

MoneySENSE Logo



Background on MoneySENSE logo

Choice of Words

- “Money” – the term is commonly understood to represent all financial matters.
- “SENSE” – the emphasis of the programme is on developing wisdom and knowledge about financial matters.

Choice of Colours

- Orange – to represent harvesting of opportunities.
- Green – to represent growth and wisdom.

Choice of Symbols

- A pair of hands holding 3 “\$” signs – to represent that consumers should be responsible for saving (holding \$) and growing (rising \$) their wealth through carefully managing their finances.
- The 3 “\$” signs represents the 3 tiers of financial literacy :
 - Tier I - Basic Money Management
 - Tier II - Financial Planning
 - Tier III - Investment Know-How