



# Illinois Secure Choice Program Branding

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PRIMARY LOGO MARK



COLORS



CMYK: 3,68,99,0  
RGB: 236,113,37  
Hex Code: #ec7125



CMYK: 100,93,34,24  
RGB: 34,45,96  
Hex Code: #222d60

FONT

Avenir Next Cyr - Demi



PRIMARY LOGO MARK



COLORS



CMYK: 3,68,99,0  
RGB: 236,113,37  
Hex Code: #ec7125



CMYK: 100,93,34,24  
RGB: 34,45,96  
Hex Code: #222d60



CMYK: 0,0,0,30  
RGB: 179,179,179  
Hex Code: #b3b3b3

FONT

Daytona Pro Semibold

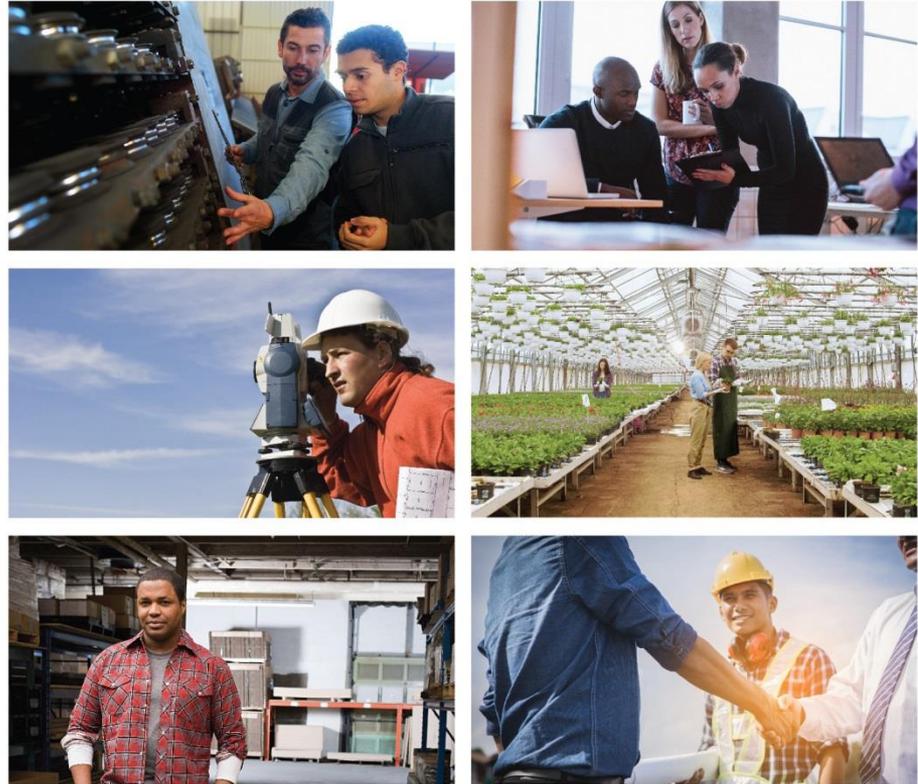
Avenir Next Cyr - Medium



## ICONOGRAPHY

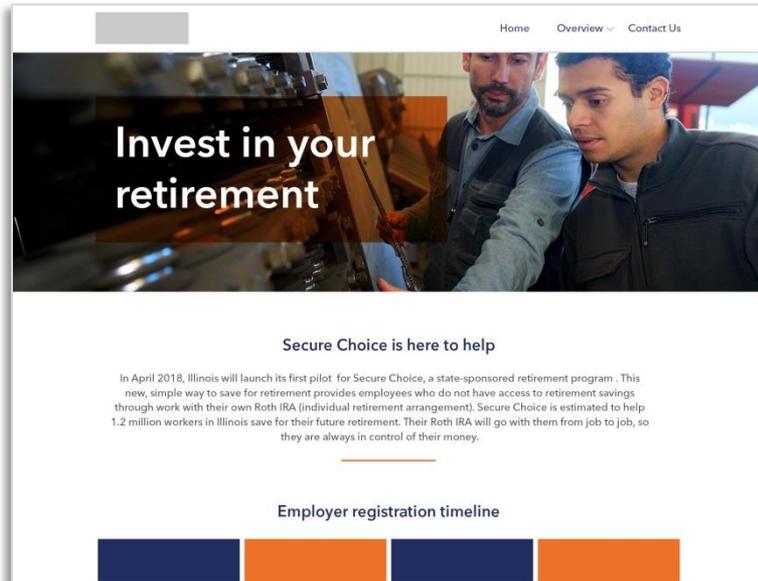


## IMAGERY

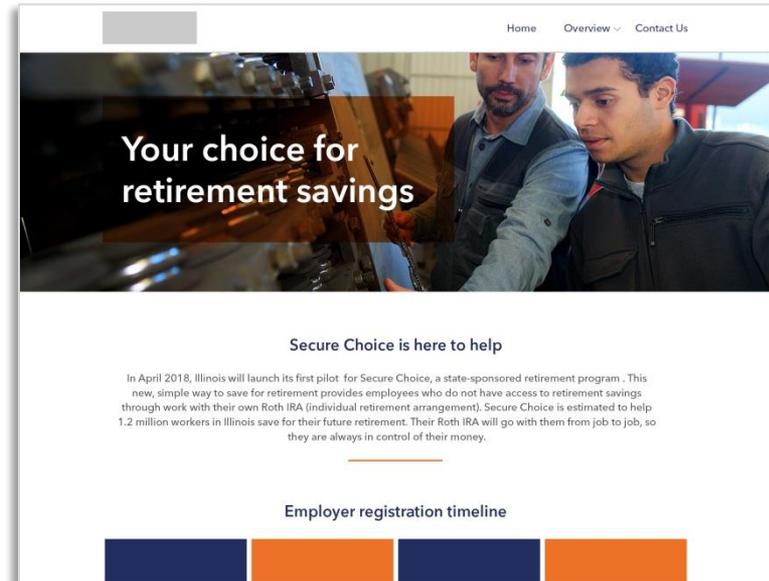


# Tagline Options

- Invest in your retirement
- Your choice for retirement savings



This mockup shows a website header with navigation links: Home, Overview (with a dropdown arrow), and Contact Us. Below the header is a large image of two men in a factory setting. The tagline "Invest in your retirement" is overlaid on the left side of the image. Below the image, the text reads: "Secure Choice is here to help" followed by a paragraph: "In April 2018, Illinois will launch its first pilot for Secure Choice, a state-sponsored retirement program. This new, simple way to save for retirement provides employees who do not have access to retirement savings through work with their own Roth IRA (individual retirement arrangement). Secure Choice is estimated to help 1.2 million workers in Illinois save for their future retirement. Their Roth IRA will go with them from job to job, so they are always in control of their money." Below this text is a horizontal line and the heading "Employer registration timeline" above a bar chart with four segments: dark blue, orange, dark blue, and orange.



This mockup shows a website header with navigation links: Home, Overview (with a dropdown arrow), and Contact Us. Below the header is a large image of two men in a factory setting. The tagline "Your choice for retirement savings" is overlaid on the right side of the image. Below the image, the text reads: "Secure Choice is here to help" followed by a paragraph: "In April 2018, Illinois will launch its first pilot for Secure Choice, a state-sponsored retirement program. This new, simple way to save for retirement provides employees who do not have access to retirement savings through work with their own Roth IRA (individual retirement arrangement). Secure Choice is estimated to help 1.2 million workers in Illinois save for their future retirement. Their Roth IRA will go with them from job to job, so they are always in control of their money." Below this text is a horizontal line and the heading "Employer registration timeline" above a bar chart with four segments: dark blue, orange, dark blue, and orange.