

MILLENNIUM TRUST COMPANY®

INVESTCLOUD IMAGE STYLE GUIDE

Version 1.0
2019

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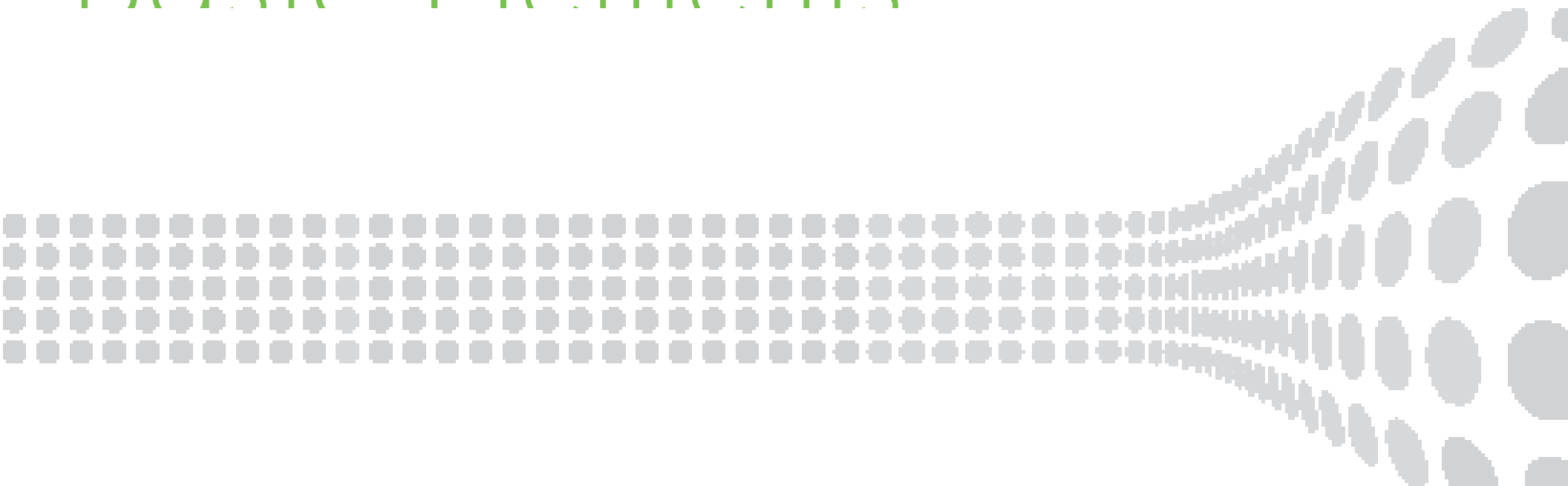
Introduction

The purpose of the Investcloud style guide is to provide structure for the application of our visual content identity across a wide range of platforms. You will find appropriate use of our Visual Identity Basic Elements (VIBE)—color palette, graphic elements, and imagery showing our brand in action.

We encourage you to support the consistency of our communications by applying these guidelines as needed.

VIBE

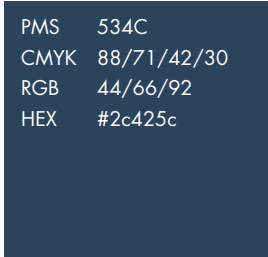
Visual Identity Basic Elements



Color Tagging Content

As a general rule, these colors will be used to categorize Investcloud content including, but not limited to: articles, videos, infographics, calculators, etc.

Account Basics



PMS 534C
CMYK 88/71/42/30
RGB 44/66/92
HEX #2c425c

Personal Investing



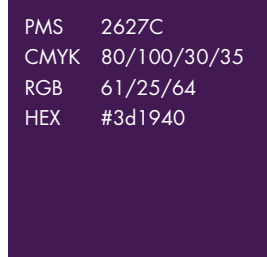
PMS 322C
CMYK 89/37/56/16
RGB 0/112/109
HEX #00706d

Small Businesses



MTC LIGHT PURPLE
PMS 234C
CMYK 48/96/27/7
RGB 140/44/111
HEX #8c2c6f

Retirement Providers



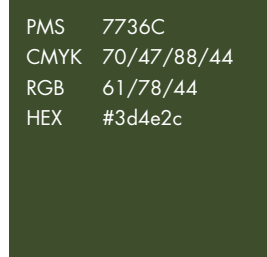
PMS 2627C
CMYK 80/100/30/35
RGB 61/25/64
HEX #3d1940

Investment Professionals



MTC LIGHT BLUE
PMS 7461C
CMYK 81/36/0/0
RGB 5/136/203
HEX #0588cb

Institutional Services



PMS 7736C
CMYK 70/47/88/44
RGB 61/78/44
HEX #3d4e2c

Color Tagging Content Series

As a general rule, content that is part of a series should be defined within one of the categories below. In order to show that it is part of a sequential series, the first article thumbnail should be given the lightest hue of the selected color and each subsequent article thumbnail would be become gradually darker. Use discretion to lighten or darken each shade if needed.

Account Basics

PMS	534C
CMYK	88/71/42/30
RGB	44/66/92
HEX	#2c425c



Personal Investing

PMS	322C
CMYK	89/37/56/16
RGB	0/112/109
HEX	#00706d



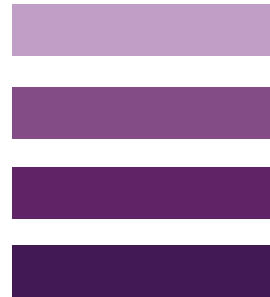
Small Businesses

MTC LIGHT PURPLE	
PMS	234C
CMYK	48/96/27/7
RGB	140/44/111
HEX	#8c2c6f



Retirement Providers

PMS	2627C
CMYK	80/100/30/35
RGB	61/25/64
HEX	#3d1940



Investment Professionals

MTC LIGHT BLUE	
PMS	7461C
CMYK	81/36/0/0
RGB	5/136/203
HEX	#0588cb



Institutional Services

PMS	7736C
CMYK	70/47/88/44
RGB	61/78/44
HEX	#3d4e2c



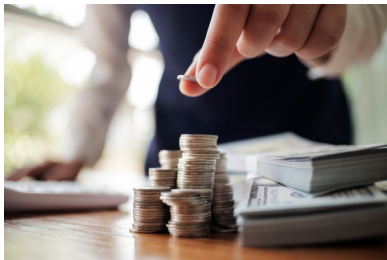
Imagery: Article Thumbnails

Individual articles thumbnails should be relevant to the written content and align with the products being discussed. When a topic is more abstract and hard to represent visually, an aspirational image may be used. Images should be presented in color without a dot treatment due to limitations and sizing within Investcloud.

ALIGNED WITH PRODUCT AND RELEVANT TO CONTENT

Personal Investing

Small Savings Add Up



Personal Investing

Prepare for Expected and Unexpected



Account Basics

Top 4 Reasons Not to Take a Distribution



Personal Investing

Are You Prepared for a Rainy Day?



ASPIRATIONAL

Retirement Providers

A Tale of Two Surveys



Investment Professionals

Add Color to Your Portfolio



Imagery: Video Thumbnails

Individual video thumbnails should be taken as a screen shot from each video (preferably with no text to avoid stretching). The play button has been placed in an area next to the text so it's closest to the clickable area, without being lost behind it. Do NOT move or change the play button within the template. Images should be presented in color without a dot treatment due to limitations and sizing within Investcloud.

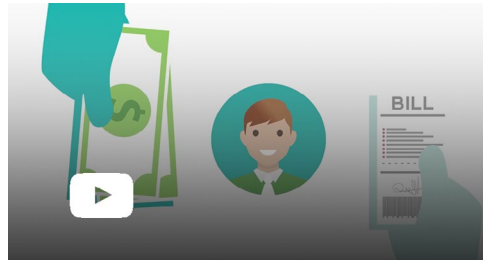
Account Basics

How Did My Money
Get Here?



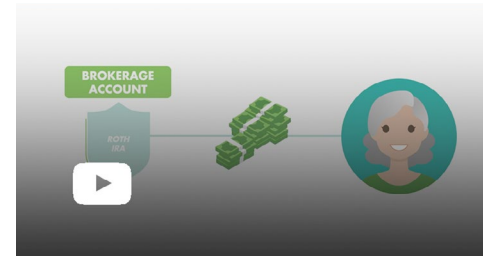
Personal Investing

Building a Solid Foundation in
Your 20s



Personal Investing

Maintaining Your Savings in
Retirement



Imagery: Infographic Thumbnails

Individual infographic thumbnails should be created as a snapshot of the overall infographic without the words (to avoid stretching and illegibility) to show that it's different than other content types. This helps create a cleaner, more informative look and feel. Images should be present in color without a dot treatment due to limitations and sizing within Investcloud.

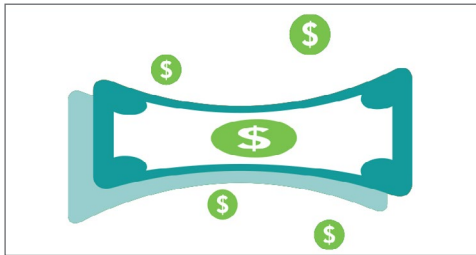
Retirement Providers

Conferences at a Glance



Personal Investing

Making Your Retirement Dollars Last



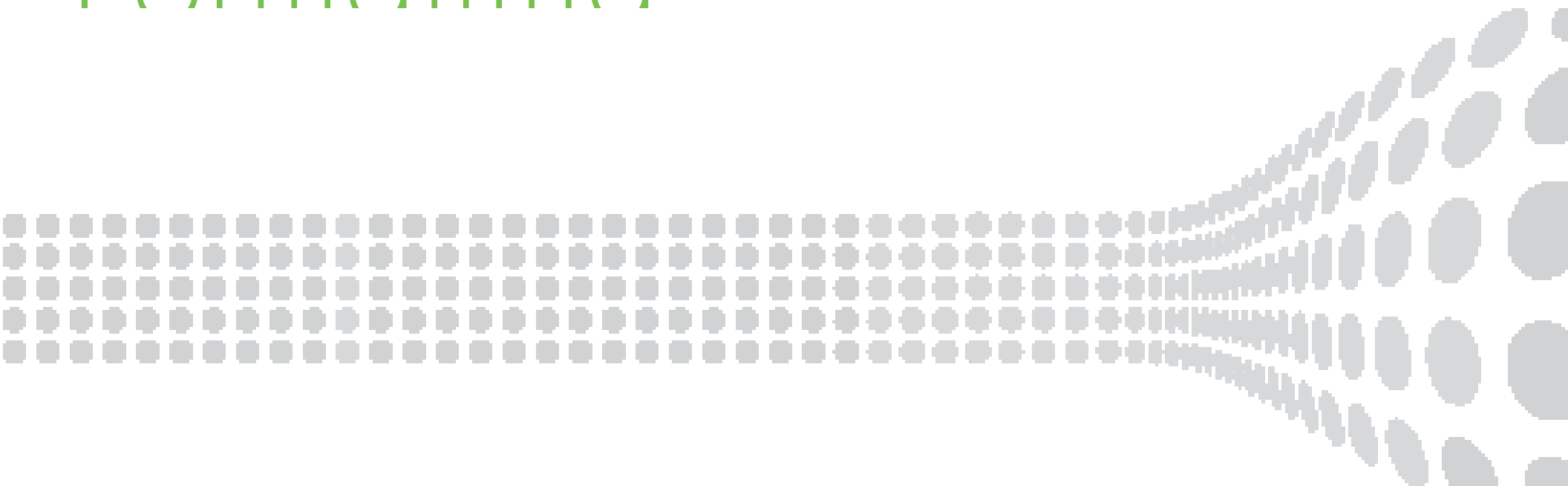
Personal Investing

Traditional IRA vs. Roth IRA: What's the Difference?



SPECS

Sizing and Formatting

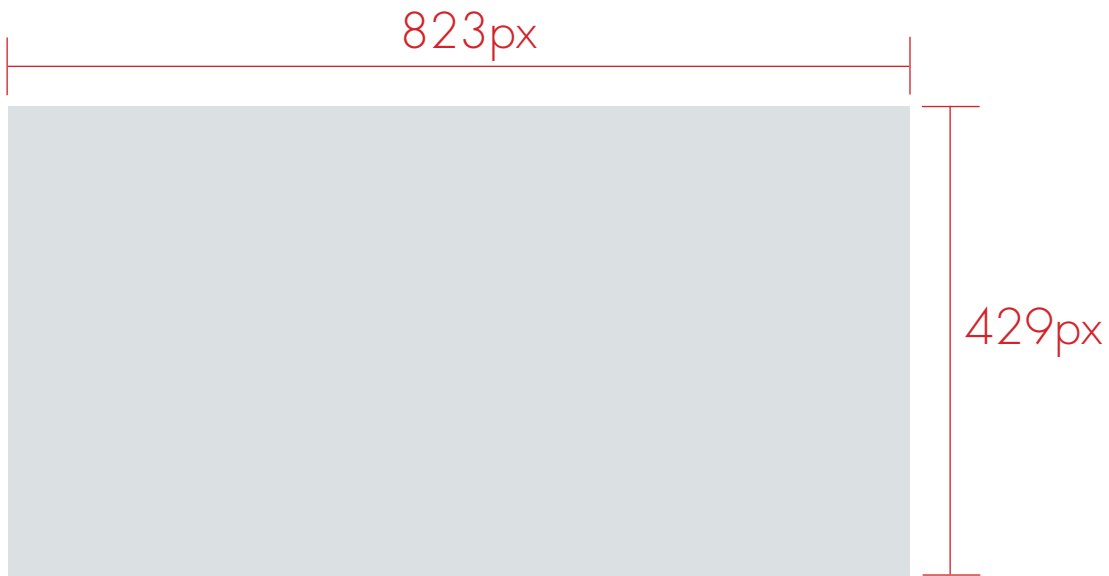


Size and Format

Investcloud has quite a few limitations that require exact sizing and formatting of thumbnails. There are two locations in which a new piece of content is displayed, but you are only allowed to upload one thumbnail that retrofits to both. Below are the require specifications.

Size

823px W x 429px H

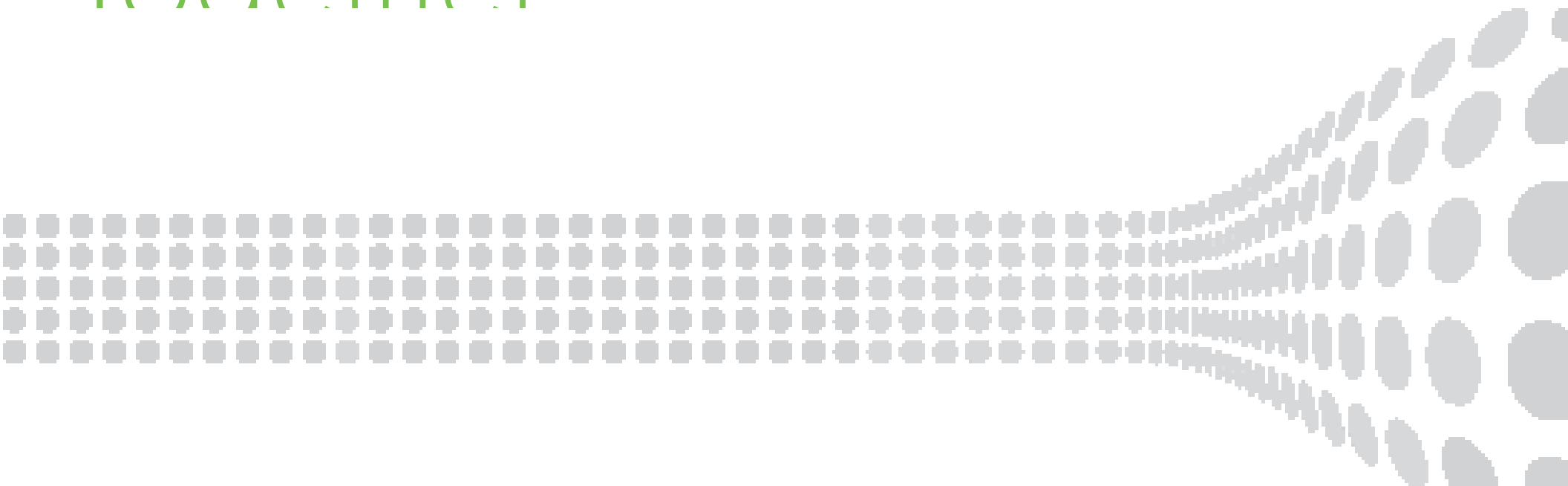


Acceptable Formats

JPEG or PNG

GO LIVE

Bringing It All Together



Bringing It All Together

When uploading to Investcloud, it is important to note that you cannot re-order things inside the platform. Articles must be uploaded in reverse order to make sure the most recent piece is the last to be uploaded when doing batch uploading. This is particularly important when uploading an article series.

INDIVIDUAL ARTICLES

Personal Investing

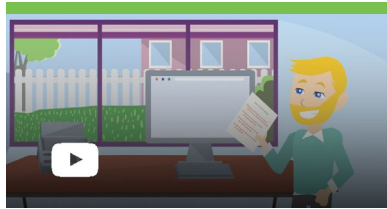
Small Savings Add Up



(Most recent) **3**

Account Basics

How Did My Money Get Here?



2

Retirement Providers

Conferences at a Glance



(Last article is first to upload) **1**

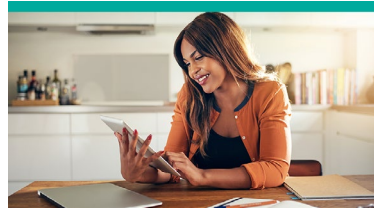
ARTICLE SERIES

Personal Investing

Small Savings Add Up



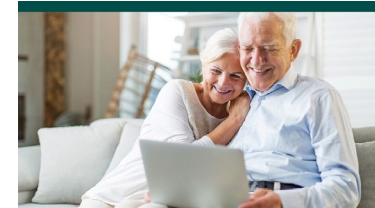
(Most recent) **4**



3



2



(Last article is first to upload) **1**