

Sample Corporate ID

style

TEXT SERIF & SAN SERIF

AN INDEPENDENT FIRM

This simple serif font conveys a straightforward, no-nonsense tone. It is designed for advisors who see themselves as extremely traditional and uncomplicated. It should appeal to a very broad range clients and prospects – a variety of locations and ages, while targeting those with more moderate levels of net worth and income.

STANDARD

W E A L T H S E R V I C E S

An Independent Firm

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**STANDARD
MODEL &
BENCHMARK**

W E A L T H S E R V I C E S

An Independent Firm

This simple serif font conveys a more business-like tone. It is designed for advisors who see themselves as traditional and uncomplicated, and is intended to appeal more to businesses than to clients and prospects who are individuals/families.

STANDARD

WEALTH SERVICES

An Independent Firm

This simple serif font conveys a more business-like tone. It is designed for advisors who see themselves as traditional and uncomplicated, and is intended to appeal more to businesses than to clients and prospects who are individuals/families.

**STANDARD
MODEL &
BENCHMARK**

WEALTH SERVICES

An Independent Firm

This light and simple serif font conveys an extremely casual tone. It is designed for advisors who see themselves as approachable – friendly, even. It should appeal most to clients and prospects in smaller-town settings and with more moderate levels of net worth and income.

STANDARD

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STANDARD
MODEL &
BENCHMARK

WEALTH SERVICES

An Independent Firm

This bold, simple sans serif font offers a classic, uncomplicated tone. It is designed for advisors who see themselves as slightly less traditional yet very approachable. It should appeal to clients and prospects in a range of locations, ages and levels of affluence.

STANDARD

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STANDARD MODEL & BENCHMARK

WEALTH SERVICES

An Independent Firm

This light, simple sans serif font offers a clean and contemporary tone. It is designed for advisors who see themselves as innovative, approachable and casual. It should appeal to clients and prospects in a range of locations, while targeting those who are younger and with more moderate levels of affluence.

STANDARD

WEALTH SERVICES

An Independent Firm

This heavy sans serif font offers a contemporary, substantial tone. It is designed for advisors who see themselves as innovative and “corporate.” It should appeal to clients and prospects in a range of locations, and is intended to appeal more to businesses than individuals/families.

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WEALTH SERVICES

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SCRIPTS

AN INDEPENDENT FIRM

This heavier – yet simple – script font conveys sophistication with a slant toward the more traditional. It is designed for advisors who see themselves as more conservative, and should appeal to clients and prospects in a range of locations, ages and levels of affluence.

Standard

WEALTH SERVICES

An Independent Firm

This light and ornate script font conveys sophistication with a slant toward the more elegant. It is designed for advisors who see themselves as more conservative and should appeal to clients and prospects in a range of locations, while targeting those who may be older and more affluent.

Standard
WEALTH SERVICES
An Independent Firm

This heavier – yet simple – script font conveys sophistication with a slant toward the more traditional. It is designed for advisors who see themselves as more conservative, and should appeal to clients and prospects in a range of locations, ages and levels of affluence.

Standard
WEALTH SERVICES
An Independent Firm

This light and open script font conveys a simple and casual tone. It is designed for advisors who see themselves as approachable, and should appeal to clients and prospects in smaller cities or rural locations, while targeting those who may be older and/or “blue collar.”

Standard

WEALTH SERVICES

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LARGE INITIAL

AN INDEPENDENT FIRM

This serif font with the ornate script initial in the background conveys both a classic and elegant tone. It is designed for advisors who see themselves as both traditional and sophisticated. It could also work for those with a heavier focus on working business clients. It should appeal to clients and prospects in a range of locations, while targeting those who are older and more affluent.



This classic serif font initial in the background conveys both a classic and elegant tone. It is designed for advisors who see themselves as both traditional and sophisticated. It could also work for those with a heavier focus on working business clients. It should appeal to clients and prospects in a range of locations, while targeting more of a range of ages.



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An Independent Firm

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LETTER ICON

AN INDEPENDENT FIRM

This serif font with the ornate script initial boxed to the left or top of the name conveys a classic and open tone. It is designed for advisors who see themselves as traditional and approachable. It should appeal to clients and prospects in a range of locations, while targeting those who are older and more affluent.



This serif font with the ornate script initial boxed to the left or top of the name conveys a classic and open tone. It is designed for advisors who see themselves as traditional and approachable. It should appeal to clients and prospects in a range of locations, while targeting those who are older and more affluent.



This serif font with the open, simple serif initial on either the left or top conveys a casual tone – more contemporary than traditional. It is designed for advisors who see themselves as approachable; not very “corporate” in feel. It should appeal to clients and prospects in a range of locations, while targeting those who in their working years and in the “professional” set.



This serif font with the open, simple serif initial on either the left or top conveys a casual tone – more contemporary than traditional. It is designed for advisors who see themselves as approachable; not very “corporate” in feel. It should appeal to clients and prospects in a range of locations, while targeting those who in their working years and in the “professional” set.



This serif font with the open, simple serif initial on the top conveys a casual tone – more contemporary than traditional. It is designed for advisors who see themselves as approachable; not very “corporate” in feel. It should appeal to clients and prospects in a range of locations, while targeting those who in their working years and in the “professional” set.

SMB

**STANDARD
MODEL &
BENCHMARK**

WEALTH SERVICES

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This serif font with the heavy serif initial on either the left or top conveys a substantial, traditional tone. It is designed for advisors who see themselves as more straightforward and business-like. It should appeal to clients and prospects in a range of locations, while targeting those who in their working years and in the “professional” set.



This serif font with the heavy serif initial on either the left or top conveys a substantial, traditional tone. It is designed for advisors who see themselves as more straightforward and business-like. It should appeal to clients and prospects in a range of locations, while targeting those who in their working years and in the “professional” set.



This serif font with the heavy serif initial on the top conveys a substantial, traditional tone. It is designed for advisors who see themselves as more straightforward and business-like. It should appeal to clients and prospects in a range of locations, while targeting those who in their working years and in the “professional” set.

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