



Brand Guidelines

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Brand Messaging

This document outlines the brand messaging for NCS Credit and its usage. This robust and consistent platform provides a strong foundation from which all messaging should stem. Employing this brand message ensures all stakeholders communicate the brand clearly, concisely and most importantly, consistently while ensuring it reinforces the benefits of partnering with NCS Credit.



Proven Process

It's not just a business transaction; it's a partnership built on trust and communication. We cultivate a strong and collaborative relationship where our customers' goals become our own, and success is a shared journey. Our pride comes from helping customers mitigate risks and ensuring they are in the best possible position to get paid.

Service

It's not just a business transaction; it's a partnership built on trust and communication. We cultivate a strong and collaborative relationship where our customers' goals become our own, and success is a shared journey. Our pride comes from helping customers mitigate risks and ensuring they are in the best possible position to get paid.

Guidance

We integrate education directly into our service. Our customers are eager to learn from our expertise, and we have the power to equip them with the knowledge and tools they need to be their own credit heroes. We stand as a reliable and accessible resource, offering the necessary guidance and support for our customers' success.

Expertise


With decades of experience skillfully protecting accounts receivable through customized UCC filing and mechanic's lien solutions and leveraging security in commercial collections, our reputation sets us apart as the trusted choice. Customers turn to us not only for solutions but for ongoing guidance and strategic insights to position them for success.

Convenience

Time is invaluable, which is why we are here to alleviate our customers' burdens. By assuming the risks, streamlining intricate processes and securing valuable assets, we take on the complexities that often divert their attention, giving them time to focus on running their business.

Dedication

At NCS, we are committed to seeing things through from start to finish. It goes beyond transactions, fostering lasting and mutually beneficial partnerships with each customer. Our support begins with establishing robust asset protection measures and extends until our customers receive the deserved compensation for their work.



We believe
everyone deserves
to get paid for the
work they do.



Our Three Uniques

Credit Ally

Experienced individuals who guide and oversee the process.

Know-How

Expertise, insight, and skill, seamlessly integrated with technology.

Tailored Solutions

Expertly guide you through selecting tailored solutions from protection to collection making you the CREDIT HERO.

Brand Attributes

A brand, much like a person, has certain identifiable features that highlight its values, personality and characteristics apart from other brands.

The business traits of NCS Credit are...

01

Accountable

02

Honest

03

Fair

04

Transparent

05

Reputable

06

Efficient

07

Informative

08

Trustworthy

09

Leader

10

Knowledgeable

11

Genuine

12

Partner

Brand Tone

Conversational → but not informal

Sophisticated → but not stuffy

Engaging → but not overwhelming

Straightforward → but not boring

Confident → but not arrogant

Example:

You need to get paid, and NCS Credit has been helping businesses do just that for more than 50 years. We have the information and trusted expertise you need to secure receivables, minimize credit risk and maximize profitability.

Core Values



Determined

Do what it takes.

We go above and beyond to meet the needs of our customers - whether that's staying late, coming in early, or developing a unique solution to fit each customer's particular need. We will exceed our customer's expectations in all we do.

Go the extra mile.

Do more than expected.

Never give up.



Conscientious

Do it the best right way.

We take pride in our work and produce quality results. Customers can feel confident using our services knowing that we are ensuring the utmost care in managing their accounts.

Be meticulous.

Do the right thing.

Customer's best interest is top priority.



Inquisitive

Never stop learning.

We want to know more. Our team has a thirst for knowledge, a grown mindset, and we won't leave a stone unturned to uphold our commitment to our customers.

Ask questions: especially when something does not seem right.

Pursue personal and professional growth.

Always ask, "How will this help our customers?"



Community

Everyone matters.

We care about each other. As an inclusive workplace, we encourage employees to be comfortable bringing their authentic whole selves to work. If you're driven to perform, you'll fit right in. We approach our work fearlessly, learn quickly, improve constantly. As a community, we treat each other with respect, dignity, and kindness.

Be our best and do our best.

Positively interact and communicate with customers, attorneys, team members and departments.

Show gratitude.

Brand Identity

Visual identity is one of your company's most important assets. Done right, it will maintain consistency and professionalism across every internal and external touch point. A brand style guide ensures brand fidelity when the visual elements are incorporated into any digital or physical executions, such as print advertising, digital banners, collateral, presentations, proposals, apparel, etc. This document will ensure brand assets are used correctly and efficiently.



Primary Logo

The symbol has three colors that represent the three main service groups at NCS Credit. The slogan is “From Protection to Collection” and appears only with the horizontal version, when sizing and space permits.

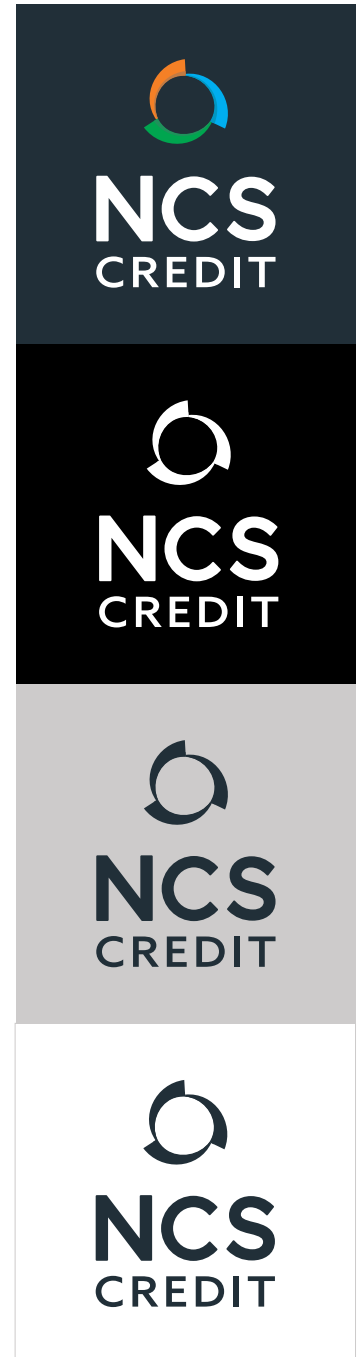


Official Logo, Light Background, Horizontal

Primary Logo



Official Logo, Light Background, Vertical



Logo, Color Usage



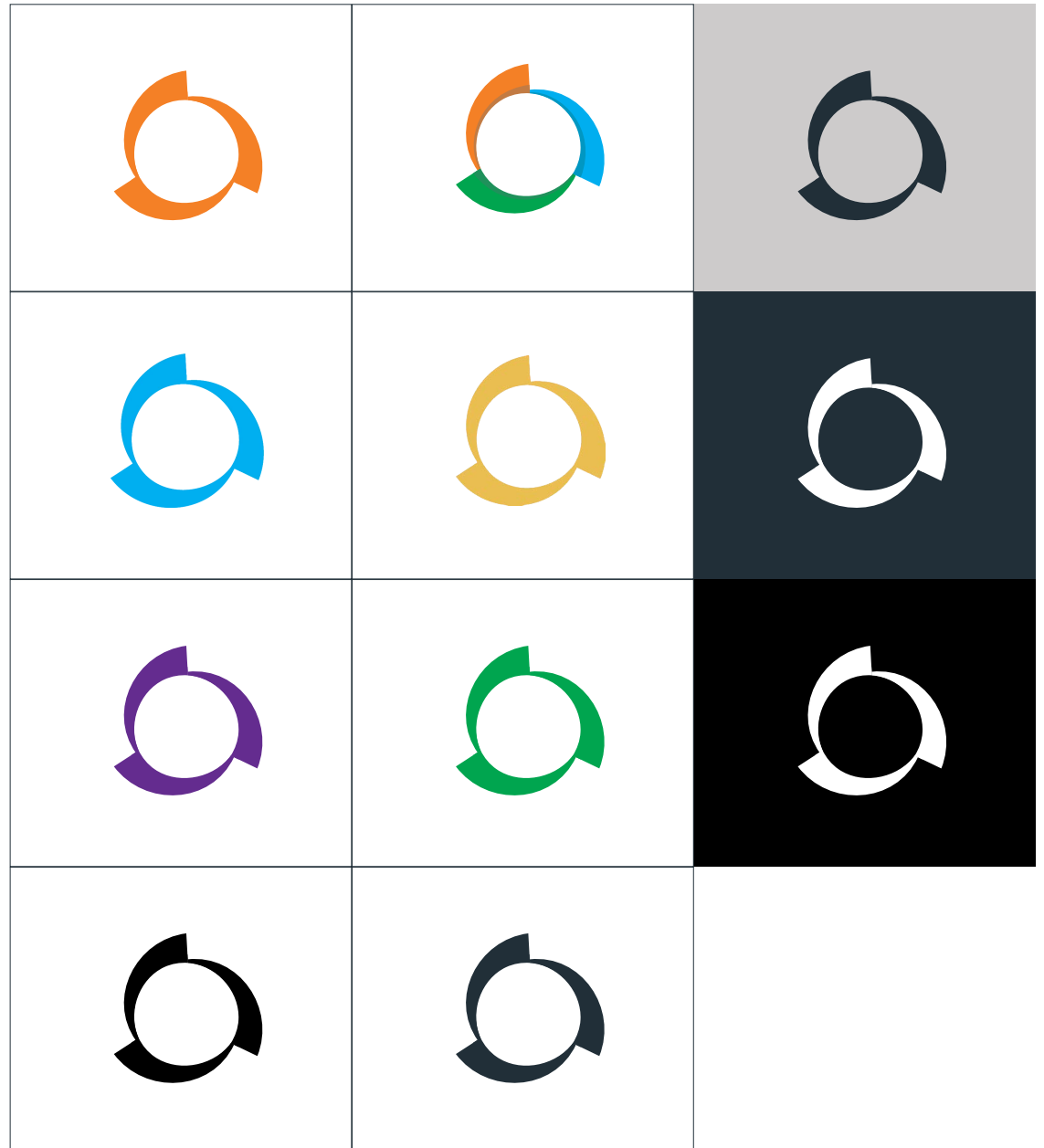
Logo, Clear space

Padding, also known as white space, is the empty space between and around individual elements of a page layout. It is used to allow visual breathing space.



Logo Mark

The NCS Credit mark can also be used in a single color format. The logo can be used on a white background or reversed to white over a single background color. Only use approved branded colors and their tints.



Partner Lock-ups

Often times, the NCS Credit logo is locked up and paired with one of the partner logos. Here are examples of a horizontal and vertical lock-up. In both cases, the NCS Credit logo is before the partner logo.



PARTNER



PARTNER

Logo Misuse

Just as it is important to know how to use the NCS Credit logo, it is equally important to understand what NOT to do. To the right are examples of the most common, but certainly not all, misuses that can happen with the logo.



DO NOT squeeze or distort the logo
DO NOT change the logo color order



DO NOT angle the logo



DO NOT add transparency to the logo



DO NOT add shadows or effects to the logo
(Especially white backgrounds)



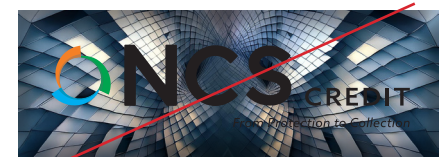
DO NOT alter the colors of the logo



DO NOT use off-branded colors in the logo



DO NOT place the full-color logo on background colors other than approved brand colors



DO NOT place the logo onto busy photos. See page 23 for an appropriate logo and photo treatment

Photo Overlays

Occasionally, the NCS Credit logo may need to be placed over top an image. In these situations, proper treatment of the photo is vital for both the logo and photo to be legible.

These treatments could be as simple as selecting a photo that provides ample contrast. If the a photo doesn't offer standalone contrast, adding a transparent or filtered colored overlay can help aid in the contrast. There are no specific settings when using a color overlay, so please pay close attention to the opacity level to ensure both photo and logo are legible.


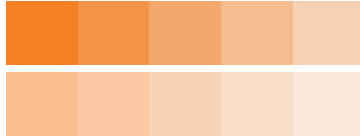



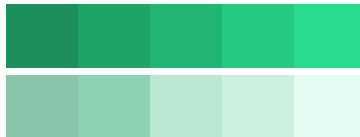

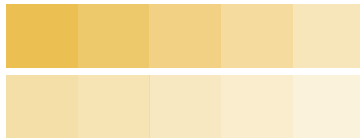

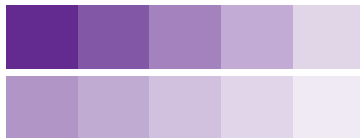




Color Palette

Color can hold an immense amount of power over us. Here we outline exactly how color should be applied in all communications, both digitally and in print.

There are five colors that represent all NCS Credit services. Orange represents our Collection Services; Blue represents UCC Services, Green represents Notice & Mechanic's Lien Services; Gold represents Education & Resources; Purple represents Lien Finder, and Dark blue (appears almost Charcoal Grey) is used as a secondary color. Black can be used for contrast and depth.

These are the brand colors that should be used for any NCS Credit print and digital applications.

		Collection Services CMYK: 0, 61, 97, 0 RGB: 245, 128, 37 HEX: #F58025
		UCC Services CMYK: 100, 0, 0, 0 RGB: 0, 174, 239 HEX: #00AEEF
		Notice & Mechanics Lien Services CMYK: 100, 0, 100, 0 RGB: 0, 166, 81 HEX: #00a651
		Education & Resources CMYK: 8, 24, 80, 0 RGB: 235, 191, 81 HEX: #EBBF51
		LienFinder™ CMYK: 75, 100, 0, 0 RGB: 102, 45, 145 HEX: #662D91
		All Purpose CMYK: 184, 68, 55, 56 RGB: 33, 47, 57 HEX: #212F39

Typography

These are the guidelines for the brand fonts that should be used, as well as secondary Microsoft Office substitutes. We recommend downloading *Raleway*, since it is a free Google font and easily accessible. Please follow these guidelines on how to use the fonts to create a hierarchy for any print or digital communication.



Font Family

Website

Headline: Sanchez, Raleway

Body Copy: Open Sans

Ads and Social Media

Raleway

Print

Headline: Sanchez, Raleway

Body Copy: Open Sans

PowerPoint Presentations

Headline: Sanchez, Raleway

Body Copy: Open Sans

Alternative, All-Purpose Fonts

Myriad, Opens Sans, Azo Sans

Icons and Symbols

Font Awesome

Aa

Raleway, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Raleway, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Raleway, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

Sanchez, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Sanchez, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa

Open Sans, Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Symbols & Icons

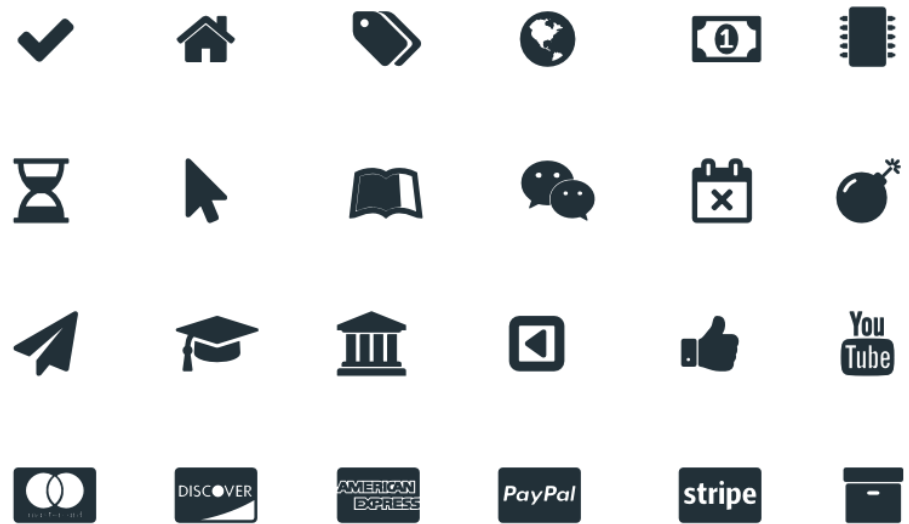
Visit <https://fontawesome.com/icons> and search for these common NCS Credit symbols:

Search "Construction" | Filter > Solid > Regular

Search "Dollar" | Filter > Solid > Regular

Search "Lock" | Filter > Solid > Regular

All symbols and icons shown in this example can be found on fontawesome.com.



Symbols - Core Values

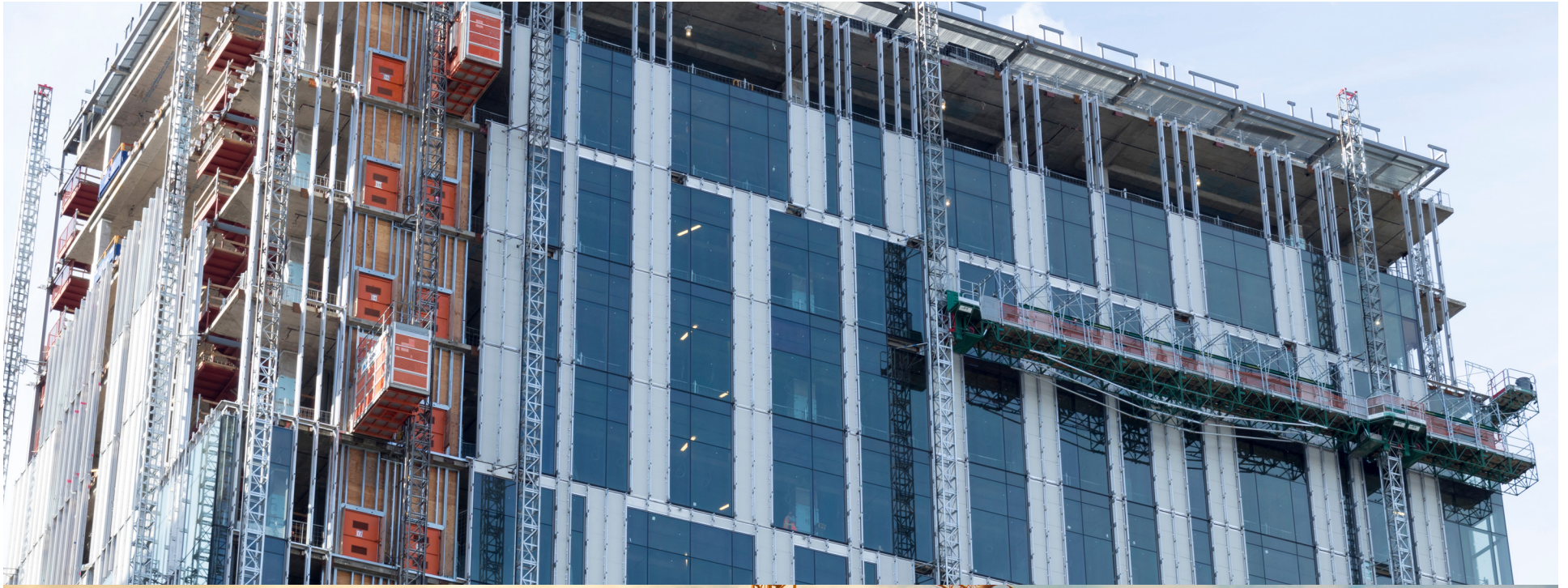
To the right is a sample of the icons used as a representation of the company Core Values. When using icons, keep the size, spacing and scale the same for consistency.



Imagery

The images used to represent a brand matter! In many ways they are just as important as the copy and design. Images help customers and prospects connect to the brand. It is a way for them to quickly understand and envision their future with NCS Credit.







Brand Image

Each person represents a service group at NCS Credit. The ideal persona used by NCS Credit is a middle-age woman or man, professional in business casual attire or casual, depending on which service group is being represented.



Collection
Services



UCC
Services



Notice &
Mechanic's Lien
Services



Education
& Resources



LienFinder

Thank You



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