

**GLOBAL  
MONEY  
WEEK**



# GLOBAL MONEY WEEK BRANDING & STYLE GUIDELINES 2018

Initiative of  
**Child & Youth  
Finance International**

In partnership with  
**OECD**  
BETTER POLICIES FOR BETTER LIVES

# WELCOME TO THE GMW BRANDING & STYLE GUIDELINES

In this guidebook, you will find applications for the logos, colors, typefaces and design templates that express our brand. It covers all materials produced for GMW, including ideas for GMW promotional materials. You will be able to find information and guidance on the use of the GMW logo.

For GMW, maintaining a consistent, high quality and structured image means that we can build a stronger awareness of the Week amongst members of the public. To make this happen, we need your help!

## ABOUT GLOBAL MONEY WEEK (GMW)

**GMW, a CYFI initiative, is an annual money awareness campaign built to inspire children and young people to learn about money matters, livelihoods and entrepreneurship.**

GMW started in 2012 as Child Finance Day/ Week and has since touched the lives of 7.8 million children and young people through 23,700 organizations in 137 countries.

### Child & Youth Finance International (CYFI)

CYFI works to reshape financial systems in order to economically and socially empower children and youth worldwide. We are a global non-profit organization who works with partners in over 137 countries.

CYFI initiatives include:

- Global Money Week (GMW)
- Ye! for Young Entrepreneurs (Ye!)
- Global Inclusion Awards (GIA)
- SchoolBank

### What is the goal?

We believe that today's children and youth should become empowered economic citizens, capable of understanding the importance of saving, and equipped with the skills to be employed and create their own livelihoods. We want young people to learn to manage their money wisely. By empowering children and youth, we can help them create a positive wave that will expand from themselves, to their families and to entire communities.

### Why is it important?

GMW is important because children and youth are the next generation of changemakers. They are the business leaders of tomorrow, politicians, parents, teachers. They unlock their potential when they believe in themselves.

👉 Learn more at 'About' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

👉 Make sure your event is branded as a Global Money Week event.

Do not forget the following details:

#### • Partner and GMW logos

#### • GMW web address

[www.globalmoneyweek.org](http://www.globalmoneyweek.org)

#### • GMW dates

12 - 18 March 2018

#### • GMW hashtags

#GMW2018

#GlobalMoneyWeek

#MoneyMattersMatter

#### • GMW2018's theme tagline

Money Matters Matter

👉 All Global Money Week logos are downloadable at 'Resources' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

## ESSENTIAL

These must be used when preparing promotional material.

### Global Money Week Logo



### Typeface

Font is called Gotham and the style is 'Ultra'

## RECOMMENDED

We strongly recommend you include the following in your promotional material:

- **GMW web address**  
*www.globalmoneyweek.org*
- **GMW dates**  
*12 - 18 March 2018*
- **GMW hashtags**  
*#GMW2018*  
*#GlobalMoneyWeek*  
*#MoneyMattersMatter*
- **GMW2018's theme tagline**  
*Money Matters Matter*

## LOGO

The GMW logo should be included in every piece of material produced for the Week.

The logo is available in one primary layout - as a vertical ('stacked') version.

To a reasonable extent, the logo you use is left to your discretion.

## APPEARANCE

When placing the GMW logo on the page, please consider the following:

- The logo should always be accompanied by text:

### Initiative of Child & Youth Finance International (CYFI)



- GMW logo should wherever possible be used as a heading being large, if not larger, than the event title.

- On the rare occasions where this is not possible:

- the logo must always be the largest logo on the page;
- where Global Money Week is not clearly visible in the heading, the logo should be included at the top of the page, with any partners' logos listed at the bottom.

- The logo used should be the highest resolution version available.

## USAGE

### Choosing a logo

To a reasonable extent, the logo you use is left to your discretion. We only ask that the logo you select is of high quality and highly visible.

Please feel welcome to use a logo color variation that better matches with your logos and background material.

### With other logos

As stated earlier, the GMW logo should always be the most prominent logo when used alongside other logos. Please ensure this is not jeopardised.

### Incorrect usage

Consistency of the logo is critical to establishing consistency across the countries participating in GMW.

Please make sure you avoid the following:

- Do not tilt the design
- Do not enlarge or alter in proportion any part of the design
- Do not rearrange the design
- Do not use the design in a low contrast manner

### Example of correct usage



### Examples of incorrect usage



## COLOR USE

It is intended that the GMW logo be reproduced mainly in two colors variation - core color for text and yellow for coins. However, the coins can be in multiple colors.

To add flexibility the logo comes in 8 other color options.

Limitation to keep in mind:

- The logo should not appear in the same colors as the background. It should stand out.

Example of logo in two color variation



Example of logo coins in multiple colors



## COLOR PALETTE

Global Money Week and Child & Youth Finance International color palettes  
RGB with hex code

<p><b>GLOBAL MONEY WEEK OFFICIAL YELLOW FOR THE COINS</b></p> <p>RGB 255/242/0</p> <p>#FFF200</p>	<p><b>GLOBAL MONEY WEEK OFFICIAL YELLOW FOR THE MATERIALS</b></p> <p>RGB 255/222/0</p> <p>#FFDE00</p>	<p><b>CYFI LIGHT BLUE</b></p> <p>RGB 22/16/215</p> <p>#189FD6</p>	<p><b>CYFI PINK</b></p> <p>RGB 192/44/126</p> <p>#C02C7E</p>	<p><b>CYFI DARK BLUE</b></p> <p>RGB 0/105/142</p> <p>#02698E</p>
		<p><b>CYFI ORANGE</b></p> <p>RGB 241/142/0</p> <p>#EF8E21</p>	<p><b>CYFI RED</b></p> <p>RGB 227/33/25</p> <p>#E12525</p>	<p><b>CYFI GREEN</b></p> <p>RGB 0/143/79</p> <p>#008F4F</p>
		<p><b>CYFI PURPLE</b></p> <p>RGB 107/32/95</p> <p>#6B205E</p>		

## LOGO & LOGO VARIATIONS

This is the original Global Money Week logo



There are 8 other color versions of the Logo, as demonstrated below.



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## LOGO ON DIFFERENT BACKGROUNDS

Examples of how GMW logos can be placed in different backgrounds to give color to the GMW campaign!



📌 All Global Money Week logos are downloadable at 'Resources' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org)



Examples of how GMW logos can be placed in different backgrounds.



👉 Learn more at 'Resources' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

## IDEAS FOR GMW PROMOTIONAL MATERIALS

### GMW backdrop, roll-up and other banners



☞ Make sure your event is branded as a Global Money Week event.

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12 - 18 March 2018
- GMW hashtags  
#GMW2018  
#GlobalMoneyWeek  
#MoneyMattersMatter
- GMW2018's theme tagline  
Money Matters Matter

## GMW t-shirts



👉 Learn more at 'Resources' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

👉 Create colorful GMW t-shirts and do not forget to add GMW logo with:

- **GMW web address**  
[www.globalmoneyweek.org](http://www.globalmoneyweek.org)
- **GMW hashtags**  
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#GlobalMoneyWeek  
#MoneyMattersMatter
- **GMW2018's theme tagline**  
*Money Matters Matter*

## GMW cardboard photo frames



## GMW caps



👉 Be creative! You can use GMW logos in other GMW materials such as: publications, documents, notepads, caps, scarves, umbrellas, pens, pencils, bags, etc. There are no limitations! Make your event – a GMW event!

## GMW signs



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# GLOBAL MONEY WEEK



# GLOBAL MONEY WEEK



The best thing about Global Money Week is..  
the opportunity to learn and have fun  
😊

GLOBAL MONEY WEEK

The best thing about Global Money Week is..  
That you learn how to save with interesting activities.

GLOBAL MONEY WEEK

Global Money Week (GMW) is an initiative of Child & Youth Finance International (CYFI)

[www.childfinanceinternational.org](http://www.childfinanceinternational.org) | [+31 \(0\)20 520 3900](tel:+31205203900) | [info@childfinance.org](mailto:info@childfinance.org)

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