

An aerial photograph of a dense city skyline, likely New York City, with numerous skyscrapers and buildings. The image is overlaid with a semi-transparent blue filter. The text is centered over the image.

**DAYTON & SYDNEY WSG, LLC**

# **BRAND GUIDELINES**

Updated October 2019

# Brand Guidelines

## OUTLINE

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# About Dayton & Sydney WSG, LLC



## COMPANY OVERVIEW

We are a boutique financial services firm focusing on all areas of wealth accumulation, financial planning and risk management. The firm was founded in 2002 by Dana Sydney and Kevin Dayton. Since then, we have grown to be an elite producer group of AXA Advisors, LLC. Our growing team of passionate and driven financial professionals have a combined industry experience of over 100 years.





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## **OUR INSPIRATION**

"We work hard every day to improve the lives of our clients, our employees and our community."

MANAGING PARTNER, DANA SYDNEY



# Dayton & Sydney WSG

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## OUR PROMISE

We promise to spend our time listening to you and understanding your personal situation. We recommend solutions that specifically benefit you and your family. We explain every strategy we propose until you are confident that it is the right decision and we are there to help you whenever you need it. In addition, your Dayton and Sydney advisor will help you to **plan** for a secure life and your family's future, **protect** yourself and your family from life's unexpected events, and **provide** for loved ones during your life and after death.

# What We Believe In



## RESPECT

We promise to respect your specific needs as well as the sensitivity of your information. We never sell, trade, or disclose your account information to outside parties.



## ACCOUNTABILITY

We understand how serious you are about your finances and we strive to maintain the same level of accountability. We will work to be available and informative when answering your questions.



## INNOVATION

We use today's most cutting-edge technology to ensure that we can stay informed about your accounts, make well-advised decisions, and maintain your privacy in an acceptable fashion.



## HARD WORK

Our hard work is what truly sets us apart as your personal team of financial professionals. We promise to constantly keep you updated on new strategies to manage your finances.

# PART 1

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## Our Brand's Face

DESIGN GUIDELINES TO FOLLOW

# The Company Name

## GUIDELINES TO FOLLOW



The following are variations of the company name and the appropriate situations to use these variations.

### DAYTON & SYDNEY WEALTH STRATEGIES GROUP, LLC

This is the main title and should be used in most situations. This should especially be used in any official documents.

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### DAYTON & SYDNEY DAYTON AND SYDNEY

This is a more informal version of the name, and should never be used as a main header. This can be used as subtext or in unofficial documents.

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### DAYTON & SYDNEY WSG DAYTON & SYDNEY WSG, LLC

This is between informal and formal. Often, this title can be used to replace the main title, however it should never be used in an official document.

# Our Main Logo

## USE GUIDELINES



**Horizontal**

Featured here is our primary logo, in color, with it's format variations. When using the different variations of this blue & grey logo, please **use only** on **solid white backgrounds**. **Do not use** this colored version of the logo **on black, blue, or grey backgrounds**. With the different format variations, please follow the guidelines below:

**Vertical:** The standard format of the logo. This will be preferred in most applications. Avoid using this format in places where the company name, Dayton & Sydney WSG, is already featured in large font, or where the space provided would better accommodate the horizontal logo.

**Icon Only:** This is a format of the logo that only includes the D&S Symbol. It should be used in places where the company name is already featured in large font, or where space/pixels are EXTREMELY limited.

# Our Main Logo

## USE GUIDELINES (CONT.)



Featured here is our primary logo, in color, with it's format variations. *With the different format variations, please follow the guidelines below:*

**Vertical w/ Tagline:** This is a highly formal version of the logo that is reserved primarily for internal documents. It should no be used often, and it is usually preferred that you use the standard vertical logo instead.

**Horizontal:** The horizontal logo will often apply in situations where it can replace the vertical logo. This will usually be a design choice based on the space that is set aside for the logo, as well as the overall layout of the material. For example, a thin footer at the bottom of a document might better serve the horizontal logo, where the design on a stress ball might be the ideal spot for a vertical logo.



**Vertical**



**Icon Only**



**Vertical w/ Tagline**



**Horizontal**

# Our All White Logo USE GUIDELINES



Featured here is our logo, in **white**, with it's format variations. *With the different format variations, please follow the guidelines outlined for the primary logo.*

In contrast to the colored logo, please use the white variation on **dark colored backgrounds** such as **black, navy blue, and dark grey.**



**Vertical**



**Icon Only**



**Vertical w/ Tagline**



**Horizontal**

# Our All Black Logo USE GUIDELINES



Featured here is our logo, in **black**, with it's format variations. *With the different format variations, please follow the guidelines outlined for the primary logo.*

In contrast to the colored logo, please use the black variation only on white backgrounds and in situations where the colors surrounding the logo would conflict with the colors of the primary logo.



# IMPROPER USE

## LOGO EXAMPLES



Please refrain from using the logos in any improper format.  
Use these improper examples for your reference.



**#002d72**



**#0044ab**



**#0061f5**



**#92cddc**



**#d0d6d6**



**#898d8d**



**#000000**

# The Approved Color Palette

## GUIDELINES TO FOLLOW



This color palette represents the Dayton & Sydney brand and all marketing materials should be based off only these colors.

# Typography Rules

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## **FONTS, SPACING, AND MORE**

In order to keep marketing materials cohesive, the same (4) fonts should be used consistently.

# The Approved Fonts

## HEADER FONTS

BIRKA SMALLCAPS

**Futura Bold**

Header fonts should be used as the large text at the top of the documents, as the preferred font in Social Media Posts & graphics with less text, and also as the header font on official Dayton & Sydney webpages

## SUBTEXT FONTS

**Futura Condensed Medium**

Times New Roman

Subtext fonts should be used as the paragraph text in documents, flyers, and webpages.



# PHOTOGRAPHY USAGE

For each of the images we choose to associate with our company, we generally follow a tone of fun, happy images featuring families or athletes at work. We aim to keep the images positive, professional, while never violating compliance regulations.

# Basic Photography Rules



## DO INCLUDE:

- Families
- Couples
- Kids
- Athletes
- Happy Scenes
- Beautiful Buildings
- Documents & Presentations

## COMPLIANCE RULES

- Do not imply the accumulation of wealth or guaranteed success, as it could be misleading.
- Do not show coins or dollars stacking in any way that might imply the guaranteed accumulation of wealth.
- Avoid the use of profanity, concrete statistics (without valid sources), and grotesque images.



## DON'T INCLUDE:

- Upward Trends
- Images of Growing Wealth
- Profanity/Nudity
- Depressing/Negative Scenes
- Tacky Stock Photos
- Material that is not Explicitly Compliance Approved

# Great Images



# Unacceptable Images



## Find Us Online



WEBSITE

[www.daytonandsydney.com](http://www.daytonandsydney.com)



FACEBOOK

[www.facebook.com/daytonandsydney/](https://www.facebook.com/daytonandsydney/)



LINKEDIN

[www.linkedin.com/company/daytonandsydney/](https://www.linkedin.com/company/daytonandsydney/)

# Contact Information

## FOR QUESTIONS, SUGGESTIONS, AND MORE

### MAILING ADDRESS

1000 Woodbury Rd Suite 300,  
Woodbury, NY 11797

### EMAIL ADDRESS

[info@daytonandsydney.com](mailto:info@daytonandsydney.com)

### PHONE NUMBER

(516) 358-3904

