



# NOW CFO BRAND GUIDE

[marketing@nowcfo.com](mailto:marketing@nowcfo.com) | [nowcfo.com](https://nowcfo.com)





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## Our Story

At NOW CFO, we're financial professionals and we have what it takes to make a business function properly, whether it's a sinking ship or a well-oiled machine that just needs a little extra help. We know that a great accountant or CFO can make or break a business, and we have the right expert for you.

To us, success isn't just about getting the job done. When we leave, your business is better than it was when we got there. We know that your employees depend on you to make your business as successful as it can be, and you can depend on us to get you there.

Hiring a team of accounting professionals can be expensive. With NOW CFO in your corner, you only pay for the hours you need.

We're willing to roll up our sleeves and do the dirty work it takes to help you achieve your goals.

## Logo Usage

The NOW CFO logo has been designed to match the refined look achieved elsewhere in the brand. The logo should always be placed on a contrasting background, avoiding any kind of busyness or color "vibration."

The logo should never be smaller (width) than 1 inch in print and 125 pixels in digital.



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### Logotype



163x26 pixels



79x13 pixels

### Logomark



Logomark is used as consistent graphic elements on marketing materials, wearables, signage and as a web icon.

Not to be used to replace logotype.

36x36 pixels



18x18 pixels

## Incorrect Logo Usage

Do not modify or change the logo in any way. Do not place the logo on distracting backgrounds or add other graphic elements or text to the logo.

If the logo needs to be placed on a clashing or busy background, use the white or black versions of the logo.

Do not use low resolution images of the logo. The Marketing Department can provide high resolution versions of the logo, or they are available for download on our website: [www.nowcfo.com/marketing/](http://www.nowcfo.com/marketing/).



Do not position the logo on angles.



Do not distort or stretch logo.



Do not place full color logo on clashing backgrounds. Use the reversed logo.



Do not make 3D versions of logo



Do not change the position of the graphic elements



Do not use the logo as a headline or within body copy.



Do not use low resolution JPG or PNG files



Do not add elements to the logo.



Do not add stroke to the logo



Do not add drop shadows or effects



Do not use unauthorized colors.



Do not place the logo on distracting backgrounds.

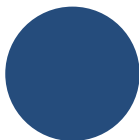


## Colors

There are three core colors and three secondary colors in the NOW CFO palette.

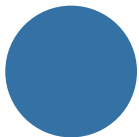
Tints of colors are permitted as long as the integrity of the color is maintained.

### Core



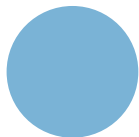
#### Dark Blue

Hex: #2c4c7c  
RGB: 44 76 124  
CMYK: 92 75 27 11



#### Medium Blue

Hex: #3772A5  
RGB: 55 114 165  
CMYK: 82 52 14 1



#### Light Blue

Hex: #7cb3d6  
RGB: 125 179 214  
CMYK: 50 17 6 0

### Secondary



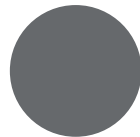
#### Green

Hex: #71A040  
RGB: 113 160 64  
CMYK: 62 18 100 8



#### Red

Hex #BE4528  
RGB 190 69 40  
CMYK 18 86 98 8



#### Dark Gray

Hex: #66696C  
RGB 102 105 108  
CMYK 61 50 48 18



#### Light Gray

Hex #E0E3E5  
RGB 224 227 229  
CMYK 11 7 7 0

## Gilroy & Montserrat

Gilroy is the primary font of NOW CFO's brand. It provides a clean and technical aesthetic to the brand's written communication. The typeface exemplifies the meaning of simple, by using thin lines to make an easy to read, contemporary face with classic touches.

Montserrat is NOW CFO's primary website and on-line font. This typeface comes in three variants and evokes the modernist style of the early 20th century.

### Print Fonts

Gilroy Light  
Gilroy Regular  
Gilroy Medium  
**Gilroy Bold**  
**Gilroy Black**

### Web Fonts

Montserrat Light  
Montserrat Regular  
Montserrat Medium  
**Montserrat Bold**  
**Montserrat Black**



## Company Name

When typed out, NOW CFO should always be entirely uppercase letters with a space between the two words. Never use combination of upper and lowercase. Never merge 2 words together.

### CORRECT

NOW CFO

### INCORRECT

NowCFO

NOWCFO

Now Cfo

now cfo

## Email Signature

Text font is Montserrat. Person's name is bold, title is medium, while email, phone & address are regular font weight. Text colors are dark blue (#2c4c7c) & medium blue (#3772A5). Phone number is written with dashes. Social media icons are light blue (#7cb3d6). First icon links to NOW CFO website, second to NOW CFO Facebook account, and third icon can link either to employee's professional LinkedIn or company's LinkedIn account.

### CORRECT

**Valentina Vanja Peric**  
Digital Media Designer  
vperic@nowcfo.com | 000-000-000  
210 N 2100 W Salt Lake City, UT 84116



### INCORRECT

**Valentina Vanja Peric**  
Digital Media Designer | NOW CFO  
vperic@nowcfo.com | (111) 222.3333  
5251 Green Street #350 Murray, 84123



## URL & Email Address

NOW CFO's email address contains the person's first name, period, last name & the domain name "nowcfo.com." Older email accounts have a different format: first letter of person's first name, followed by the entire last name & the domain name "nowcfo.com." NOW CFO URL address is always written in all lowercase as in www.nowcfo.com.

### CORRECT

jdoe@nowcfo.com

joe.doe@nowcfo.com

sandiego@nowcfo.com

### INCORRECT

JDoe@NowCFO.com

Joe.Doe@nowcfo.com

SanDiego@NOWCFO.com

## Phone Numbers

We list phone numbers in many different places including business cards, website, marketing materials, etc. Phone numbers should always include all 10 digits and have dashes between sets of numbers.

### CORRECT

877-735-6655

### INCORRECT

(877) 735.6655

877.735.6655

## HOW TO PREPARE FOR YOUR FIRST ROUND OF FUNDING

**60+%**  
of startups fail because they don't have a solid business plan.

We've placed the business plan in the center of our focus. We believe your business plan should be the most important document you have for your business. It's a plan that will help you understand your business and how to grow it.

START-UP VALUATION \$3M-\$6M

APPROX. FUNDRAISING \$3M

START-UP STAGE CHALLENGES

- Managing complex investments
- How to pivot
- Managing customer base and brand perception

ESG/CES

Set-up your initial customer base and gain initial momentum with leading ESG investing.

ESG/CES

POTENTIAL INVESTORS

- VCs
- Angel Investors
- Private Equity
- Government

HOW CAN NOW CFO HELP

Now CFO helps you create a solid business plan that is tailored to your business and the market you are in. We will help you understand your business and how to grow it. We will also help you understand your business and how to grow it.

Preparing for funding is a complex process and it's important to have a solid business plan. Now CFO will help you understand your business and how to grow it. We will also help you understand your business and how to grow it.

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NOW CFO  
nowcfo.com

844.858.6236

## We Look Beyond the Resume

Now CFO is a team of experienced business professionals who are passionate about helping you succeed. We look beyond the resume to understand your business and how to grow it. We will help you understand your business and how to grow it.

Our operational experts recognize what is crucial for the success of your business and will help you understand your business and how to grow it.

Determined to get it right the first time

- Expanded Team Acquisition Strategy
- Customer Interviews
- Custom Assessments

Verify their quality before you hire

- Full-time job offers
- Part-time job offers
- Full-time job offers

You control the journey

- Flexible engagements
- Full-time job offers
- Part-time job offers

30-day trial period for new hires

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877.664.4777 | nowcfo.com

## TOP 3 FINANCE & ACCOUNTING OUTSOURCED SERVICES 2022 GUIDE

**80%+**  
of businesses that outsource their financial services report increased productivity.

As your business grows, you may find yourself spending more time managing financial records than running the business. By outsourcing your accounting, you can focus on growing your business and we can help you understand your business and how to grow it.

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## NOW CFO CRYPTOCURRENCY FINANCIAL SERVICES

As your business grows, you may find yourself spending more time managing financial records than running the business. By outsourcing your accounting, you can focus on growing your business and we can help you understand your business and how to grow it.

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NOW CFO  
CRYPTOCURRENCY  
**BUSINESS FINANCE & ACCOUNTING**  
FREE CONSULTATION  
OUTSOURCING CRYPTO FINANCIAL SERVICES GUIDE 2022

GUIDE TO  
**2022 FINANCE & ACCOUNTING FOR CRYPTO**  
HOW TO | FINANCE | RECRUITING | FRACTIONAL | ON-SITE | REMOTE

WHO CAN WE HELP?  
Helping crypto businesses with CFO, Controller and bookkeeping. We have the expertise and resources to help you understand your business and how to grow it.

1. Cryptocurrency
2. Traditional and blockchain crypto solutions for your business
3. Development of blockchain solutions

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nowcfo.com

Get your FREE Content Guide!  
844-858-6236

NOW CFO  
**THE 4 MOST COMMON REASONS SMALL BUSINESS FAIL**

1. Financing Hurdles
2. Inadequate Management
3. Ineffective Business Planning
4. Marketing Mishaps

20% of small businesses fail in the first year.

NOW CFO has expert consultants who possess the ability to recognize company specific issues while also bringing a solution or strategy to market at a price point that meets customer demand.

Learn more

NOW CFO  
**WELCOME OUR NEW BUSINESS DEVELOPMENT REPRESENTATIVES!**

Ernest Pongroch  
Willy Rogers  
Melissa Aguilera  
Ashley Robinson

Stephanie Rubin  
Heather Pflaum  
Vanessa Wines  
Jessica McElroy

## Imagery

NOW CFO imagery consists of high-quality images and graphics that portray working professionals. It's preferable that they are in the finance industry.

Our imagery also emphasizes the human factor of business. The person depicted in the image should be the focal point.

NOW CFO discourages the use of whimsical and low resolution images, including cartoons.

## SUITABLE IMAGERY



## SUITABLE GRAPHICS



Business analysis

Business analysis is the process of identifying and understanding business processes, their interactions, and their impact on the organization. It involves analyzing the current state of the business and identifying areas for improvement.

Read more



FINANCE

Finance is the management of money, including its acquisition, allocation, and use. It involves analyzing financial data and making decisions about how to invest and manage resources.

Read more





# BRAND PERSONALITY AND TONE OF VOICE

## If NOW CFO were a person who just walked into a party, what would someone see?

They would see a professional who brings a sense of ease to everyone he interacts with. When people meet him, they instantly know he is going to do everything he can to make their lives better than they were before they knew him. With

this knowledge comes a sense of confidence; now that NOW CFO is in their corner, they'll never have to want for success again.

He is encouraging, knowledgeable, everything someone wants in a friend or mentor. After a conversation with NOW CFO, the people in his life feel refreshed and able to take on anything

the world throws at them. He'll step in to help with the smallest task or the biggest obstacle. People in his life truly trust that he knows what's best for them going forward into their futures.

WE

We emphasize financial visibility above all else. When our clients are running their businesses, their finances can mean the difference between a healthy business and an unhealthy one. We give them the clarity for a healthy business.

HOW

With our accounting expertise and widespread industry knowledge, our consultants give our clients the financial clarity they need to run a successful business.

WHY

Every client deserves a chance at financial visibility—whether they have a full-time accounting staff or not. With NOW CFO's expertise and as-needed hours, they can finally achieve that.

WE ARE

We are the solution. Without NOW CFO, our clients are paying too much for a financial professional, getting by with messy financials, or not taking full advantage of scaling opportunities.

BRAND PILLARS

SUPPORTIVE	INTELLIGENT	EXPERT	FOCUSED
------------	-------------	--------	---------

PERSONALITY IS

KNOWLEDGEABLE	RELIABLE	HARDWORKING	DRIVEN
---------------	----------	-------------	--------

OUR VOICE IS

WISE	ENCOURAGING	HELPFUL	REPUTABLE
------	-------------	---------	-----------

SO PEOPLE FEEL

CONFIDENT	OPTIMISTIC	ENGAGED	SUCCESSFUL
-----------	------------	---------	------------

AND THEREFORE

We empower clients to make the right choices with their finances by providing them with our experts. At the end of the engagement, they feel confident in both their finances and the future of their business.



### Knowledgeable

We pride ourselves on being the financial experts that our clients need. We have industry knowledge that our clients' businesses can't function without. Rather than keep this knowledge to ourselves, we share it with both our clients and anyone who encounters our brand.

### Hardworking

At NOW CFO, we tell our clients that "we do the dirty work." This is more than a catchy slogan, it's also a testament to how hard our consultants will work to get a project done quickly and effectively.

### Reliable

One of our core values at NOW CFO is reliability. We are always there for our clients, no matter their needs. When working with us, they know they can depend on us getting the job done.

### Driven

We are motivated by helping our clients. Regardless of the level of financial assistance they require, we have the right consultant for them, and we are driven by getting them the help they need.



## Wise

With more than 15 years in the business, we are the accounting, recruiting and training experts here. This expertise yields a wisdom that we not only convey with our branding but share with the world.

### WORD MEANS

Knowledgeable  
Experienced  
Judicious

### WORD DOESN'T MEAN

Calculating  
Dismissive  
Lofty

## Helpful

We are ready and willing to help our clients. However, we are not here to take over their production, but to make it stronger. Our clients know they can always turn to NOW CFO for help.

### WORD MEANS

Invaluable  
Constructive  
Productive

### WORD DOESN'T MEAN

Commandeering  
Critical  
Pedantic

## Encouraging

We know the power of a strong accounting staff. We encourage our clients to take control of their business' financial future with our experts by their side.

### WORD MEANS

Hopeful  
Supportive  
Reassuring

### WORD DOESN'T MEAN

Patronizing  
Unrealistic  
Impractical

## Reputable

Our reputation in the industry precedes us. We have high-profile clients and returning clients. This level of experience comes through when we communicate on behalf of NOW CFO.

### WORD MEANS

Confident  
Experienced  
Trustworthy

### WORD DOESN'T MEAN

Praiseworthy  
Arrogant  
Notorious



## Writing in the NOW CFO Voice

Whenever you're communicating on behalf of NOW CFO, consider the tone you want to use. Remember that good communication starts with good listening. Pay attention to what is being said and engage the idea. Be clear in your communication and encourage the reader to express a desire to improve or bolster their business. Ensure them that we have the resources, the experience and the wisdom to guide them to success. NOW CFO should always be the experts, but not in an arrogant manner.

## Style

When writing for NOW CFO, keep a tone of wisdom, encouragement and a willingness to help. Use positive and encouraging words that will make them feel confident, secure and excited about working with NOW CFO. Use words that express how comprehensive our work and execution is. Help people we interact with feel safe in knowing that we have the experience and wisdom to take them to their greatest financial success.

## Quick Tips

### DO

- Encourage questions
- Use positive, encouraging language
- Use inspiring and simple copy
- Be encouraging and educational
- Be clear and truthful

### DON'T

- Speak or write beyond the client's understanding
- Use language that will confuse or frighten the client
- Fall in love with your own voice over the client's.
- Make the customer question or doubt their legitimate fears



## CORE VALUES

### Passion

Passion gets us out of bed in the morning. We love making a difference every day in the lives and businesses of our clients. We show our passion through the excellent quality of work and care for our clients. The passion we have for what we do will help us become the premier outsourced accounting and finance organization.

### Communication

Communication is key to what we do. Without clear and frequent communication, we wouldn't be able to live up to any of our core values. It allows us to know what our clients expect from us, and what goals they want to accomplish. Communication is our key to us achieving a national footprint.

### Accountability

Accountability is important to any organization and at NOW CFO we hold ourselves accountable to the company, our coworkers, and our clients. We take pride in the work we do and feel good about our action every day.

### Growth

At NOW CFO, we are always looking for growth opportunities. The growth opportunities that we focus on aren't based at the company level. We focus on the growth of our consultants and partners. By offering management and interpersonal training to our consultants and partners, we are able to expand and grow our business across the nation.

### Discipline

In order to achieve our goals, we need to be committed and show discipline not only externally but internally as well. We show discipline by giving a consistent message throughout our organization, to our clients and consultants. Through our consistent message, we are able to concentrate on our clients' needs and are able to meet their deadlines with quality work.

### Professionalism

We believe in keeping an air of professionalism at all times. We reflect this by being reliable, communicating clearly, and by keeping an open mind in our everyday activities. We always leave our clients with a feeling of competence and capability of our firm.

### Excellence

The only way that we will be able to expand nationwide is to have an excellent quality of work. Excellence is the only standard for our work and client service. We achieve this by working as a team and working to improve each other every day. We believe in taking an approach to excellence not only with our work but in everyday life.

### Reliability

One of the main traits that many people look for in a company is reliability. With our passion and communication, we're able to find out what our clients need, follow up with them throughout the process, and are able to deliver by the set deadlines.





## Pride

Enjoy the Journey

---

Passion

Excellence

Growth

## Dedication

Be an Ambassador

---

Communication

Professionalism

## Focus

Get It Done

---

Discipline

Accountability

Reliability