



# GLOBAL MONEY WEEK

*Branding Guidelines*



# WELCOME TO THE GMW BRANDING GUIDELINES

In this document, you will find guidelines for applications of the campaign's logos, colours, typefaces, and design templates that express the GMW brand. It covers all materials produced for the campaign, including examples for GMW promotional materials. For GMW, maintaining a consistent, high quality and structured image means that we can build stronger awareness of the Week amongst members of the public. To make this happen, we need your help!

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## ABOUT GLOBAL MONEY WEEK (GMW)

**GMW is an annual global awareness-raising campaign on the importance of ensuring that young people, from an early age, are financially aware, and are gradually acquiring the knowledge, skills, attitudes and behaviours necessary to make sound financial decisions and ultimately achieve financial well-being and financial resilience. It is organised by the OECD International Network on Financial Education (OECD/INFE).**

GMW's first edition was in 2012, and since then the campaign reached more than 170 countries and economies worldwide.

### About OECD/INFE

The OECD International Network on Financial Education (INFE) brings together public authorities from around the world to collect evidence on financial literacy and develop policy analysis on financial education. OECD/INFE methodology and high-level principles on financial education have been endorsed in international fora like the G20 and APEC. Members meet twice a year to share experiences, discuss strategic priorities and develop policy responses.

Read more: [www.oecd.org/financial/education](http://www.oecd.org/financial/education)

Public authorities are welcome to become full or regular members of the OECD/INFE. Read more about OECD/INFE membership here: [www.oecd.org/financial/education/oecd-international-network-on-financial-education.htm](http://www.oecd.org/financial/education/oecd-international-network-on-financial-education.htm)

### What is the goal of GMW?

GMW promotes efforts aimed at improving financial literacy of young people. The ultimate goal of GMW is to ensure that all children and youth have access to high-quality financial education, they learn about money matters and are able to take smart financial decisions that can improve their future financial resilience and financial well-being.

### Who can participate?

All national and international stakeholders can join GMW, including public institutions (ministries of finance and education, central banks, financial regulatory authorities and so on), financial institutions and their associations, civil society organisations, youth associations, universities and schools, education and health professionals, parents and any organisation that may play a role in ensuring that young people become financially literate.

👉 **Make sure your event is branded as a GMW!**

*Do not forget the following details:*

- **GMW and partner logos**
- **GMW web address**
- **GMW dates**
- **GMW official hashtag**
- **GMW's slogan/theme**

👉 *All GMW logos are downloadable at 'Resources' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org)*

👉 *Learn more at 'About' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org)*

# GMW LOGO ESSENTIAL & RECOMMENDED

## ESSENTIAL

These must be used when preparing promotional material.

### Global Money Week Logo



### Typeface

Font is called Gotham and the style is 'Ultra'

**Please note.** Throughout the GMW activities and promotional materials, you may feel free to use the GMW Logo. However, please refrain from using the OECD logo, or any logo related to the OECD International Network on Financial Education (OECD/INFE) without explicit written permission from the OECD.

## RECOMMENDED

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

- **GMW and partner logos**
- **GMW web address**
- **GMW dates**
- **GMW official hashtag**
- **GMW's slogan/theme**

## ABOUT GMW LOGO




- GMW logo includes text 'Global Money Week' and circular graphic elements that represent coins.
- The logo is available in one primary layout - as a vertical ('stacked') version.
- The GMW logo should be included in every piece of material produced for the Week.
- 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.

# GMW LOGO COLOUR PALETTE

<b>PRIMARY COLORS</b>	<b>CMYK</b> (use: printing)	<b>RGB</b> (use: digital)	<b>HEX</b> (use: web design)
Official yellow for the coins 	4/0/93/0	255/242/0	#FFF200
Official yellow for the materials 	2/9/99/0	255/222/0	#FFDE00
Official GMW logo text 	2/9/99/0	0/0/0	#000000

## SUPPORTING COLORS

	67/100/30/10	107/32/95	#6B205E
	15/90/0/10	192/44/126	#C02C7E
	15/90/0/25	169/38/112	#A92670
	0/53/100/0	241/142/0	#EF8E21
	0/53/100/20	205/121/0	#CD7900
	0/95/100/0	227/33/25	#E12525
	0/95/100/20	193/32/23	#C12017
	100/0/86/3	0/143/79	#008F4F
	100/0/86/23	0/123/68	#007B44
	85/10/0/0	22/160/215	#189FD6
	85/10/0/25	0/132/181	#0084B5
	100/50/30/0	0/105/142	#02698E
	100/50/30/20	0/89/122	#00597A

# USAGE OF GMW LOGO

## 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 colour 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



## Examples of incorrect usage





# GMW LOGO & LOGO VARIATIONS

## COLOR VARIATIONS

It is intended that the GMW logo is reproduced mainly in two-colour variation – core colour for text and yellow for coins. However, the coins can be in multiple colours. To add flexibility the logo comes in 8 other colour options.

- Limitation to keep in mind!  
The logo should not appear in the same colours as the background. It should stand out.

## Examples of logo coins in multiple colours



This is the original Global Money Week logo in two-colour variation



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



📄 All Global Money Week logos are downloadable at 'Resources' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org) or [click here](#).

# GMW LOGO & LOGO VARIATIONS

## LOGO ON DIFFERENT BACKGROUNDS

Examples of how GMW logos can be placed on different backgrounds to give colour to the GMW Campaign!



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Examples of how GMW logos can be placed on different backgrounds.



# EXAMPLES IDEAS FOR GMW BRANDED VIRTUAL BACKGROUND IMAGES ON ZOOM, CISCO WEBEX & GOOGLE MEET

## GMW BRANDED VIRTUAL BACKGROUND IMAGES

Are you planning to organise webinars, online meetings or lessons for your next Global Money Week? We suggest making sure your digital events are branded as GMW. Therefore, we have designed GMW branded virtual background images for Zoom, Cisco Webex and Google Meet. You are welcome to use them! Below are a few examples, but you can download these and other samples on GMW website at 'Resources' section on 'GMW Logos & Designs' page [here](#).

**Example GMW branded virtual background images for Zoom, Cisco Webex & Google Meet**



👉 *More colour options available on GMW website!*

👉 *All these and more background images are downloadable at 'Resources' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org) or click [here](#).*

# EXAMPLES IDEAS FOR GMW BRANDED SOCIAL MEDIA VISUALS

## GMW BRANDED SOCIAL MEDIA VISUALS

We suggest using GMW branded Facebook covers, LinkedIn background photos, Instagram profile pictures, Twitter header and YouTube banner images. This way everyone can help to raise awareness about Global Money Week!

👉 To get inspired to design your own GMW branded social media visuals or to download banners that we have created for you, please see examples below and check out the 'Social Media' page at 'Media' section on GMW website [here](#) and the 'GMW Logos & Designs' page at 'Resources' section on GMW website [here](#).

### Example GMW branded social media visuals



👉 *More visuals are available on GMW website!*

👉 *All these and more social media visuals are downloadable at 'Media' and 'Resources' sections on [www.globalmoneyweek.org](http://www.globalmoneyweek.org)*



# EXAMPLES IDEAS FOR GMW PROMOTIONAL MATERIALS

## GMW BACKDROP, ROLL-UP AND OTHER BANNERS



👉 Learn more at 'Resources' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org)



## GMW T-SHIRTS



👉 **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!



# EXAMPLES IDEAS FOR GMW PROMOTIONAL MATERIALS

## GMW CAPS



## GMW CARDBOARD PHOTO FRAMES



👉 All Global Money Week logos are downloadable at 'Resources' section on [www.globalmoneyweek.org](http://www.globalmoneyweek.org)



## GMW SIGNS



👉 **Make sure your event is branded as a GMW!**

Do not forget the following details:

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- GMW web address
- GMW dates
- GMW official hashtag
- GMW's slogan/theme

## Contact Us

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

📍 2 rue André Pascal, 75775 Paris Cedex 16, France

🌐 [www.oecd.org/financial/education](http://www.oecd.org/financial/education)

✉️ [GMW\\_Secretariat@oecd.org](mailto:GMW_Secretariat@oecd.org)

**Follow GMW online!**

🌐 [www.globalmoneyweek.org](http://www.globalmoneyweek.org)

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



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and [@OECDGlobalMoneyWeek](#).