

Branding & Communications Toolkit

General guidelines for consistent communication and representation under the NFS brand

Goals

To define, develop, and deploy resources and best practices for small businesses.

To become a point of reference in the realm of small business.

To foster a community of small business owners that learn, grow, and prosper together.

Branding

Nonprofit Financial Services

Typography

Print

Header: **Whitney Black**

Body: Whitney Medium

Web

Header: **Proxima Nova Black**

Body: Lato Light

Brand Voice

The tone of our brand is one of knowledge, professionalism, and personality. We are excited to learn and more excited to share what we have learned with those we serve. To us, there are no bad questions and there's always more we can do.

Brand Voice Chart

Characteristic	Do	Don't
Knowledgeable Voice of authority for providing reliable, accurate information within our field.	Provide quality resources Cite information Double check work before distribution	Use unreliable sources Neglect research
Authentic Human approach to communicating all information.	Use understandable terms Adopt positivity Remain human	Use internal lingo Belittle people for misinformation Use scare tactics
Passionate Fervent interest in the topics and concerns of the industry.	Engage in conversation Ask questions	Discount discussions Be lukewarm or closed-off

Polish

Nonprofit Financial Services

Polish Definition

Polish refers to the expected level of quality on anything we put out to the public, whether digitally or physically. It's also defined by the acronym of the same name: P.O.L.I.S.H.

Persistence

We work on a product until it meets our standard of quality.

What it looks like

Shooting a video until the associate on camera effectively conveys our message - verbally and nonverbally.

Asking for someone to review work; sometimes more than once

Objectivity

Messages we put out are not solely opinion-based. They're based on research and/or experience first and draw on those to inform.

What it looks like

Referencing a statistic or professional experience when making a recommendation.

Citing sources where appropriate for further reading.

Longevity

Creating material that lasts in terms of use and value

What it looks like

Creating a guide that's useful today and in the future for new people seeing it.

Intentionality

Dialogue and visuals are presented to make the best impression with our audience.

What it looks like

Using appropriate words to clearly explain a concept to someone who has no prior knowledge on the subject.

Backgrounds are clear of distractions or litter.

Subtley

Material we create is never in your face. We exist as a resource to serve and encourage others = not an over-the-top seeker of attention for attention's sake.

What it looks like

Logos do not take up significant space or attention on a flyer.

We do not post content that does not have a specific purpose or utility for our audience.

Holistic

We focus on the big picture, as well as the smaller, interconnected pieces that make up the whole.

What it looks like

The point of a video may be to explain the ERC, but we tie it back to why it's important to the audience and their goals.

We do not post content that does not have a specific purpose or utility for our audience.

Social Media Personae

Nonprofit Financial Services

Social Personae

Purpose

The purpose of these social media personae is to provide a sense of who you're speaking to when you're on camera. This helps make sure we're curating our messages to the audience appropriately.

Our audiences may change over time as we grow, and these personae are able to change with them.

Social Personae

Sage

Instagram, Facebook, Twitter, YouTube

Who They Are

A brand new associate working here at NFS

Very basal knowledge and has likely never heard of what you're talking about

Asks a lot of questions

Forgets things you've told them, so you'll have to remind them a bit.

Social Personae

Leo

LinkedIn

Who They Are

Curious, especially where business is concerned

An educated, intellectual, lifelong learner

Open to opportunities

Achiever who wants to achieve more

Likes to read (especially relevant articles and publications)

A peer in the space who may be a small business owner

Target Audience

Nonprofit Financial Services

Target Audience

Overview

People who are interested in starting a business or who already have.

People who are interested in elevating their business or seeking extra resources and support for them and their business.

Target Audience

Persona - Elaine

35 years old

Married with no kids

Lives in Boerne, TX

Likes to get her news from Facebook, Instagram, and Twitter, as well as via email

Wants to start a floral business after having designed arrangements as a freelancer for weddings for 3 years

Doesn't really understand everything that goes into starting a business and needs some help



Target Audience

Persona -Jose

28 years old

Not married

Lives in San Antonio, TX

Avid social media user,
including Instagram and
LinkedIn

Owns a landscaping
business that has really
taken off in the past year

Wants to know what his
next steps are, in terms
of growing his business



Letterhead

Nonprofit Financial Services



Jorge Grajales
Client Services Officer

March 30, 2023

This is just filler text to show the letter head in action. The letter head is primarily used for email correspondence, but will work perfectly fine for print. This design is simple and clean - a style we strive for at NFS. The letterhead still leaves plenty of room for an associate to write a detailed letter to a client or partner while still maintaining a clean sense of organization.

Please keep in mind that letterheads do not have to be used in all situations. They're mainly used when official correspondence is being sent on behalf of NFS. It's kind of like "from the desk of," except it's from the desk of NFS. We want to be able to give clients and future clients the idea that we are entirely put together and know what we're doing - because we do!

This is just filler text to show the letter head in action. The letter head is primarily used for email correspondence, but will work perfectly fine for print. This design is simple and clean - a style we strive for at NFS. The letterhead still leaves plenty of room for an associate to write a detailed letter to a client or partner while still maintaining a clean sense of organization.

Please keep in mind that letterheads do not have to be used in all situations. They're mainly used when official correspondence is being sent on behalf of NFS. It's kind of like "from the desk of," except it's from the desk of NFS. We want to be able to give clients and future clients the idea that we are entirely put together and know what we're doing - because we do!

Regards,

Alexandra Miles

Alexandra Miles
Communications Associate



(210) 306.4445



tax.nfs.org



8015 Bandera Rd. #103
San Antonio, TX 78250