

America Saves Week Branding Guidelines

AMERICA SAVES WEEK 2022

For Partners + Local Campaigns of America Saves



USE OF THE "AMERICA SAVES" & "AMERICA SAVES WEEK" NAME

When promoting, marketing, and advertising the America Saves and America Saves Week brand, our partnership or resources, we require that you reference America Saves, America Saves Week, and the America Saves Pledge where appropriate.

Once you've received approval to use any of the logos in the America Saves family brand, please use the correct logo and refrain from stretching or reformatting. Resizing to appropriate measures without distortion is within guidelines.

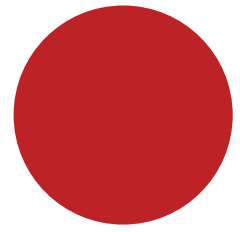


LOGO APPROVAL

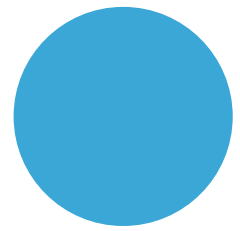
Below is the approval process for all partners to access and obtain limited usage rights for America Saves Week and America Saves Family Brands.

1. Please complete the Logo Request form found on (www.americasavesweek.org) in its entirety. Include as much information regarding how you plan to use the logos as possible.
2. Our goal is to have it reviewed with a follow-up question or approval within 7 - 10 business days of receipt of completed form.
3. If you have a specific question regarding the logo, or have not heard back in a timely manner please reach out to save@americasaves.org.

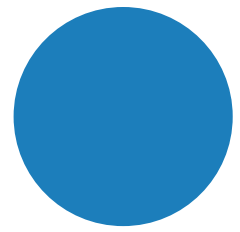




RGB (189, 34, 38) | #BD2226



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



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

FONTS

AVENIR

FIELDWORK

LOGO COLORS