





Logo & Logotype

Well Invested Logotype

The logotype and symbol combination should always be used

Preferred Clearspace

The logo and symbol combination must have the minimum clearspace at all times if possible. Clearspace is designated (c) by the height of the type-lockup.

wellinvested



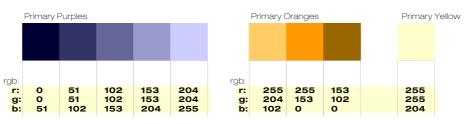
Colors

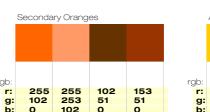
Primary & Secondary Colors

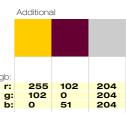
The primary and secondary colors in the color palette are consistent with the colors used in the Web site - and their priority.

The additional colors are used primarily as highlights (in small amounts).

Main PMS Colors 1655 1655 black







Typography

Primary & Secondary Typeface

DIN is the primary typeface for the Well Invested. The typeface has many weights – making it ideal for a variety of applications. It also is very legible for online applications.

As a secondary typeface, Filosofia pairs nicely with DIN and is also very legible both in print and on screen.



DIN Light
DIN Light Alternate
DIN Regular

DIN Regular Alternate
DIN Medium

DIN Medium Alternate
DIN Bold

DIN Black

DIN Bold Alternate

DIN Black Alternate



Staging

Graphic Applications

The following exhibits show the correct application of the Post Ranch Identity.







