



The Budget Companion

brand identity kit



The Budget Companion

brand identity kit



*We created our products to help people level up
their personal finance game, crush their debt,
build a side hustle, and manage their expenses.*

LOGOS

The Budget Companion utilizes a wordmark logo format, an emblem (money bag) as well as a combination of the two, depending on the usage. Click the text to download the corresponding logo



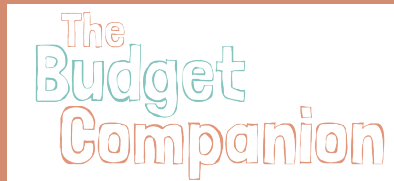
WORDMARK



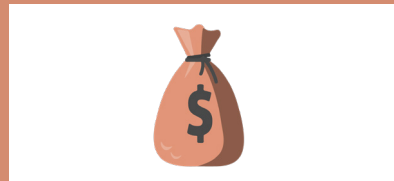
EMBLEM



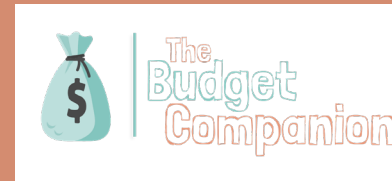
COMBINATION



WORDMARK (OUTLINE)



EMBLEM (ALT.)



COMBINATION (OUTLINE)



WORDMARK (BLACK)



COMBINATION
(BLACK / OUTLINED)



COLOR PROFILE

Primary: Mint Hex: #83c5be RGB: 131, 197, 197 CYMK: 49, 4, 28, 0	Secondary: Wintergreen Hex: #698b85 RGB: 105, 139, 103 CYMK: 62, 43, 46, 6	Tertiary: Olive Hex: #515a58 RGB: 81, 91, 88 CYMK: 57, 52, 66, 29	Primary: Salmon Hex: #e29578 RGB: 226, 149, 120 CYMK: 9, 48, 52, 0	Secondary: Dark Copper Hex: #8c5c4a RGB: 226, 149, 120 CYMK: 33, 66, 69, 22
	Accent: Black Hex: #000000 RGB: 0, 0, 0 CYMK: 75, 68, 67, 90	Accent: Grey Hex: #403d3d RGB: 64, 61, 61 CYMK: 66, 62, 60, 49	Accent: White Hex: #ffffff RGB: 255, 255, 255 CYMK: 0, 0, 0, 0	

FONT USAGE

The Budget Companion

The Budget Companion

Solid: *Londrina Solid* ([Click to Download](#))

The Budget Companion

Outline: *Londrina Sketch* ([Click to Download](#))

Recommended Heading Font

Body Text: *Lora Bold Italic* ([Click to Download](#))

Recommended Body Font

Body Text: *Lora Regular* ([Click to Download](#))

COMPANY INFORMATION

The Budget companion was established with the objective to help individuals manage their personal and business finances. Our CEO, Danika attended Florida Atlantic University and earned a Bachelor's degree in Finance and a minor in French. She then attended Florida International University a few years later and obtained a Master of Science in Finance. She founded The Budget Companion shortly after graduating with her Master's degree and committed to educating people in the world of finance through her personal experiences and knowledge. She currently resides in South Florida.

Purpose: The purpose of this planner is to provide an interactive guide for our people to manage and understand their finances. Understanding your finances teaches someone a lot about themselves. This planner is to also educate individuals so that they can make their money do what they want it to do for themselves. Using any of The Budget Companion products is designed to help individuals' cross borders and know no boundaries when it comes to their finances.

MISSION STATEMENT

To teach our people how to prepare and secure for their financial future by providing simple tools to make it easy to access and monitor financial assets.



The Budget Companion

brand identity kit