



**NIGHTINGALE**  
**WEALTH SOLUTIONS**

**2023 BRAND GUIDE**

## OVERVIEW

Branding is most effective when the identity is consistently executed over time, allowing customers, partners and employees to associate positive connections with NWS.

This guide is designed to help Nightingale Wealth Solutions (NWS) and their partners maintain the integrity of the brand as it is expressed in marketing and communications. It is essential that all public and private communications reinforce the values which is core to the NWS mission and vision.

## MISSION

At Nightingale Wealth Solutions, our mission is to empower our clients to confidently navigate their financial journey by consistently prioritizing their best interests, fostering genuine relationships built on trust, and providing exceptional communication and support.



## THE LOGO

At Nightingale Wealth Solutions, we embody a spirit of strength, intelligence, and unwavering resolve. Our brand is represented by a golden wing resembling strength and abundance, soaring to new financial heights.

We speak boldly and honestly to help our clients break through any discomfort towards financial interactions and chart new paths toward financial success. Our team of fiduciary advisors represents the best and brightest in the industry, with a depth of knowledge and expertise.

Our sophisticated approach to financial planning is unmatched, with personalized strategies tailored to your unique needs and objectives. So if you're ready to take your financial future to the next level, let Nightingale Wealth Solutions guide you toward prosperity and abundance. Together, we can make history and leave a lasting legacy that will be remembered for generations.



## USE OF THE LOGO

Maintaining a safe zone around the logo helps maintain the emphasis on the NWS brand identity, and prevents overshadowing the brand by other design elements.

A safe zone of unit X as shown to the right should be used, which is based on the height of the NIGHTINGALE brand name.

Background images may be used in a manner that does not visually overpower the logo, and maintains emphasis on the brand identity.



## USE OF THE MARK AND WING

When an icon or graphic is desired, the mark element and/or wing may be used.

The wing is typically used as a background to pages, and is shown in 'ghosted' form as seen here.

The mark is best suited as an icon when including the full logotype is not practical.

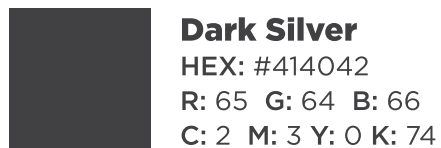
Neither mark or wing graphic should be used alone to convey the NWS identity apart from using the full logo.



## LOGO COLOR VARIATIONS

The logo may be reproduced on light or dark backgrounds. When on a dark background, the colors used in the logotype are altered to contrast well, and maintain visual impact consistent with its use on a light background.

The official logo colors are represented below



Note that on dark backgrounds, the logotype colors shift to a combination of white and bright gold.



## COLOR PALETTE

The full official color palette for NWS are represented below, with values for web (Hex/RGB) and print (CMYK).

Other secondary colors may be used as needed but they must harmonize visually with this color palette in tone.

### PRIMARY COLORS



**Dark Gold**

HEX: #C59433  
R: 197 G: 148 B: 51  
C: 0 M: 25 Y: 74 K: 23



**Dark Silver**

HEX: #414042  
R: 65 G: 64 B: 66  
C: 2 M: 3 Y: 0 K: 74



**Bright Gold**

HEX: #CBB42F  
R: 203 G: 180 B: 47  
C: 0 M: 11 Y: 77 K: 20

### SECONDARY COLORS



**Charcoal**

HEX: #2D2D2D  
R: 45 G: 45 B: 45  
C: 0 M: 0 Y: 0 K: 82



**Silver**

HEX: #A0A3A6  
R: 160 G: 163 B: 166  
C: 4 M: 2 Y: 0 K: 35



**Warm Gray**

HEX: #D6CFC1  
R: 214 G: 207 B: 193  
C: 0 M: 2 Y: 10 K: 16



**Dusky Blue**

HEX: #587597  
R: 88 G: 117 B: 151  
C: 42 M: 23 Y: 0 K: 41



**Cool Gray**

HEX: #BBC3CD  
R: 187 G: 195 B: 205  
C: 9 M: 5 Y: 0 K: 20



**Medium Green**

HEX: #7DA972  
R: 125 G: 169 B: 114  
C: 26 M: 0 Y: 33 K: 34



**Medium Warm Red**

HEX: #BC5C3E  
R: 188 G: 92 B: 62  
C: 0 M: 51 Y: 67 K: 26



**Medium Violet**

HEX: #764A86  
R: 118 G: 74 B: 134  
C: 12 M: 45 Y: 0 K: 47

## TYPOGRAPHY

Fonts selected for NWS communications are chosen for their distinctiveness and readability in both online and offline applications.

**Gotham** is to be used for body text where legibility is the primary need

**Bellefair** is a titling face used for headings or large sizes. It should not be used at small sizes for body text.

**Gotham may be purchased and downloaded here:**

<https://www.typography.com/fonts/gotham/styles>

**Bellefair may be downloaded here:**

<https://fonts.google.com/specimen/Bellefair>

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# Gotham

Gotham Book      *Gotham Book Italic*

Gotham Medium      *Gotham Medium Italic*

**Gotham Black**      ***Gotham Black Italic***

# Bellefair

# BELLEFAIR





## MESSAGING AND TONE

**MARKETING TONE OF VOICE:** Nightingale Wealth Solutions is your trusted financial advisor, offering expert guidance and support with a personal touch. We believe in empowering our clients with financial education, customized plans, and ongoing coaching to help them achieve their goals and leave a lasting legacy.

**WHY THIS TONE OF VOICE:** Nightingale Wealth Solutions is a company built on the principles of compassion, integrity, and devotion. As a strong, proud, and independent woman lead business in a predominantly male-dominated industry,

I believe in the power of compassion, empathy, and authenticity to build trust and meaningful relationships with my clients. We create a safe and supportive environment where clients feel comfortable sharing their financial concerns, challenges, and dreams.

We understand that wealth accumulation is not an end in itself...but rather a means to a greater purpose: to build a better world for ourselves, our families, neighbors, and our community. That is why we work intensely to provide our clients with the best financial advice tailored to their unique needs and aspirations.

We are not bound to any particular financial company or product, but instead, we are committed to finding the best solutions for our clients, both in terms of investment and strategy.

We firmly believe that financial planning is not just about numbers but also about the people who have entrusted our team and our services. Nightingale Wealth Solutions' priority is to build deep and meaningful relationships with our clients based on trust, respect, and mutual understanding.

We are proud to serve successful, ambitious, and driven clients who also maintain a strong sense of community and responsibility.

We are here to help you succeed and to make the world a better place, one family and investment at a time.



## MESSAGING EXAMPLE

### **SPEAKING IN THE TONE TO POTENTIAL CLIENTS:**

Whether you're a business owner, a high-net-worth individual, or a family looking to secure your future, we can help you navigate the financial landscape confidently.

Our team of experienced fiduciary advisors will work with you to create a personalized financial plan that fits your unique circumstances and aspirations. With our 6-step systematic approach to all client portfolios, your unique vision of financial success will become a reality. We will support you in implementing the plan, ensuring you stay on track and achieve your desired financial outcomes.

With Nightingale Wealth Solutions, you can rest assured that you have a trusted partner on your side, dedicated to your financial success, your lasting legacy, and your peace of mind.

Contact us today to schedule a complimentary consultation and start your journey toward financial freedom and legacy-building.

## MESSAGING CORE VALUES

When writing public-facing marketing materials, NWS values should be communicated in a way that is both clear and natural.

The list here to the right represent these core values and themes that should be present in written communication, as much as is practical.

- 1. Accountability**
- 2. Integrity**
- 3. Communication**
- 4. Trust**
- 5. Family**

## EXAMPLES

The following examples show possible uses of the logo in materials using this branding system. They are not final designs, but are meant to help guide the design of future marketing.

