

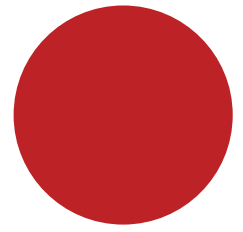
For Installations + Partnering Organizations
of Military Saves

Military Saves Month Branding Guidelines

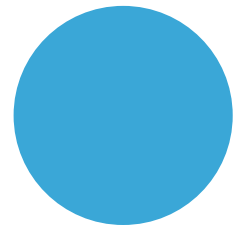
MILITARY SAVES MONTH 2020

**SAVE
TODAY
FOR
TOMORROW**

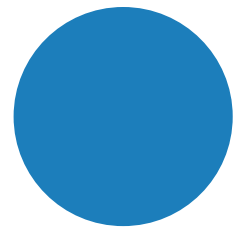




RGB (189, 34, 38) | #BD2226



RGB (58, 168, 216) | #3AA8D8



RGB (28, 127, 188) | #1C7FBC

FONTS

AVENIR

FIELDWORK

LOGO COLORS

LOGO APPROVAL

This year we've introduced a new approval process for all partners to ensure the all promotional materials contain content that is aligned with the mission.

1. Please send an email to kyoung@consumerfed.org with the subject line "Military Saves Month 2020 Logo Approval".
2. In that email, share as much detail about the resource including: your organization's name, point of contact, and type of resource (such as graphic, video, flyer, etc.). Or if a draft has been produced, feel free to include it.
3. Our goal is to have it reviewed with a follow-up or approval within 72 business hours of receipt.



USE OF THE "MILITARY SAVES" & "MILITARY SAVES MONTH" NAME

When promoting, marketing, and advertising the Military Saves and Military Saves Month brand, our partnership or resources, we ask that you reference Military Saves, Military Saves Month, and the Military Saves Pledge where appropriate.

Additionally, please use the correct logo without stretching or reformatting (resizing to without distortion is fine).

