



RSG

RETIREMENT SOLUTION GROUP

BRAND GUIDE

CONTENTS

RSG Logo.....	3
Brand Limitations.....	4
Brand Themes.....	6
Tagline.....	7
Mission Statement.....	8
Company Boilerplate.....	9
In Writing.....	10
Core Values.....	11
Voice.....	12

RSG LOGO



RETIREMENT SOLUTION GROUP



RGB 237, 25, 61	RGB 194, 35, 49	RGB 123, 7, 18	RGB 79,73,84	RGB 110, 102, 116
CMYK 0, 100, 78, 0	CMYK 0, 95, 78, 21	CMYK 0, 95, 78, 59	CMYK 47, 76, 30, 55	CMYK 47, 46, 30, 55
HEX #ED193D	HEX #C22331	HEX #7B0712	HEX #4F4954	HEX #6E6674
PANTONE 192C	PANTONE 200C	PANTONE 1815C	PANTONE Black 6U	PANTONE 7448U



RETIREMENT SOLUTION GROUP



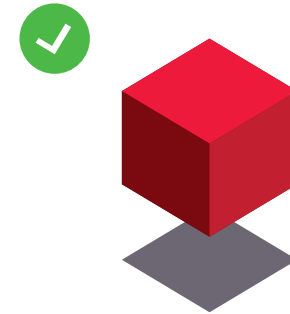
RGB 195, 197, 200	RGB 138, 139, 140	RGB 112, 113, 112	RGB 84, 87, 89
CMYK 23, 17, 17, 0	CMYK 48, 39, 39, 4	CMYK 57, 47, 48, 14	CMYK 65, 56, 53, 29
HEX #C3C5C8	HEX #8A8B8C	HEX #707170	HEX #545759
PANTONE 428C	PANTONE 423C	PANTONE 424C	PANTONE 425C

Fonts

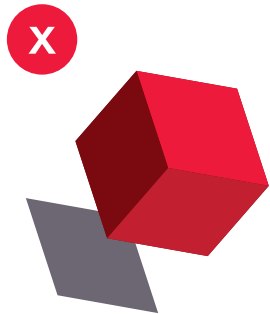
LIBBY HEAVY

LIBBY REGULAR

BRAND LIMITATIONS



BRAND LIMITATIONS



BRAND THEMES

THEME COLORS:



ACCENT COLORS:



RGB
48, 43, 52
CMYK
47, 46, 30, 79
HEX
#302B34
PANTONE
426C

RGB
29, 58, 108
CMYK
100, 86, 31, 17
HEX
#1D3A6C
PANTONE
654C

RGB
6, 97, 126
CMYK
89, 47, 28, 23
HEX
#06617E
PANTONE
7700C

(To be used in minimal amounts as supporting colors to the main theme. For example, these could be used on the website as link colors. These colors will not be used on the logo or on main brand elements.)

Tagline:

Custom Retirement Solutions for Your Business

Mission Statement

At RSG, we focus exclusively on the qualified retirement plan industry, and are committed to providing fully customized, intelligent retirement solutions to our clients. We embrace challenges, delivering efficient, trustworthy service that supports increased retirement savings.

Company Boilerplate

Retirement Solution Group is a multi-faceted company, providing customized solutions for businesses and their benefit departments. With offices in Chicago, IL, Portsmouth, NH and West Palm Beach, FL, RSG provides a fully managed service for its clients - specializing in co-fiduciary, plan design, due diligence, compliance, administration and education for retirement plan participants. Since 2005, RSG has partnered with organizations to develop unique retirement plan solutions, providing a proactive consultative approach and added value for client success. For more information please call 866.352.7731, or visit us at www.retirementsolutiongroup.com.

IN WRITING

✓ RSG

✓ Retirement Solution Group

✗ rsg

✗ Rsg

Text Formatting

Bulleted Lists

When creating lists on the website, such as on the solutions subpages, keep these design considerations in mind.

- Bullet lists should consistently end without punctuation
- Lists should maintain the same text style as body copy

Title Text

Titles and subtitles should always follow proper headline format. Each word in a title or subtitle should be capitalized appropriately in Title Case (Capitalize first and last word in a title, all nouns, pronouns, adjectives, adverbs, and subordinating conjunctions. Articles, prepositions, coordinating conjunctions and “to” as part of infinitive should all be lowercase.)

ex. This is a Proper Title

CORE VALUES

Relationships & Trust Drive Business

At RSG, we care about our clients and their companies. We think about business in a different way, making service and education a top priority so that our clients are engaged and care about their retirement plans.

Balancing Growth & Value

We work on all aspects of business, bringing more value and more intelligent growth to our clients so that their accounts can grow. RSG prides themselves on being more efficient and focused than the competition, promoting client success.

Embrace the Chaos

RSG is a leader in their field, providing service in both investments and compliance so that clients can focus on other aspects of their businesses. RSG is small and flexible, but works at a larger scale, more focused and committed than the competition.

VOICE

Brand Keywords

Service
Growth
Educators
High Energy
Thought Leaders
Problem Solvers
Trustworthy
Optimistic

These keywords drive the success of the RSG brand. They describe who the company leaders, employees, and future team members are, and will strive to be.

VOICE

We are addressing business professionals and industry leaders. The language used in our website and marketing collateral will be both professional and straightforward - Like us.

Content for the website and future publications should be formal, but not robotic. We're addressing people, and their business needs.

AGENCY CONTACT

Didn't find what you were looking for?

We would be happy to answer any questions you might have. Get in touch via info@catchfirecreative.com or give us a call at 603.373.8971

CatchFire Creative

16 Market Square, Suite 4
Portsmouth NH