

A QUICK STYLE GUIDE TO SHARESIES

Welcome to Sharesies. This guide presents a few quick tips to working with the Sharesies brand. Our brand is more than a few colours and some fonts, but if you're asking, we really dig those colours and fonts. Follow this guide, and keep Sharesies looking good.

If you have a specific question on design or brand, talk to your Sharesies point of contact and the Sharesies Brand team help you out.



Our purpose

**WE'RE HERE
TO CREATE
FINANCIAL
EMPOWERMENT
FOR ALL**



Our vision

**TO GIVE
SOMEONE
WITH \$5 AND
SOMEONE WITH
\$500M THE
SAME MONEY
OPPORTUNITIES**

November 2021

Sharesies Quick Style Guide



Our logo

Logo formats

Sharesies has three logo formats, supplied in an assortment of file types to use in your design. Long. Tall. And pineapple Avatar.

Long

Tall

Avatar



Logo usage

When using our logo, take care to make sure it appears visible at all times. Now this might sound strange but using the logo on a busy background or near other graphic elements can make the logo hard to see. So use a bit of common sense and treat the logo with love and respect.



Don't change the colour of the logos supplied



Don't change the proportions of the logo



Don't substitute the type, no matter how cool it looks



As a guide, you can use the height of the lower-case 's' to define a clear space around the logo. If another graphic element enters this space, then consider giving the logo more space.

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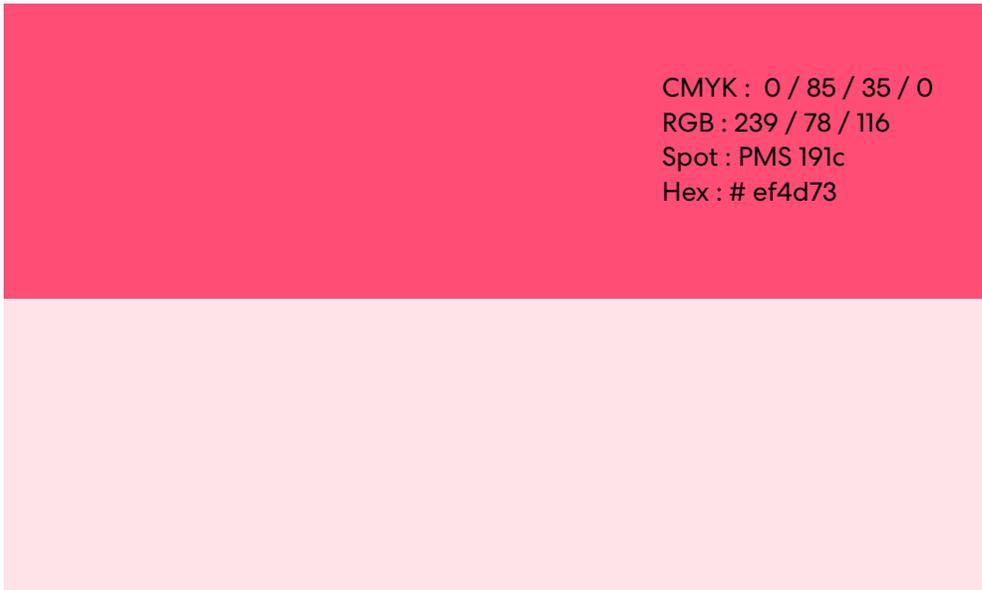


Colour

Colours

Our pink is a statement. We've broken away from the traditional means of wealth development and our pink signals just that. For those looking for a new way to growth their wealth, we welcome you in all our colours.

Primary colours



CMYK : 0 / 85 / 35 / 0
RGB : 239 / 78 / 116
Spot : PMS 191c
Hex : # ef4d73

Secondary colours (always use black text on top)

#FCCD7C	#FFEDC6
#FFBAC6	#FFE2E8
#F69F60	#FDD8C8
#77CA93	#D1E9D8

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Typography

Typography

Display type/Heading 1—always in capitals

SHARE THE LOVE

Heading 2

Invest a little or a lot

Heading 3

**Our investors trust us with over
\$1.7 billion**

Heading 4 and body

Create a portfolio

Manage your money the way you want to—invest by country, industry, or your values. And check on it whenever, wherever you like.