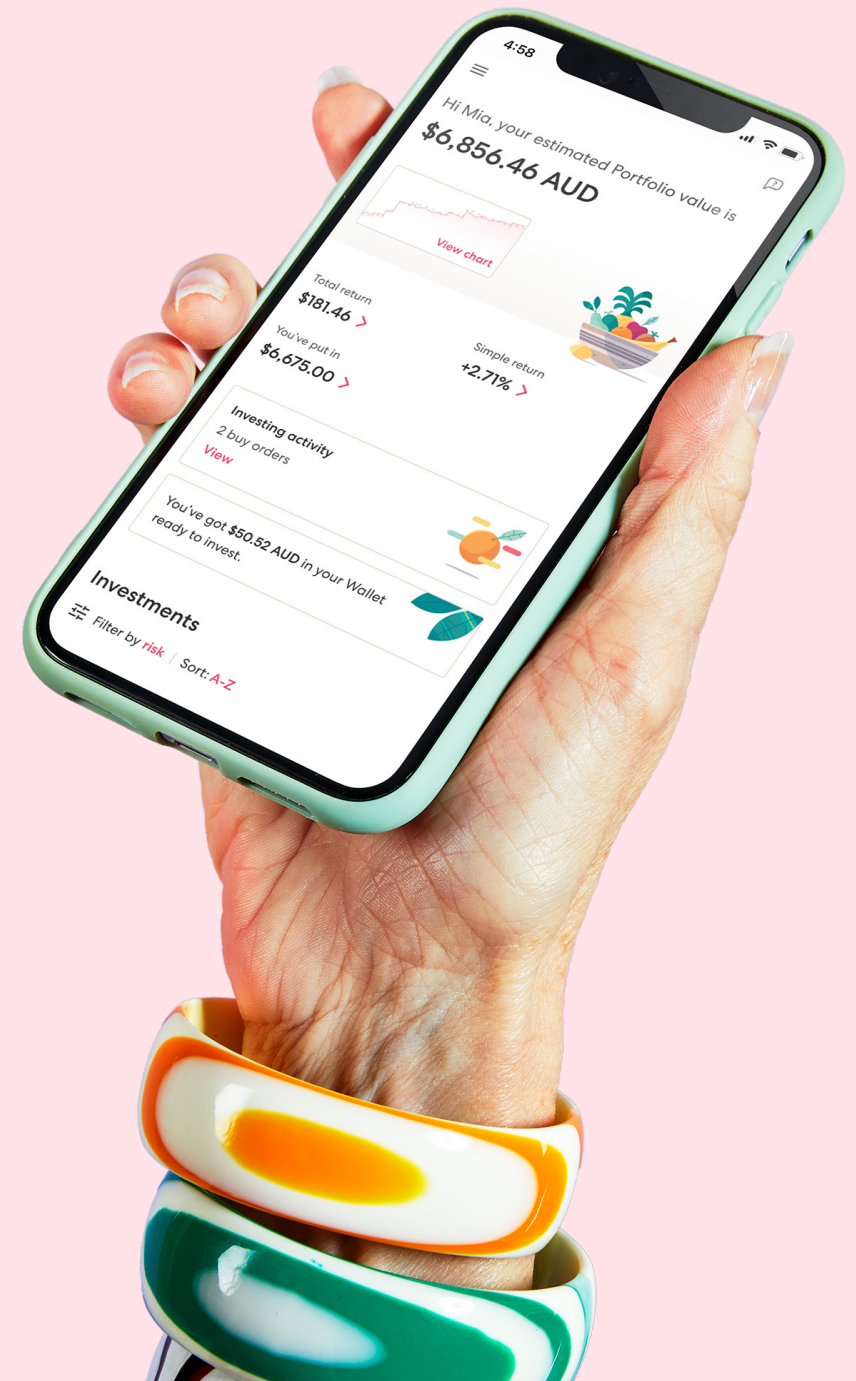


November 2021

Sharesies Quick Style Guide



# 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**

# Our logo

## Logo formats

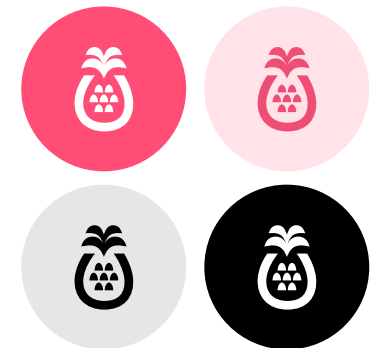
Sharesies has three logo formats, supplied in an assortment of file types to use in your design. Long. Tall. And pineapple Avatar.

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



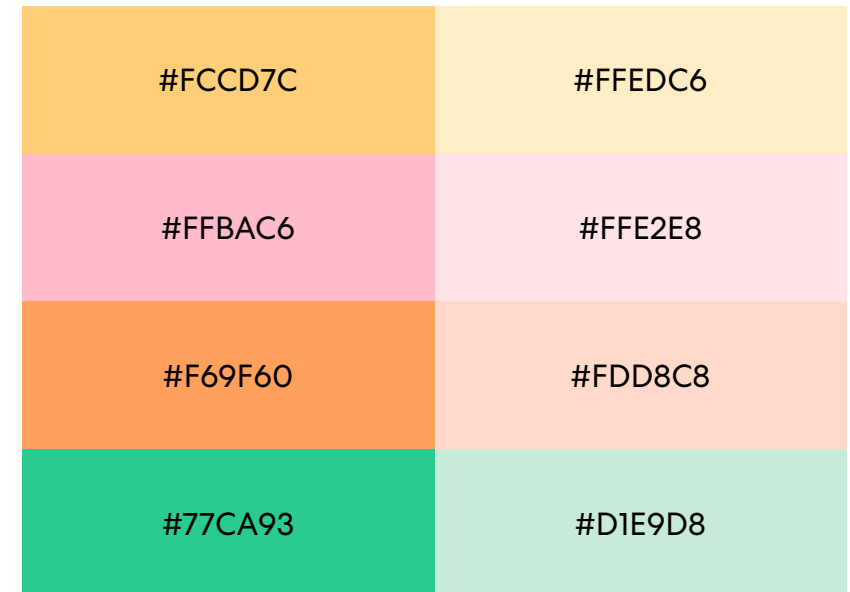
## Colours

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



### Secondary colours (always use black text on top)



# Typography

## Typography

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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.