

# GLOBAL MONEY WEEK



Organised by



# GLOBAL MONEY WEEK

*Branding & Style Guidelines*

23 - 29 March 2020  
Learn.Save.Earn.



# WELCOME TO THE GMW BRANDING & STYLE GUIDELINES

In this guidebook, you will find applications for the Campaign's logos, colors, 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!

## ABOUT GLOBAL MONEY WEEK (GMW)

**Global Money Week (GMW) is an annual financial awareness campaign built to inspire children and young people to learn about money matters, livelihoods and entrepreneurship. Initiated by CYFI in 2012, it is now organised by the OECD International Network on Financial Education (OECD/INFE).**

Throughout 8 editions, starting in 2012, the Campaign has reached the lives of 32 million children and youth in 174 countries worldwide.

## Announcement!

Global Money Week (GMW), the flagship youth Financial Education Campaign developed by Child & Youth Finance International (CYFI), has been handed over to the OECD International Network on Financial Education (OECD/INFE). Therefore, the 9th Edition of Global Money Week will be organized by the OECD/INFE.

### About OECD/INFE

The OECD and its International Network on Financial Education (INFE) support policy makers and public authorities to design and implement national strategies for financial education, individual financial education programmes, while also proposing innovative methods for enhancing financial literacy among the populations of partner countries. Read more:

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

### Why is it important to teach children and youth about money matters from a young age?

The earlier children learn about money, savings and investment, the better they manage their personal finances throughout their lives. These skills help children and youth to understand the difference between earning, saving and spending, making them better money managers, who

are able to budget and have healthier money habits. It also helps children understand how to manage money at an early age and teaches them to make better financial decisions regarding student loans, housing, first car, travel, and other expenses.

### What is the goal of GMW?

We believe that today's children and youth should become empowered economic citizens, capable of understanding the importance of saving, and are equipped with the skills to be employed and create their own livelihoods. We want young people to learn to manage their money wisely. By empowering children and youth, we can help them transfer their knowledge to their families and to entire communities. GMW is a time when the whole world can celebrate and engage in these important topics.

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

*Do not forget the following details:*

- **Partner and GMW logos**
- **GMW web address**  
[www.globalmoneyweek.org](http://www.globalmoneyweek.org)
- **GMW dates**  
*23 - 29 March 2020*
- **GMW official hashtag**  
*#GlobalMoneyWeek2020*
- **GMW's slogan**  
*Learn. Save. Earn.*

👉 *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)*



## ESSENTIAL

These must be used when preparing promotional material.

### Global Money Week Logo



### Typeface

Font is called Gotham and the style is 'Ultra'

## RECOMMENDED

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

- **Partner and GMW logos**
- **GMW web address**  
*www.globalmoneyweek.org*
- **GMW dates**  
*23 - 29 March 2020*
- **GMW official hashtag**  
*#GlobalMoneyWeek2020*
- **GMW's slogan**  
*Learn.Save.Earn.*

## LOGO

The GMW logo should be included in every piece of material produced for the Week.

The logo is available in one primary layout - as a vertical ('stacked') version.

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.

## USAGE

### 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 color variation that better matches 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



## COLOR USE

It is intended that the GMW logo is reproduced mainly in two colors variation - core color for text and yellow for coins. However, the coins can be in multiple colors.

To add flexibility the logo comes in 8 other color options.

Limitation to keep in mind:

- The logo should not appear in the same colors as the background. It should stand out.

Example of logo in two color variation



Example of logo coins in multiple colors



## COLOR PALETTE

Global Money Week and Child & Youth Finance International color palettes  
RGB with hex code

<p><b>GLOBAL MONEY WEEK OFFICIAL YELLOW FOR THE COINS</b></p> <p>RGB 255/242/0</p> <p>#FFF200</p>	<p><b>GLOBAL MONEY WEEK OFFICIAL YELLOW FOR THE MATERIALS</b></p> <p>RGB 255/222/0</p> <p>#FFDE00</p>	<p><b>CYFI LIGHT BLUE</b></p> <p>RGB 22/16/215</p> <p>#189FD6</p>	<p><b>CYFI PINK</b></p> <p>RGB 192/44/126</p> <p>#C02C7E</p>	<p><b>CYFI DARK BLUE</b></p> <p>RGB 0/105/142</p> <p>#02698E</p>
		<p><b>CYFI ORANGE</b></p> <p>RGB 241/142/0</p> <p>#EF8E21</p>	<p><b>CYFI RED</b></p> <p>RGB 227/33/25</p> <p>#E12525</p>	<p><b>CYFI GREEN</b></p> <p>RGB 0/143/79</p> <p>#008F4F</p>
		<p><b>CYFI PURPLE</b></p> <p>RGB 107/32/95</p> <p>#6B205E</p>		

## LOGO & LOGO VARIATIONS

This is the original Global Money Week logo



There are 8 other color 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)

## LOGO ON DIFFERENT BACKGROUNDS

Examples of how GMW logos can be placed in different backgrounds to give color to the GMW Campaign!



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



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



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

## IDEAS FOR GMW PROMOTIONAL MATERIALS

### GMW backdrop, roll-up and other banners



☞ Make sure your GMW is branded as a Global Money Week.

Do not forget the following details:

- Partner and GMW logos
- GMW web address [www.globalmoneyweek.org](http://www.globalmoneyweek.org)
- GMW dates  
23 - 29 March 2020
- GMW official hashtag  
#GlobalMoneyWeek2020
- GMW's slogan  
Learn.Save.Earn.



## GMW t-shirts



👉 Create colorful GMW t-shirts and do not forget to add GMW logo with:

- **GMW web address**  
[www.globalmoneyweek.org](http://www.globalmoneyweek.org)
- **GMW dates**  
23 - 29 March 2020
- **GMW official hashtag**  
#GlobalMoneyWeek2020
- **GMW's slogan**  
Learn.Save.Earn.

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



## GMW cardboard photo frames



## GMW caps



👉 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!



## GMW signs



👉 Make sure your GMW is branded as a Global Money Week.

Do not forget the following details:

- Partner and GMW logos
- GMW web address  
[www.globalmoneyweek.org](http://www.globalmoneyweek.org)
- GMW dates  
23 - 29 March 2020
- GMW official hashtag  
#GlobalMoneyWeek2020
- GMW's slogan  
*Learn. Save. Earn.*

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

## 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)
- ☎ +33 (0)1 45 24 85 55

### 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.

📱 [@GlobalMoneyWeek](#) | [#GlobalMoneyWeek2020](#)

Follow us on social media [@GlobalMoneyWeek](#). Use the official GMW hashtag [#GlobalMoneyWeek2020](#)