



## BRANDING GUIDELINES

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### COLORS



#BD2226  
RGB  
(189,34, 38)



#3AA8D8  
RGB  
(58,168, 216)



#1C7FBC  
RGB  
(28, 127, 188)

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### FONTS

### FIELDWORK

AVENIR

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### LOGOS

When promoting, marketing, and advertising the Military Saves and Military Saves Month brand, our partnership or our resources, we ask that you reference "Military Saves," "Military Saves Month," and the "Military Saves Pledge" where appropriate.

Please use the correct logo without stretching or reformatting (resizing without distortion is fine)



**MILITARY SAVES MONTH**