



Horizon Financial

Brand Style Guide

Introduction

Horizon Financial was founded in 1993 as the Horizon Group. For 30 years, the company has helped Rochester families manage and preserve wealth.

The financial planning and retirement company operates out of restored 1832 Federalist-style home in Henrietta.

The company prides itself on tradition, caring for its clients, hard work and a personal touch.

This document is a guide to the Horizon Financial brand identity. It includes directions on how to use the company logo, which colors are permitted and how to use typography.

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1. Brand Strategy

Brand Purpose

Horizon Financial manages and preserves a stable and dependable stream of wealth so Rochester families can achieve their dream of a comfortable and worry-free retirement.



Brand Values

Horizon Financial's values are the cornerstone of the company's ethos and ethics. They provide the compass by which the company navigates.

Each client, vendor and employment decision is guided by the following tenets: caring, accountability, professionalism, honesty, transparency, awake and awareness.

Horizon Financial prides itself on tradition, caring for clients, hard work and a personal touch.

Caring

Accountability

Professionalism

Honesty

Transparency

**Awake and
Awareness**

Target Audience

Horizon Financial foresees a transition from its traditional customer, one who is approaching or already in retirement, to a younger customer between the ages of 45 and 50 years old.

New, younger clients require long-term financial planning services to prepare for their retirement.

To attract younger clients, Horizon Financial will have to compete with larger, big brand financial companies. In addition to retirement services, younger clients may look for financial planning for children and education.



Brand Personality

Horizon Financial borrows from two brand personality archetypes: the caregiver and the sage.

The caregiver brand archetype provides service and thus stability for its customers.

The sage brand archetype offers knowledge and the insight it brings to its clients.

When expressed as a personality, Horizon Financial is sincere: down-to-earth, family-oriented and honest; and competent: reliable, hard-working and intelligent. Every effort should be made to bring these personality traits to Horizon Financial's brand materials.



Brand Voice

Horizon Financial is friendly and compassionate. It is understanding and knowledgeable.

Horizon Financial should not sound elite or haughty. Its voice should elicit comfort and security.

Financial planning may be confusing or daunting for some clients. Horizon Financial's tone of voice should reassure the client and instill confidence. Clients should not be made to feel as if they do not or cannot understand the complexities of financial planning. They should feel reassured that a Horizon Financial team member is there to answer questions and assuage fears.

Sincere

Down-To-Earth

Approachable

Knowledgeable

Confident

Real

2. Logo

Primary Logo

This is the Horizon Financial primary logo design.

Horizon Financial is a trusted partner. Its knowledge provides direction and clarity. It is a compass, guided by values and a personal connection to the responsibility entrusted to it.



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Alternate Primary Logo

The alternate primary logo has solid compass points, making it ideal for reproducing in small sizes.



Secondary Logo

The secondary logo design is more compact. It may be used in smaller or more narrow applications.



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Alternate Secondary Logo

The alternate secondary logo has solid compass points, making it ideal for reproducing in small sizes.



Auxiliary Logo

The auxiliary logo is a companion to the primary or secondary logo.

An auxiliary logo may not be used in place of the primary or secondary logo. Auxiliary logos may only appear in addition to the primary or secondary logo.

Alternate Auxiliary Logo

Because of the solid compass points, the second auxiliary logo may be reproduced in small scale. This makes it ideal for social media profile avatars. However, the primary or secondary Horizon Financial logo must appear on the account page.



3. Brand Colors

Primary Brand Color

This is the Horizon Financial primary brand color. Other than black or white, it is the only color in which the Horizon Financial logo may appear. Great care is to be taken to accurately reproduce this color.

The extended Horizon Financial brand color palette is divided into sky (blue) and earth (neutral and natural) colors. This color division represents the two components of the horizon: the sky and the earth.



Horizon Financial Primary Blue

RGB: 46, 60, 70

CMYK: 80, 64, 53, 45

HEX: 2E3C46

Secondary Color Palette

The secondary color palette is based on the primary brand blue color. It is to be used in conjunction with the Horizon Financial primary brand color.

To promote contrast and legibility, avoid pairing similar colors from this palette. Instead, combine a darker color with a lighter one.

This color palette and the two blue accent colors represent the brand's sky colors.



RGB: 19, 28, 33
CMYK: 80, 68, 61, 75
HEX: 131C21



RGB: 95, 124, 142
CMYK: 67, 44, 34, 5
HEX: 5F7C8E



PRIMARY BRAND COLOR

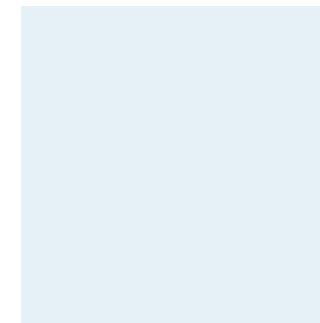
RGB: 46, 60, 70
CMYK: 80, 64, 53, 45
HEX: 2E3C46



RGB: 192, 209, 222
CMYK: 23, 10, 7, 0
HEX: C0D1DE



RGB: 34, 69, 94
CMYK: 91, 69, 42, 29
HEX: 22455E



RGB: 230, 240, 247
CMYK: 8, 2, 1, 0
HEX: E6F0F7

Accent Color Palette

The Horizon Financial accent color palette is used to visually highlight a call to action or a graphic element, such as a link or button.

Accent colors should be used sparingly and only for effect. Colors in this palette should represent only a small portion of a composition's overall design. Their saturation makes them a good choice for accents rather than large design elements.



RGB: 229, 143, 5
CMYK: 9, 50, 100, 0
HEX: E58F05



RGB: 136, 150, 69
CMYK: 50, 27, 92, 6
HEX: 889645



RGB: 3, 84, 143
CMYK: 99, 73, 18, 3
HEX: 03548F



RGB: 143, 186, 217
CMYK: 43, 16, 5, 0
HEX: 8FBAD9

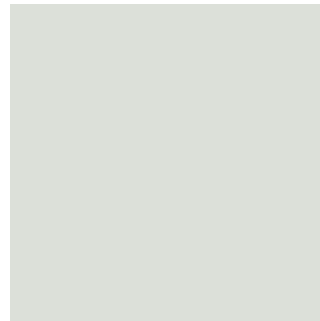
Neutral Color Palette

The Horizon Financial neutral color palette may be used for large background areas or to create separate page sections. Some neutral colors may be appropriate for text, when there is adequate contrast between the text and background colors.

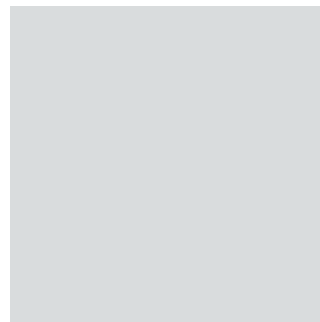
The neutral color palette, along with the green and orange accent colors, represents the brand's earth colors. They provide weight and balance to the brand's sky colors.



RGB: 121, 131, 133
CMYK: 56, 41, 42, 6
HEX: 798385



RGB: 220, 224, 217
CMYK: 13, 7, 13, 0
HEX: DCE0D9



RGB: 217, 220, 221
CMYK: 14, 9, 9, 0
HEX: D9DCDD



RGB: 165, 158, 140
CMYK: 37, 33, 45, 1
HEX: A59E8C



RGB: 192, 209, 222
CMYK: 23, 10, 7, 0
HEX: D7CEB2

Color Use

Chose colors from the secondary palette with enough contrast between them to promote legibility. Use only one accent color.

The examples to the right show how colors can be combined to produce various color palettes. Note the consistent use of the primary brand blue, white and limited use of accent colors.



4. Typography

Primary Typeface

Minion Variable Concept is a classic style, serif typeface.

The typeface includes many weights and glyphs. It may appear in the regular, medium, semi-bold, bold, black and italic weights.

Minion Pro may be substituted for Minion Variable Concept.

Aa

Minion Variable Concept

Regular, Medium, Semi-Bold, Bold, Black and Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

Secondary Typeface

Azo Sans is a sans serif geometric typeface. It may be used for headlines, sub-headlines and body copy. Its legibility makes it useful for small applications.

It may appear in the light, medium, bold or black type weights.

Aa

Azo Sans

Light, Medium, Bold and Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

Fonts and Sizes

The largest and most important titles or subjects use the heading one and two styles. These may appear at the top of a page or combined to create a heading and sub-heading.

Do not use all capital letters with the heading one or two styles. Only use title case for these styles.

Heading 1: Azo Sans

Weight: Bold

Size: 60 pt

Leading or Line-Height: 65 pt

Tracking: -10

Kerning: Metrics

Styles: Title Case

Heading 2: Minion Variable Concept

Weight: Display Semi-Bold

Size: 36 points

Leading or Line-Height: 45 points

Tracking: 10

Kerning: Optical

Style: Title Case

Fonts and Sizes

Headings three and four are suited for sub-titles or to break up long articles into smaller sections.

The heading three style may appear in title case or all capital letters. Only use title case for the heading four style.

Heading 3: Azo Sans

Weight: Medium

Size: 20 points

Leading or Line-Height: 25 points

Tracking: 0

Kerning: Metrics

Styles: Title Case, All Caps

Heading 4: Minion Variable Concept

Weight: Display Medium Italic

Size: 22 points

Leading or Line-Height: 24 points

Tracking: 0

Kerning: Optical

Style: Title Case

Fonts and Sizes

The paragraph styles comprise the bulk of a document's text. Paragraphs may appear in either the sans serif (Azo Sans) style or the serif (Minion Variable Concept) style. Only one style is permissible throughout a document. Do not alternate paragraph styles inside a document or article.

To create a photo caption, select the opposite or unused paragraph style and reduce its values by half. For example, if an article uses the sans serif paragraph style, select the serif paragraph style and change the size to 8 points and line height to 10 points.

Captions may appear in italics.

Paragraph Sans Serif: Azo Sans

Weight: Light	Tracking: 25
Size: 14 points	Kerning: Optical
Leading or Line-Height: 20 points	Style: Title Case

Paragraph Serif: Minion Variable Concept

Weight: Display	Tracking: 25
Size: 16 points	Kerning: Optical
Leading or Line-Height: 20 points	Style: Title Case

"Drop Quote:" Azo Sans

Weight: Light	Tracking: 0
Size: 24 points	Kerning: Optical
Leading or Line-Height: 30 points	Style: Title Case

Font Alternatives

When working in Microsoft Word or Publisher, or otherwise do not have access to the approved brand typefaces, please use these substitute fonts.

Serif Font Alternative

Times New Roman

Regular, Italic and Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

Sans Serif Font Alternative

Arial

Regular, Italic and Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 10

5. Brand Assets

Sky and Clouds

After the logo, the sky and clouds image is the most prominent Horizon Financial visual brand asset.

The sky must appear as the primary brand blue.



Watermark

The Horizon Financial compass mark may appear as large watermark, provided its use enhances the overall design and does not conflict with the document's legibility.

The compass should appear in 1/4 or 1/2 increments. The top left quarter of the compass appears to the right.

The compass watermark is shown in the primary brand blue set to seven percent opacity on white.

The compass watermark may only appear in primary brand blue, black or white.

Pattern

The Horizon Financial compass mark may appear as a subtle background pattern.

The pattern background is the primary brand blue.

The compass mark pattern is the secondary palette's dark blue set to 15 percent opacity.



Photographs

Images should convey a sense of hope, happiness and family.

Photographs should be light and positive, not dark and moody.

To match the Horizon Financial color palette, some images may need to be desaturated or have the contrast adjusted.



Disclaimer

The following is the Horizon Financial legal disclaimer. It appears on the company's business cards and letterhead.

Horizon Financial leadership may require its use on additional projects.

Advisory products and services offered by Horizon Advisory Services, Inc., a SEC Registered Investment Advisor, doing business as Horizon Financial. Securities offered by Registered Representatives through Private Client Services, Member FINRA/SIPC. Private Client Services and Horizon Advisory Services, Inc. are unaffiliated entities.

6. Standards

Color/Black and White

The Horizon Financial primary, secondary and auxiliary logos may appear in one of the three following colors: primary brand blue, white or black.

Logos may not appear in any other color.



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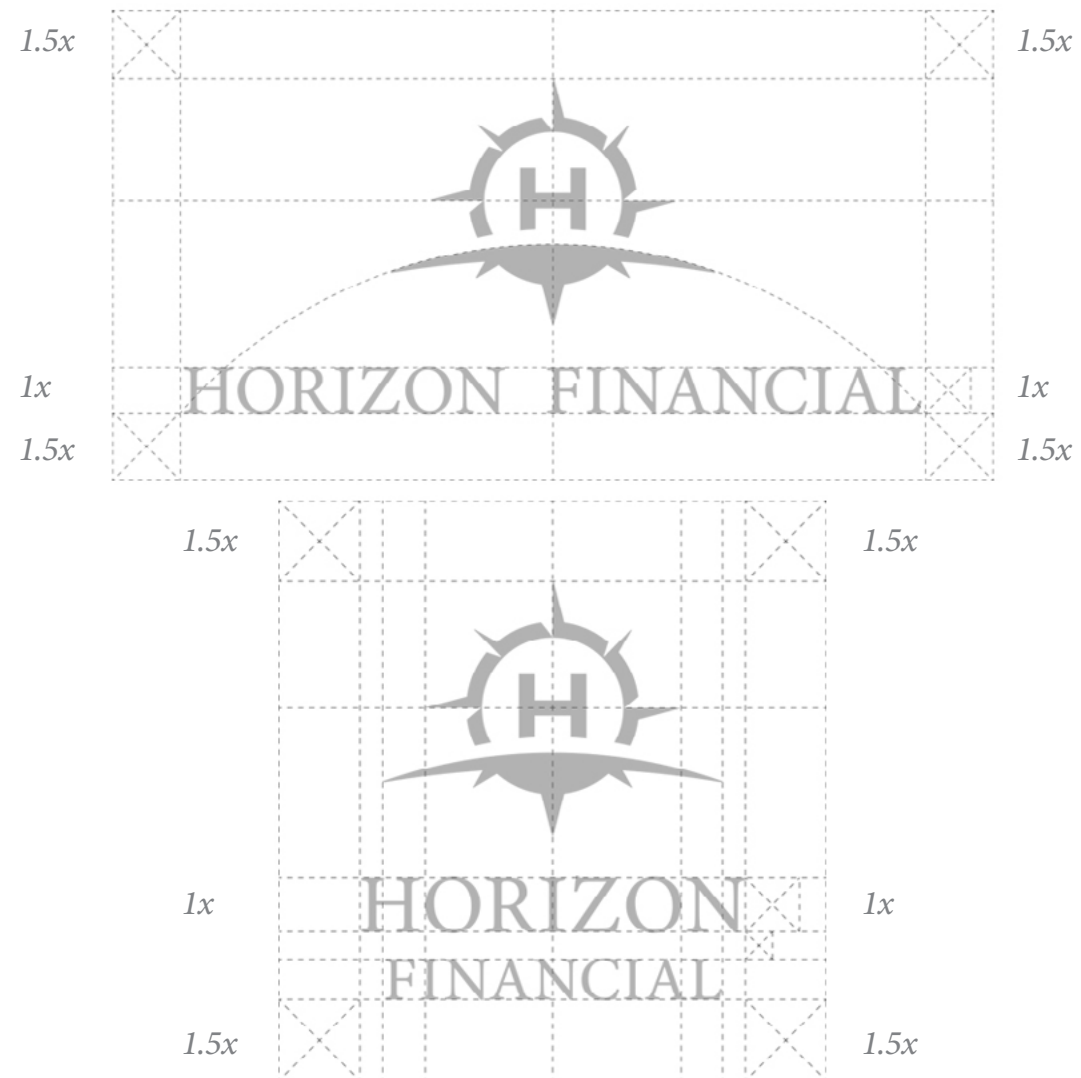
Logo Safe Area

The Horizon Financial primary, secondary and auxiliary logos have a safe margin built in. The safe margin is one and a half times larger than the height of the letters.

As much additional whitespace as design permits should be added to each logo application.

The additional whitespace makes the logo the design's focal point.

No design element should encroach into or overlap the logo safe area.



Logo Use

Do not alter the Horizon Financial logo in any way. The logo may only appear in the primary brand blue, white and black.

Allow for as much white space around the logo as the design permits.



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1. Follow logo brand standards.



HORIZON FINANCIAL

2. Do not alter the logo color.



HORIZON FINANCIAL

3. Do not outline the logo.



HORIZON FINANCIAL

4. Do not skew or stretch the logo.



HORIZON FINANCIAL

5. Do not tilt or angle the logo.



HORIZON FINANCIAL

6. Do not add a drop shadow.



HORIZON FINANCIAL

7. Do not change the logo typeface.



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8. Do not alter the logo colors.



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9. Do not alter the logo-to-text ratio.



10. Do not place the logo over an image.



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11. Do not add images to the logo.



12. Do not use the logo in low contrast.

Logo Sizes

The following are the minimum widths permissible for the Horizon Financial alternate primary, alternate secondary and alternate auxiliary logos.

The alternate logos are best for small sizes as the compass points on these logos are solid and not dimensional. This makes for a sharper logo when reproducing them in a small space.

The minimum dimensions provided include the logo safe area built into each logo document. Measurements are taken using the file's overall outside dimensions.



Alternate Primary Logo

Minimum Print Width: 1.33"
Minimum Screen Width: 200 px



Alternate Secondary Logo

Minimum Print Width: 0.8"
Minimum Screen Width: 120 px



Auxiliary Logo Two

Minimum Print Width: 0.4"
Minimum Screen Width: 60 px

Logo Placement

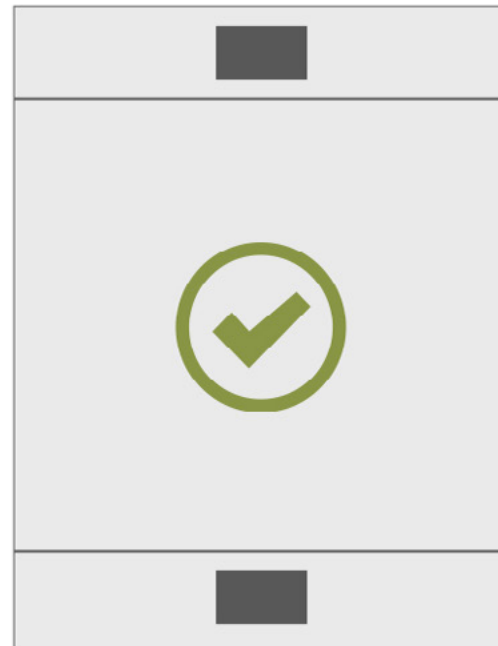
Consistent logo use and placement promotes a uniform and reliable brand identity. Place the Horizon Financial logo at the top or bottom center of the page.

Leave space around the logo.

Do not place the logo flush with the top, bottom or side of the page.

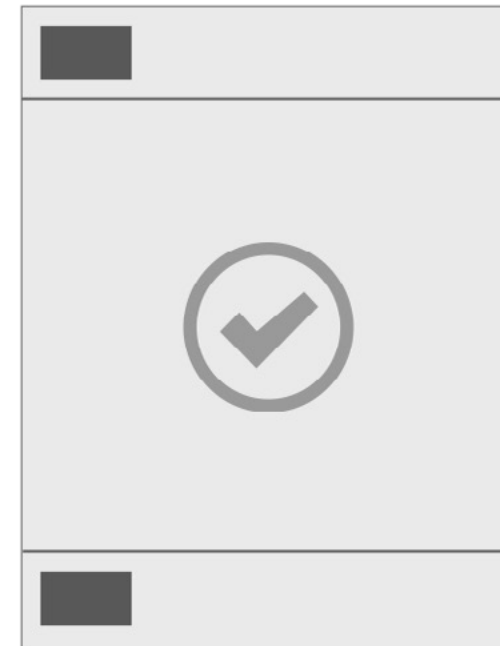
Leave as wide a margin around the logo as the document will permit.

Do not crowd the logo with other design elements.



Always Center Align

Center alignment provides horizontal space. It conveys the idea of a wide horizon. Always center align the logo to the top or bottom.



Sometimes Left Align

This is the traditional logo placement. Top or bottom left alignment is acceptable when center alignment is not an option.



Never Right Align

Avoid placing the logo in the top and bottom right corners.

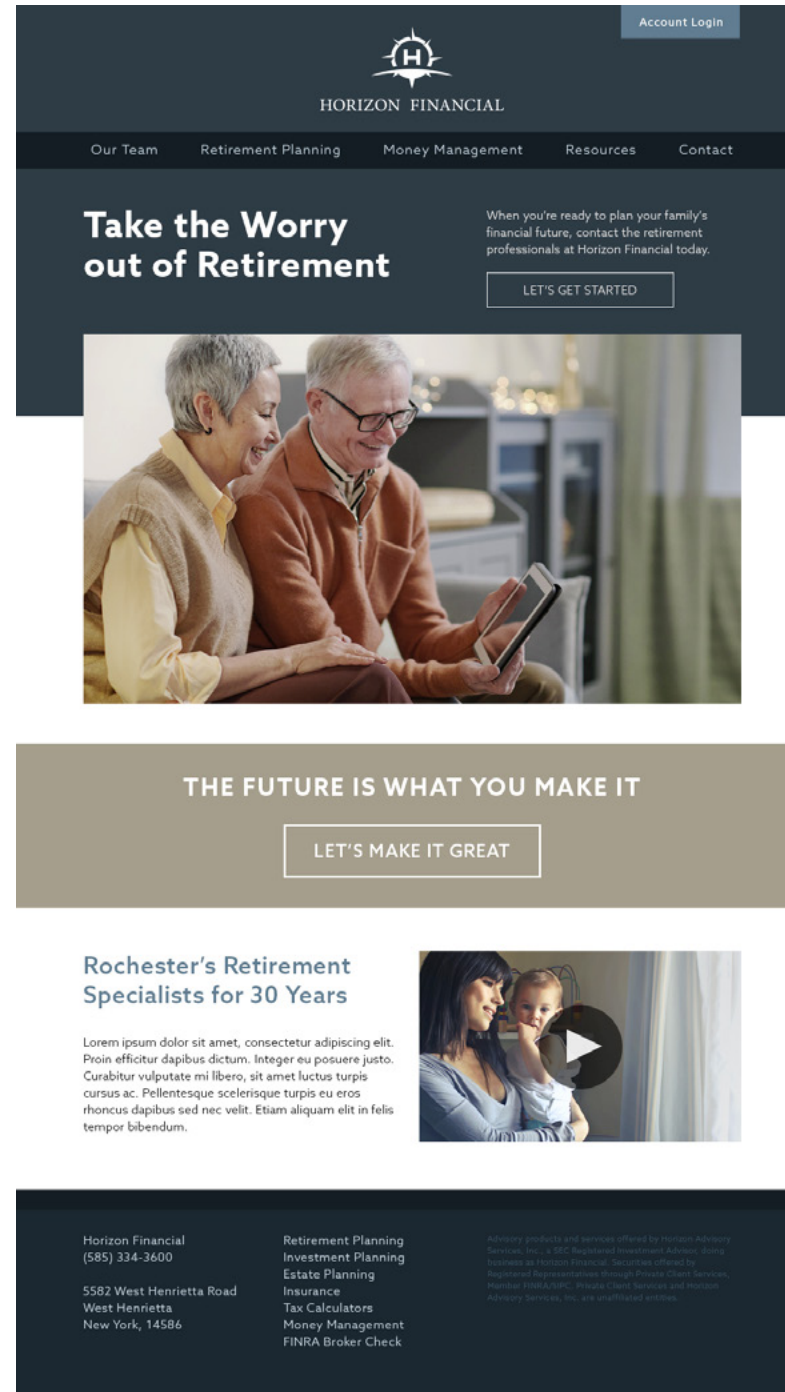
7. Application

Website

A mock-up of the Horizon Financial website appears to the right. The design shows the logo reversed out in white on a primary brand blue background and center aligned at the top of the page. The design provides ample whitespace around the logo.

The simple color palette breaks the page into sections. Color contrast and font size ensure legibility.

Photos with natural, muted colors match the approved brand colors.



Coffee Mug

The Horizon Financial logo may appear on promotional office items like coffee mugs. Care should be taken to accurately reproduce the approved brand colors. Ensure the logo has adequate whitespace.



Letterhead

The Horizon Financial logo appears center aligned at the top of the company's letterhead.



Business Cards

The Horizon Financial logo appears center aligned at the top of the company's business cards.



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