

CallanTM
& ASSOCIATES

401K Transfer Solutions

**LOGO USAGE &
STANDARDS GUIDE**

Table of Contents

Table of Contents	1	Color Palette	10
Logo	2-5	Background	11
Complete Logo	2	Incorrect Usage	12
Logomark	3	Available Logos	13-14
Logotype	4	Color Logos	13
Slogan	5	Black & White Logos	14
Clear Space	6-9	File Formats	15
Complete Logo	6	Trademark Information	16
Logomark	7	Legal Notices	16
Logotype	8	Contact Information	16
Slogan	9		

Logo

Brand Perception

The Callan & Associates logo embodies trust, authority, and reliability. Every component, from the logomark to the slogan, is designed to communicate professionalism in financial services. The cohesive logo, including the lion logomark, logotype, and slogan, is meant to evoke a sense of security and expertise, reinforcing the brand's strong reputation in the financial sector with a focus on 401K transfers.



Callan Full Lockup

Description

The full lockup represents the complete visual identity of Callan & Associates. It includes the lion logomark, the logotype "Callan & Associates," and the slogan "401K Transfer Solutions." This configuration presents a unified, professional image that is instantly recognizable.

Brand Perception

This complete lockup reflects the brand's leadership in the industry, with the lion symbolizing strength and forward movement. The typography complements this with a modern, clean aesthetic that aligns with Callan's commitment to trust and accessibility in financial services.

Logo

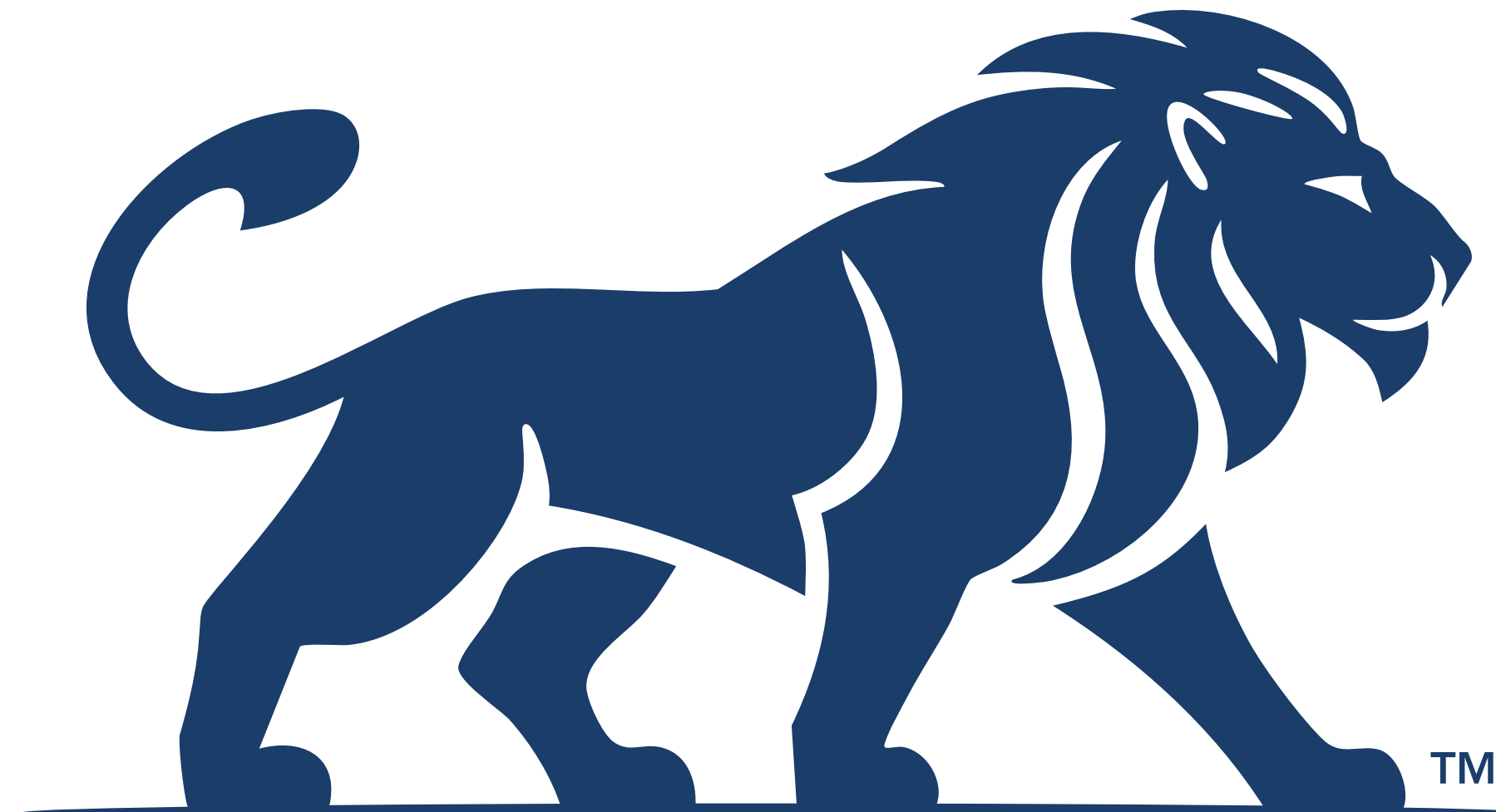
Logomark - Lion

Description

The lion logomark symbolizes strength, leadership, and progress—core values of Callan & Associates. Positioned facing right, it visually represents forward momentum, reinforcing Callan's mission to lead clients through the complexities of 401K transfers and financial planning.

Brand Perception

The lion is a powerful symbol, associating Callan's brand with strength, reliability, and professionalism. Its sleek, clean design creates a sense of security for the target audience, ensuring that the brand resonates as trustworthy and capable.



Color Usage

Primary Color

Callan Navy Blue (#1A3E6A)

Alternate Color

White (for use on dark backgrounds)

Size

Minimum Size

0.5 inches in width

Do's & Don'ts

- Do maintain the integrity of the lion's design by ensuring it is not altered, scaled disproportionately, or distorted in any way.
- Don't place text or other graphic elements too close to the logomark.

Logo

Logotype - Callan & Associates

Description

The logotype

“Callan & Associates” is crafted using a combination of a custom Gimlet Display for the word “Callan,” which evokes boldness and elegance, and Avenir for “& Associates,” providing a clean, modern contrast. Together, they create a visual hierarchy that clearly communicates the importance of “Callan” while complementing the overall design.

Brand Perception

The use of Callan Navy Blue for “Callan” conveys trust and professionalism, while the lighter blue for “& Associates” ensures the logo remains balanced without

diminishing the emphasis on “Callan.” This combination supports Callan’s brand positioning as an authority in the financial industry while remaining approachable and accessible.



Color Usage

Primary Color:

Callan Navy Blue (#1A3E6A)

Secondary Color:

Mid Blue (#3A75B0) for
“& Associates”

Size

Minimum Size:

1 inch in width

Do's & Don'ts

- Do use the approved color palette to ensure consistency.
- Don't alter the spacing or rearrange the typography in the logotype.

Logo

Slogan - 401K Transfer Solutions

Description

The slogan reinforces Callan's specialization in 401K transfers, positioning the brand as an expert in the field. It should always appear beneath the logotype to maintain hierarchy and clarity.

Brand Perception

The slogan in Callan Navy Blue enhances the brand's professional image, communicating expertise and focus in the financial sector. Its concise wording builds trust with the audience, highlighting Callan's niche while ensuring the message is clear and authoritative.



 401K Transfer Solutions™

Color Usage

Primary Color:

Callan Navy Blue (#1A3E6A)

Size

Minimum Size:

0.75 inches in width

Do's & Don'ts

- Do ensure the slogan remains legible to reinforce brand messaging.
- Don't use unapproved colors or alter the font.

Clear Space

Full Lockup

Clear space is the area around the logo that must remain free of text, images, or graphic elements to ensure visibility and impact. It allows the logo to stand out and remain easily recognizable.

The minimum clear space is equal to the height of the “C” in “Callan” on all sides, keeping the logo uncluttered and prominent, even near other design elements. Always respect this space to maintain legibility and effectiveness.

The “TM” symbol should be placed outside the logo area and does not require the same clear space as the logo. It must be positioned close to the logo without obstructing essential elements or impacting the overall design.



Clear Space

Logomark

The clear space around the logomark must be at least half the height of the lion to maintain its clarity and prominence.

This ensures no text, graphics, or other elements interfere with the mark, preserving its visual impact and professionalism in all applications.



Clear Space

Logotype

The clear space around the “Callan & Associates” logotype must be equal to the height of the capital “C” in “Callan” on all sides. This ensures no text, graphics, or elements interfere with the logo’s readability.

The “TM” symbol should be placed outside the logo area and does not require the same clear space as the logo. It must be positioned close to the logo without obstructing essential elements or impacting the overall design.



Clear Space

Slogan

To maintain clarity and prominence, the slogan “401K Transfer Solutions” must be surrounded by clear space equal to the length of “401K.”

This ensures no text, images, or graphic elements interfere with the slogan, preserving its professionalism and visual impact in all applications.

The “TM” symbol should be placed outside the logo area and does not require the same clear space as the logo. It must be positioned close to the logo without obstructing essential elements or impacting the overall design.



Color Palette

Primary Color

Callan Navy Blue (Used for "Callan", "TM", the logomark, & "401K Transfer Solutions")



HEX: #1A3E6A
RGB: 26, 62, 106
CMYK: 76, 42, 0, 58
Pantone: 7546 C

Brand Perception

This color symbolizes professionalism, trust, and stability, which is crucial in the financial services sector.

Monochrome Variations



Callan Navy Blue Logo
Used for single-color Applications where only one color is an option.



Black Logo
Used for single-color applications where color is not an option.
HEX: #000000
RGB: 0, 0, 0



White Logo
Used for single-color applications on dark or colored backgrounds.
HEX: #FFFFFF
RGB: 255, 255, 255



Secondary Color

Mid Blue (Used for "& Associates")



HEX: #3A75B0
RGB: 58, 117, 176
CMYK: 67, 34, 0, 31
Pantone: 7687 C

Brand Perception

The secondary blue color offers a complementary tone, conveying modernity and balance while reinforcing the overall brand message of approachability.

Background

The preferred background for the logo is white. For colored backgrounds, use a 10-30% tint. If the background is darker than 70%, use a white logo for contrast. Avoid blue backgrounds that wash out the logo. When placing the logo on a photographic image, ensure sufficient contrast, and use subdued textures that don't compete with the logo.



Black 30% tint or lower provides ample readability.



Black to 50% tint - do not use tints that decrease contrast and readability.



When using a dark background, use the white logo.



Never place the full lockup on blue or equivalent background.



Photographic background should provide sufficient contrast to the logo.



Do not use a white logo on photographic background that does not create enough contrast for it to stand out.

Incorrect Usage

Do not alter or distort the logo in any of the following ways.



Do not change the brand colors.



Do not convert the logo to grey scale.



Do not reposition the logo elements. Do not enlarge or reduce a portion of the logo.



Do not alter or distort the logo.

Available Logos

Color Logos



401K Transfer Solutions™



401K Transfer Solutions™

Available Logos

Black & White Logos



401K Transfer Solutions[™]



File Formats

To ensure the logo is used correctly across all applications, the following file formats are provided. Each format serves a specific purpose and should be used based on the intended medium.

Vector Files (.AI, .EPS, .PDF)

Usage

For print and scalable applications.

Benefits

These formats are resolution-independent, meaning they can be resized without losing quality. Ideal for large-scale printing or any situation where you need flexibility.

Raster Files (.PNG, .JPG)

Usage

For digital applications such as websites, social media, and email.

Benefits

These formats are best for web use. PNG files support transparency, allowing the logo to be placed on various backgrounds. JPG is suitable for photographic use, though it doesn't support transparency.

Black and White Versions

Usage

For situations where color reproduction is not possible or appropriate.

Benefits

Ensures the logo remains legible and effective even in monochrome environments, such as faxes, black-and-white prints, or high-contrast applications.

Trademark Information

The logo, including the logomark (“lion”), logotype (“Callan & Associates”), and slogan (“401K Transfer Solutions”), are trademarks of Callan & Associates, protected under intellectual property laws. The “TM” symbol must accompany the full logo, logomark, logotype, and slogan in all applications to indicate trademark ownership.

These trademarks are the exclusive property of Callan & Associates and cannot be reproduced, modified, or used without prior written permission.

Always follow the guidelines in this document when using the logo, logomark, logotype, and slogan to ensure brand consistency and protect its integrity.

Legal Notices

This document serves as the official logo usage and standards guide for Callan & Associates, detailing the proper use of the logo, its elements, and trademarks. All rights related to the logo and intellectual property are the exclusive property of Callan & Associates.

Unauthorized use, reproduction, or alteration of the logo or brand elements is prohibited. Any use outside these guidelines requires prior written approval from Callan & Associates.

The “TM” symbol must always accompany the logo and its elements to indicate trademark ownership. Callan reserves the right to update this guide to protect its brand identity.

Contact Information

For inquiries regarding Callan trademarks, this guide, use permissions, or to request logo files, please contact:

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