



Brand guidelines | June 2023

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.

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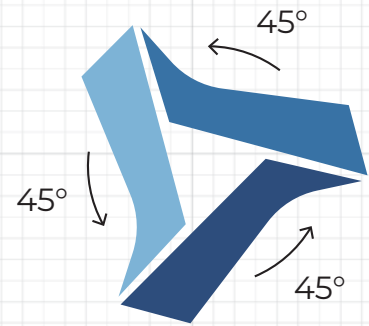
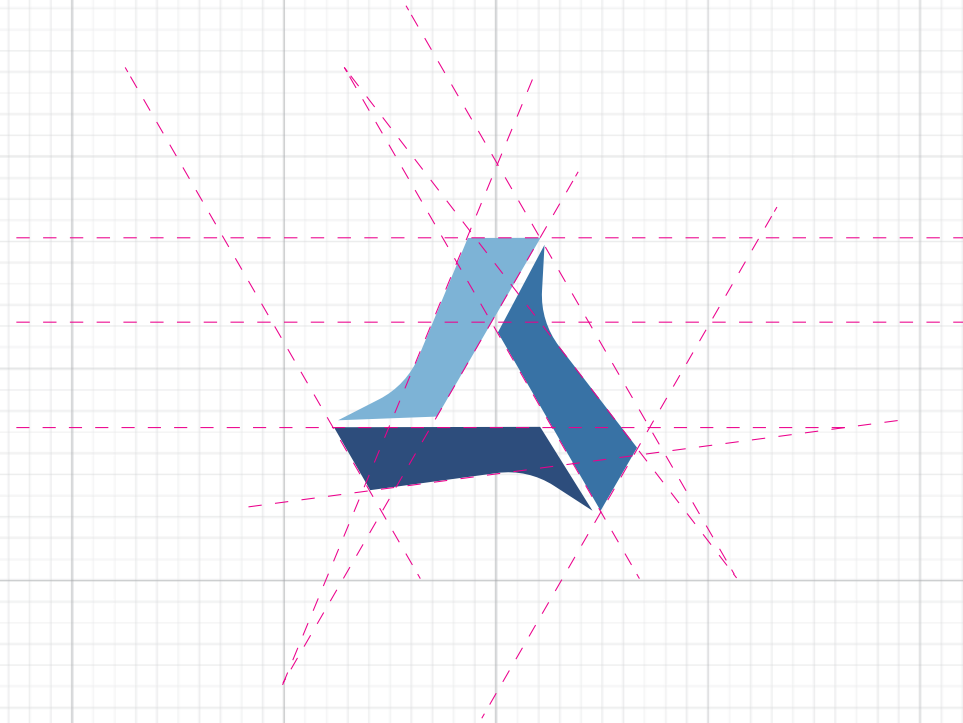
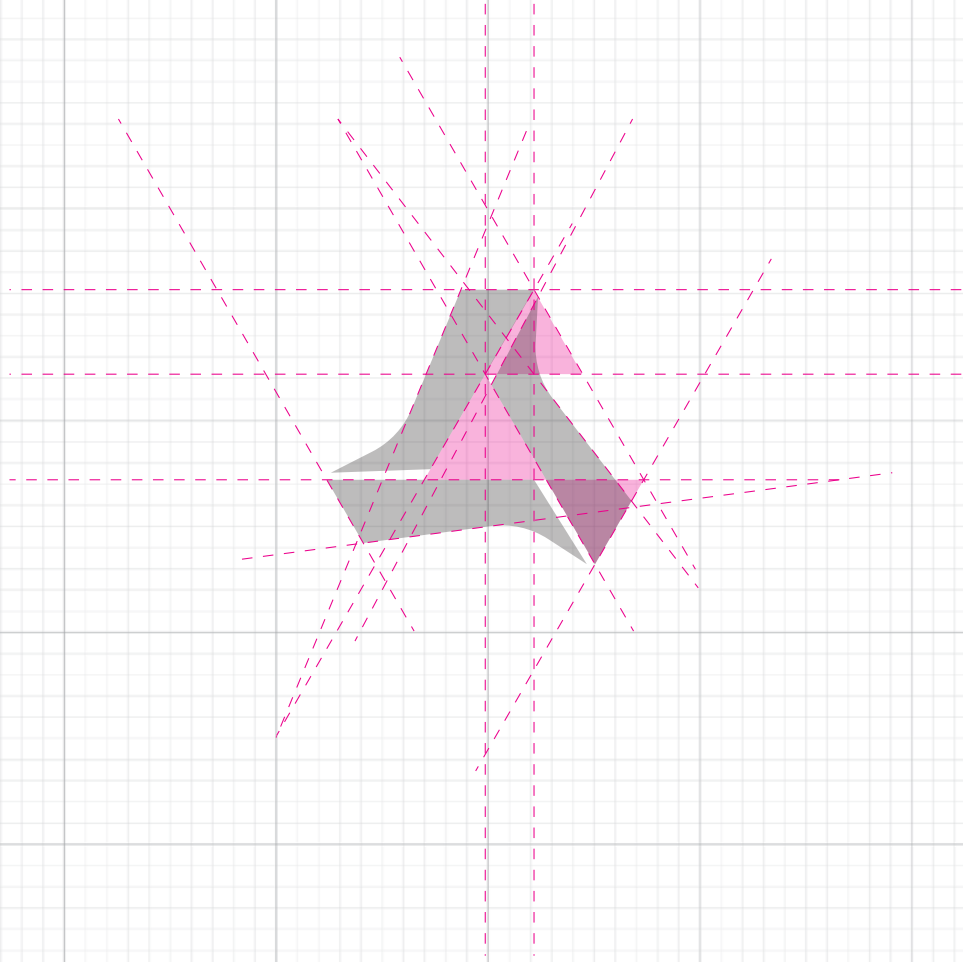
01

LOGOS

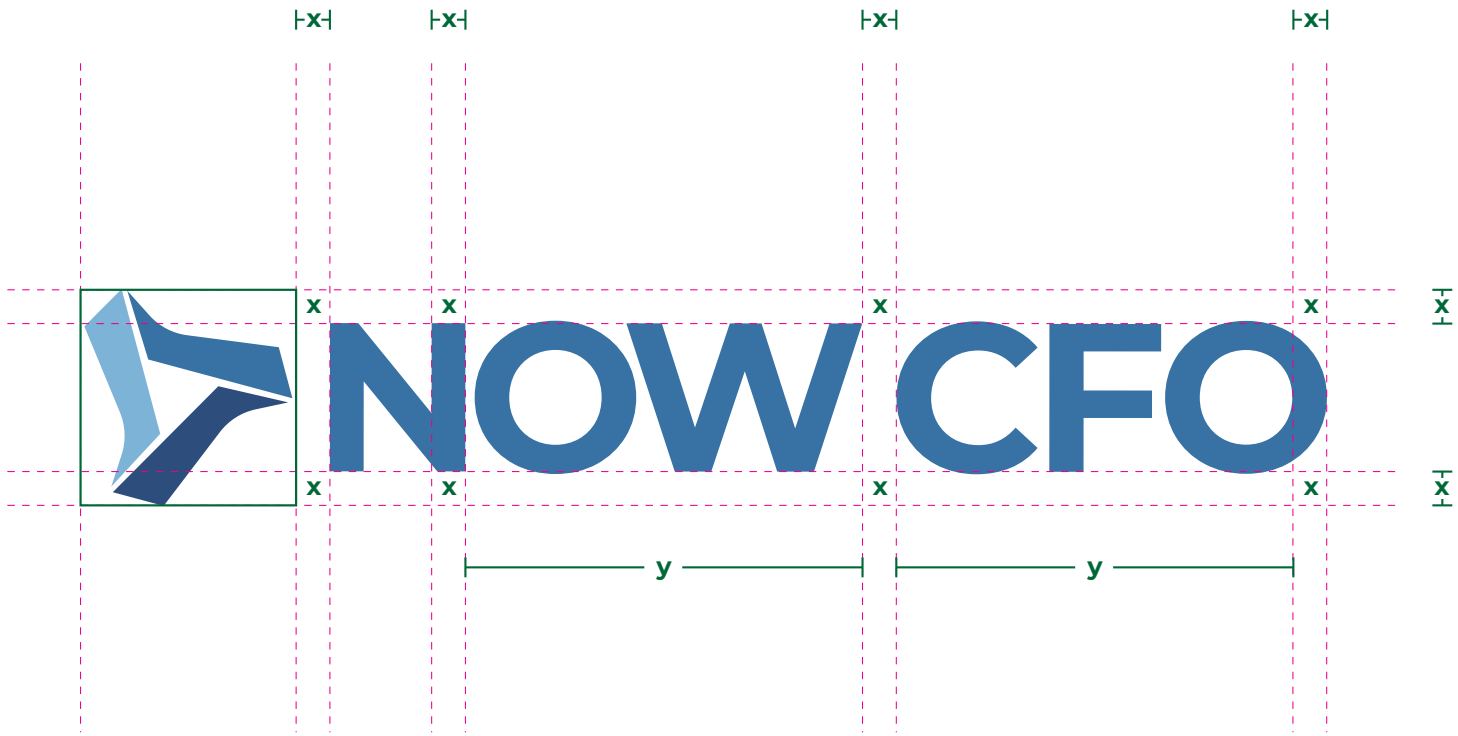
The **NOW CFO** logo has been designed to match the refined look achieved elsewhere in the brand.



Logo 'mark' Construction



Logo Construction



Logo Break-down

NOW CFO brand logo consists of two elements the Brandmark and the Logotype.

Brandmark

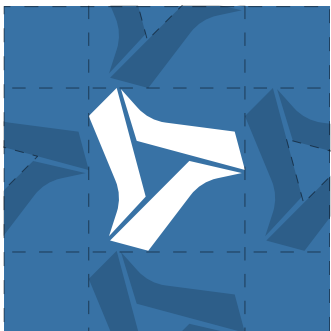
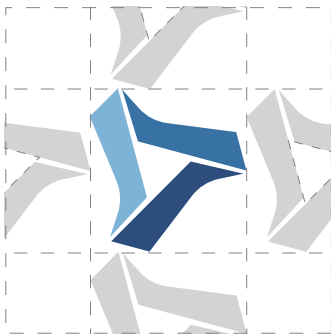


Logotype



Logo Usage

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



Logo Usage (Do's)



Incorrect Logo Usage (Dont's)



Brandmark (Do's)



Brandmark (Dont's)



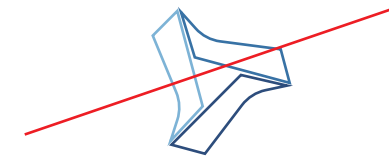
Do not rotate or change the orientation.



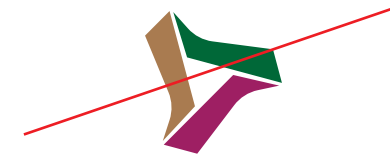
Do not distort or stretch logo.



Do not alter the color.



Do not add stroke to the logo.



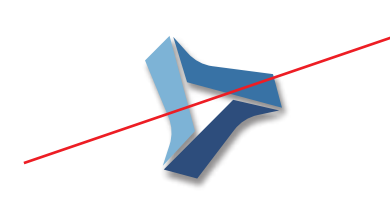
Do not use unauthorized colors.



Do not use low resolution JPG or PNG files.



Do not add elements to the logo.



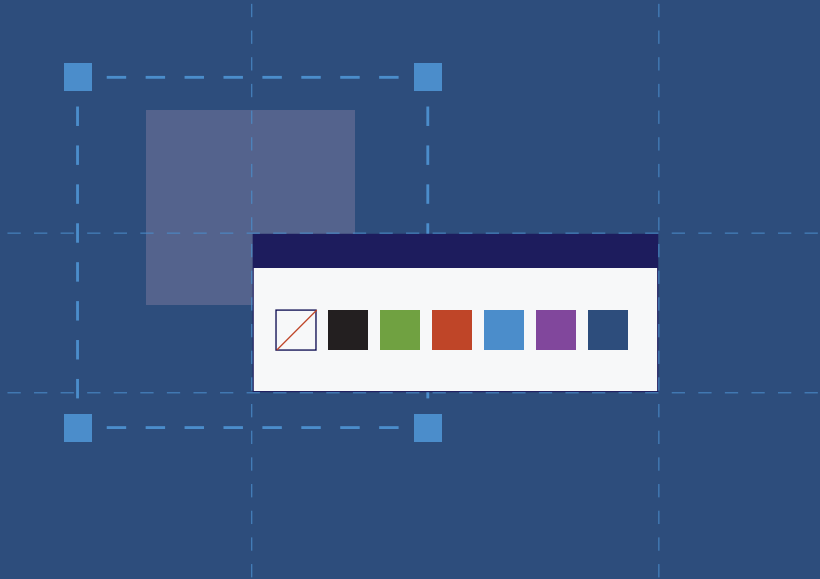
Do not add drop shadows or any other effects.



Do not place on distracting backgrounds.

02 COLORS

NOW CFO has three core colors and three secondary colors in the palette.



Color Palette

Primary Brand Colors

Dark Blue

CMYK 92-75-27-11
RGB 44-76-124
HEX 2C4C7C

Medium Blue

CMYK 82-52-14-1
RGB 55-114-165
HEX 3772A5

Light Blue

CMYK 50-17-6-0
RGB 125-179-214
HEX 7CB3D6

Secondary Colors

CMYK 18-86-98-8
RGB 190-69-40
HEX BE4528

CMYK 62-18-100-2
RGB 113-160-64
HEX 71A040

CMYK 58-86-0-0
RGB 129-71-156
HEX 81479C

Accent Colors

Deep Blue

CMYK 92-88-0-50
RGB 29-28-93
HEX 1D1C5D

CMYK 92-88-0-0
RGB 57-67-155
HEX 39439B

CMYK 70-36-0-0
RGB 76-140-195
HEX 4C8CC3

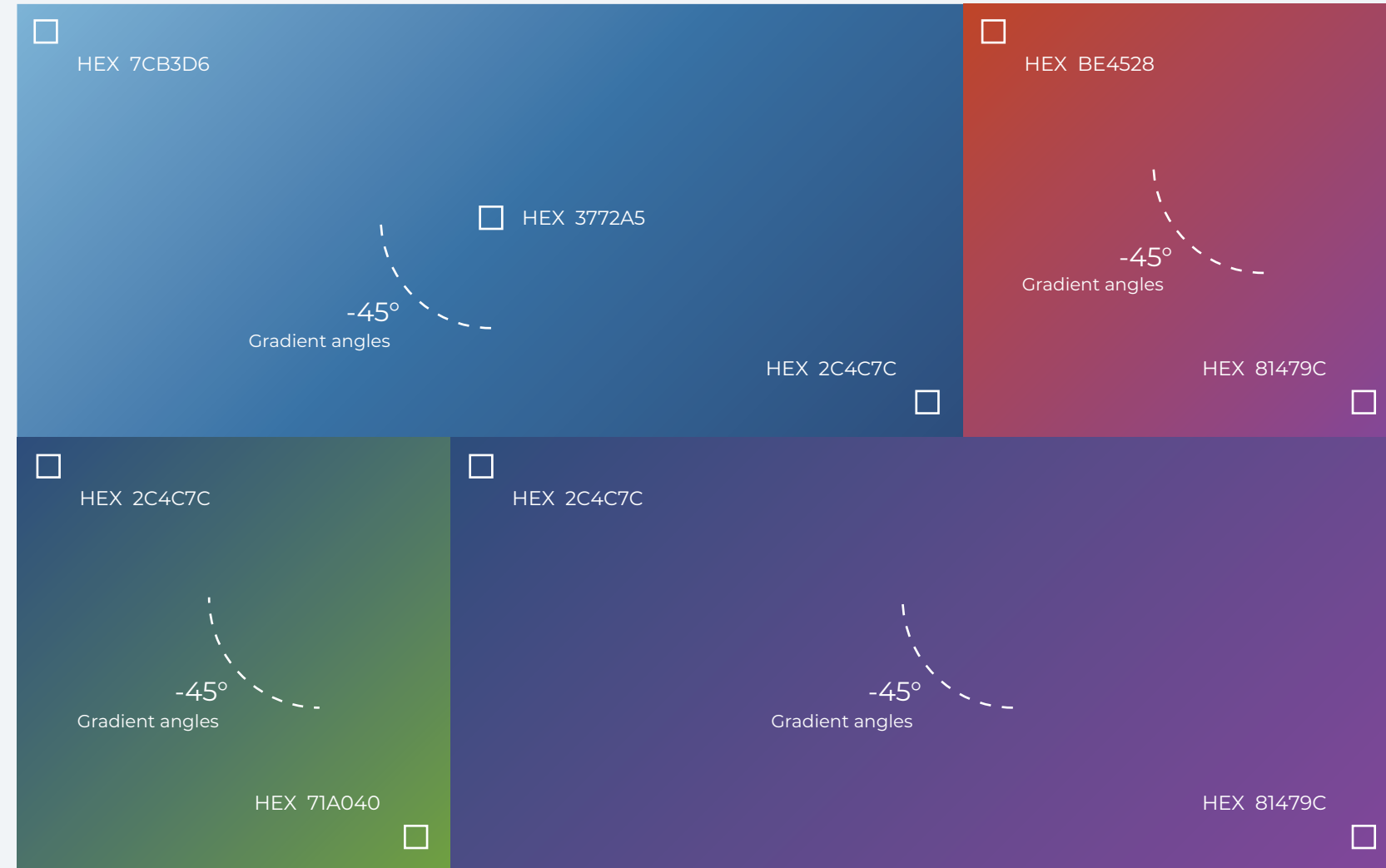
Black

CMYK 0-0-0-100
RGB 0-0-0
HEX 000000

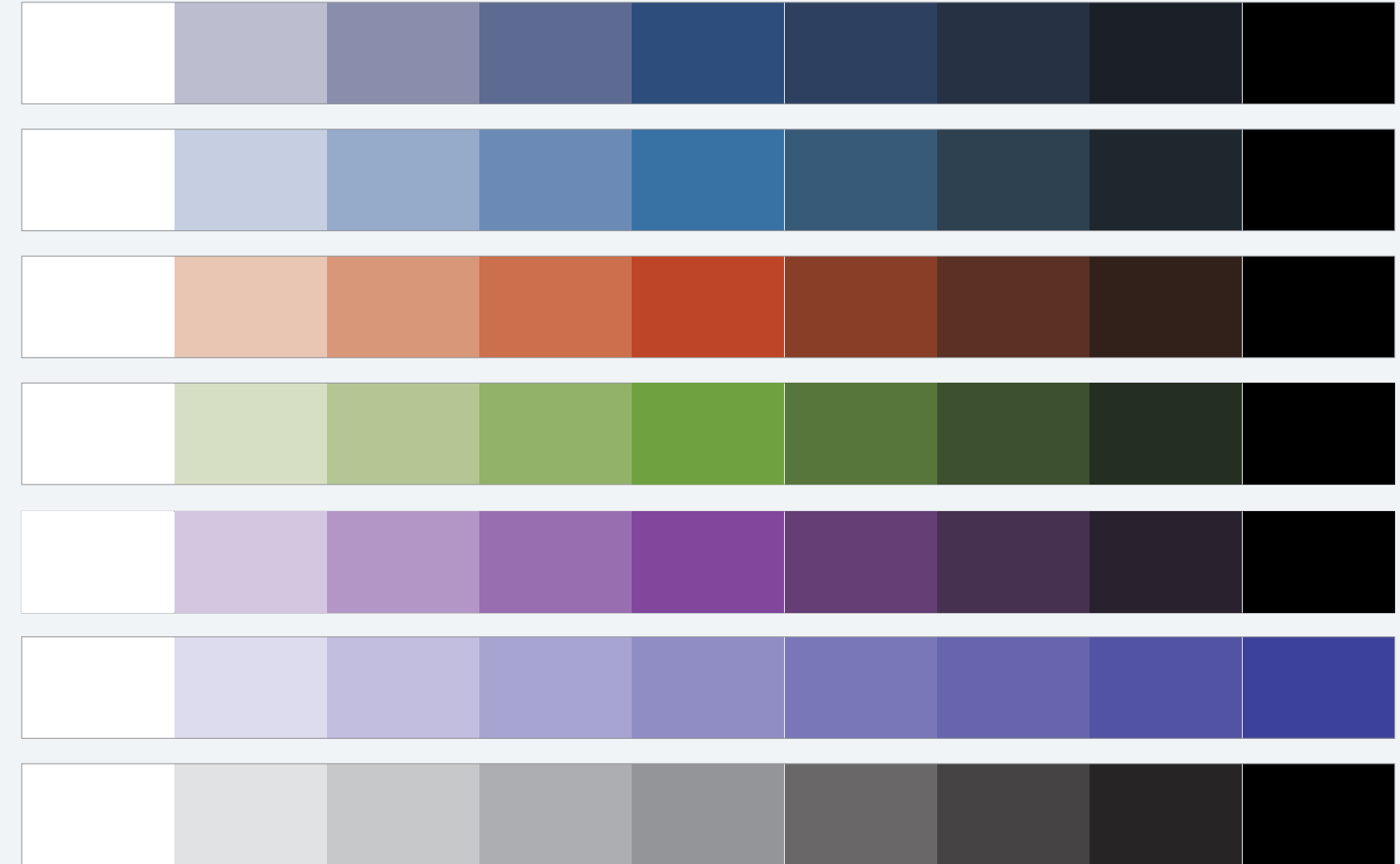
CMYK 0-0-0-50
RGB 147-149-152
HEX 939598

CMYK 0-0-0-10
RGB 230-231-232
HEX E6E7E8

Gradients



Tint and Shade



CMYK (Color Values)

C 50 M 17 Y 6 K0
7CB3D6

C 82 M 52 Y 14 K1
3772A5

C 82 M 52 Y 14 K1
3772A5

C 92 M 75 Y 27 K 11
2C4C7C

C 82 M 52 Y 14 K1
3772A5

C 0 M 0 Y0 K0
FFFFFF

The image displays the CMYK color values for the NOW CFO logo and background. It features two versions of the logo: a primary blue version and a white version on a blue background. The primary blue logo has four color callouts: the top-left of the icon (C 50 M 17 Y 6 K0 # 7CB3D6), the top-right of the icon (C 82 M 52 Y 14 K1 # 3772A5), the bottom of the icon (C 92 M 75 Y 27 K 11 # 2C4C7C), and the text (C 82 M 52 Y 14 K1 # 3772A5). The white logo on a blue background has two callouts: the icon (C 82 M 52 Y 14 K1 # 3772A5) and the text (C 0 M 0 Y0 K0 # FFFFFF).

CMYK (Color Values)

C0 M0 Y0 K 20
D1D3D4

C0 M0 Y0 K 50
939598

C0 M0 Y0 K 50
939598

C0 M0 Y0 K 80
58595B

C0 M0 Y0 K 100
231F20

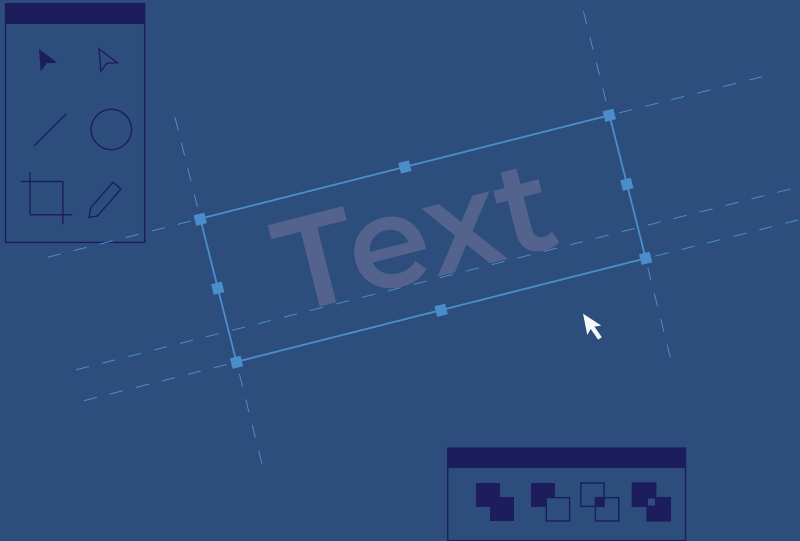
C 0 M 0 Y0 K0
FFFFFF

The image displays the CMYK color values for the NOW CFO logo and background in grayscale. It features two versions of the logo: a light gray version and a white version on a dark gray background. The light gray logo has four color callouts: the top-left of the icon (C0 M0 Y0 K 20 # D1D3D4), the top-right of the icon (C0 M0 Y0 K 50 # 939598), the bottom of the icon (C0 M0 Y0 K 80 # 58595B), and the text (C0 M0 Y0 K 50 # 939598). The white logo on a dark gray background has two callouts: the icon (C0 M0 Y0 K 100 # 231F20) and the text (C 0 M 0 Y0 K0 # FFFFFF).

03

TYPOGRAPHY

Typography is crucial as it shapes the brand's visual identity. It ensures consistency, enhances brand recognition, and establishes the brand's personality.



Typography Styles

| Title | Font size | Style | Colors |
|-------------|-----------|-----------|---|
| Display | | Black | <div><div></div><div></div><div></div><div></div></div> |
| Headline 1 | 36pt | ExtraBold | <div><div></div><div></div><div></div><div></div></div> |
| HEADLINE 2 | 24pt | SemiBold | <div><div></div><div></div><div></div><div></div></div> |
| Sub-head 1 | 24pt | Bold | <div><div></div><div></div><div></div><div></div></div> |
| SUB-HEAD 2 | 18pt | Medium | <div><div></div><div></div><div></div><div></div></div> |
| Body text 1 | 16pt | Medium | <div><div></div><div></div><div></div></div> |
| Body text 2 | 10pt | Light | <div><div></div><div></div><div></div></div> |
| Caption 1 | 8pt | Semibold | <div><div></div><div></div></div> |
| Caption 2 | 6pt | Light | <div><div></div><div></div></div> |

Primary Typeface

Montserrat is **NOW CFO’s** primary font. This typeface comes in many variants and evokes the modernist style of the 20th century.

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Aa Montserrat Bold
THIS IS A HEADLINE EXAMPLE

Aa Montserrat Regular
This is a bodycopy example

Thin
Extra light
Light
Medium
SemiBold
ExtraBold
Black

Thin Italic
Light Italic
SemiBold Italic
Black Italic

The Quick Brown
Fox Jumps Over
the Lazy Dog

**The Quick Brown
Fox Jumps Over
the Lazy Dog**

**The Quick Brown
Fox Jumps Over
the Lazy Dog**

Secondary Typeface

Gilroy font should be used as a complementary to primary font, and support the consistent typographic design system.

Gilroy

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * ()

Aa Gilroy Bold
THIS IS A HEADLINE EXAMPLE

Aa Gilroy Regular
This is a bodycopy example

Thin
Ultra light
Light
Medium
SemiBold
ExtraBold
Heavy

Thin Italic
Light Italic
SemiBold Italic
Heavy Italic

The Quick Brown
Fox Jumps Over
the Lazy Dog

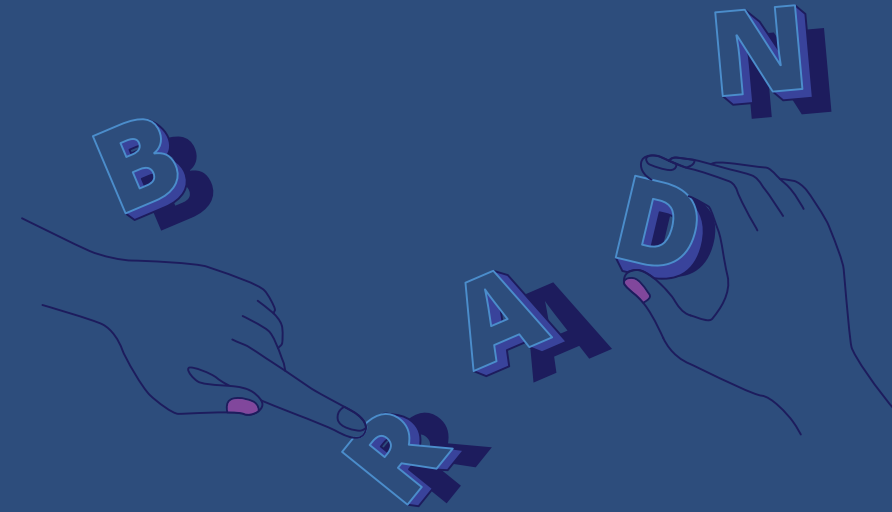
**The Quick Brown
Fox Jumps Over
the Lazy Dog**

**The Quick Brown
Fox Jumps Over
the Lazy Dog**

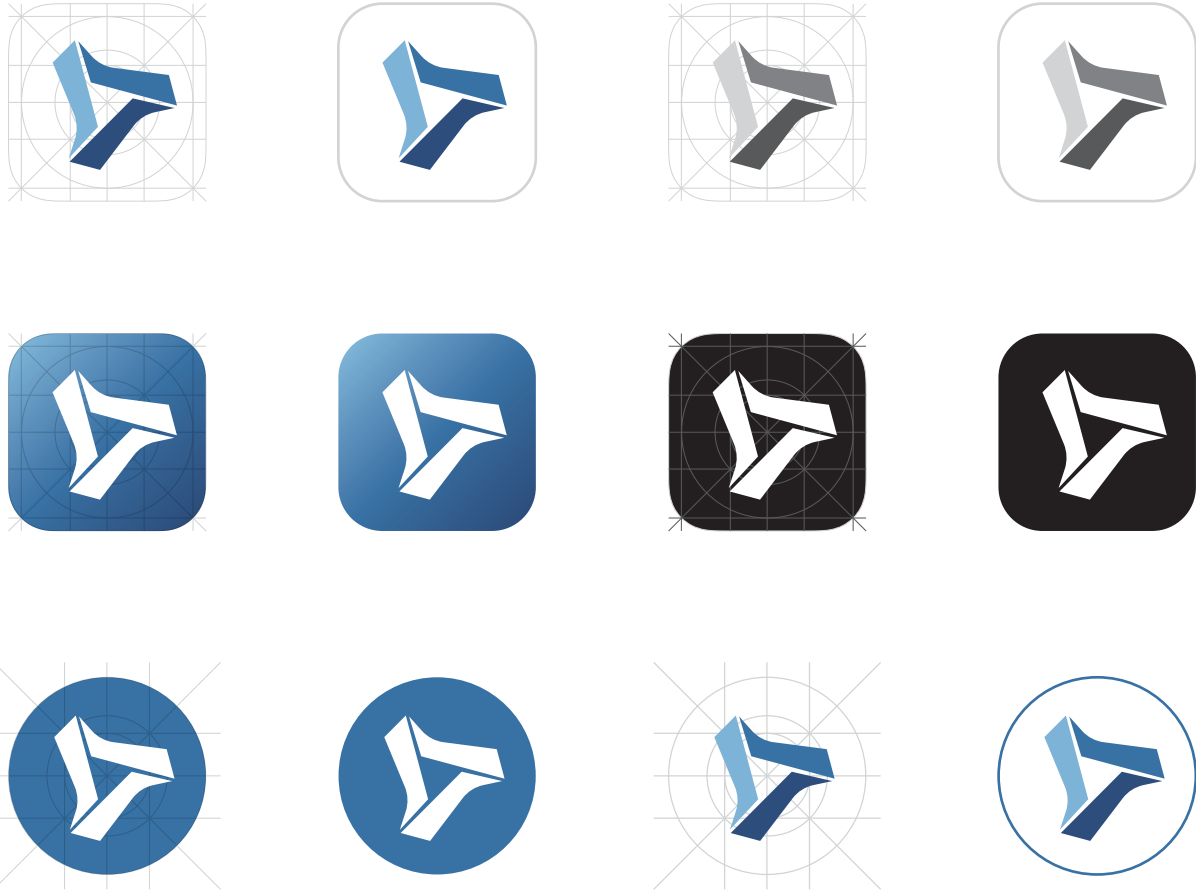
04

BRANDING

At **NOW CFO**, we take pride in being the premier outsourced accounting firm, dedicated to upholding the highest standards in the industry. With a commitment to excellence, we provide exceptional financial management solutions to our clients, ensuring their success and growth. Our brand is built upon the pillars of professionalism, expertise, and trustworthiness, as we understand the critical role we play in the financial operations of our clients' businesses.



App icon, favicon and website








Stationeries, manuals and identities

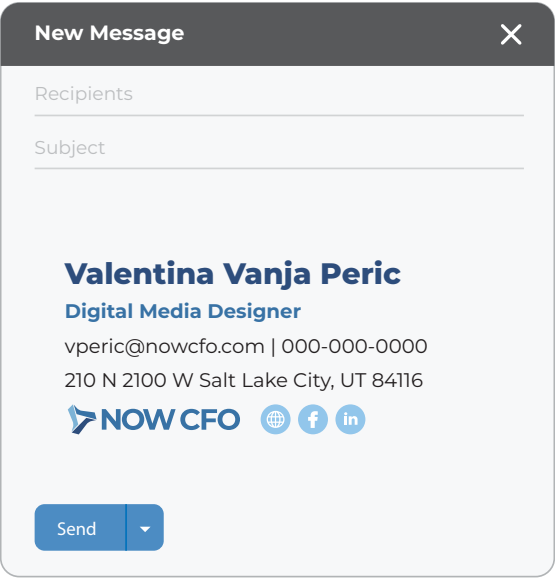




Type Branding (Do’s and Don’t)

| | | |
|---|--|--|
| <p>Company Name</p> <p>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.</p> | <p>CORRECT</p> <p>NOW CFO</p> | <p>INCORRECT</p> <p>NowCFO NOWCFO Now Cfo now cfo</p> |
| <p>Email Signature</p> <p>Always use Montserrat font. Person's name is bold, title is medium, while email, phone & address are regular font weight. Text colors are dark blue (#034EA2) & medium blue (#0072BC). Phone number is written with dashes. Social media icons are light blue (#92C6EB).</p> | <p>CORRECT</p> <p>Valentina Vanja Peric Digital Media Designer vperic@nowcfo.com 000-000-0000 210 N 2100 W Salt Lake City, UT 84116    </p> | <p>INCORRECT</p> <p>Valentina Vanja Peric Digital Media Designer NOW CFO vperic@nowcfo.com (111) 222 3333 5251 Green Street #350 Murray, 84116 </p> |
| <p>URL & Email Address</p> <p>NOW CFO's email address contains the person's first name, period, last name & the domain name "nowcfo.com" or the first letter of person's first name, followed by the entire last name & the domain name. URL address is always written in all lowercase as in www.nowcfo.com.</p> | <p>CORRECT</p> <p>vperic@nowcfo.com valentina.peric@nowcfo.com williams.brown@nowcfo.com</p> | <p>INCORRECT</p> <p>vperic@NowCFO.com Valentina.Peric@nowcfo.com Williams.Brown@NOWCFO.com</p> |
| <p>Phone Numbers</p> <p>Phone numbers in marketing materials such as a business card, website, etc. should always include all 10 digits and have dashes between sets of numbers.</p> | <p>CORRECT</p> <p>877-735-6655</p> | <p>INCORRECT</p> <p>(877)-735-6655 877.735.665</p> |

Email Signature

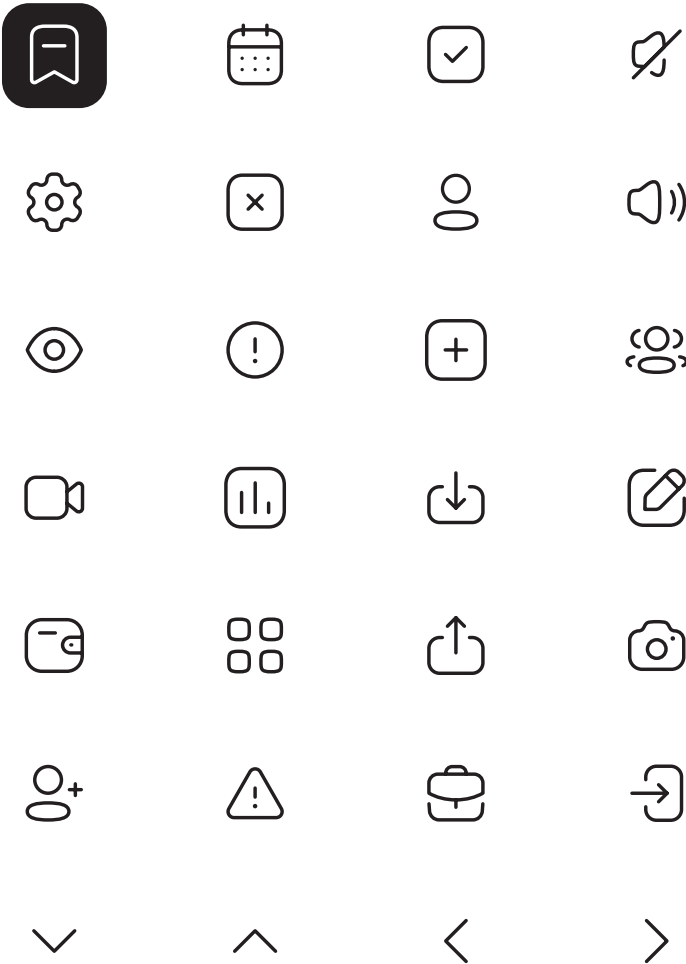


Business Card



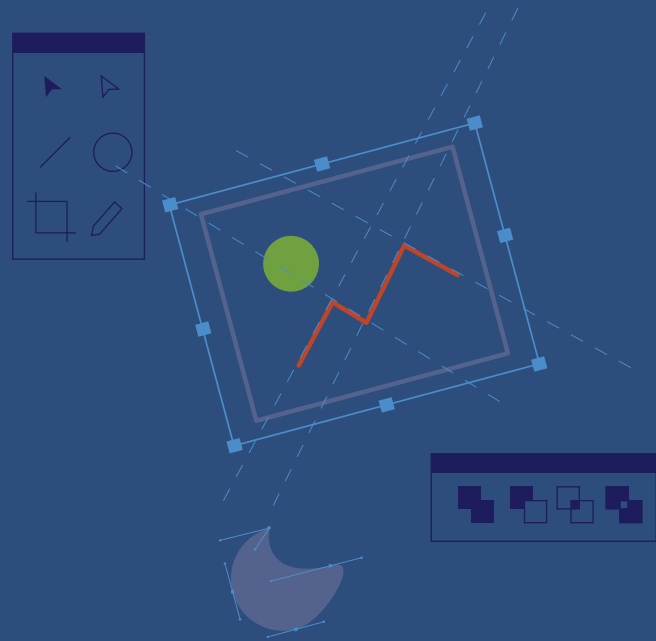
Iconography

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.



05

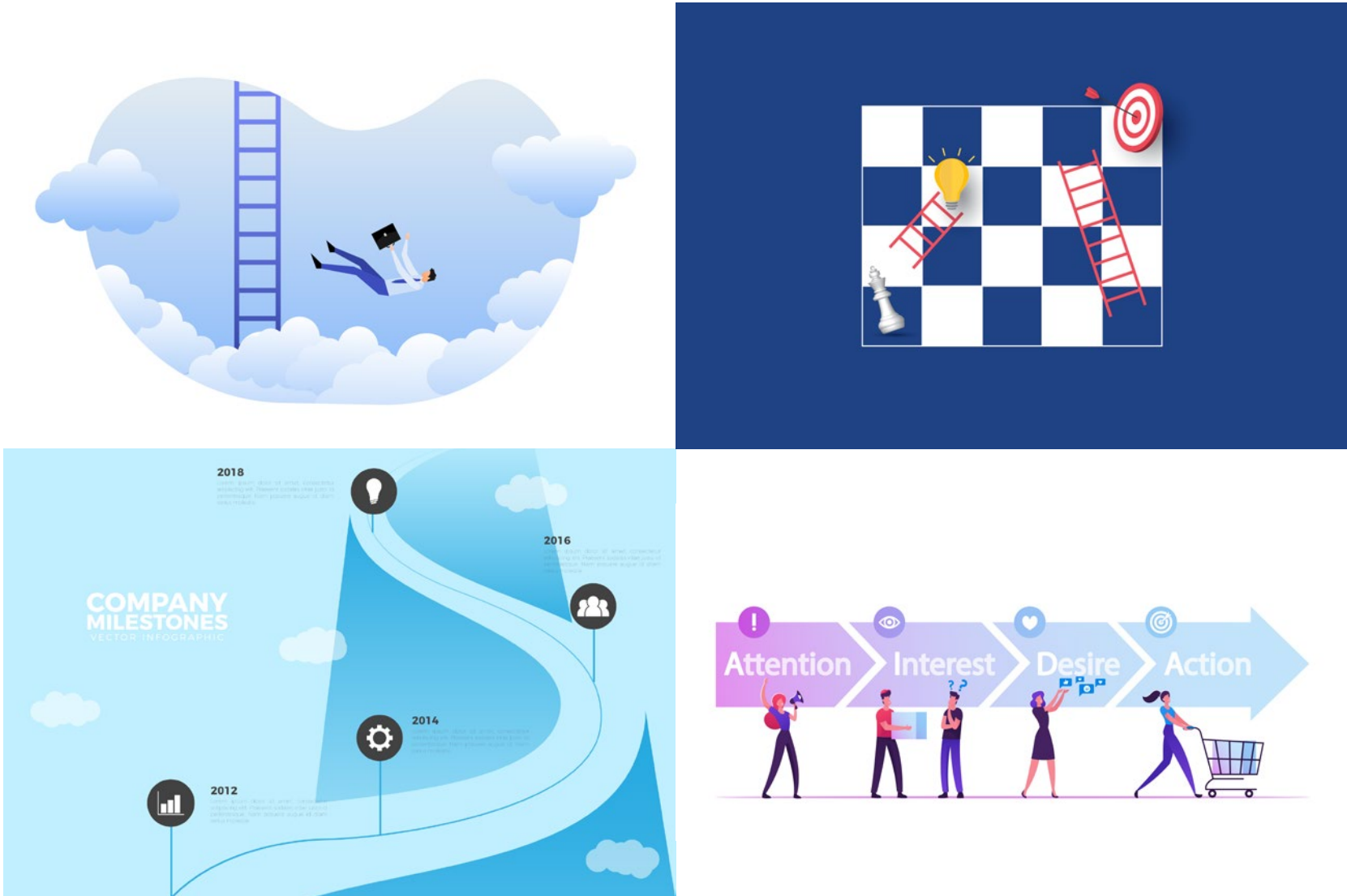
IMAGES AND GRAPHICS



Suitable imagery



Suitable graphics



06

MARKETING MATERIALS



Financial Clarity, Powered by NOW CFO

CASE STUDY

Social Welfare | Mid-Market



Marketing materials (examples)

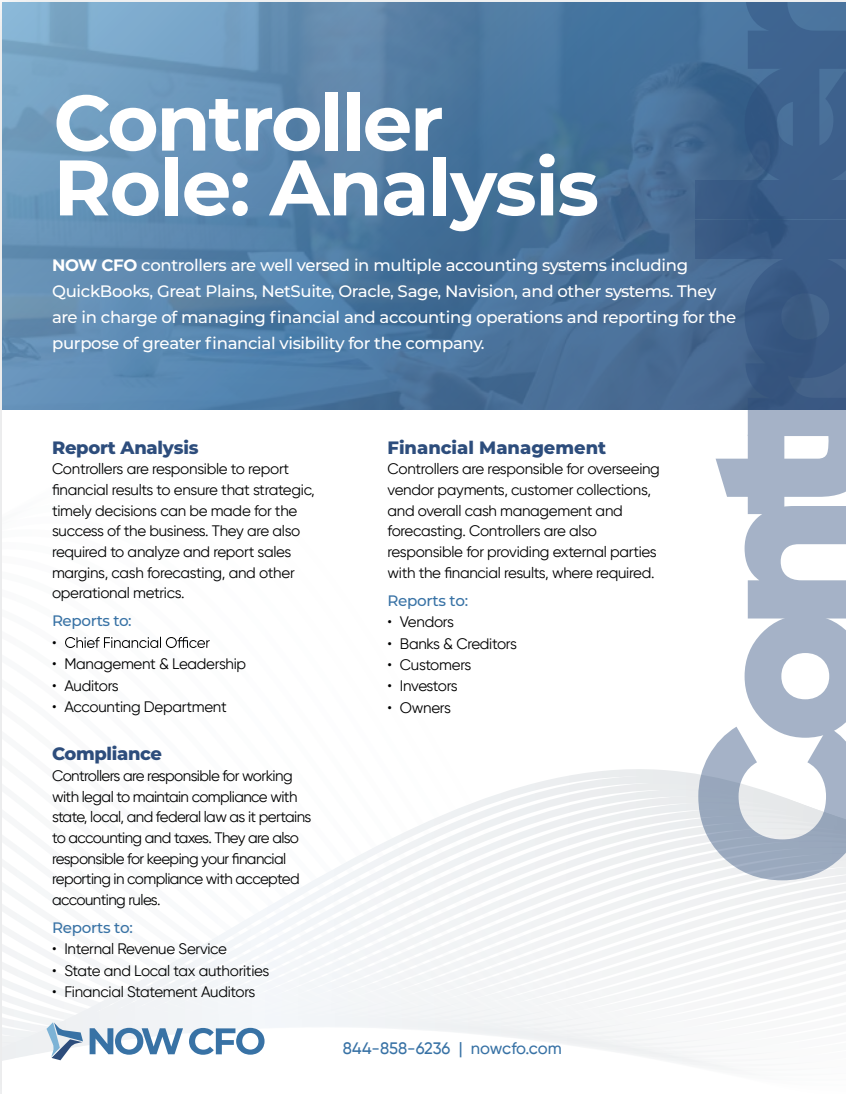
1 x 1 (Ratio)



2 x 1 (Ratio)



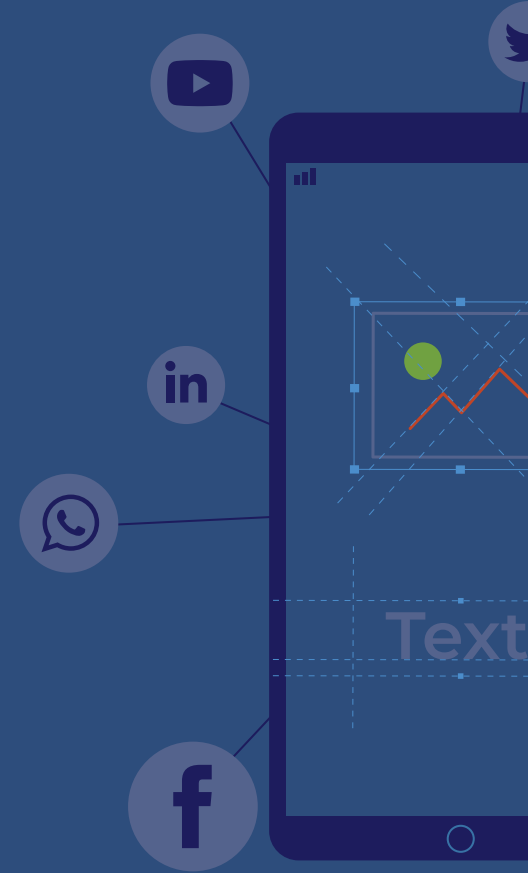
4 x 1 (Ratio)



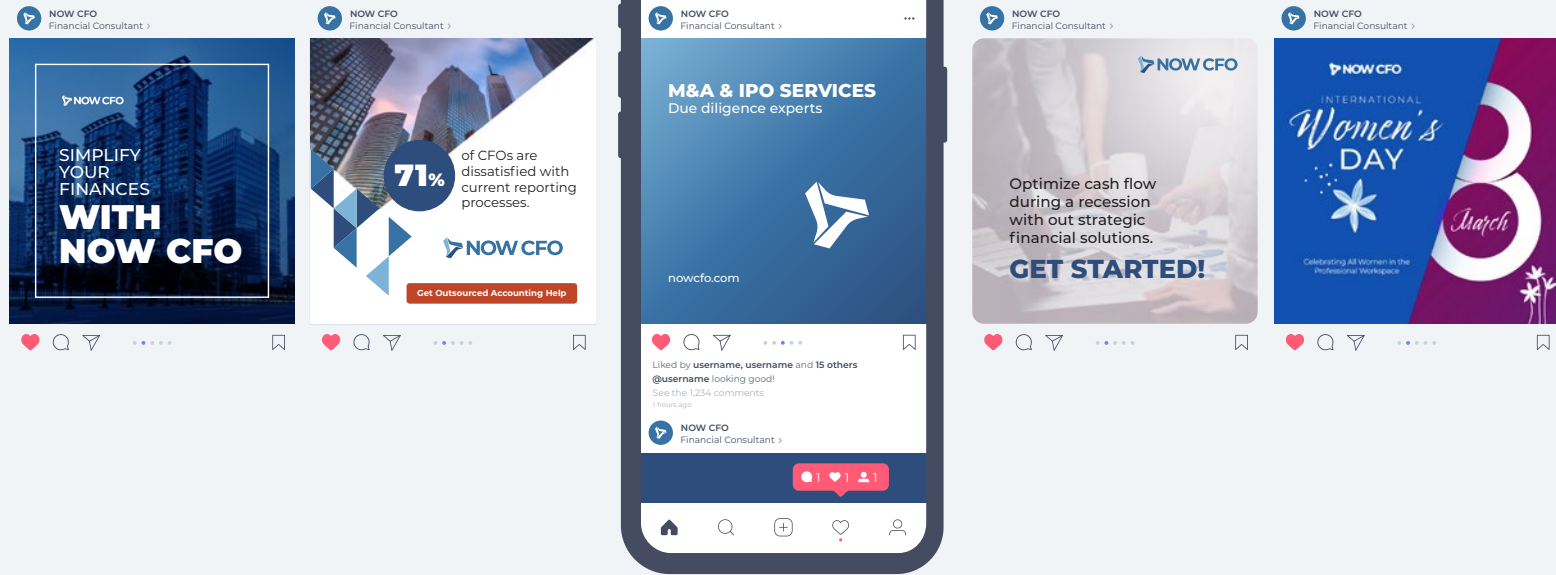
06

SOCIAL MEDIA

Social media plays a vital role in shaping public perception, and we strive to maintain a consistent and positive image. We have established stringent standards for content that is shared on our social media channels, ensuring that it aligns with our brand values and resonates with our target audience.



https://www.instagram.com/nowcfo/



NOW CFO @nowcfo • Jun 13



Maximize cash flow efficiency with NOW CFO. Discover how our expert financial services can help your business thrive. [@nowcfo](#)

[#nowcfo](#) [#outsourcedcfo](#) [#fractionalcfo](#) [#accountingservice](#) [#CashFlowEfficiency](#) [#FinancialServices](#) [#BusinessSuccess](#)

6:30 · 24/12/20

132 432 787



www.linkedin.com/company/nowcfo/



www.instagram.com/nowcfo/



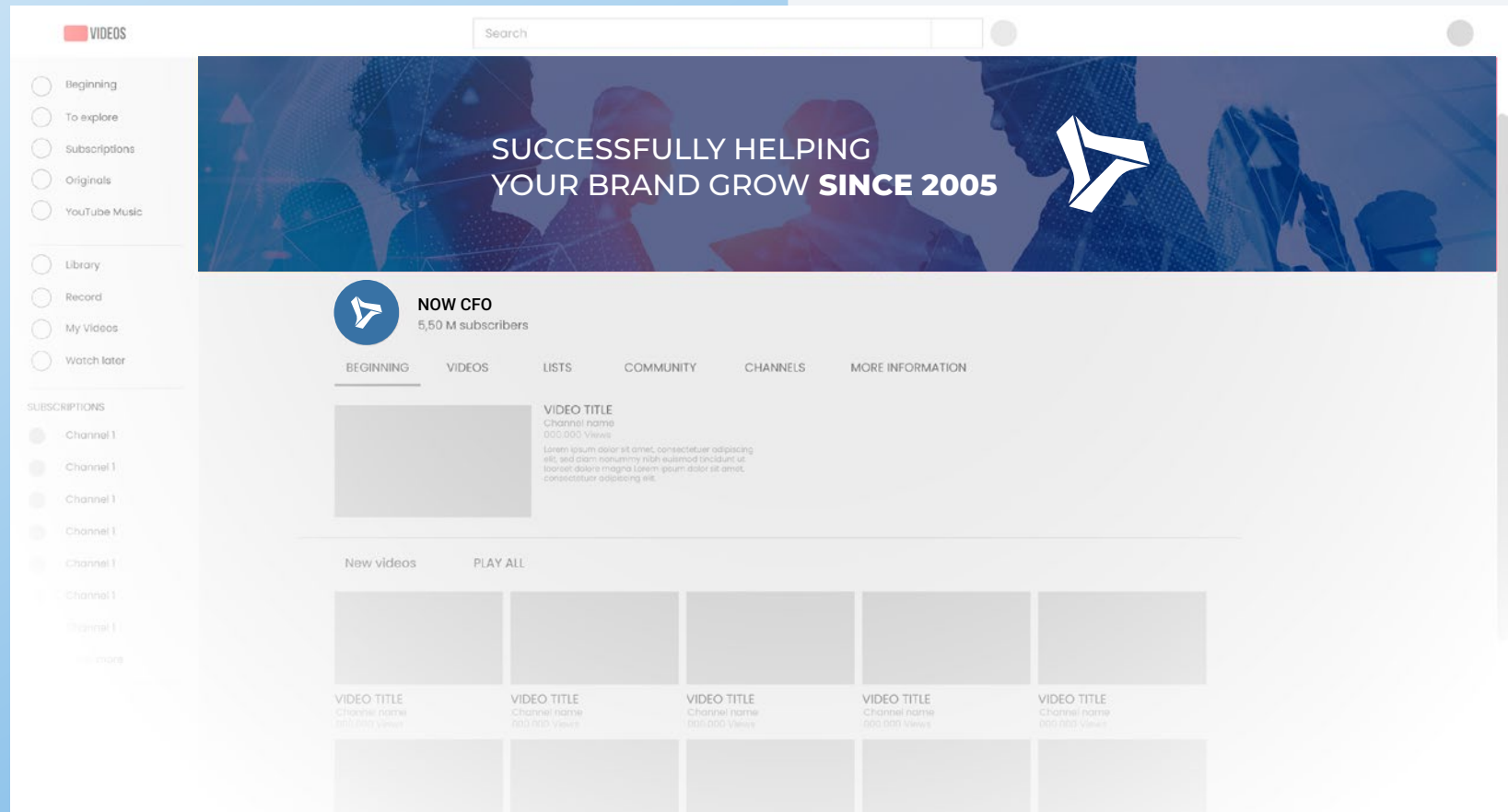
twitter.com/nowcfo



www.youtube.com/@Nowcfos



www.facebook.com/nowcfo/



PREPARED BY

