wealth.com

Brand Guidelines

2026

Logo

Logo

The Wealth.com logo is simple, easy to read, and timeless. It should always be used in its entirety unless reduced to the ‘W’ icon below.



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Logo Don’ts

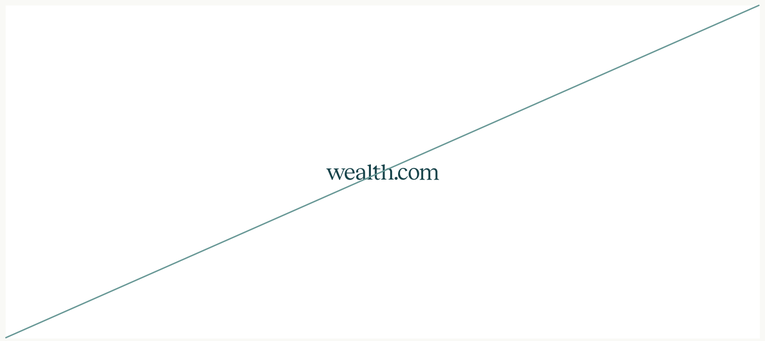
Avoid using the Wealth.com logo in ways that impact brand integrity.



Don’t use the Wealth.com logo in other colors.



Don’t tilt the Wealth.com logo.



Don’t make the logo too small to be easily readable. Use the brand icon for smaller instances.



Don’t use more than one color for the Wealth.com logo.



Don’t break apart or change the orientation of the Wealth.com logo.



Don’t place the logo within a shape.

Partnership Lockup

When pairing another logo with the Wealth.com logo, use a vertical divider bar with adequate spacing between the logos. This establishes a partnership without affecting brand integrity.



Tagline Lockup

When pairing the logo with the tagline, use the x-height of the logo as a guide: the tagline's baseline should sit along the bottom of the x-height area shown beneath the logo.

Adjust the tagline's size so it fits neatly within the dotted boundaries.

Several font styling options are shown for the tagline. Regular weight and title case are preferred for most uses.









Product Logo: Estate Planning

The Estate Planning logo always includes the parent logo, Estate Planning mark, and Estate Planning logotype. The mark can be used by itself when the product has already been established.









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Estate Planning™

Product Logo: Tax Planning

The Tax Planning logo always includes the parent logo, Tax Planning mark, and Tax Planning logotype. The mark can be used by itself when the product has already been established.









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Tax Planning™

Product Logo: Ester Intelligence

The Ester Intelligence logo always includes the parent logo, Ester mark, and Ester Intelligence logotype. The mark can be used by itself when the product has already been established.









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Ester Intelligence™

Typography

Subhead
Neue Haas Unica Medium
Title Case

H1
Reckless Regular
0 to -2% letter spacing

H2
Reckless Regular
0 to -1% letter spacing

Body Text
Neue Haas Unica W1G Regular

Subhead Goes Here

Secure Your Legacy

We empower you to visualize and manage your estate digitally, with modern tools to take control of your financial life and legal expertise to secure your family's future.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse at imperdiet dolor. Fusce sit amet bibendum mi. Maecenas quis leo sagittis erat consequat porttitor. Pellentesque justo risus, fermentum nec nisl a, semper finibus justo. Vestibulum eleifend interdum metus, vitae ornare justo hendrerit nec.

Google Font Alternates

Use these fonts as substitutes only when the premium brand fonts are not available.

Subhead
Lato
Title Case

H1
Lora Regular
0 to -3% letter spacing

H2
Lora
0 to -1% letter spacing

Body Text
Lato Regular

Subhead Goes Here

Secure Your Legacy

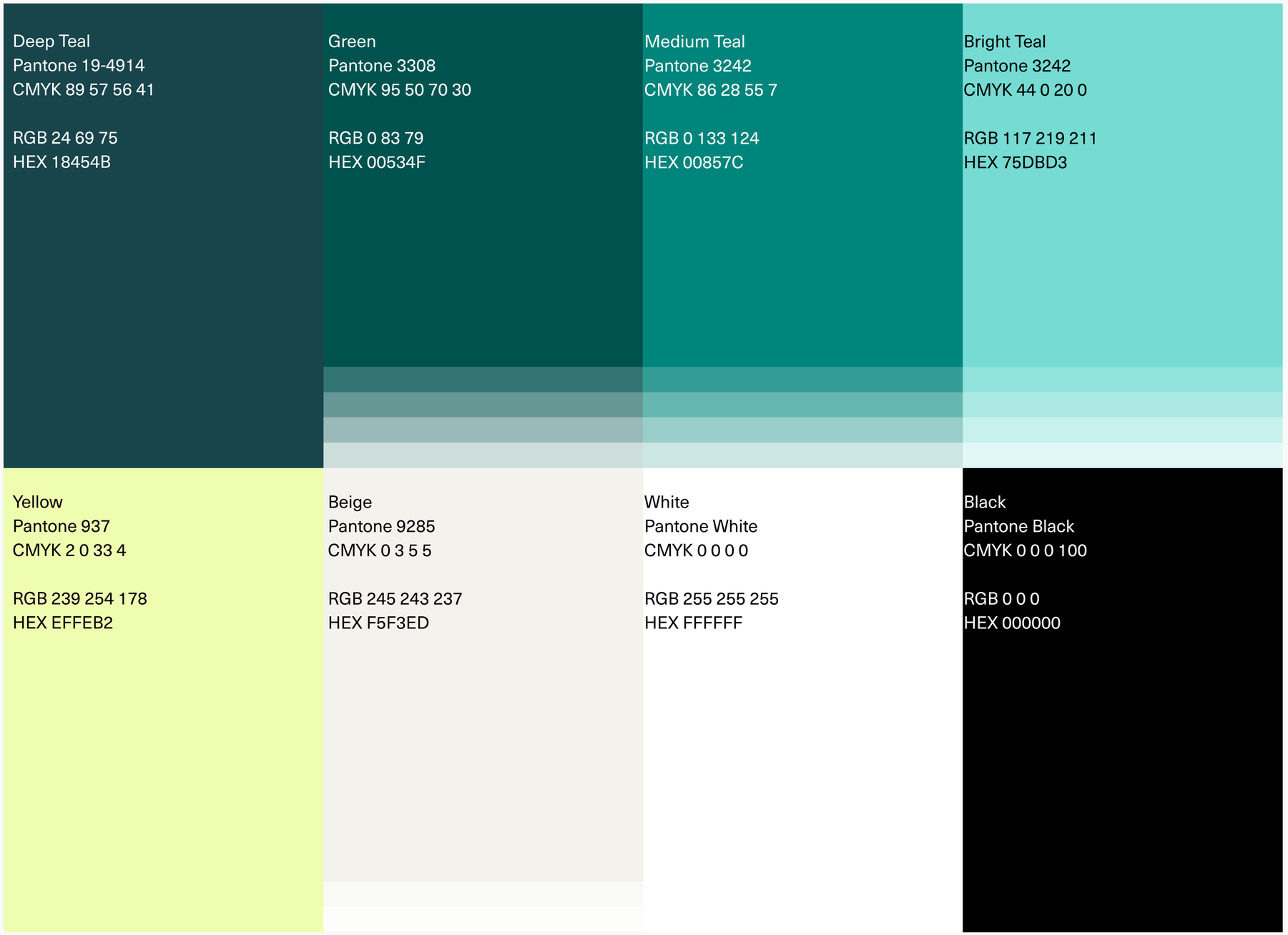
We empower you to visualize and manage your estate digitally, with modern tools to take control of your financial life and legal expertise to secure your family's future.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse at imperdiet dolor. Fusce sit amet bibendum mi. Maecenas quis leo sagittis erat consequat porttitor. Pellentesque justo risus, fermentum nec nisl a, semper finibus justo. Vestibulum eleifend interdum metus, vitae ornare justo hendrerit nec.

Color

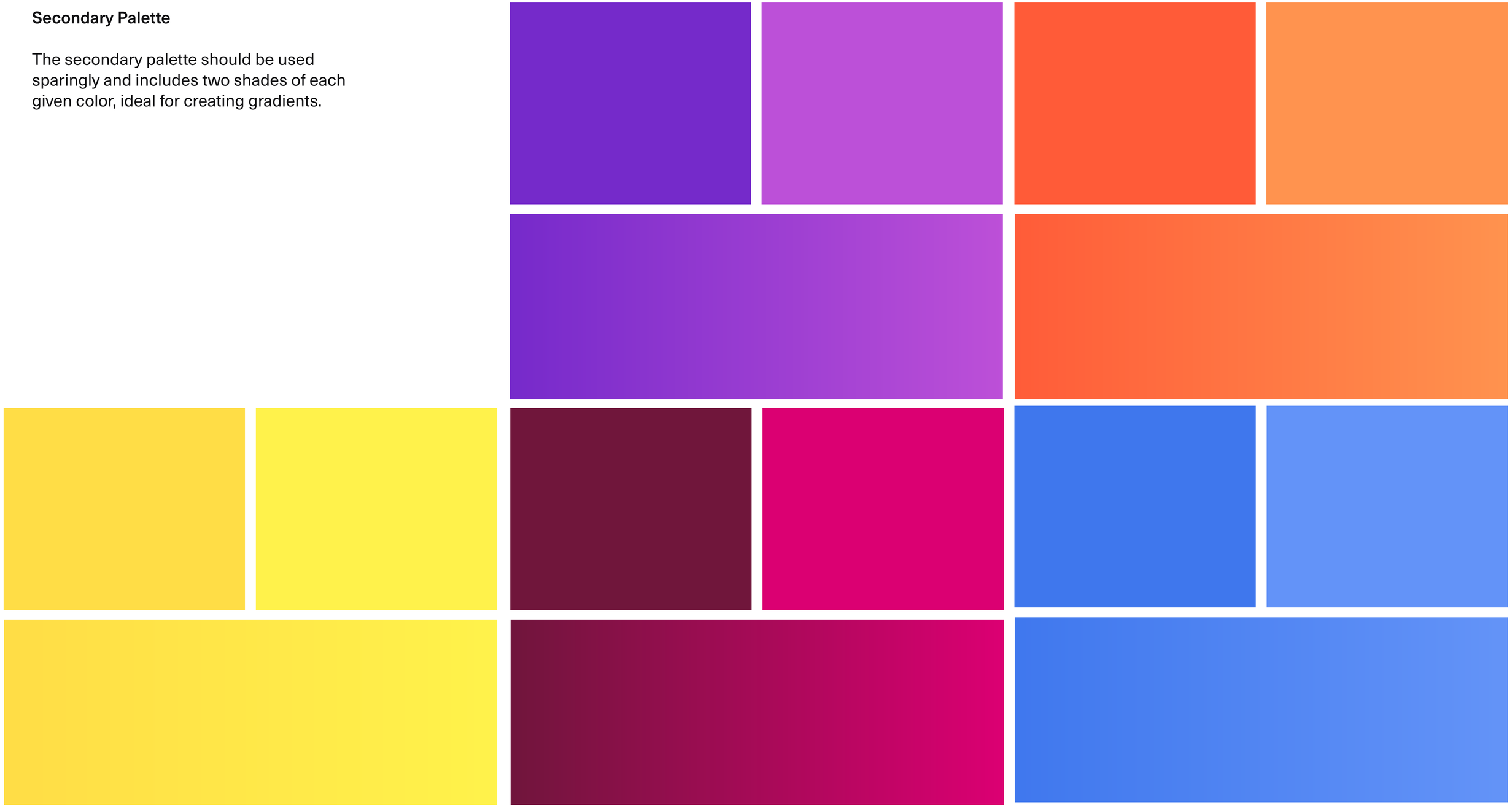
Primary Palette

The primary palette includes a range of teals and greens, a bright yellow, beiges, white, and black. Some of the colors include several tints to give depth to designs.



Secondary Palette

The secondary palette should be used sparingly and includes two shades of each given color, ideal for creating gradients.



Secondary Palette

Used in subtle ways to differentiate customer segments

For Advisors → For Attorneys → For Enterprises → Trust Companies →

Imagery

Concept

Estate planning creates a ripple effect through generations, represented by the idea of a ripple from a drop of water. The following ideas are inspired by the idea of the dot from the Wealth.com logo abstractly representing a ripple effect.

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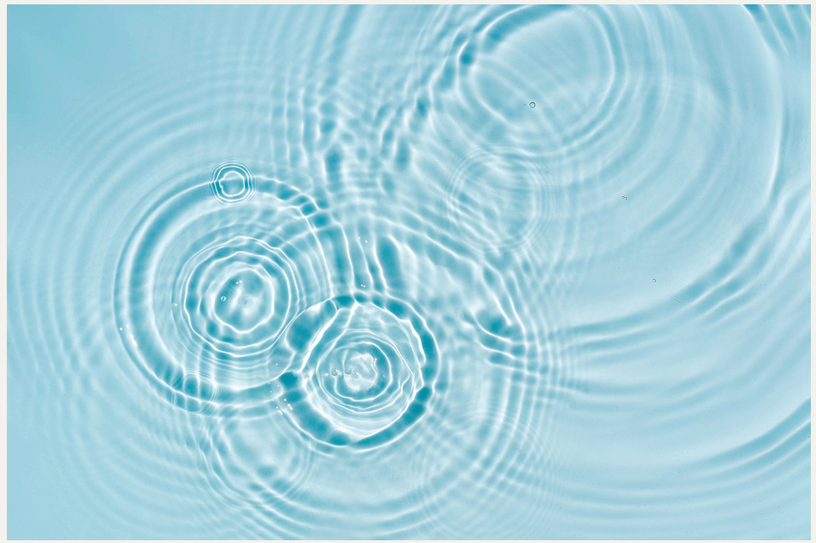
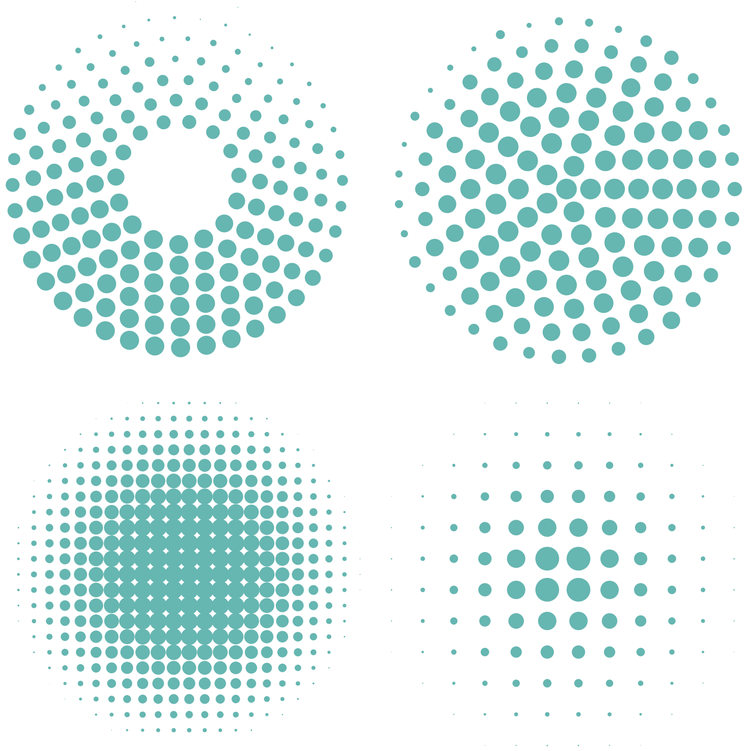
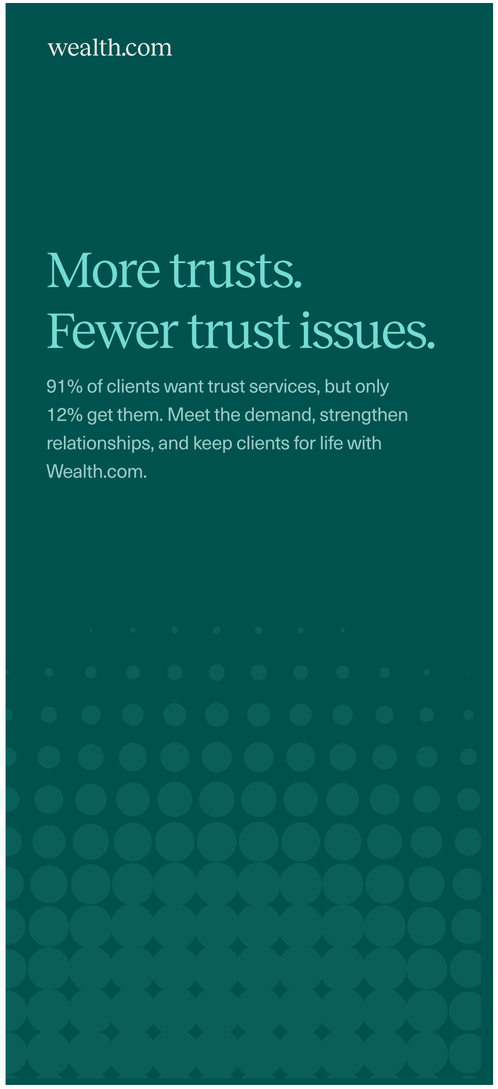
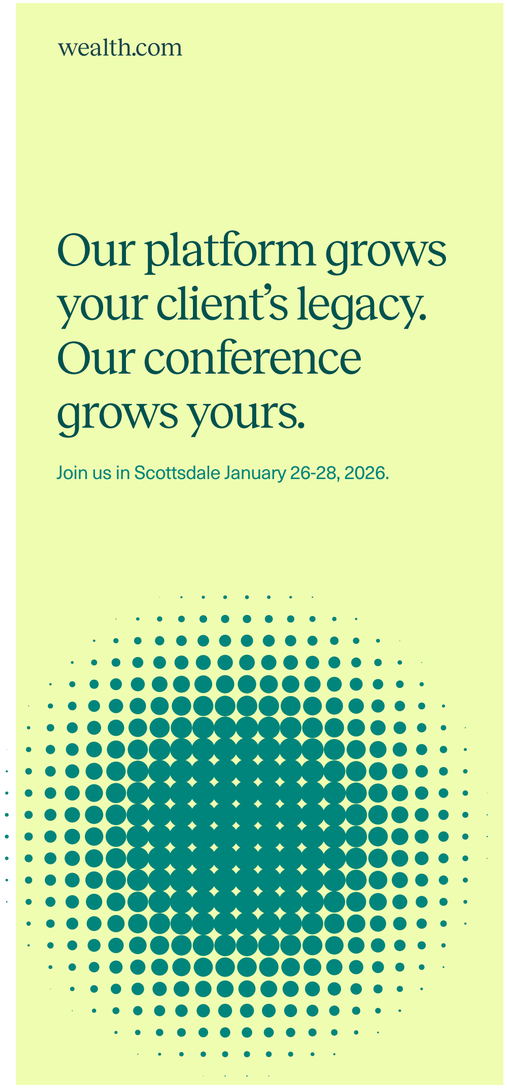


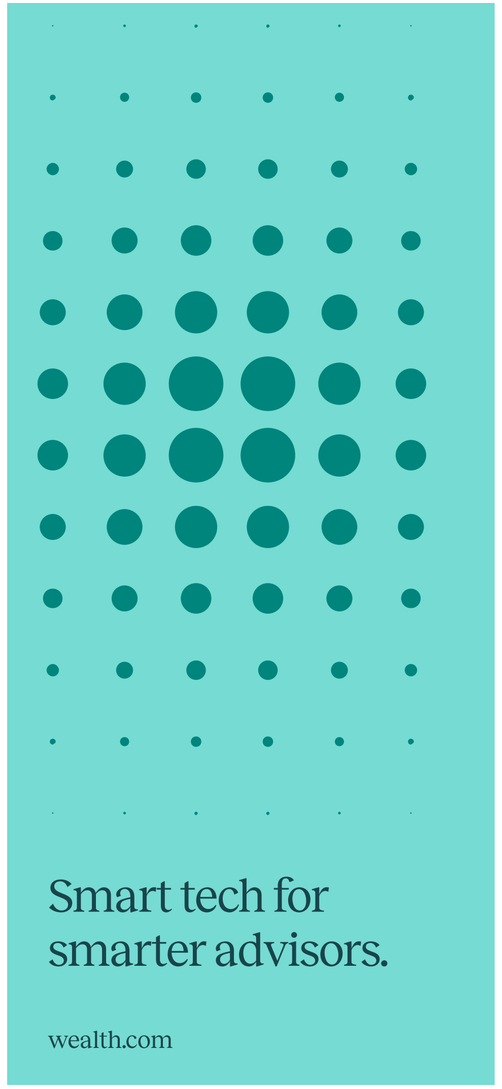
Radial Halftone

Radial halftone vector artwork, included but not limited to the examples below, can give texture and depth to designs.



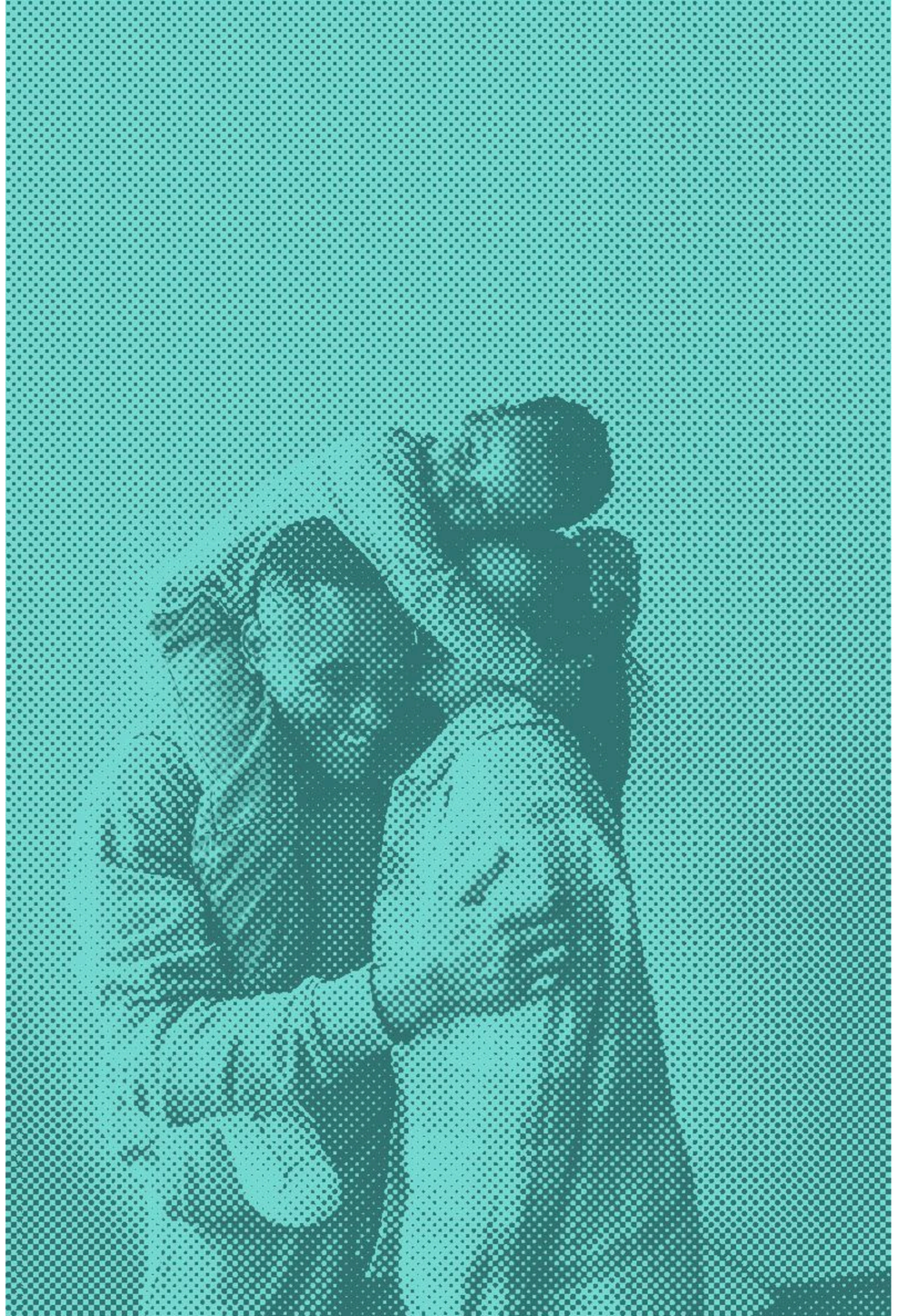


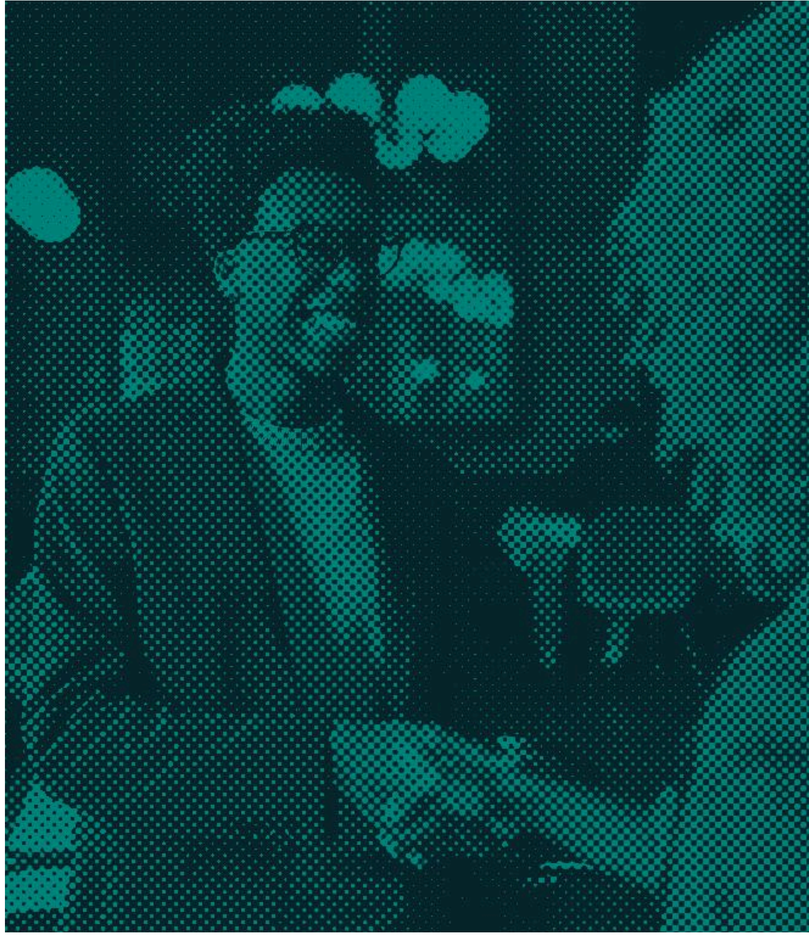


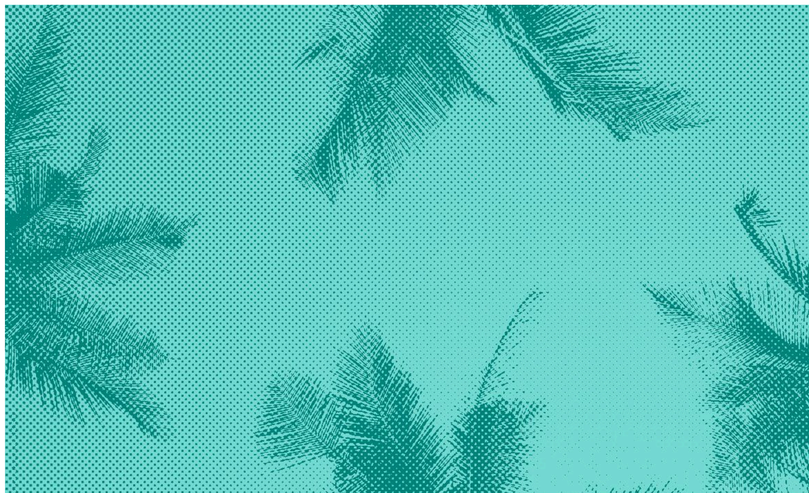


Halftone Photography

Halftone photography brings a similar effect from the radial halftone vector artwork into photography. This style is great for bringing texture and depth to designs.



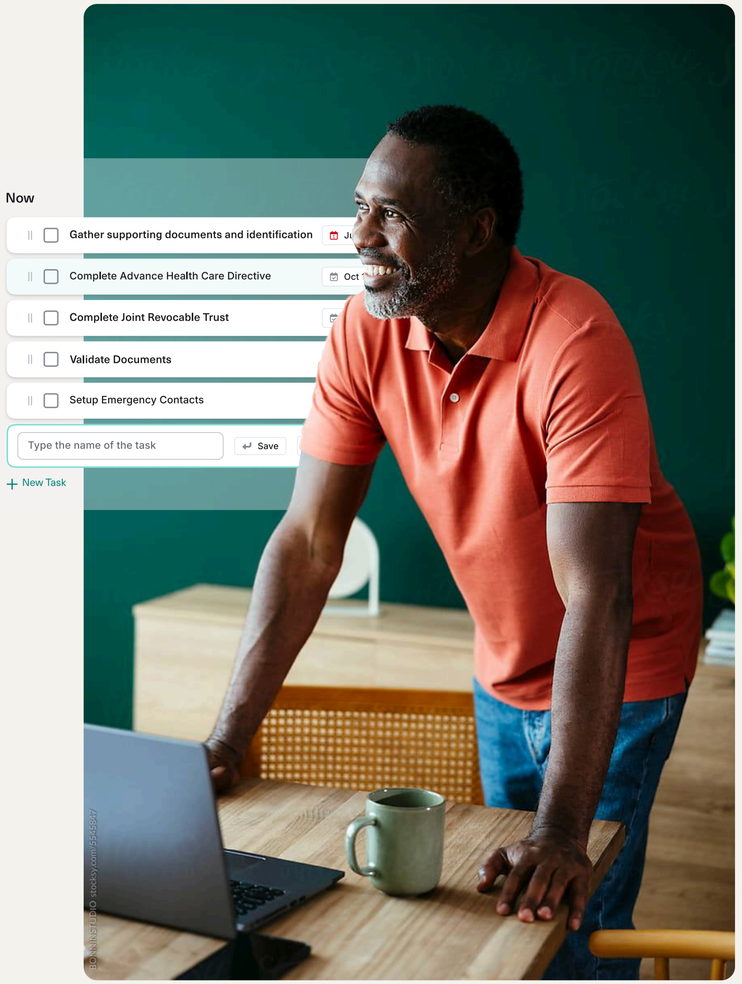




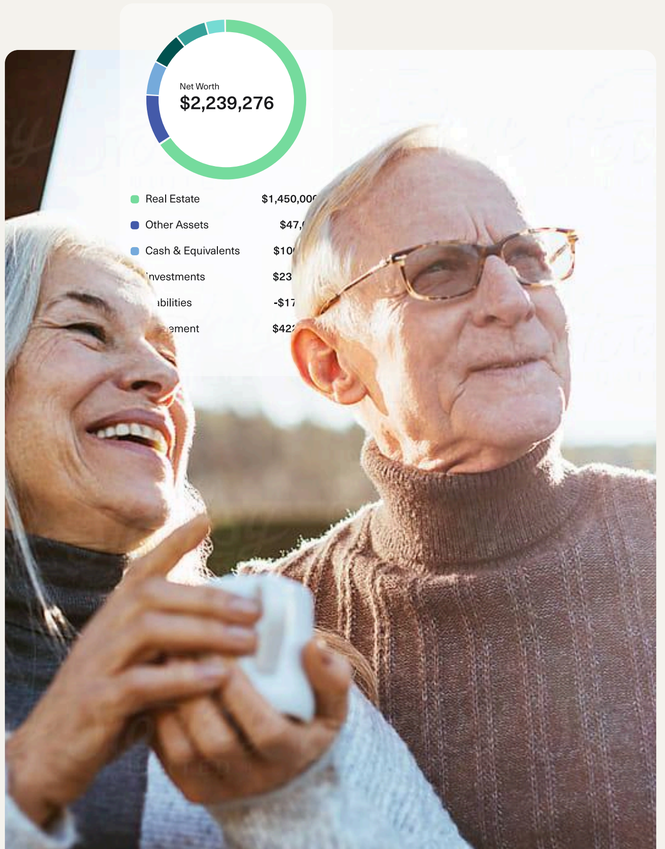
Photography + Product Imagery

People photography brings a human element into the Wealth.com brand. Photography should be used to resonate both with our target audience (financial professionals) and their target audience (clients with estate plan needs). The photo style should be natural, both in lighting and expressions, while artistic and high-end in framing and style.

When product imagery is incorporated into people photography, it should feel layered behind a part of the photo and include a transparent container.









Collage Style

Used primarily for thought pieces including blog headers and social posts, our collage style brings a personal feel into our visual identity with elements including scribbles, tape, and ripped paper. The range of teals in our color palette can be used along with shades of beige.



ENTERTAINMENT

10 Podcasts to Listen to in Q2 if You're a Financial Advisor

4 minute read



A WORD FROM ADVISORS

Some Advisors Urge Caution on Big Estate Gifts

9 minute read

Animation Style

Inspired by the dot from the logo, a 2-color dotted grid can be used for animated graphics.

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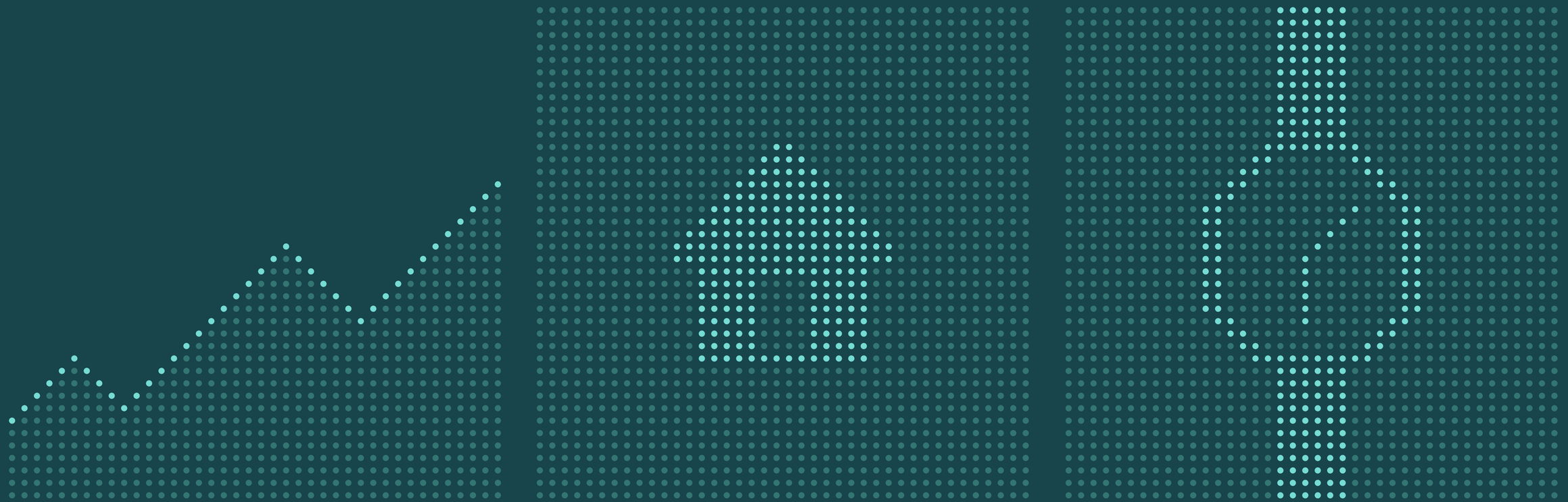
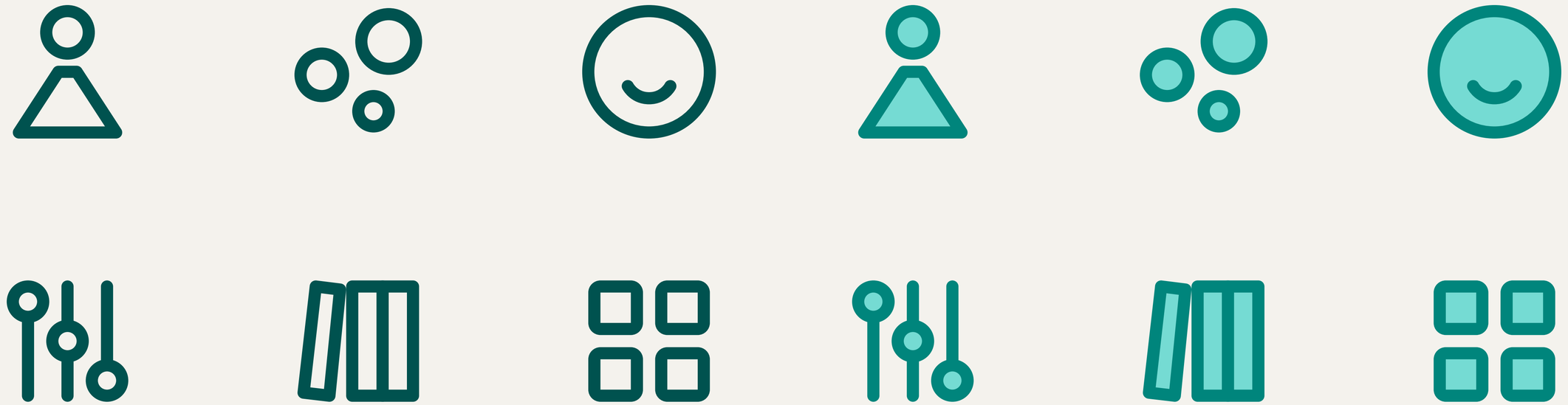


Icons

Icons should be outlined with the option of filled accents as shown. Use one or two colors depending on icon size.



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Questions?

Reach out to anna.reade@wealth.com