



Brand Guide

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

Three rules, then the system.

1 • Ground truth beats memory

Every hex value and type face here was measured from the deployed theme stylesheet. If you need a value that is not in this guide, read it from the source — do not guess it from an older deck.

2 • Web and produced differ

The live site is set in Source Serif 4 and Inter, self-hosted. Produced decks, PDFs and one-pagers may substitute Georgia and Arial, because the reader may not have the web faces installed.

3 • Claims carry evidence

Structural facts are countable and may be stated. Platform figures always carry their lineage attribution. Regulatory and charter language is quoted exactly — see Claims discipline.

This guide is the single source of truth for the MyFreeIRA identity. Where an existing asset disagrees with it, the guide wins and the asset gets corrected.

01

Brand

Who we are, what we are called, and the sentence everything else has to agree with.

What MyFreeIRA is — and how we say it.

THE 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 category

A portable workplace IRA — payroll in, employee ownership throughout, portability on exit.

The role in the stack

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

The ownership sentence

The account belongs to the employee, not the employer. It is the product; say it plainly and often.

The custody position

Custody by Institutional Trust Company through Investor Services — the same rails as InvestNow.

One stack, four layers.

The canonical description of how the brands relate, and the wording to reuse.

1**InvestNow™**

Find it

The retail discovery surface.

2**A8 Core™**

Clears, settles, records

The account operating system.

3**Investor Services**

Custodies it

The custodian of record.

4**B5 Secure™**

Authorizes every record

The enforcement layer.

MyFreeIRA is a workplace front end onto layer 3: accounts opened here are custodied at Investor Services, on the same processing and enforcement rails.

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

Get the name right first.

The brand name, the operating entity and the IP holder are three different things and are not interchangeable in copy.

Brand name	MyFreeIRA — one word; the wordmark sets MyFree at 800, IRA at 500.
Never written	My Free IRA (three words) · MYFREEIRA in running copy · MFI in customer copy
Custody line	Custody by Institutional Trust Company through Investor Services (in formation, seeking its charter)
IP holder	Todd Yancey — trademarks and related IP remain solely with Todd Yancey
Copyright line	© 2026 MyFreeIRA · trademarks and IP remain solely with Todd Yancey
Press contact	press@myfreeira.com

02

The mark

The aperture, its construction, and the six things that break it.

Measured, not eyeballed.

The geometry is regular and regenerable from these numbers. The polygons in every official file are copied verbatim from the live header — never redrawn.

Form	The aperture — a six-facet opening on a regular hexagon, shared by the whole family
Canvas	<code>viewBox 0 0 120 120</code> , centre 60,60
Outer radius	52 (hexagon circumradius) · inner radius 22 (facet tips)
Hexagon vertices	60,8 · 105.03,34 · 105.03,86 · 60,112 · 14.97,86 · 14.97,34
Motion	Six facets sweep clockwise; inner points offset from the vertex bisector — that offset is the spin
Optical weight	40.6% of the canvas is inked (measured on the rasterised mark)
Minimum sizes	24 px mark alone · 28 px in a lockup (live header uses 34 px) · 8 mm in print
Clear space	The height of the inner opening on every side — nothing enters it

Three treatments, by ground.



Hero blue — gradient #173359 → #5B8FC7 · light grounds



Solid deep — under 32 px, single-colour, print



Reversed — mandatory on deep or midnight grounds

The gradient runs corner to corner, top-left to bottom-right at 45° — do not change the angle; it is what makes the facets read as lit from one side. Use the solid mark below 32 px or anywhere a gradient will band.

Protect the mark.

Six failure modes. Each one is a rejection, not a preference.

**Don't stretch, condense or distort**

Scale proportionally, always.

**Don't recolour outside the palette**

Hero blue, solid deep, or white. Nothing else.

**Don't add shadows, glows or outlines**

The mark carries no effects.

**Don't place it on busy imagery**

Contrast must reach 4.5:1 behind the mark.

**Don't set the wordmark in one weight**

The two-weight contrast is the device — 800 then 500.

**Don't substitute retired marks**

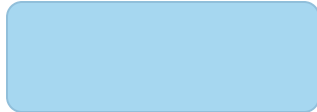
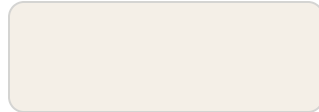
The spiral and shield marks are retired; the rejected three-bar ledger never shipped.

03

Colour

A warm light ground, one navy-to-sky ramp, and the accessibility floor that rules them.

Deep navy, travertine, one sky ramp.

 Deep #173359 Primary brand navy — wordmark first word, deep grounds	 Deep 2 #1E4670 Support navy — gradients, hover states	 Sky 2 #5B8FC7 Accent — gradient end, links on dark	 Sky #A6D7F0 Light accent — second word on dark grounds	 Travertine #F4EFE7 Warm light ground — icon tile, section grounds	 Slate #3D4A54 Neutral text support
 Sky text #3A648D The accessible sky for text on light — passes where Sky 2 fails	 Positive #1C7A52 Semantic only — never decorative	 Warn #B4854B Semantic only	 Negative #A33A3A Semantic only		

MyFreeIRA adds one text tone and three semantic tones to the family palette. Semantic colours signal state; they are never decorative.

Measured, not assumed.

Every pairing below was computed against the WCAG 2.1 relative-luminance formula. Any new pairing must be measured the same way before it ships.

SAMPLE	FOREGROUND	GROUND	RATIO	WCAG AA
Primary text on white	#173359	#FFFFFF	12.69:1	PASS
Primary text on travertine	#173359	#F4EFE7	11.09:1	PASS
Slate support text	#3D4A54	#FFFFFF	9.11:1	PASS
Sky 2 as text on white	#5B8FC7	#FFFFFF	3.39:1	AA-LARGE
Sky text #3A648D on white	#3A648D	#FFFFFF	6.2:1	PASS
Sky text on travertine	#3A648D	#F4EFE7	5.42:1	PASS
White on Deep	#FFFFFF	#173359	12.69:1	PASS
Sky on Deep	#A6D7F0	#173359	8.22:1	PASS
Positive on white	#1C7A52	#FFFFFF	5.31:1	PASS
Negative on white	#A33A3A	#FFFFFF	6.51:1	PASS

The one trap: Sky 2 #5B8FC7 fails as text on every light ground (3.39:1 on white). It is a mark, gradient and accent colour — for sky-family *text* on light, use Sky text #3A648D, which passes everywhere it is needed. Status must also carry a word or a glyph; colour is never the only channel.

04

Typography

Two type systems — one for the browser, one for everything you hand someone.

Source Serif 4 and Inter.

Both faces are self-hosted on the site. They are the correct faces for anything rendered in a browser.

Aa Bb Cc — Source Serif 4

Display. Headlines, page titles and section titles — the custody voice: quiet, set, serified.
Weight 600, tight leading.

Aa Bb Cc — Inter

Body, navigation, labels, tables and the wordmark. Body 400/500; wordmark first word 800, second word 500, tracked +0.02em.

Display — Source Serif 4	Weight 600. Page titles, hero lines, card headings.
Body — Inter	400 and 500. Running copy, navigation, labels, tables.
Wordmark — Inter	800 + 500, letter-spacing 0.02em, 0.34em word gap, baseline-aligned.
Produced assets	Georgia (display) and Arial (body) as metric-safe substitutes off the web.

05

Voice & claims

How the brand sounds, the sentences it does not say, and what may be stated on whose authority.

How it sounds.

Warm

This brand talks to employees first.
Short words, second person, no jargon.

Plain

Traditional or Roth is explained, not assumed. Fees are named in dollars where possible.

Honest

Free means what it costs the employee and employer here — and we say what is not free.

Respectful

The employee owns the account. Copy never implies the employer controls it.

"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."

What may be stated, and on whose authority.

WE SAY

- A portable workplace IRA — free to save, free to leave
- The account belongs to the employee, not the employer
- Start through payroll; keep the account when work changes
- Custody by Institutional Trust Company through Investor Services
- Traditional and Roth, explained in plain language

WE AVOID

- “Employer-sponsored plan” or ERISA-plan framing — it is an IRA program
- “No cost ever” without stating what is and is not free
- Tax advice — explain rules, cite the IRS, tell people to consult a professional
- Implying the employer owns, matches, or controls the account unless it does
- Fund performance claims

“\$16B+”, “2.3M+” and “\$0” describe the security and processing integrity of the ISCP→A8 Core™ platform lineage as of December 31, 2025 — never investment performance, and never assets on these sites. A dated “last updated” line on a legal page is itself a factual claim — never re-date a document that was not revised.

06

Assets

Where everything lives — icons, logos, guides — with its real path.

One icon system, no conflicts.

The 2026-08 correction: theme favicon files and the WordPress Site Icon now carry the same approved art, ending the two-system conflict.

The tile	The family aperture on travertine #F4EFE7 — identical across Investor Services, InvestNow and MyFreeIRA by design; the browser tab shows the family
WordPress Site Icon	website-site-icon-512.png — set in Appearance → Site Identity; feeds the 32/192/180 links WordPress emits
Theme favicon links	wp-content/themes/myfreeira/assets/brand/favicon.ico · favicon.svg · apple-touch-icon.png · site.webmanifest — byte-identical art to the Site Icon, so the two systems can never disagree
PNG ladder	16 · 32 · 48 · 64 · 96 · 128 · 180 · 192 · 256 · 384 · 512, plus maskable-512 for PWA masks
Search eligibility	Square, stable URL, ≥ 48 px multiple — the 192 icon is the one Google reads
The rule	Never ship a favicon whose art differs from the Site Icon — a tab that disagrees with the search result is a brand defect

Everything, with its real path.

MARKS AND ICONS

```
wp-content/themes/myfreeira/assets/brand/  
  favicon.ico · favicon.svg  
  apple-touch-icon.png · site.webmanifest  
  icon-16 ... icon-512.png · maskable-512.png  
  myfreeira-aperture-mark.svg / -4096.png  
  myfreeira-wordmark-full-color.svg / .pdf / -4096.png  
  myfreeira-wordmark-reversed.svg / .pdf / -4096.png
```

GUIDES AND LIBRARY

```
wp-content/themes/myfreeira/assets/brand/  
  MyFreeIRA-Brand-Guide-v1.pdf    this document  
  MyFreeIRA-Brand-Guide-One-Page.pdf  the one-page guide  
uploads/ – WordPress media library  
  2026/08/myfreeira-site-icon-512.png  Site Icon source
```

The media page – /media/ – links the marks,
both guides, and the press contact.

All paths are relative to <https://myfreeira.com/>. Keep filenames and URLs stable once indexed.

What earlier assets got wrong, and what is still open.

A brand guide that hides its own errors cannot be trusted as a source. These were found by measuring the live sites.

No Site Icon was set at launch

Corrected 2026-08: the Site Icon is now the approved family tile, matching the theme favicon links.

Sky 2 as text on light

Corrected in mfi.css with --sky-text #3A648D — the correction the sibling sites have not yet deployed.

No media page existed

Corrected 2026-08: /media/ now carries the marks, both brand guides, and the press contact.

One page to keep open.

COLOUR TOKENS

Deep	#173359
Deep 2	#1E4670
Sky 2	#5B8FC7
Sky	#A6D7F0
Travertine	#F4EFE7
Slate	#3D4A54
Sky text	#3A648D
Positive	#1C7A52
Warn	#B4854B
Negative	#A33A3A

TYPE

- Display: Source Serif 4, 600
- Body: Inter 400 / 500
- Wordmark: Inter 800 + 500, +0.02em
- Produced: Georgia / Arial

THE FOUR THINGS

- One family mark; the wordmark differentiates
- Sky 2 is never text on light — use #3A648D
- Figures always carry the lineage attribution
- The employee owns the account — say it



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Questions, or a new asset to review: press@myfreeira.com

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