GLOBAL MONEY WEEK
Branding & Style Guidelines

23 - 29 March 2020
Learn.Save.Earn.
ABOUT GLOBAL MONEY WEEK (GMW)

Global Money Week (GMW) is an annual financial awareness campaign built to inspire children and young people to learn about money matters, livelihoods and entrepreneurship. Initiated by CYFI in 2012, it is now organised by the OECD International Network on Financial Education (OECD/INFE).

Throughout 8 editions, starting in 2012, the Campaign has reached the lives of 32 million children and youth in 174 countries worldwide.

Announcement!

Global Money Week (GMW), the flagship youth Financial Education Campaign developed by Child & Youth Finance International (CYFI), has been handed over to the OECD International Network on Financial Education (OECD/INFE). Therefore, the 9th Edition of Global Money Week will be organized by the OECD/INFE.

About OECD/INFE
The OECD and its International Network on Financial Education (INFE) support policy makers and public authorities to design and implement national strategies for financial education, individual financial education programmes, while also proposing innovative methods for enhancing financial literacy among the populations of partner countries. Read more: www.oecd.org/financial/education

Why is it important to teach children and youth about money matters from a young age?
The earlier children learn about money, savings and investment, the better they manage their personal finances throughout their lives. These skills help children and youth to understand the difference between earning, saving and spending, making them better money managers, who are able to budget and have healthier money habits. It also helps children understand how to manage money at an early age and teaches them to make better financial decisions regarding student loans, housing, first car, travel, and other expenses.

What is the goal of GMW?
We believe that today’s children and youth should become empowered economic citizens, capable of understanding the importance of saving, and are 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 transfer their knowledge to their families and to entire communities. GMW is a time when the whole world can celebrate and engage in these important topics.

Make sure your event is branded as a GMW!
Do not forget the following details:

- Partner and GMW logos
- GMW web address www.globalmoneyweek.org
- GMW dates 23 - 29 March 2020
- GMW official hashtag #GlobalMoneyWeek2020
- GMW’s slogan Learn.Save.Earn.

All GMW logos are downloadable at ‘Resources’ section on www.globalmoneyweek.org

Learn more at ‘About’ section on www.globalmoneyweek.org
ESSENTIAL

These must be used when preparing promotional material.

Global Money Week Logo

![GMW Logo](logo.png)

**Typeface**
Font is called Gotham and the style is ‘Ultra’

RECOMMENDED

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

- **Partner and GMW logos**
- **GMW web address**
  www.globalmoneyweek.org
- **GMW dates**
  23 - 29 March 2020
- **GMW official hashtag**
  #GlobalMoneyWeek2020
- **GMW’s slogan**
  Learn.Save.Earn.

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:

- 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 match 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 jeopardized.

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

![Correct usage example of GMW logo](image1)

Examples of incorrect usage

![Incorrect usage examples of GMW logo](image2)
COLOR USE

It is intended that the GMW logo is 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.
COLOR PALETTE

Global Money Week color palettes
RGB with hex code

GLOBAL MONEY WEEK OFFICIAL YELLOW FOR THE COINS
RGB 255/242/0
#FFFF20

GLOBAL MONEY WEEK OFFICIAL YELLOW FOR THE MATERIALS
RGB 255/222/0
#FFDE00

CYFI LIGHT BLUE
RGB 22/16/215
#18FD6

CYFI PURPLE
RGB 107/32/95
#6B205E

CYFI ORANGE
RGB 241/142/0
#EF8E21

CYFI PINK
RGB 192/44/126
#C02C7E

CYFI RED
RGB 227/33/25
#E12525

CYFI GREEN
RGB 0/143/79
#008F4F

CYFI DARK BLUE
RGB 0/105/142
#02698E
LOGO & LOGO VARIATIONS

This is the original Global Money Week logo

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

All Global Money Week logos are downloadable at ‘Resources’ section on www.globalmoneyweek.org
Examples of how GMW logos can be placed in different backgrounds to give color to the GMW Campaign!

’ai’ All Global Money Week logos are downloadable at ‘Resources’ section on www.globalmoneyweek.org
Examples of how GMW logos can be placed in different backgrounds.

Learn more at ‘Resources’ section on www.globalmoneyweek.org
IDEAS FOR GMW PROMOTIONAL MATERIALS

GMW backdrop, roll-up and other banners

Make sure your GMW is branded as a Global Money Week.

Do not forget the following details:

• Partner and GMW logos
• GMW web address www.globalmoneyweek.org
• GMW dates 23 - 29 March 2020
• GMW official hashtag #GlobalMoneyWeek2020
• GMW’s slogan Learn.Save.Earn.
Create colorful GMW t-shirts and do not forget to add GMW logo with:

- GMW web address
  www.globalmoneyweek.org

- GMW dates
  23 - 29 March 2020

- GMW official hashtag
  #GlobalMoneyWeek2020

- GMW’s slogan
  Learn.Save.Earn.

Learn more at ‘Resources’ section on www.globalmoneyweek.org
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!
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 الإنخفاض

GMW signs

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Contact Us

The OECD International Network on Financial Education (OECD/INFE)

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Follow GMW online!

✉️ www.globalmoneyweek.org
Check out the GMW website for more information on activities, resources, participating countries, media and previous GMWs.

🔗 @GlobalMoneyWeek | #GlobalMoneyWeek2020
Follow us on social media @GlobalMoneyWeek. Use the official GMW hashtag #GlobalMoneyWeek2020