

Brand Name

Full name: Wallstreet University

Abbreviated: WSU

The full name should be used in first references. "WSU" may be used in subsequent references and in constrained spaces. Never use "Wall Street University" (two words) or "WallStreet" (mixed case).

Primary Colors

Royal Blue (Primary): #153A74 -- Used for headings, primary buttons, and key UI elements.

Gold Beige (Secondary): #CEB290 -- Used for accents, decorative elements, and emphasis.

Dark Blue: #0f2a54 -- Used for dark backgrounds and hover states.

Light Blue Accent: #E3ECF8 -- Used for subtle backgrounds and card highlights.

Typography

Serif Font: Playfair Display -- Used for headings and brand elements. Conveys authority and professionalism.

Sans-Serif Font: Inter -- Used for body text, UI elements, and general content. Clean, modern, and highly legible.

Logo Usage

- The WSU logo should always have adequate clear space around it
- Minimum size: 24px height for digital, 10mm for print
- Use the light version on dark backgrounds, dark version on light backgrounds
- Never stretch, distort, or alter the logo colors
- Always include the gold underline accent when space allows

Voice & Tone

- Professional yet approachable -- we are subject matter experts who explain clearly
- Empowering -- we help candidates succeed, not lecture them
- Data-driven -- we reference analytics, research, and evidence
- Honest -- we acknowledge that success requires effort alongside our tools
- Independent -- we clearly state we are not affiliated with CFA Institute

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