

# Retirement PRACTICE MANAGEMENT STRATEGIES FOR BUILDING SECURE FUTURES **ADVISOR**

Style Guide 2014

## Font Guide

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Helvetica Neue Lt Std 47 Light Condensed  
Helvetica Neue Lt Std 57 Condensed  
Helvetica Neue Lt Std 67 Medium Condensed  
**Helvetica Neue Lt Std 77 Bold Condensed**  
**Helvetica Neue Lt Std 87 Heavy Condensed**  
**Helvetica Neue Lt Std 97 Black Condensed**  
Helvetica Neue Lt Std 45 Light  
Helvetica Neue Lt Std 55 Roman  
Helvetica Neue Lt Std 65 Medium  
**Helvetica Neue Lt Std 75 Bold**  
**Helvetica Neue Lt Std 85 Heavy**  
**Helvetica Neue Lt Std 95 Black**  
Helvetica Neue Lt Std 43 Light Extended  
Helvetica Neue Lt Std 53 Extended  
Helvetica Neue Lt Std 63 Medium Extended  
**Helvetica Neue Lt Std 73 Bold Extended**  
**Helvetica Neue Lt Std 83 Heavy Extended**  
**Helvetica Neue Lt Std 93 Black Extended**

*And all italics of Helvetica Neue Lt Std Family*

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Glypha Lt Std 35 Thin  
Glypha Lt Std 43 Light  
Glypha Lt Std 55 Roman  
**Glypha Lt Std 65 Bold**  
**Glypha Lt Std 75 Black**











*And all italics of Glypha Lt Std Family*

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Body text is Chapparral Pro light: 10 pt / 12 pt

My career in the insurance industry began nearly 15 years ago and one of my first responsibilities was servicing orphaned Universal Life insurance policies that had been sold with illustrations showing 12 percent crediting rates.

## Color Guide

	C: 28 M: 89 Y: 100 K: 0
	C: 0 M: 64 Y: 86 K: 11
	C: 0 M: 9 Y: 41 K: 0
	C: 0 M: 8 Y: 22 K: 56
	C: 60 M: 40 Y: 40 K: 100
	C: 54 M: 40 Y: 20 K: 40
	C: 91 M: 57 Y: 16 K: 54
	C: 25 M: 0 Y: 51 K: 50
	C: 39 M: 9 Y: 100 K: 0
	C: 18 M: 6 Y: 16 K: 0