



A portable workplace IRA. Free to save. Free to leave.

A workplace front end for Investor Services custody — the family's payroll door.

ELEVATOR PITCH

MyFreeIRA is the portable workplace IRA: employees start through payroll and keep the account when work changes, because the IRA belongs to the employee, not the employer. Employers administer eligibility and payroll; employees own and manage the account — custodied by Investor Services, on the same rails as InvestNow.

THE MARK



The aperture — a six-facet hexagonal opening — signals a controlled opening into custody: closed by default, opened by a measured amount. Gradient runs #173359 → #5B8FC7, top-left to bottom-right. Solid or white below 32 px.

THE WORDMARK

Two words, two weights: MyFree at 800, IRA at 500, set in Inter, tracked +0.02em. The weight contrast is the device — never one weight. Minimum sizes: 24 px mark, 96 px full lockup. Clear space: the height of the inner opening, every side.

Pair mark and wordmark with one mark-width of space between them. Never recreate the wordmark in another typeface.

COLOUR



Deep

#173359



Deep 2

#1E4670



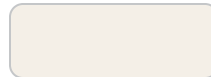
Sky 2

#5B8FC7



Sky

#A6D7F0



Travertine

#F4EFE7



Slate

#3D4A54

TYPOGRAPHY

Source Serif 4

Headlines — inherited from the Investor Services family theme.

Inter

Body, navigation, labels and tables. MyFree 800, IRA 500.

DO

- ✓ Use on deep navy or travertine grounds
- ✓ Use Sky text #3A648D for sky-family text on light grounds
- ✓ Keep the two-tone wordmark: MyFree 800, IRA 500
- ✓ Say the employee owns the account — it is the product

DON'T

- ✗ Recolor, stretch, rotate, or add effects
- ✗ Use Sky 2 #5B8FC7 as text on light — it measures 3.39:1 and fails
- ✗ Imply the employer owns or controls the IRA
- ✗ Use semantic colours (positive/warn/negative) decoratively

"Find it on InvestNow. A8 Core™ clears, settles and records it. Investor Services custodies it. B5 Secure™ authorizes every record it touches."