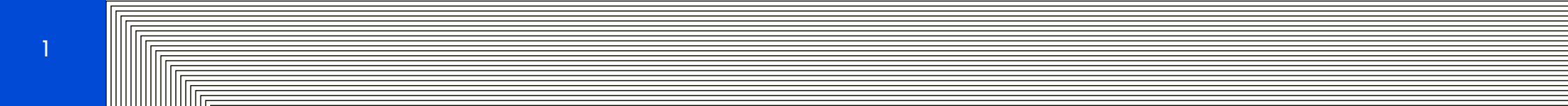


**this is
money**



branding process

MARCH 2024



money **property**
work **investing**
business **daily**

retirement **help**
simple **career**
tax **insurance**

This document is a collaborative process between Glen James and This is Money team and myself. Together we defined this brand essence and brand story. The intention is that we uncover the 'authentic story' from the inside-out and identify opportunities for communicating it.

If you have any questions about this report please reach out.



Jason Knight

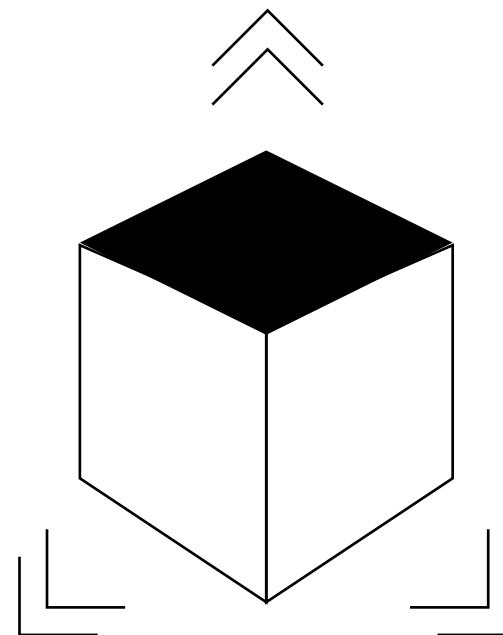
PHONE: 0415 889 486
EMAIL: jason@askjasonknight.com
WEB: www.askjasonknight.com

big idea

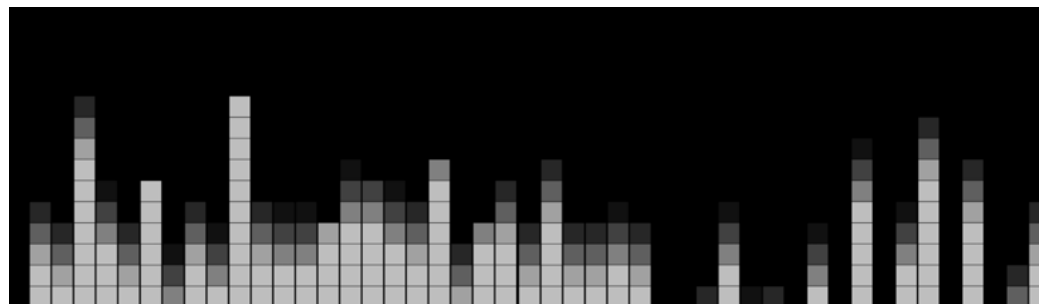
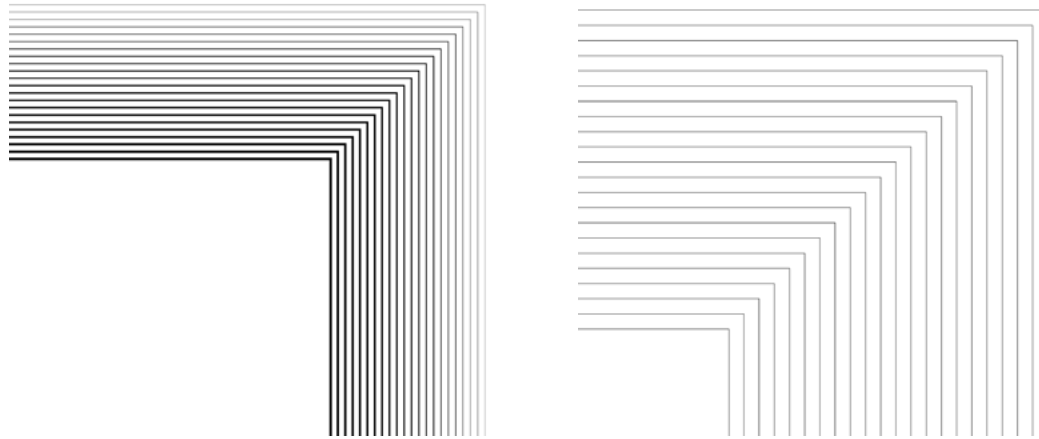
GROW

From treadmills to life frameworks to limitless expansion.

Fundamentally, our people want to grow. When we present ourselves to the world we are always moving and growing; not haphazard or chaotic movements but considered growth in multiple directions.



expressing growth



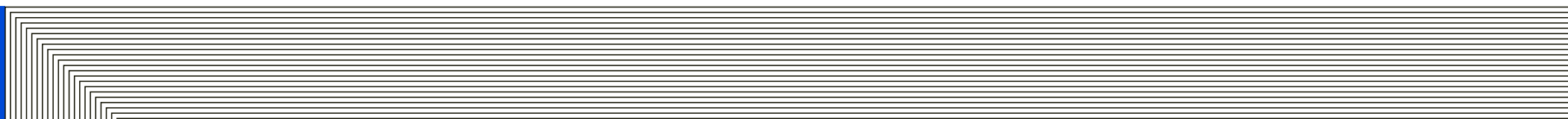
Show me growth **without saying „growth“?**

Visually, this looks like expanding squares. Incrementally expanding because we champion the little wins. Small steps in the right direction everyday. And growing outward as we extend our influence.

We also use **motion to communicate growth**. This can be podcast gifs or fast moving headlines.

**this is
money**

background



the plan



Build the future foundations

Nike not Elon Musk

It's time to Nike it and allow niche specialists to shine.

1/ Detangle everything hinging on Glen and MMM. As the other podcasts don't have a brand.

2/ Review name, broaden bigger than money

3/ Glen James have his own website allowing freedom and building authority

moodboard
inspiration

H1 **savvy**
H2 authentic
Body Approachable

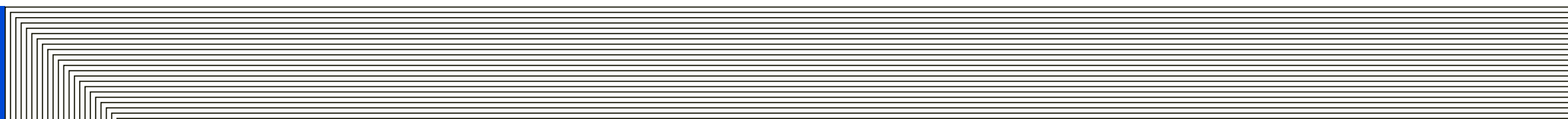


Ctrl
Alt
Del



**this is
money**

styleguide



logo

Stacked wordmark

**this is
money**

Our logo is approachable, easy to read, and takes full advantage of our name recognition.

It's also a nod to our past branding.

Icon



The icon should be frequently used in comms.

Inline wordmark



The horizontal, or inline, wordmark should be used sparingly. Eg. on formal documents.

logo variations

Inline wordmark options



Icon options



Icons for podcast art



Reverse options



podcast logos

**this is
property**

**this is
work**

**this is
investing**

**this is
business**

**this is
daily**

**this is
property**

**this is
work**

**this is
investing**

**this is
business**

**this is
daily**

colours

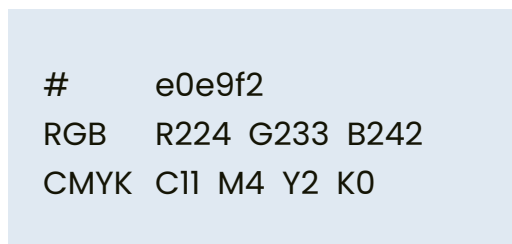
Primary



Our color palette isn't the hero. It's secondary to our podcast products. ie. The products are the hero not the brand itself.

That means our primary colours are subtle compared to our bold podcast artworks.

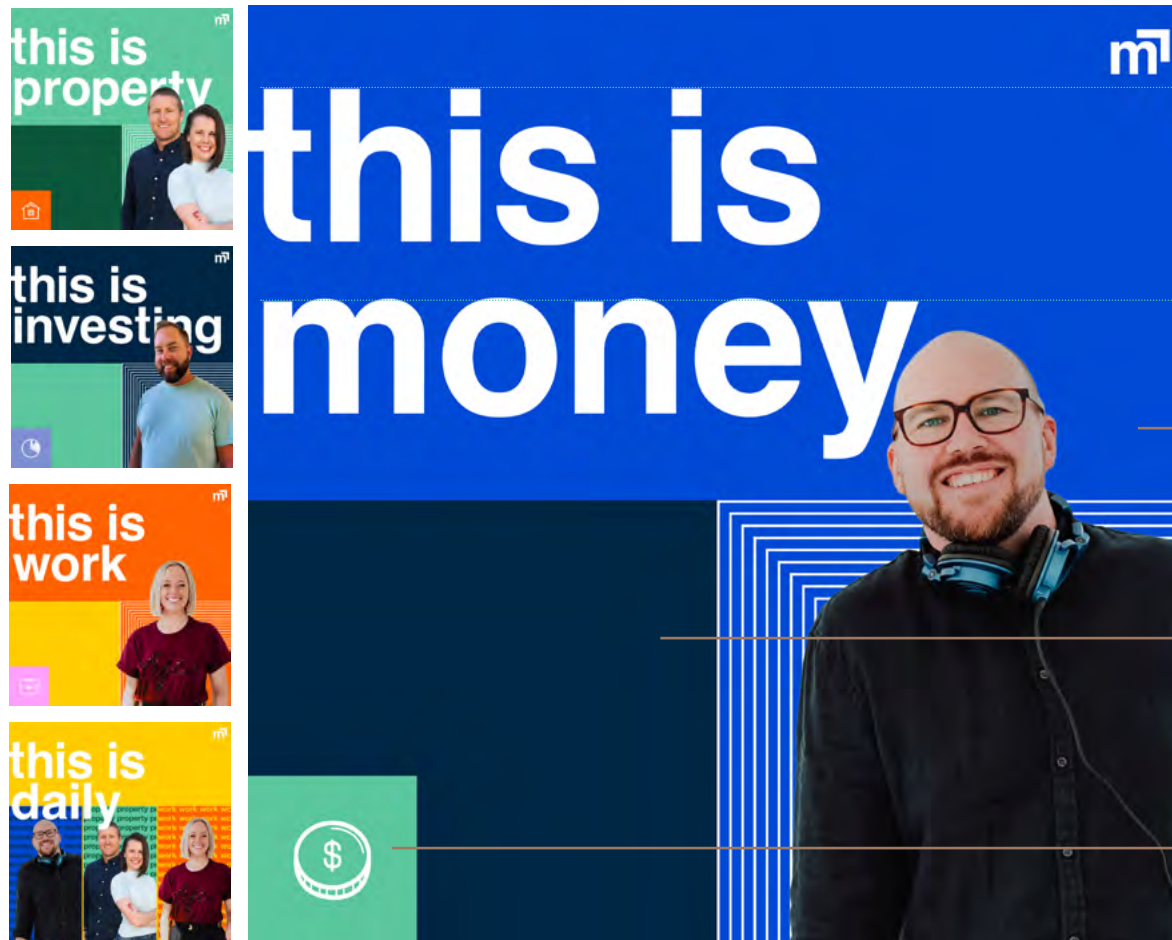
The secondary colours are actually the hero as they are the podcast colours, and they should POP against the subtle primary palette.



Secondary palette & podcast colours

	primary colour 80%	secondary colour 15%	pop colour 5%
this is money	# 004AD6 RGB R0 G74 B214 CMYK C96 M71 Y1 K0	# 002743 RGB R0 G39 B67 CMYK C100 M82 Y45 K49	# 5CC79E RGB R92 G199 B158 CMYK C61 M0 Y50 K0
this is work	# FF6200 RGB R255 G98 B0 CMYK C0 M73 Y98 K0	# FFCD00 RGB R255 G205 B0 CMYK C0 M18 Y100 K1	# FFA0FF RGB R255 G160 B255 CMYK C4 M45 Y0 K0
this is property	# 5CC79E RGB R92 G199 B158 CMYK C61 M0 Y50 K0	# 0D573C RGB R13 G87 B60 CMYK C88 M40 Y82 K37	# FF6200 RGB R255 G98 B0 CMYK C0 M73 Y98 K0
this is investing	# 002743 RGB R0 G39 B67 CMYK C100 M82 Y45 K49	# 5CC79E RGB R92 G199 B158 CMYK C61 M0 Y50 K0	# 7F8FD2 RGB R127 G143 B210 CMYK C51 M40 Y0 K0
this is business	# 3BAFC2 RGB R59 G175 B194 CMYK C70 M10 Y22 K0	# 4C003C RGB R76 G0 B60 CMYK C61 M100 Y40 K50	# 0D573C RGB R13 G87 B60 CMYK C88 M40 Y82 K37

Hierarchy



Typography

Title is left aligned and trimmed off. Type is also aligned to the top. Note this is a custom treatment to the font. eg T, H and I are all top aligned.

Colour

80% primary colour

15% secondary colour

5% pop colour

Hierarchy

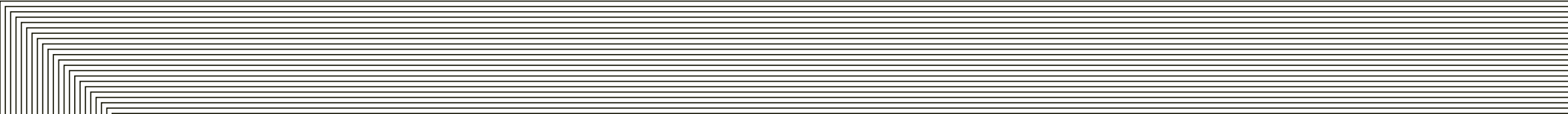


We hero our people front and centre

Colour

80% primary colour in background

15% secondary colour, lowercase



copywriting

Hero statement

Change your
relationship
with money.

This line speaks to people who want to grow, calls out the main topic of money, and indicates that our habits with money are not only about excel spreadsheets and percentage returns but also involve life goals, and other people. We have a relationship with money.

typography

Our typography system is the glue that holds the old and the new together. It's the one cohesive approach to how we communicate as a brand. Helvetica Bold is a highly functional font that is clear to read and bold in appearance.

H1

Helvetica (bold)

**Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789**

Body

Poppins

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Callout

Victor Mono (or Droid Sans Mono)

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

typography

Examples:

make more than money.

Live life on your own terms. Money talk with friends who educate, add value and have fun. Big, hairy money goals start with great advice from friends. We are your healthy voice in the background **empowering you** to live life on your own terms, make meaningful life changes, and unlock your potential.

Our passion? To see you reach your goals.

**discover a new
relationship with money**

We break the rules, occasionally. So we can use lower case headings because it's approachable and a little different. The key is: be consistent BUT not boring. Don't be afraid of adding underlines and highlights to clearly communicate the message.

illustration

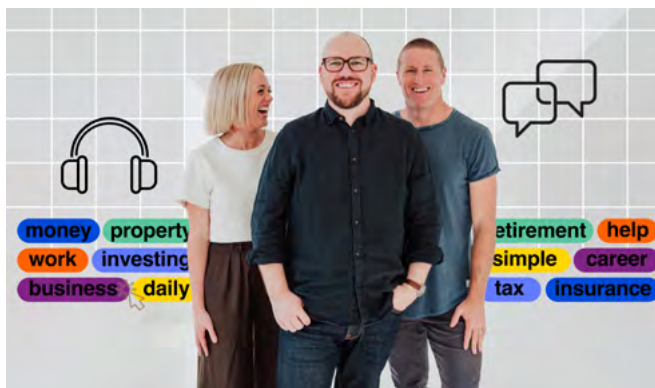
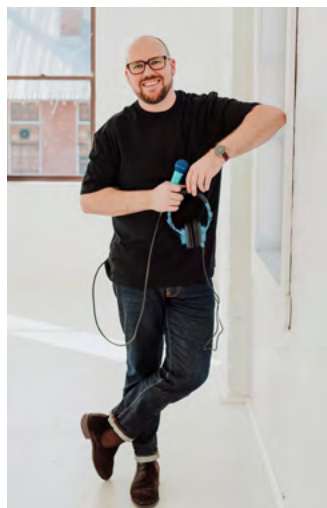
and iconography



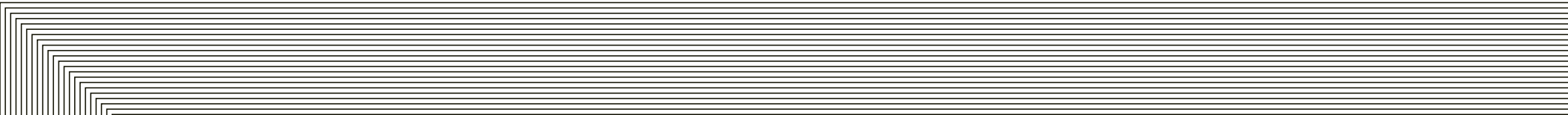
We use:

- thick line icons (we're bold)
- simple icons that communicate the topic eg. House = property
- one icon, not 100's, less is more with icons!

photography



We hero our people in a relaxed vibe. We look approachable, so people (who want to ask questions) are not scared off.



application



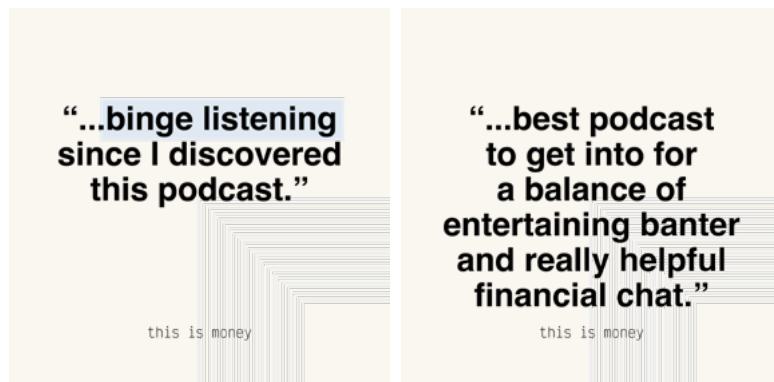
- Black + tan base colours
- Great use of pops of colour and underlines
- Animate the bell and the audio wave
- Product is hero and the colour POPs against the subtle primary colours of black and tan
- Audio wave is matched to podcast colour

application

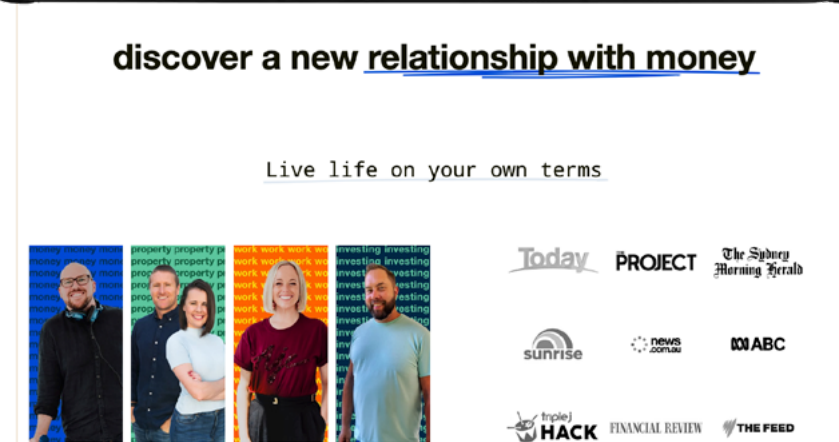
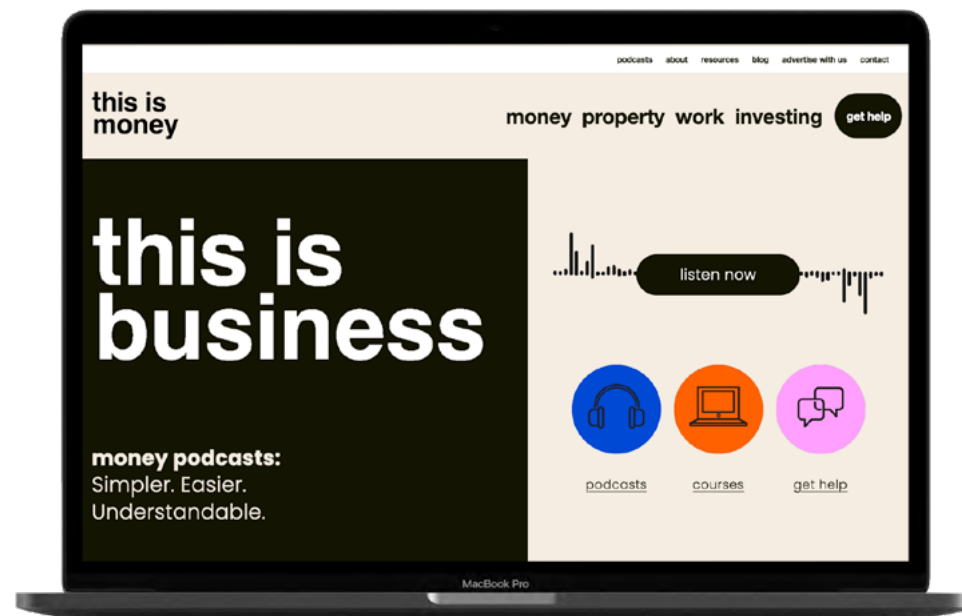
These examples show how that story can come to life across both product and marketing applications.

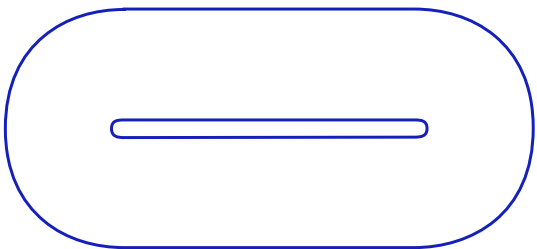
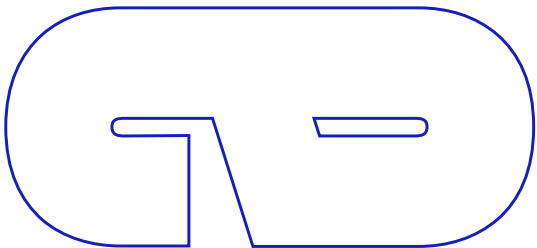
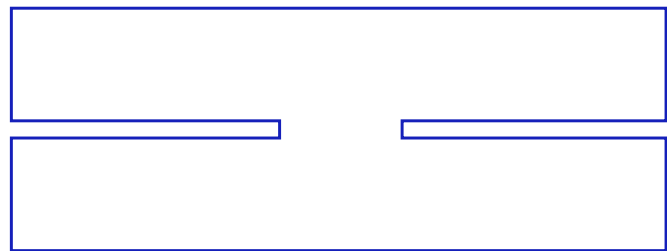
Using

- Bold titles and simple icons
- Hero the product colour (eg. money blue)
- Black and tan as foundation colours



Website



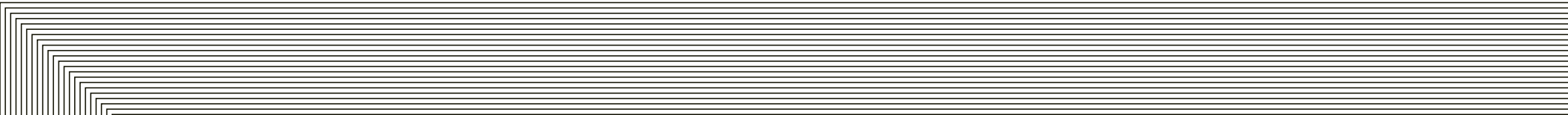


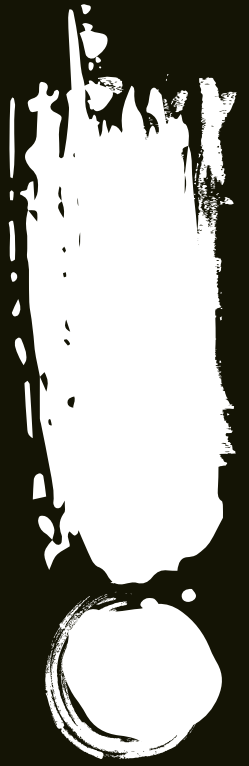
There is a place reserved for a select few in every industry to be the go-to experts; the authorities in their niche. In today's saturated economy, you need to cut through the noise to become one of them.

My name is Jason Knight

I'm the creative brains that helped craft this brand...

Here's a little about me...





**NOTHING KILLS YOUR
IMPACT MORE THAN**

**AN
IDENTITY
CRISIS**

From 'meh' to magnetic in a month

Are you:

- Feeling the pains of *business puberty*?
- Unclear about how to talk about your business ideas?
- Confused about what makes you different?
- Ashamed of your online facade and lacking authority?

Then stop 'playing small' and let's build authority fast!

Let's Amplify your Authority

Get started

View the work



REBRANDING EXPERT CONSULTANTS, SPEAKERS and SERVICE PROVIDERS

It's not brain surgery, but it is an art

What if someone could:

- Uncomplicate your journey
- Call out your greatness
- Truly see, hear and feel you
- Communicate your story with power and clarity
- Map your future position in the market - upfront - in a way that makes sense and with a way to achieve it

- Align the visual and verbal direction (style, colour, look, words) so you're proud with the end result
- Collaborate with you - weekly co-create - so you see your brand come to life in front of your eyes (we don't come back with one big 'ta-da!' moment)

"To put it simply, Jason is the best in the business. He has an innate ability to see through the lines of any brand, weaving together the golden threads of thought leadership strategy, and aligning it with user experience and visually on-point expression."

— Rebecca Tapp, Future Crunch

THIS IS FOR ...

- 😊 Entrepreneurs, Business Owners & Consultants
- 😊 Fast-paced doers that want to grow
- 😊 Those who have been in business 3+ years and already got 'proof' or runs-on-the-board
- 😊 People that value helping others in a positive transformative way

THIS IS NOT FOR ...

- ⚠️ Those just getting started in business
- ⚠️ People after a cheap 'band-aid' solution
- ⚠️ People that sell physical products

"I had hoped for design excellence. I got it.

*If you're **not OK, with just ok, he's for you.** A stand out talent. It was like Jason had opened my brain and saw what I was thinking. A joy to work with.*

— Maz Speaks, Speaker + Boss Lady

"I would recommend Jason to anyone who is actually serious about turning their business up a notch. Not only is he creative, he executes his passion into your business for a stunning end result."

— Glen James, THIS IS MONEY

Get an identity to match your impact

[Get started](#)

[View the work](#)

About Jason

Jason Knight is a Brand Identity Creator and Simplicity Master helping purpose-driven professionals make an impact with their ideas by uncomplicating their business from the inside out.

In a world where a new small business launches every 1.5 seconds, Jason knows you're no longer competing against the person with the best idea, better service or bigger network. Instead, you're competing for attention.

And, nothing massacres attention more than complexity.

Having spent years overcoming a learning difficulty, Jason understands how complexity can crush your confidence, hold your ideas hostage, and keep your true identity trapped.

With 20 years of design and consulting experience under his belt, his business exists as the cure for your overwhelmed mind and the antidote to the cookie-cutter business courses touted everywhere online.

Uncomplicate your identity. **Liberate your success.**



I untether businesses. ”
I stand for simplicity,
but what I shape is identity.



EXPERT CONSULTANTS, SPEAKERS AND SERVICE PROVIDERS



JULIEMASTERS

this is money



PAUL TAYLOR

DR KRISTY



mark Luckey

everest wealth

Get started



Reposition your future - get an identity to match your impact

