



BRAND IDENTITY AND STYLE GUIDE

BRAND DESCRIPTION

TwentyYoungThings comes from a simple story. What started as a capstone idea for a master's program, became a destination to help millennials take on the real world and begin their own journey to financial independence.

Yes, financial independence can seem like one of those dry topics we all avoid having to learn about. Instead, we decided to make it fun, easy, and overall less intimidating to start the journey on your own.

TwentyYoungThings is simple, light-hearted, straight-to-the-point and approachable. We value authenticity, and don't just preach it, we practice it.

So, go ahead young things, the world is waiting.

LOGO + VARIATIONS



WORD ONLY LOGOS

TWENTY YOUNG THINGS



TWENTY YOUNG THINGS



**TWENTY
YOUNG
THINGS**



**TWENTY
YOUNG
THINGS**



COLOR PALETTE

#24305E

R: 36

G: 48

B: 94

#CAEBF2

R: 202

G: 235

B: 242

#E2E3DD

R: 226

G: 227

B: 221

#FF3B3F

R: 255

G: 59

B: 63

APP ICON DESIGN



TYPOGRAPHY

BEBAS NEUE

THIS SANS SERIF FONT WAS CHOSEN BECAUSE IT IS THIN, ELONGATED AND SLEEK. WE NEEDED A FONT THAT WAS SIMPLE TO BALANCE THE PLAYFULNESS OF THE OTHER FONT. THIS WILL AID LOGICAL SEPARATION AND BE USED IN HEADLINES.

League Script

This font was chosen because we needed a counterpart that was fun and whimsical. It needed to be legible and light but still served a playful purpose.

TYPOGRAPHY

Tagline: Bebas Neue Regular 25 px

Buttons: Bebas Neue Regular 20 px

Supplement text: Roboto Light & Regular

Quiz Cards: Roboto Light 35 px

Slider: Roboto Light 30 px

Article Titles: Roboto Medium 14 px

Article Contributor: Roboto Light Italic 12 px

TYT BRAND IDENTITY AND STYLE GUIDE

WEB USAGE

TWITTER

400 PX



400 PX

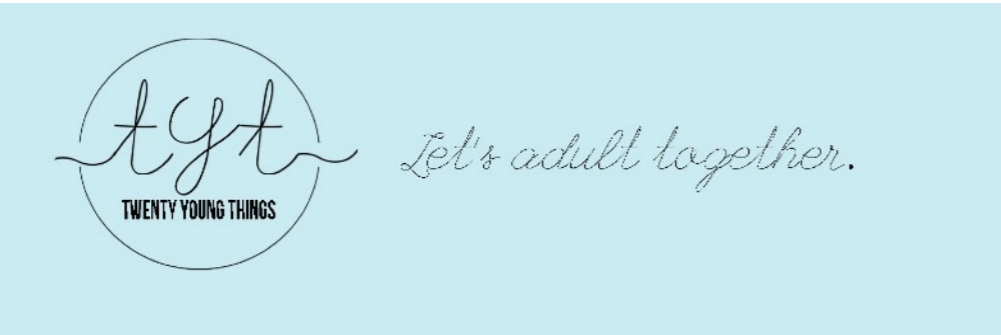
INSTAGRAM

180 PX

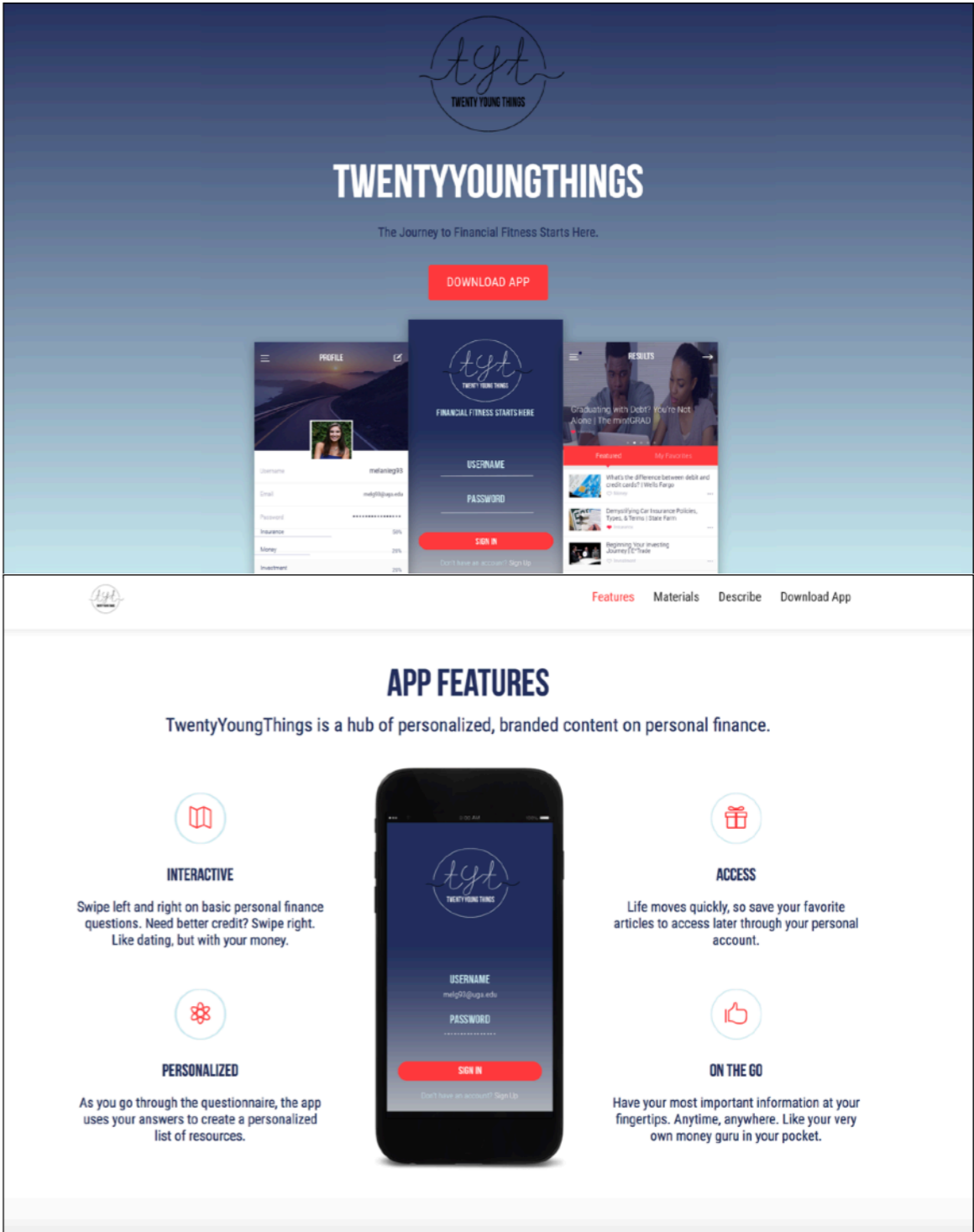


180 PX

500 PX



1500





OUR MISSION

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