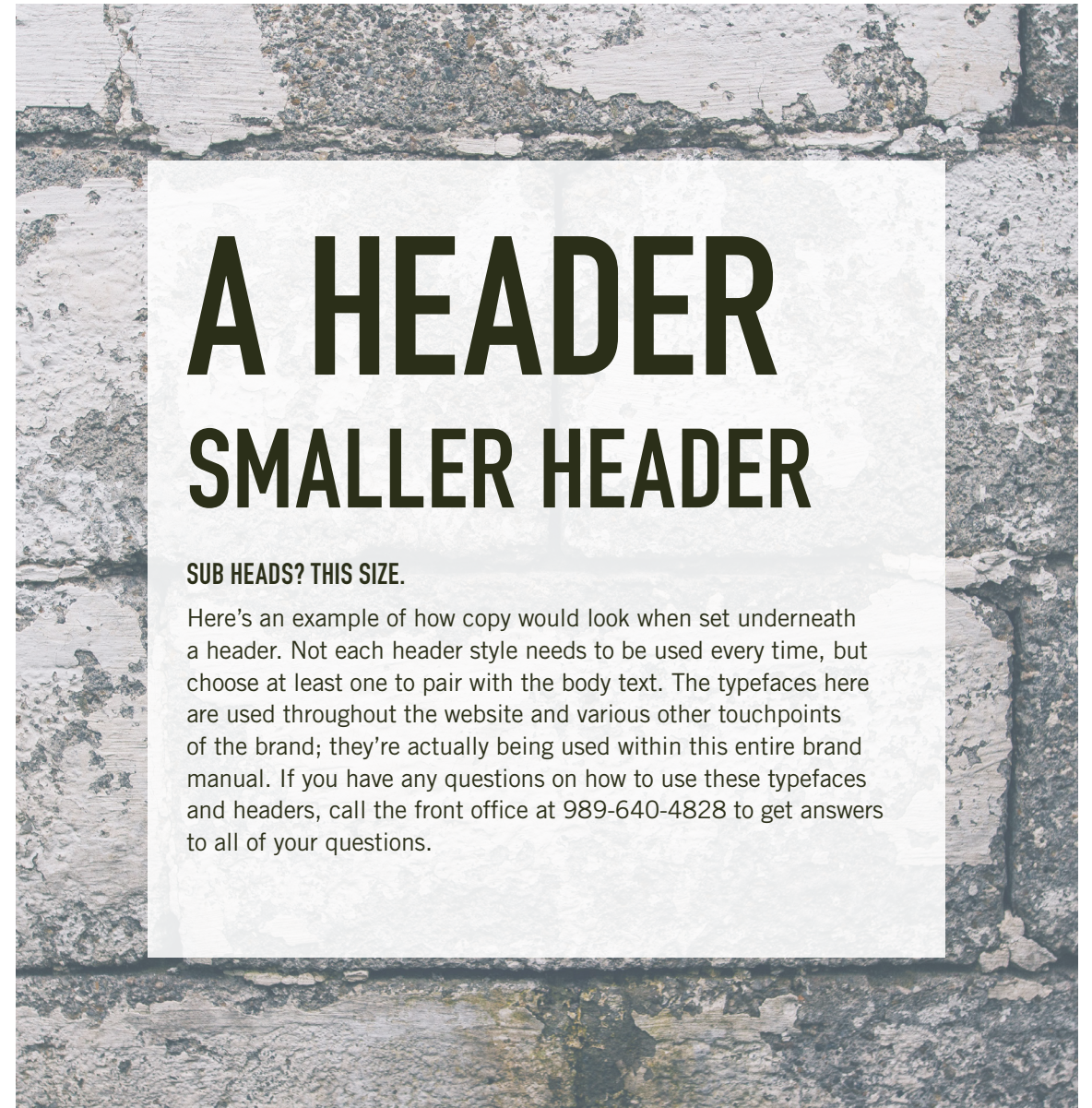
DIN 1451 STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Trade Gothic LT Std

abcdefghijklmnopqrstuvwxyz

WANT THE TYPEFACES?  
CLICK THE TYPE NAME TO DOWNLOAD IT.



## A HEADER

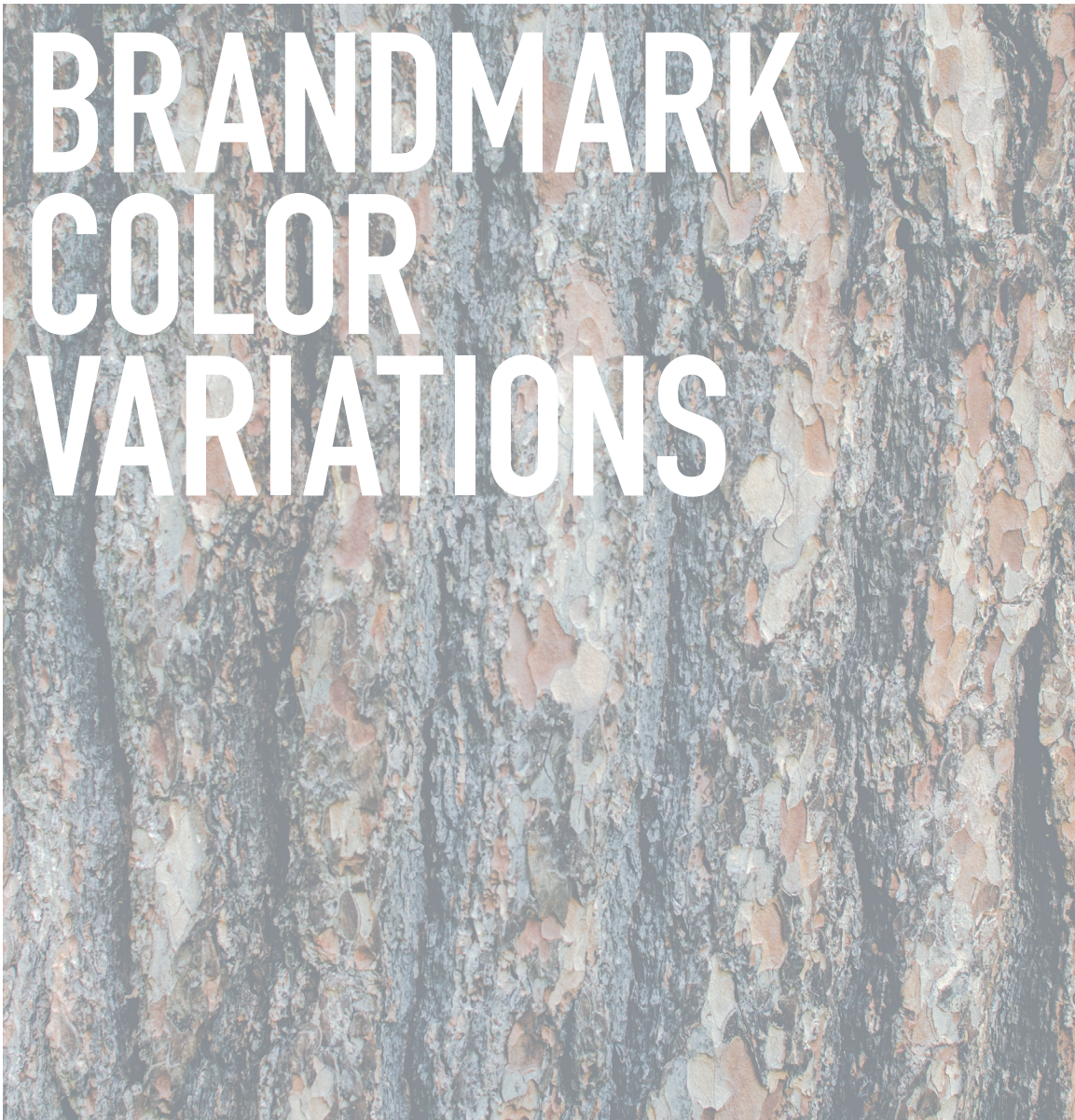
### SMALLER HEADER

**SUB HEADS? THIS SIZE.**

Here's an example of how copy would look when set underneath a header. Not each header style needs to be used every time, but choose at least one to pair with the body text. The typefaces here are used throughout the website and various other touchpoints of the brand; they're actually being used within this entire brand manual. If you have any questions on how to use these typefaces and headers, call the front office at 989-640-4828 to get answers to all of your questions.



# BRANDMARK COLOR VARIATIONS



white mark  
(for use on dark backgrounds)



colored mark  
(main usage)

TO ACCESS AND DOWNLOAD THESE MARKS, CLICK THE BUTTON BELOW.

[DOWNLOAD MARKS](#)



dark mark  
(for use in black and white)



# INCORRECT USE

These are only a few of the many ways to misuse our  
brandmark. Wondering if an application is incorrect?  
Call the front office at 989-640-4828.



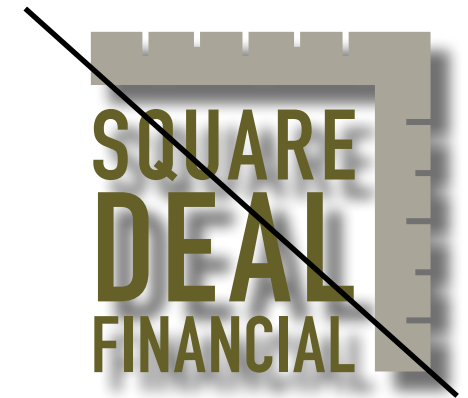
different colors



rotated brandmark



stretching



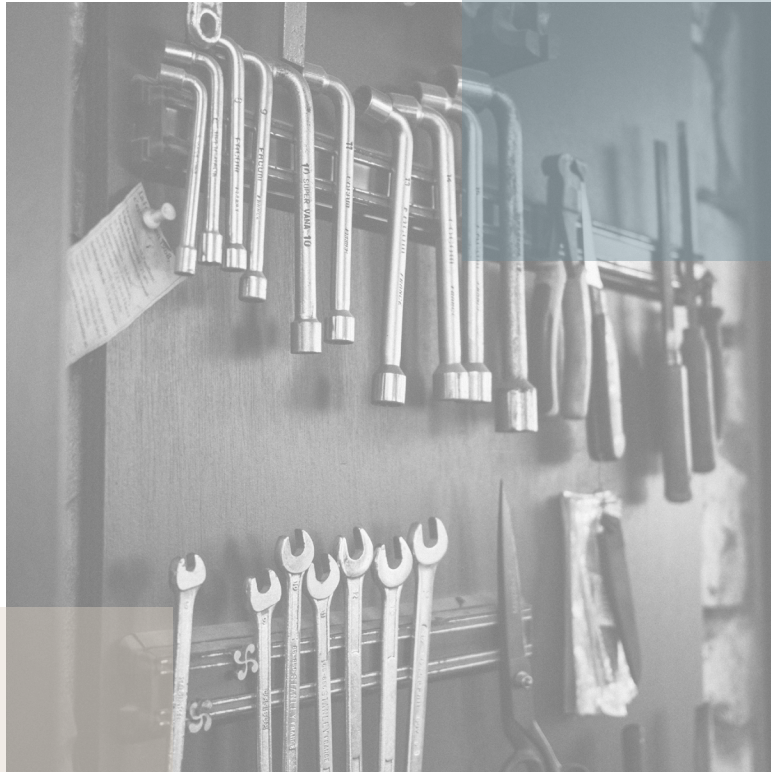
drop shadows or any other effects

# BRANDED IMAGERY

The imagery for Square Deal Financial strives to exemplify our values: hard work, family, tradition, trust, and respect. Please only use imagery from this photo library.

When using text on top of images, the image should be grayscale and the opacity at 30% to ensure readability.

If you have any questions on how to utilize these images, please call the front office at 989-640-4828.



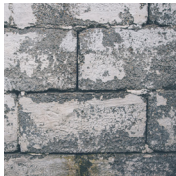
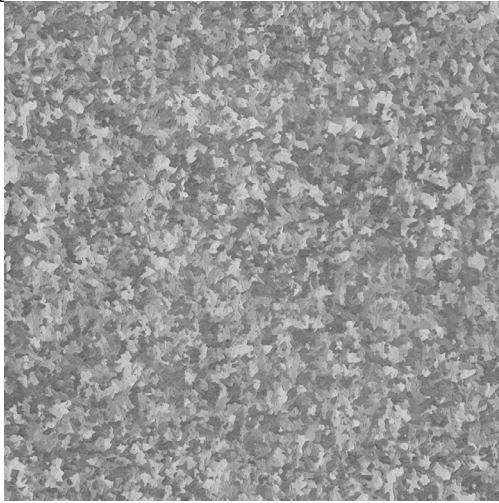
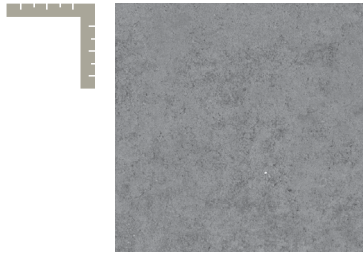
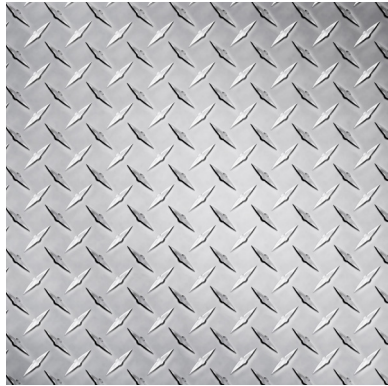
Square Deal Financial



TO ACCESS THE PHOTO LIBRARY,  
CLICK THE BUTTON BELOW.

FIND IMAGES





When using text on top of textures, the opacity of the texture should be at least 60% opacity, depending on the contrast of the texture in use.

# TEXTURES

TO DOWNLOAD THESE TEXTURES,  
CLICK THE BUTTON BELOW.

FIND TEXTURES

These textures should not feel forced and always be used as a background element. The “squares” can only be used in situations to accent imagery, as shown throughout this manual.





# APPLICATION SAMPLES

The next pages are included to show how the graphic system can come to life. These examples are offered as suggestions and for guidance.

If you have questions on how to use a sample, call the front office at 989-640-4828.





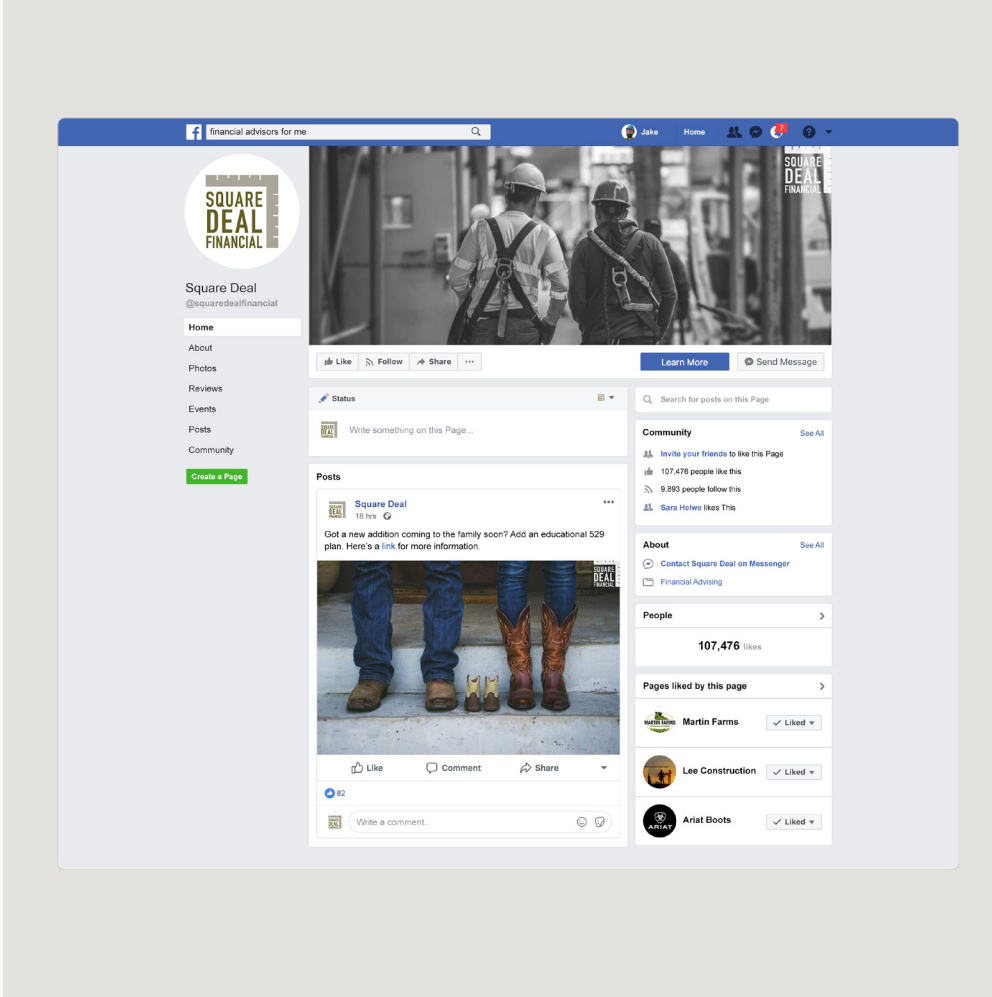
# INTERFACE

The interface is where clients and non-clients can find information about Square Deal Financial and the services provided.



Facebook is the most common social media platform amongst our target clients. We answer people's financial questions and give resources for people to make educated financial choices.

# FACEBOOK



# ADVERTISING

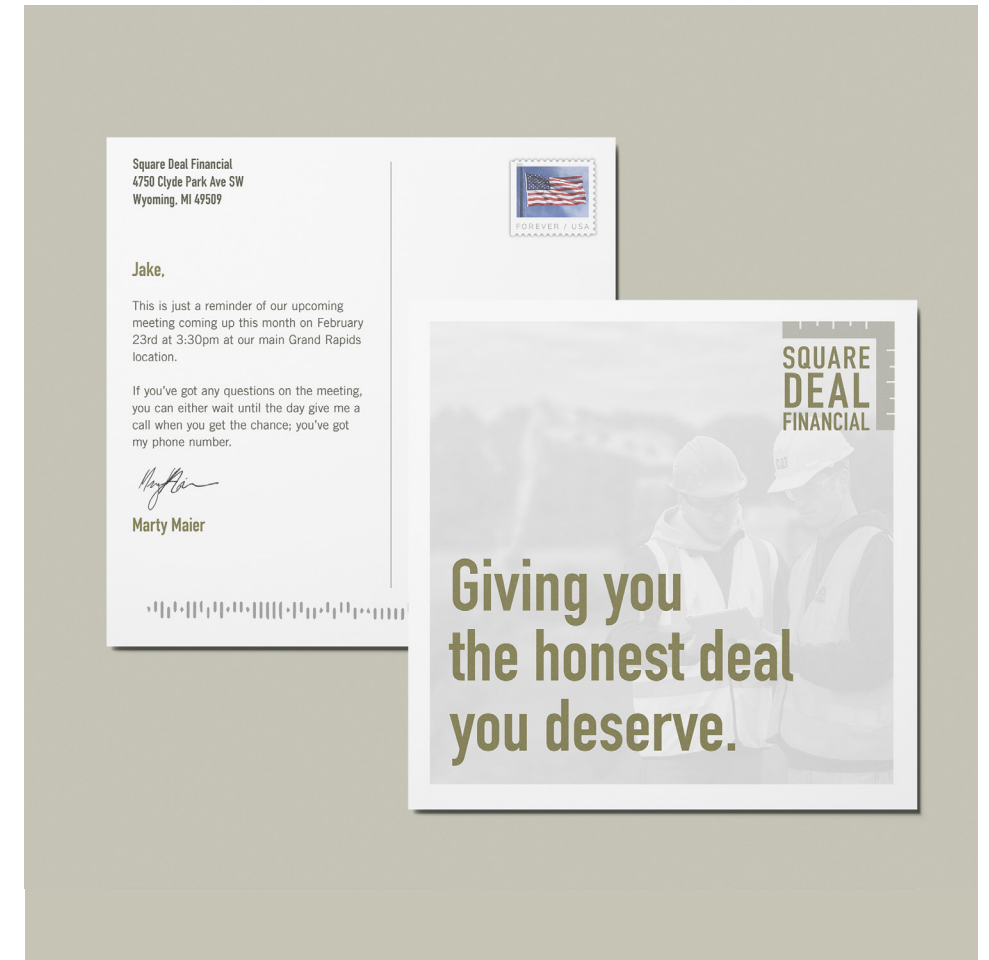
Yard signs can be placed in and around job sites to promote Square Deal Financial and its services to those working on the site.



Square Deal Financial

Direct mail can be sent to clients to remind them of a meeting coming up or to wish them happy holidays. Remember to not include anything personal on the card except for the meeting time.

# DIRECT MAIL



Brand Manual



# STATIONERY



Stationery contains the brandmark and various textures that are included in the photo library.

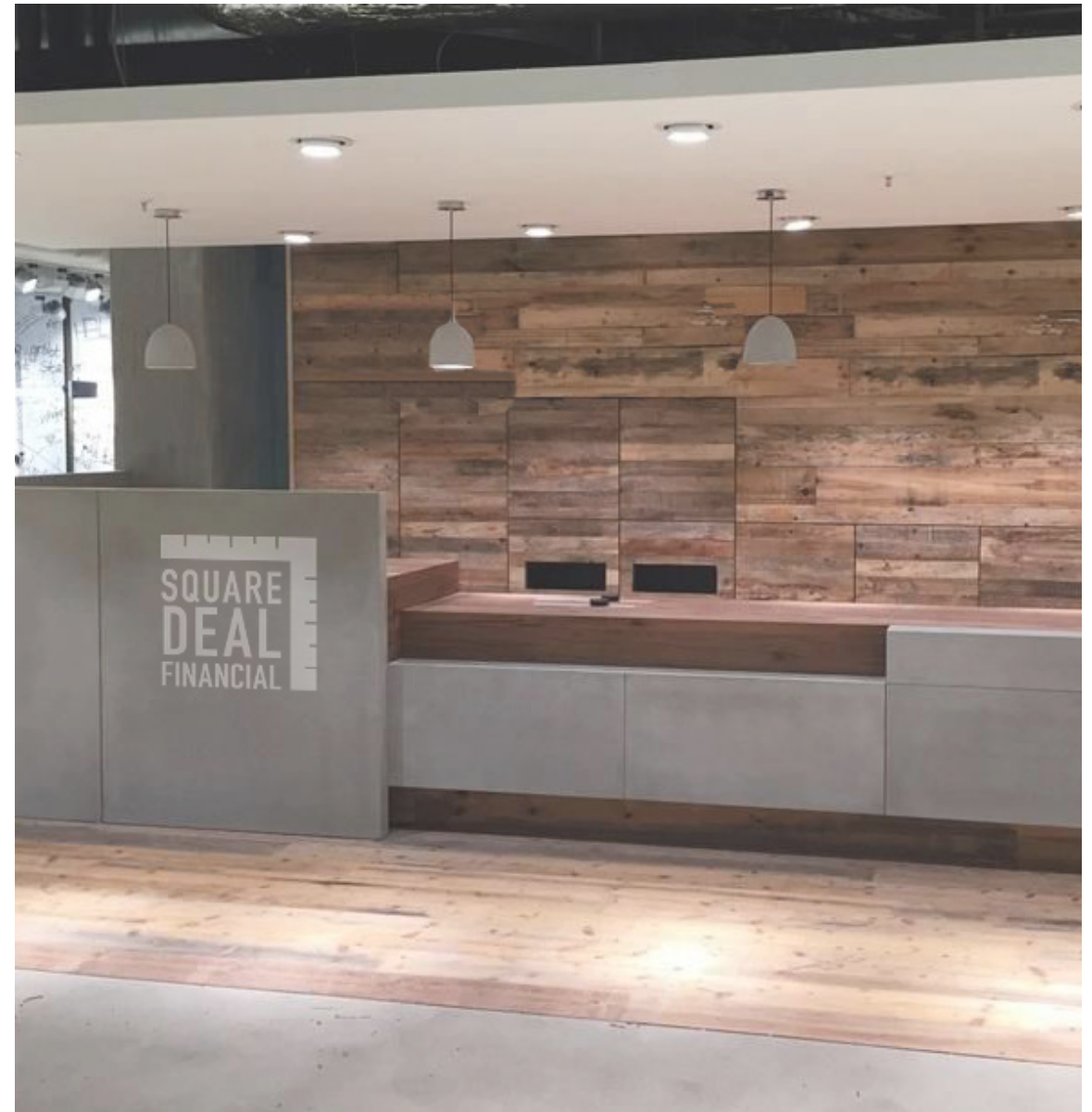
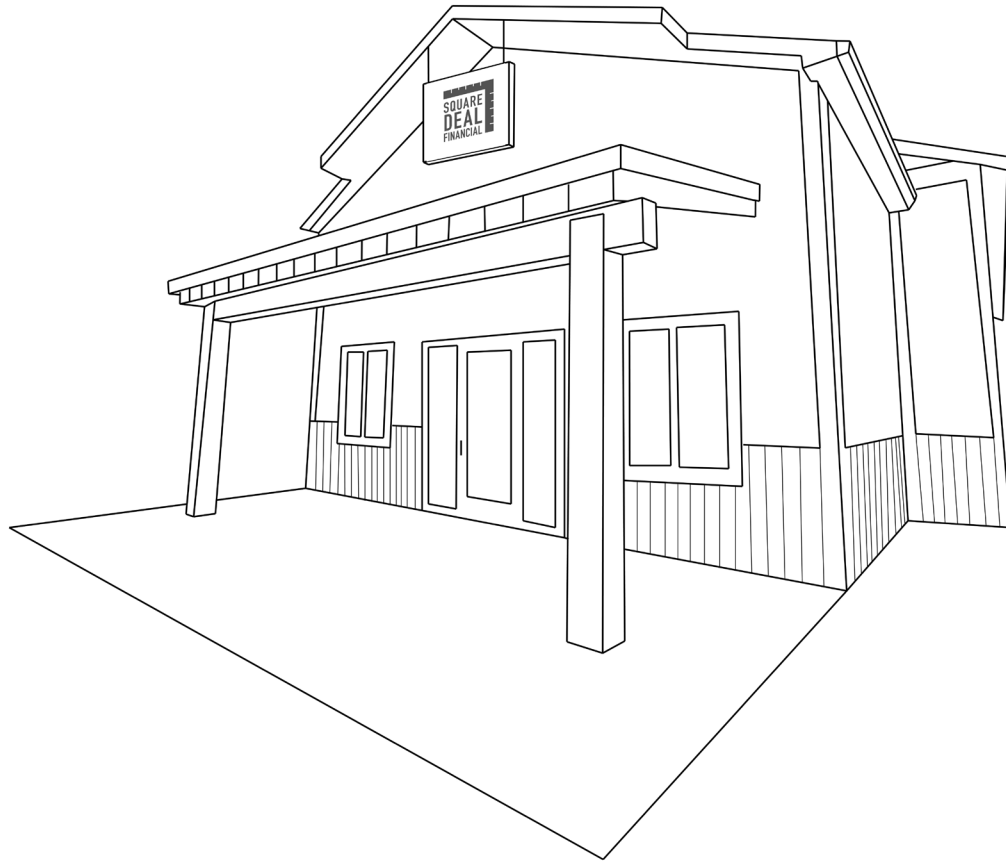
Square Deal Financial



Brand Manual

# ENVIRONMENT

This exterior and interior of the office have wood textures, steel panels, and cement table, similar to a bar/miniature environment.





# EMPLOYEE TRADITION



Our clients want to see themselves in their advisor. Look clean and professional, but let's keep the suits and ties at home.

OUR EMPLOYEE TRADITION STARTS WELL BEFORE WE EVER MEET WITH A CLIENT.



It begins with the way we carry ourselves.

Genuine. Confident. Humble to our core. True to our word. Putting others before ourselves. We know that hard work and honest sweat are the building blocks of a person's character. Family is more than blood. That standing together is always better than standing alone.

At Square Deal Financial, we work with clients to stand together for the best possible future for everyone. No matter who we see walk through the doors of our office, we treat them with the respect they deserve, client or not.

Living up to our brand promise is how we ensure what we want the brand to be, how our clients experience it, and how they tell others about it.

A grayscale photograph of two men standing in a field of tall grass, looking towards a distant horizon. The man on the right is pointing towards the horizon. The image is overlaid with a semi-transparent white box in the top right corner containing the text 'SQUARE DEAL FINANCIAL'.

SQUARE  
DEAL  
FINANCIAL