



BRAND LICENSING GUIDE

2024



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Thank you for using the investor.com brand in your digital or print project! We appreciate being included when possible to review how our brand is being used, to offer suggestions, and to check for any discrepancies. Please review this guide as it includes important information for using investor.com in your next publication.

For examples of how various parties have used the investor.com brand in the past, please check out our [Media Page](https://investor.com/media): investor.com/media.

Please note, there is no licensing fee to utilize our brand, logo, or provided accolades. We simply ask you to follow this licensing guide.

COMPANY PROFILE | FOR PRESS RELEASES

About investor.com

Investor.com was launched in 2018 as a consumer advocacy project to help Americans research and compare financial advisors. That original mission has expanded to include offering robust tools and personal-finance content to help Americans live their best financial lives, with topics including how to work with financial advisors, plan for retirement, invest, manage credit, choose a credit card and more. For more information, please visit investor.com or the company's website at reinkmedia.com.

USE OF DOMAIN NAME

investor.com should be referenced as "investor.com" with a lower case "i".

BACKLINKING

For all general brand-related references, e.g. social sharing or backlinking to your profile page, please link to our home page or the specific page(s).

Example 1: investor.com

Example 2: investor.com/FULLURL*

***Be sure to check the URL before sharing.**

WHO TO CONTACT

Should you have any questions or concerns regarding how your company can utilize the investor.com brand in digital or print format, please contact Molly Rossow. We understand many copy and PR projects run tight deadlines and will typically reply within hours of your inquiry, especially if made via email.



Molly Rossow

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LOGO FILES & USE

We have three logo files types for use that can be downloaded from the Google link provided below. The investor.com logo can be used in digital or print format. All scaling ratios must remain intact, please do not stretch or skew the logo in any way.

investor.com LOGO FILES:

investor.com – Logo.png (transparent background)

investor.com – Logo.eps (white and blue text)

investor.com – Logo.jpg (white background)

DOWNLOAD LOGO FILES

[Click Here to Download](#)

EXAMPLES OF UNACCEPTABLE LOGO USAGE:



BRAND COLORS

The investor.com core brand colors are as follows:



HEX: 262262



HEX: 3B34AE



HEX: 8DC63F



HEX: D7DF23



HEX: FBB040

REFERENCING OF ANNUAL AWARDS AND ACCOLADES

We follow a specific format for our Annual Awards titling to properly link it to our brand.

Our format is as follows, including proper capitalization as indicated:

“*YEAR* investor.com Annual Awards”

i.e. “2024 investor.com Annual Awards”

For “Top Firms” finishers, please reference categories as follows:

“Best Fee-Only Financial Advisor Firms Serving *CATEGORY*”

i.e. “Best Fee-Only Financial Advisor Firms Serving Everyday Americans”

i.e. “Best Hybrid Financial Advisor Firms”

i.e. “Best Fee-Only Financial Advisor Firms Serving High-Net-Worth Clients”

For banking awards, please reference as indicated on the Annual Awards page:

“#1 *AWARD*” or “#1 for *AWARD*” (whichever makes grammatical sense for that particular award)

i.e. “#1 Savings Account for Smaller Balances” or “#1 for Savings-Checking Combo”

For credit card awards, please reference as indicated on the Annual Awards page:

“#1 *AWARD*” or “#1 for “AWARD” (whichever makes grammatical sense for that particular award)

i.e. “#1 No-Fee, No-Hassle Cashback Card” or “#1 for Customizable Cashback Card”

For stock trading awards, please reference as indicated on the Annual Awards page:

“#1 *AWARD*” or “#1 for “AWARD”

i.e. “#1 Market Index Fund” or “#1 for Stock Chart Website”

REFERENCING OF AWARDS COMMENTARY

For all quoted award commentary please reference as follows:

For banking and credit card reviews and guides, use the following title: “Dayana Yochim, Senior Writer, investor.com”

For coverage of registered investment advisors and top firms, use the following title: “Andrea Coombes, Head of Advisor Research, investor.com”

For coverage of stock trading and related services, use the following title: “Sam Levine, Senior Writer, investor.com”

Follow our citing policy when quoting commentary either within the publication as a link or in the footer of the webpage/print publication.

Please properly cite our brand in the footer of the webpage/print publication using the following format:

"Firm-A was awarded #1 High-Yield Savings Account, #1 Cashback Card for EV Drivers, and received 'Top Firms' recognition in the 2024 Annual Awards.

Read Our Review use a hyperlink to your review page.

REFERENCING VIA SOCIAL MEDIA

For all social media posts, please tag the appropriate investor.com profile as listed below.

URLs AND USERNAMES

Twitter: https://twitter.com/investor_com | [@investor_com](#)

Instagram: https://www.instagram.com/investor_dot_com | [@investor_dot_com](#)

LinkedIn: <https://www.linkedin.com/company/investor-com>

Facebook: <https://www.facebook.com/investordotcom> | [@investordotcom](#)

YouTube: <https://www.youtube.com/@investorcom> | [@investorcom](#)

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