

NFP Brand Style Guide

Updated April 2014

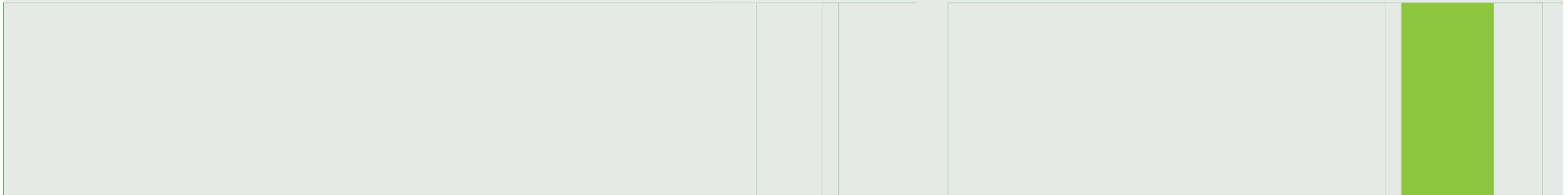


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The NFP Brand

The Importance of the NFP Brand

A corporate brand represents the relationship between a company and its many audiences: partners, customers, prospects, investors and employees. The brand represents our fundamental values and personality, which help to build trusted relationships that contribute to the long-term health and success of any company.

The NFP brand image takes shape as the result of everything we do — from the way we speak about our company, to the way we treat our customers, to our dealings with the world at large. As such, communicating through consistent visual and verbal messages is crucial to building a consistent and trusted brand.

Purpose of This Document

NFP is evolving — we're further integrating our business and our brand under the banner of a single company, and evolving our brand positioning to create a more consistent and holistic brand image across our businesses and critical customer touch points.

This document represents a set of brand identity principles intended to help our people understand the direction in which our brand — and its “look and feel” — are evolving. As a starting point, we want to help people understand the fundamental positioning of our brand, and how that positioning translates into visual and verbal communications.

Brand Positioning

NFP's positioning can be viewed as the "dictionary" statement about who we are, what we do, who we do it for, how we're unique in the industry and the value we provide to customers. The positioning reflects our go-to-market strategy today, and may be changed from time to time as market and competitive conditions change. It is meant to be clear and factual, to help our people and our agency partners clearly understand the brand platform, from which all other messaging and communications should be developed.

BRAND POSITIONING/NFP BOILERPLATE

NFP's benefits, insurance and wealth management businesses provide a broad range of advisory and brokerage services to companies and individuals, helping them preserve their assets and prosper over the long term. Our advisors partner with clients to help provide client-focused, and comprehensive solutions, backed by NFP's national scale and resources. NFP is a leader in the delivery of benefits solutions for companies of all sizes and in the delivery of life insurance and wealth management solutions for high net worth individuals. Our leading, independent broker/dealer offers a broad range of options from some of the nation's top investment companies.

Single-point Message

One of the challenges in communicating a desired brand positioning to the marketplace is how to capture the complete spirit of the brand – the entire story of the company’s distinctiveness – in just a few memorable words or a phrase.

We call this distillation of the brand platform the single-point message. In NFP’s case, we have selected a single-point message that also is being used as our tagline.

The tagline is specifically designed to communicate the partnership between NFP advisors and our clients, working together in a relationship where we can best determine the right products and services to meet our clients’ unique needs. Bringing all of NFP’s resources and expertise to bear, we help clients make the decisions today that will help them achieve their personal or business goals tomorrow.

SINGLE-POINT MESSAGE

Partner. Preserve. Prosper.™

HELvetica NEUE ROMAN, NFP DARK GREEN

HELvetica NEUE BOLD, NFP LIGHT GREEN

RECOMMENDED USAGE

When using the single-point message as a sign-off in concert with the NFP brand signature (e.g., on the back cover of collateral, or the bottom of an ad), use this recommended typeset style as shown above. (See section 10.1 for reference.)

It may also be used as verbal punctuation either as an opening headline or closing statement in marketing communications.

The single-point message should never be used as a lockup with the NFP brand signature or within body copy. And the words “Partner. Preserve. Prosper.” should never be out of order.

APPROVED USAGE

Partner. Preserve. Prosper.™



NONAPPROVED USAGE

~~Partner. Preserve. Prosper.™~~

~~Em ex eu factum vel eugait, velessit nim etumsan henit te consectet utatum quat ipsumsandre Partner. Preserve. Prosper. Accums andions equatetum zzriure tatuercil il delessecte com~~

~~Prosper. Preserve. Partner.~~



Messaging and Editorial Voice

The NFP editorial voice (the tone and style of the written word) reflects our fundamental personality, and should be consistent with our brand positioning and visual look and feel.

Historically, we have not focused on maintaining a single, companywide voice. Our company was functionally a group of owned firms, each with its own voice as well as visual look and feel.

Tone and Personality Attributes

Straightforward language, no industry jargon

Solution-oriented

- Optimistic and forward-looking, not encumbered by knowing too much

Knowledgeable, smart

- Confident in delivering insight and advice

Collaborative

- Approachable in simple language and use-case examples

Core Messaging

As a more highly integrated, single company, the NFP voice should reflect the following messaging points — whether the reader sees copy on the NFP website, corporate brochure or the collateral of individual NFP firms.

• **We Are Client Centric:**

Our experienced, client-focused advisors provide access to a wide choice of products, services and solutions. NFP advisors bring clients knowledge and insight that helps them make informed decisions with comfort and confidence.

• **Ours Is an Entrepreneurial Focus:**

NFP provides entrepreneurs and business leaders with the advantage of one coordinated and comprehensive resource across benefits, insurance and wealth management.

• **We Hold Ourselves to a High Standard:**

As a national, publicly held company, NFP has made substantial investments in compliance across its businesses, and holds to high standards for financial transparency and integrity.

• **We Deliver Innovative Solutions:**

NFP advisors have access to the knowledge and intellectual capital found within the company, as well as across NFP's leading membership organizations. This expertise, supported by the strength of our technology and tools, helps bring clients innovative solutions and sophisticated, effective planning ideas.

• **We Are Market Leaders:**

NFP is a leader in delivering benefits solutions and we are the number one independent life insurance distributor with many top-tier carriers. We provide high net worth individuals with sophisticated wealth management solutions and serve advisors with one of the country's leading independent broker-dealers. This leadership brings with it broad market access.

WRITING CHECKLIST

To help guide your writing, try to make sure that written materials speak directly to our customers, focusing on their business needs and how NFP can help. Following are some tips on how to achieve that editorial tone.

- Materials should speak “to” rather than “at” the customer, for example, using “NFP’s expertise delivers specific benefits to you, including ...” rather than “NFP’s expertise makes us one of the best advisors in the benefits, insurance and wealth management space ...”
- Whenever possible, writing should use the second-person voice; that is, explaining that “NFP can help you do XYZ” rather than “NFP helps organizations do XYZ.”
- The benefits to the customer should quickly become clear, so that customers can immediately understand “why should I care?”
- Text should be engaging and compelling, so that customers can see that NFP understands their business and that there is value in taking the desired action.
- Text should have a logical flow, using subheads that easily lead the reader through the material, with overviews or summaries at the top of more lengthy pieces.

Visual Brand Standards

Brand Signature

Brand Signature

The brand signature is the NFP logotype combined with the NFP brandmark.

Proper use of the brandmark helps us achieve consistent brand recognition in all of our communications. Our wordmark typeface, based on Helvetica Neue, communicates the humanistic and approachable relationship NFP wishes to promote as a trusted advisor. The NFP brandmark is made up of two interlocking shapes suggesting the “power of all of NFP coming together.” This metaphor introduces the concept of the “interlink” or “nexus” of opportunities for:

- Individual and Corporate Entrepreneur
- Advisor and Client
- Experience and Advocacy

Corporate Lockup

NFP’s corporate lockup is the combination of the brand signature with NFP’s three core capabilities, exemplifying its experience and expertise in these specific vertical markets. The corporate lockup is the preferred NFP logo and should be used at the top left corner of materials as often as possible and to “sign off” all marketing communications. It should also be used in applications where primary identification is paramount. For example: stationery/correspondence, marketing communications, corporate signage and premium items.

Alternate Configurations

Alternate stacked versions of the brand signature can be used only in instances where there is less than adequate horizontal space. For example: vertical banners or flags, cobranded materials, promotional and premium items.

Open Version

A modified, “open” version of the NFP brandmark has been created to facilitate instances dictated by specialized and/or limited reproduction methods such as silkscreening, engraving, embroidery, etc. This version should only be used in instances where the reproduction quality of the regular brandmark is greatly compromised due to limited production capabilities.

BRAND SIGNATURE



CORPORATE LOCKUP: BRAND SIGNATURE WITH CORE CAPABILITIES



OPEN VERSION



INCREASED WHITE SPACE IN-BETWEEN THE TWO SHAPES. THIS WOULD BE USED FOR EMBROIDERY OR SCREEN PRINTING.

5.1 Brand Signature Usage

Clear Space

Clear space is a spatial tolerance that provides adequate space above, below and to the sides of the NFP brand signature. This improves legibility and prominence in the context of page design or layouts. The diagram on the right demonstrates the minimum clear space requirements.

Minimum Size

There is a minimum recommended size for reproducing the NFP brandmark and brand signature. This size assumes the use of conventional offset printing methods. Use the modified “open” version for specialized and/or limited reproduction methods such as silkscreening, engraving, embroidery, etc.

Color Configurations

You may use the NFP logo only in the eight approved color configurations.

Logo Applications

The brand signature should be placed on white surfaces whenever possible and should NOT be used over photographic images or patterned backgrounds.

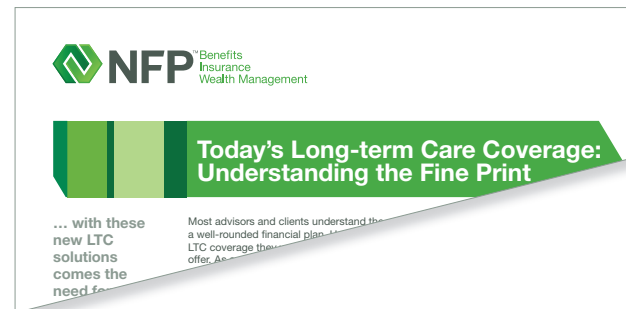
CLEAR SPACE



MINIMUM SIZE



APPROVED USAGE



NONAPPROVED USAGE



COLOR CONFIGURATIONS



FULL-COLOR GRADIENT



FULL-COLOR/PMS SOLID



ONE-COLOR TINT



ONE-COLOR BLACK



FULL-COLOR GRADIENT (REVERSE)



FULL-COLOR SOLID (REVERSE)



ONE-COLOR TINT (REVERSE)



ONE-COLOR WHITE (REVERSE)

Brand architecture is the framework for simplifying the way internal teams, clients and partners understand your business expertise and services. In an effort to unify the NFP brand, we have adopted a shared brand signature approach that aligns NFP firms, businesses and partner organizations within the NFP family.

The following describes each of the tiers depicted on the chart at right:

Corporate

As the overarching parent brand and source of value, the NFP brand signature with capabilities lockup should be used consistently on NFP corporate communications and as a sign-off for NFP firm communications signaling an endorsement.

Internal Divisions

Intended to align and identify resources, internal divisions are directed at internal teams, whether at the corporate or business level. While a specific typographic style has been developed to signify communications from these groups (see Section 10.3), they do not have unique brand identities. Instead, all communications sponsored by these internal divisions should be signed with the NFP brand signature.

NFP Offices

For offices that have client-facing presence, the NFP brand signature should always be used.

NFP P&C Private Client Group

This office should use the NFP secondary logo that excludes the three capabilities - Benefits, Insurance and Wealth Management.

Member Organizations

Member organizations refer to the NFP brand through the use of the brandmark, typographic style and color, while maintaining the individual equities defined by the sub-brand name and brand platform.

CORPORATE



INTERNAL DIVISIONS

**NFP Corporate Client Group
(CCG)**

**NFP Individual Client Group
(ICG)**

NFP Advisor Services

NFP OFFICES



NFP P&C PRIVATE CLIENT GROUP



MEMBER ORGANIZATIONS



For regulatory purposes, firms must disclose their legal name in all materials. Firms whose personnel conduct investment sales or services should submit materials for review by NFP Securities, Inc. or their applicable broker/dealer.

Typography

Primary

The sans serif font Helvetica Neue was selected for its attributes that embody the NFP brand: objectivity, approachability and humanism. This font is used primarily in printed collateral. All styles and weights should not be distorted in any way; for example, condensing, outlining or stretching.

Alternate (PC-Based)

Arial should be used as an alternate typeface for PC- and Web-based situations where Helvetica Neue is not available, such as PowerPoint text, or on-demand communications such as internal memos, letters, fax cover sheets.

To purchase the Helvetica Neue typographic family, contact NFP Marketing Communications.

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@#%&*()

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@#%&*()*

Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@#%&*()

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@#%&*()*

Helvetica Neue Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@#%&*()**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789!@#%&*()***

ALTERNATE FONT (PC-BASED)

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&*()

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#%&*()**

Color Palette

Our color palette has three families. The first is based on our landmark and corporate colors. The other two either support key unifying graphics (secondary) or provide a stage for the application of content (tertiary).

When determining the necessary colors for your marketing piece, always begin with the signature colors, NFP Dark Green, Light Green and Grey. For unifying graphic applications, begin by using NFP Dark Green and Light Green as principal colors, with a combination of complementary hues from the secondary palette. Use the tertiary palette of NFP greys and support colors for the staging or showcasing of charted or information-based graphics only.

PRIMARY CORPORATE

Begin with the signature colors. NFP greens and greys should be represented in all instances where the brand signature is displayed and with principal typography (e.g., headers).

NFP DARK GREEN PANTONE 349C PRINT 100C 0M 90Y 44K RGB 0R 112G 60B HEXADECEMIAL 00703C	NFP LIGHT GREEN PANTONE 362C PRINT 70C 0M 100Y 9K RGB 73R 169G 66B HEXADECEMIAL 49A942	NFP DARK GREY PANTONE 446C PRINT 21C 0M 23Y 75K RGB 76R 91G 82B HEXADECEMIAL 4C5B52
--	---	--

BRAND SIGNATURE PRINCIPAL COLORS

NFP LIGHT GREY PANTONE 442C PRINT 8C 0M 9Y 19K RGB 195R 205G 197B HEXADECEMIAL C3CDC5	NFP WHITE PANTONE N/A PRINT 0C 0M 0Y 0K RGB 255R 255G 255B HEXADECEMIAL FFFFFFFF	NFP BLACK PANTONE N/A PRINT 0C 0M 0Y 1000K RGB 0R 0G 0B HEXADECEMIAL 000000
--	---	--

SECONDARY

A selection of subtle shades of grey, as well as a range of support colors, has been provided for other applications (e.g., light background tints and keylines, bar charts and graphics).

NFP GREY 1 PANTONE 443C PRINT 12C 0M 12Y 30K RGB 165R 179G 171B HEXADECEMIAL A6B4AC	NFP GREY 2 PANTONE 444C PRINT 15C 0M 15Y 42K RGB 139R 155G 147B HEXADECEMIAL 8B9B93	NFP GREY 3 PANTONE 445C PRINT 20C 0M 20Y 65K RGB 94R 110G 102B HEXADECEMIAL 5E6E66	NFP SKY PANTONE 543C PRINT 40C 5M 0Y 24K RGB 168R 195G 229B HEXADECEMIAL A8C1E5
NFP MARINE PANTONE 534C PRINT 90C 60M 0Y 40K RGB 42R 60G 117B HEXADECEMIAL 2A3C75	NFP YELLOW PANTONE 116C PRINT 0C 15M 100Y 0K RGB 247R 198G 17B HEXADECEMIAL FFBA00	NFP ORANGE PANTONE 158C PRINT 0C 60M 100Y 0K RGB 255R 132G 0B HEXADECEMIAL FF8400	NFP CRIMSON PANTONE 180C PRINT 0C 90M 100Y 20K RGB 193R 57G 40B HEXADECEMIAL C13928

TERTIARY

A selection of complementary hues of green have been provided as support colors within the color areas of the unifying graphic band.

NFP GREEN 3 PANTONE 367C PRINT 32C 0M 59Y 0K RGB 179R 216G 140B HEXADECEMIAL B3D88C	NFP GREEN 4 PANTONE 376C PRINT 50C 0M 100Y 0K RGB 140R 198G 63B HEXADECEMIAL 8CC63F	NFP GREEN 5 PANTONE 368C PRINT 57C 0M 100Y 0K RGB 123R 193G 67B HEXADECEMIAL 7BC143	NFP GREEN 6 PANTONE 369C PRINT 59C 0M 100Y 7K RGB 109R 179G 63B HEXADECEMIAL 6DB33F
NFP GREEN 7 PANTONE 363C PRINT 68C 0M 100Y 24K RGB 67R 150G 57B HEXADECEMIAL 439639	NFP GREEN 8 PANTONE 348C PRINT 100C 0M 85Y 24K RGB 0R 136G 82B HEXADECEMIAL 008852	NFP GREEN 9 PANTONE 356C PRINT 95C 0M 100Y 27K RGB 0R 133G 63B HEXADECEMIAL 00853F	NFP GREEN 10 PANTONE 7483C PRINT 85C 0M 100Y 55K RGB 0R 99G 39B HEXADECEMIAL 006327

Color Palette: Proper Use

EXAMPLE 1



Do use NFP Primary Greens as the predominant color within the unifying graphic, with the secondary hues as accent colors.



EXAMPLE 2



Do use NFP Primary Greens for principal headline type. Do use NFP Greys for secondary text.



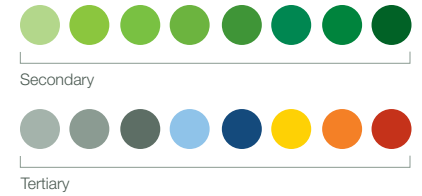
EXAMPLE 3



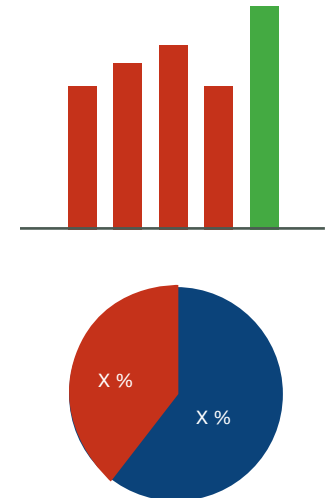
Do use white as the predominant background color for all materials.



EXAMPLE 4



Do use the full NFP color palette for support graphics such as bar charts and other diagrams.



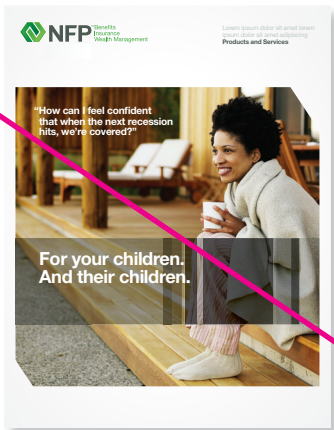
Color Palette: Misuse

EXAMPLE 1



Primary & Tertiary Greys

Do not use other colors in the palette within the unifying graphic band.



EXAMPLE 2



Primary & Tertiary Greys

Do not use NFP Greys for principal headline text.
Do not use NFP Greens for secondary text.



EXAMPLE 3



Primary



Tertiary

Do not use tints or dark colors within the palette for backgrounds.



EXAMPLE 4

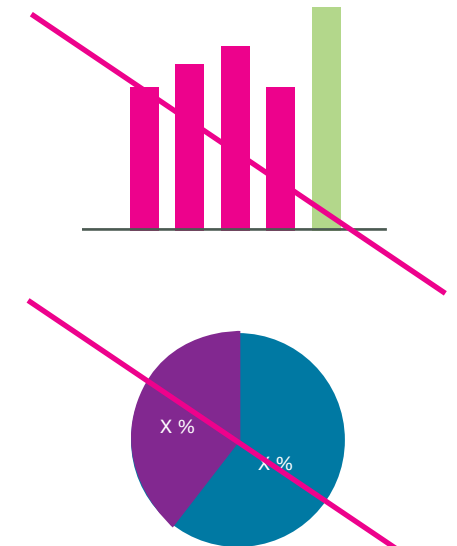


Secondary



Tertiary

Do not introduce new colors from outside the NFP palette.



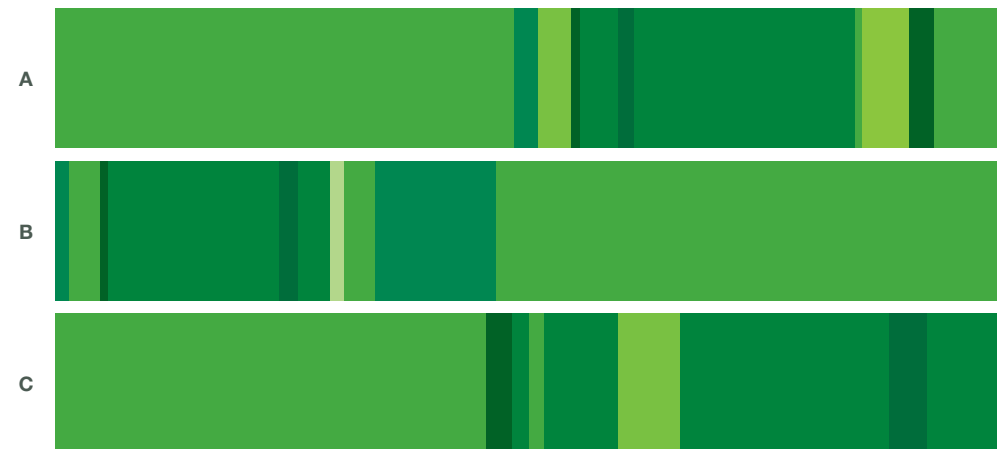
Unifying Graphics

To further reinforce the NFP brand identity, a series of graphic bands and a cornering device have been created to work in conjunction with imagery and as an isolated background. These elements are derived from the mark itself and, if used correctly, will help visually connect our communications.

The NFP graphic band can be used in a defined set of green hues from the secondary color palette. The bands can be used as overlays, extensions or contained within shapes. Bands within the graphic should never be angled or criss-crossed. They should either appear vertical or in some cases, horizontal, if the layout determines. The NFP corner notch is a strong and consistent graphic identifier of NFP and should be used properly on all materials.

NFP GRAPHIC BAND

Bands are segmented in random widths in a random series of green hues, to create an effect of an organic, layered, “levels of generational investment horizon.” There should always be a predominantly larger area of a principal NFP green (either light or dark, with the hues being more accents in the narrower band areas). This creates visual tension and interest, and balances against white space in a given layout.



8.1 Unifying Graphics Usage

AS OVERLAY

The NFP unifying graphic band can be overlaid as a translucent layer ovetop imagery. Choose imagery that is clean and simple, rather than complicated and busy, to maximize visual effectiveness. The graphic band can be any width or height and placed anywhere within the grid, depending on the composition and attributes of the background image.

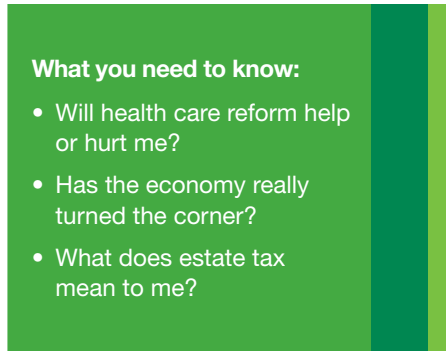
EXAMPLE



WITHIN GRAPHIC SHAPES

The NFP unifying graphic band can be placed within a containment graphic such as a box or rectangle. Make sure the bands within the graphic are not overly complicated or busy, and that there is a clear and distinct area of solid color. This creates a more interesting visual dynamic and allows any content housed within the graphic to be legible and emphasized.

EXAMPLE



AS TRANSLUCENT EDGING

The NFP unifying graphic band can be overlaid as a translucent layer edge ovetop one side of an image. Choose imagery that is clean and simple, rather than complicated and busy, so the translucent effect is optimized. The graphic band should complement the size and shape of an image area, creating a patterned or gradated extension.

EXAMPLE



Image Attributes and Selection

Imagery plays a very important role in conveying NFP's insight into what matters most to our clients, whether individual or corporate in nature. The imagery categories connect a definitive interplay between the everyday client environment (of both work and play) alongside depictions of engaged NFP advisors at work. It shows how NFP has the capacity to focus on both sides of client's professional and personal needs, offering a more rounded, holistic solution.

Note:

All images used in this document are for art direction and design intent only. Specific imagery needs and requests should be reviewed by NFP Marketing Communications.

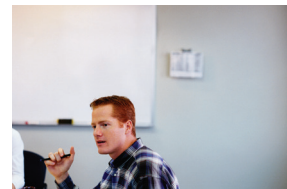
CUSTOMER-CENTRIC: PERSONAL



ART DIRECTION:

- Slice-of-life, documentary-style shots of customers in personal settings.
- Imagery should feel real and engaging, not posed or static. Subjects should not be looking into camera.
- Soft focus, depth-of-field and realistic color.

CUSTOMER-CENTRIC: PROFESSIONAL



9.0 Image Attributes and Selection Continued

Note:
All images used in this document are for art direction and design intent only. Specific imagery needs and requests should be reviewed by NFP Marketing Communications.

NFP ADVISORS



ART DIRECTION:

- Slice-of-life, documentary-style shots of NFP advisors working together with clients.
- Imagery should feel real and engaging, not posed or static. Subjects should not be posed, looking into camera.
- Soft focus, depth-of-field and realistic color.

Image Attributes: Misuse

USE IMAGERY THAT IS REAL AND ENGAGING

Imagery should have a “moment in time” look and feel; subjects should not be posed, static or looking into camera. People should feel real, not model-like. If possible, look for imagery with a soft focus, depth-of-field and realistic color.

EXAMPLE



DO NOT USE COLLAGES OR MONTAGES

Each image should be singular and capture a “moment in time,” either in a customer’s life or showing NFP in action. Avoid overly complicated montages or composites.

EXAMPLE



Putting It All Together

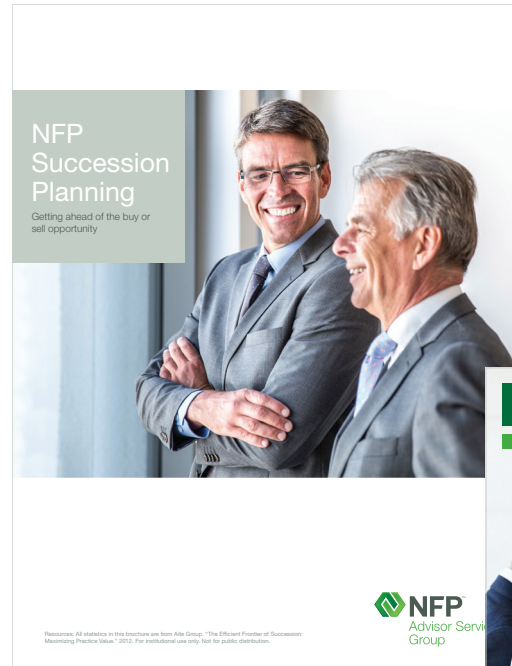
Putting It All Together

Where the NFP brand identity comes to life is through the choreography of our visual identity basic elements (VIBE) in the context of “real world” applications and communications.

Note:

The following pages showcase a range of exhibits in which the new VIBE system has been deployed.

None of the included examples are for actual reproduction. Imagery and copy are for demonstration and reference purposes only. Please contact NFP Marketing Communications for further details.



Do clients often look to you for recommendations beyond your capabilities? Partner with NFP Life and expand the services you offer, while maintaining your independence.

Backed by NFP, a leading provider of benefits, insurance and wealth management services, we provide you with the innovative solutions your clients demand, through comprehensive wealth management, scale / open architecture, technology, service and a unique culture.

Partner with NFP Life.
800-880-0060, Ext. 6310 | nplife.nfp.com

10380 0113 Copyright © 2013 NFP. All Rights Reserved. NFP Life and NFP Advisor Services Group (NFP ASG) are business segments of National Financial Partners Corp (NFP). NFP ASG includes NFP Institutional NFP Securities, Inc., member FINRA/SIPC, and NFP Investments, Inc.

10.1
Putting It All Together
Stationery: Business Card

Typography

A: Helvetica Neue Bold 7.5/9pt
B: Helvetica Neue Roman 7/8.5pt

Imagery/Graphics

C: NFP brand signature with capabilities lockup
D: NFP Secondary logo without capabilities lockup. For NFP P&C Private Client Group only.

Color



Trim Size

3.5" x 2"

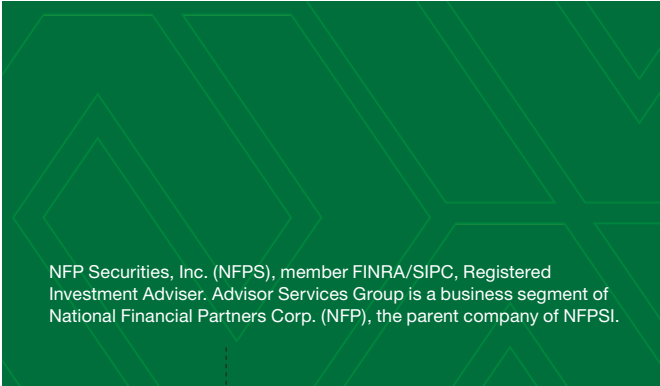
A C



First M. Lastname
Title
Department Name
NFP Securities, Inc.

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NFP Securities, Inc. (NFPS), member FINRA/SIPC, Registered Investment Adviser. Advisor Services Group is a business segment of National Financial Partners Corp. (NFP), the parent company of NFPSI.

B

A D

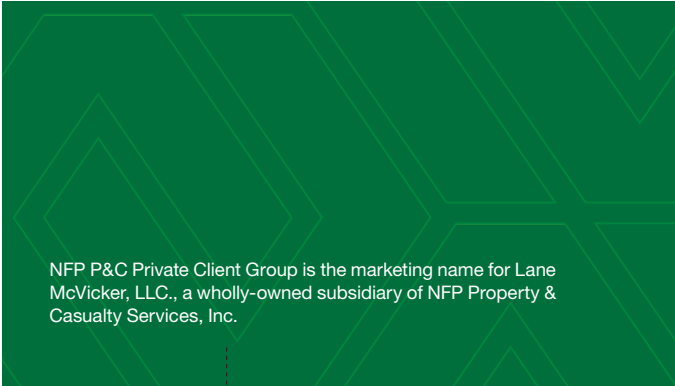


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Lane McVicker, LLC



NFP P&C Private Client Group is the marketing name for Lane McVicker, LLC., a wholly-owned subsidiary of NFP Property & Casualty Services, Inc.

B

10.1 Putting It All Together Stationery: Letterhead

Typography

A: Helvetica N 45 Light 8/11pt

Imagery/Graphics

B: NFP brand signature with capabilities lockup

C: PartnersFinancial logo

Color

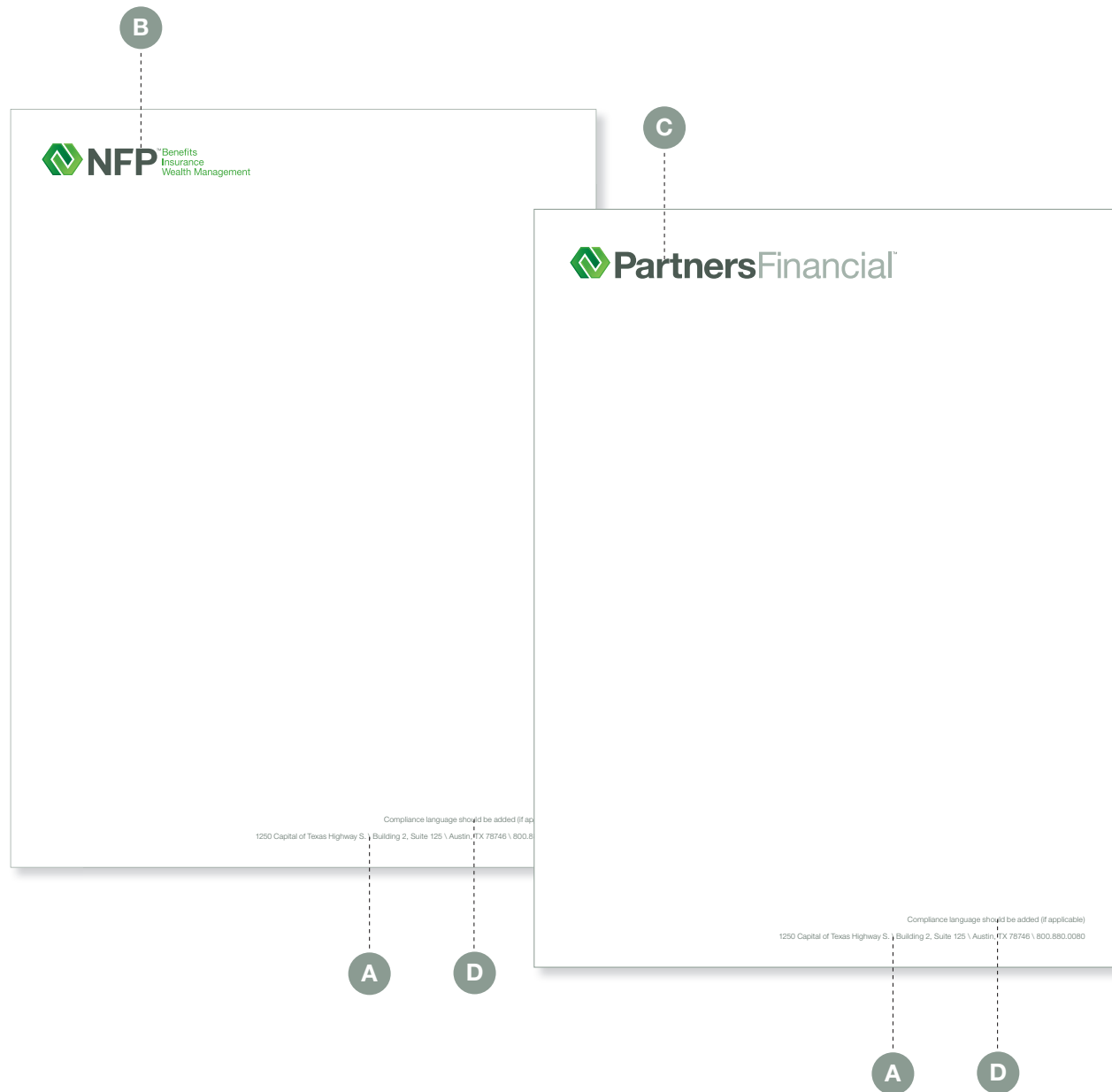


Trim Size

8.5" x 11"

Compliance Language

D: Add disclosures when applicable



10.1
Putting It All Together
Stationery: Envelope

Typography

A: Helvetica N 45 Light 8/11pt

Imagery/Graphics

B: NFP brand signature with capabilities lockup

Color

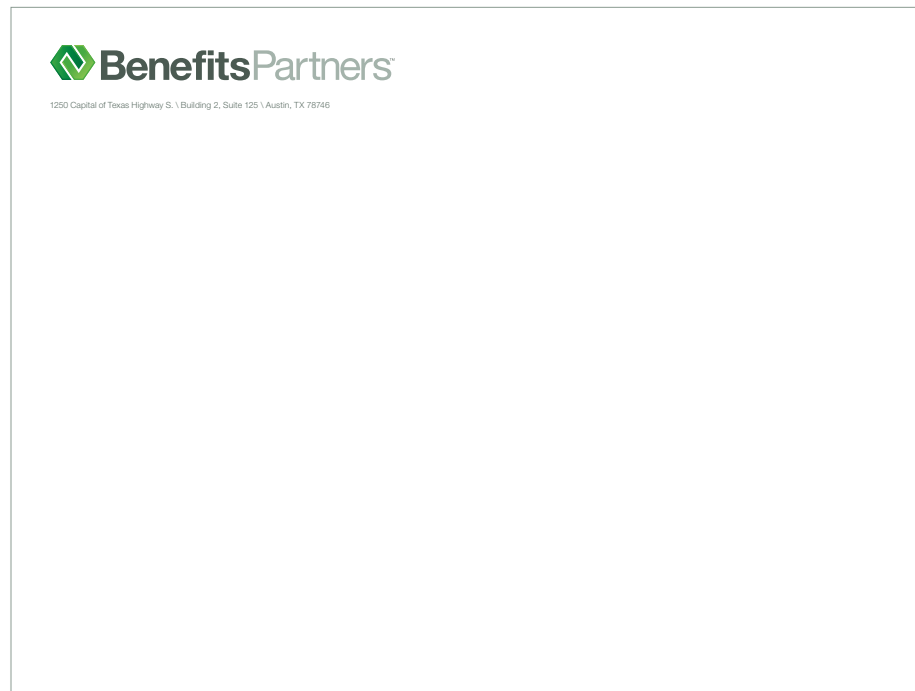


Trim Size

4.125" x 9.5"



#10 envelope



9x12" envelope

10.1
Putting It All Together
Stationery: Note card

Imagery/Graphics

A: NFP Tagline

B: NFP brand signature with capabilities lockup

Typography

C: Helvetica Neue 45 Light
8/11pt. Grey 3

Color

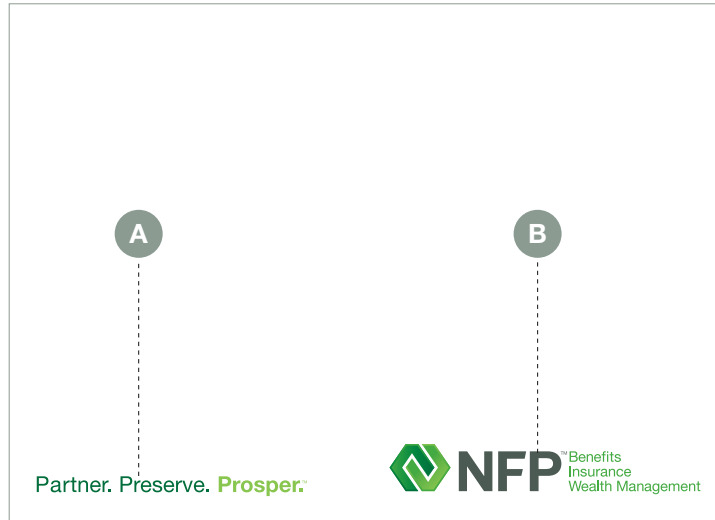


Trim Size

4.5x6.25"

Compliance Language

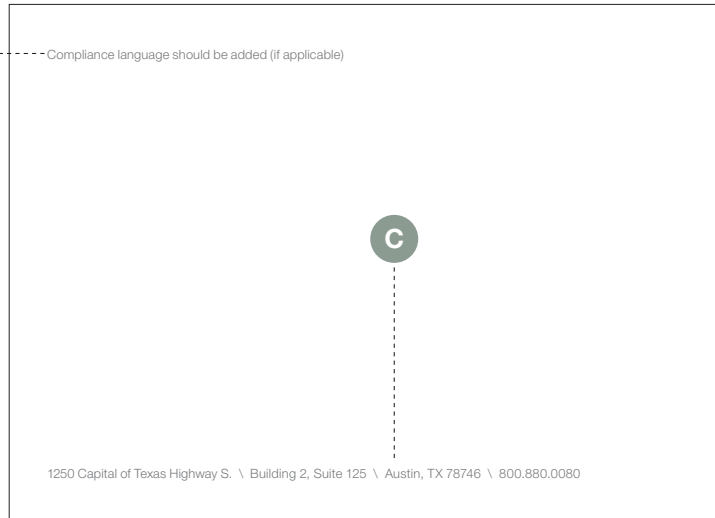
D: Add disclosures when applicable



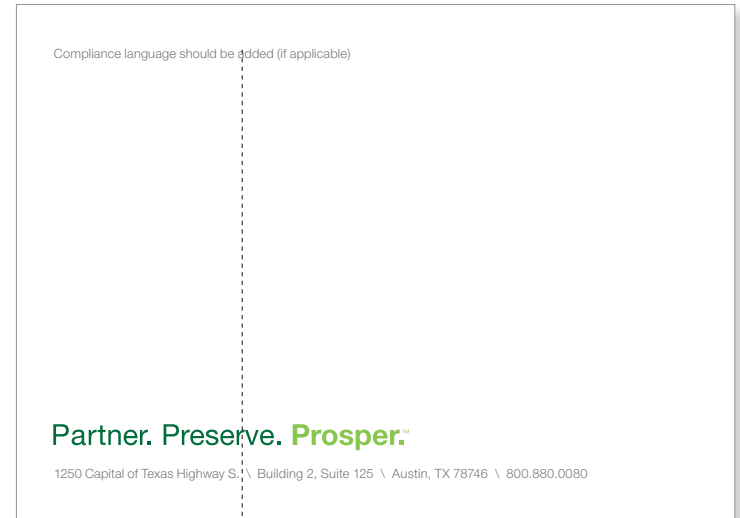
Card A Front



Card B Front



Card A Back



Card B Back



10.3
Putting It All Together
 Internal Collateral

Typography

- A: Helvetica N Bold 24/24pt
- B: Helvetica N Roman 16/20pt
- C: Helvetica N Bold 24/23pt

Imagery/Graphics

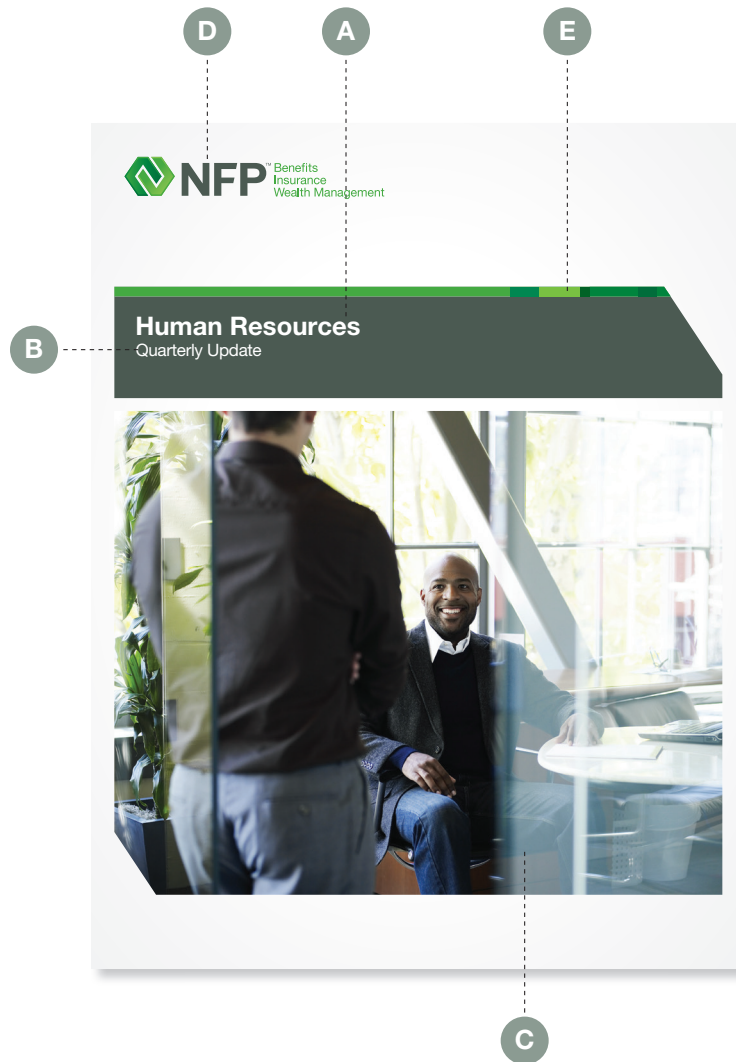
- D: NFP brand signature with capabilities lockup
- E: Unifying graphic band pattern

Color



Trim Size

- US: 8.5" x 11"
- INTL: 210mm x 297mm



10.4
Putting It All Together
Interior Spread

Typography

- A: Helvetica N Roman 8/10pt
- B: Helvetica N Bold 24/24pt
- C: Helvetica N Roman/Bold 10/13pt
- D: Helvetica N Bold 42/42pt

Imagery/Graphics

- E: Unifying graphic band pattern

Color



Trim Size

- US: 8.5" x 11"
- INTL: 210mm x 297mm

A

NFP is a nummy nonsequat, commolore mod ex exer adio do od doloreo do erosto diam vulla aut eummy nibh ea feugero estie feugiat in verestrud moloborper si blaorem ill ita nonsectet aut veliquis euis nonseque vulla magna conullu msandre do er sectem quipism odolore facum velesti onullam zzriure dolensidret wisit wis dolummy nulla adit, quismodit praestrud tem quat.

B

E

D

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Body Header

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C

10.8 Putting It All Together Website

Typography

A: Headline text: Helvetica N Roman/Bold
B: Secondary text: Arial

Imagery/Graphics

C: NFP brand signature with capabilities lockup
D: Principal homepage image
E: Unifying graphic band pattern

Color



10.9
Putting It All Together
Email Signature

Typography

- A: Arial Bold 9/11pt
- B: Arial Regular 9/11pt
- C: Arial Italics 9/11pt

Color

- Grey RGB: 94/110/102

CORPORATE / INTERNAL

A

Name (First, Middle Initial, Last)

B Title (ex. Vice President, Disability Insurance)

C *Dept. (ex: Corporate Benefits, NFP Executive Benefits, Insurance Marketing Services)*
NFP Insurance Services, Inc.

B 1250 Capital of Texas Hwy. S. | Building 2, Suite 125 | Austin, TX 78746
P: 512.697.6000 | F: 512.697.5000 | email@nfp.com | www.nfp.com

 **NFP**™ Benefits
Insurance
Wealth Management

NFP OFFICES


A

Name (First, Middle Initial, Last)

B Title (ex. Regional Vice President, Account Manager)

C *Business Line (ex: NFP P&C Private Client Group, NFP Corporate Services (NY), LLC)*

B 340 Madison Avenue | 21st Floor | New York, NY 10173
P: 212.301.4000 | F: 212.301.4100 | first.last@nfp.com | www.nfp.com

 **NFP**™ Benefits
Insurance
Wealth Management

10.9
Putting It All Together
Email Signature with Social Media Option

Typography

- A: Arial Bold 9/11pt
- B: Arial Regular 9/11pt
- C: Arial Italics 9/11pt

Color

- Grey RGB: 94/110/102

A


CORPORATE / INTERNAL WITH SOCIAL MEDIA OPTION



Name (First, Middle Initial, Last)

B Title (ex. Vice President, Disability Insurance)

C B Dept. (ex: *Corporate Benefits, NFP Executive Benefits, Insurance Marketing Services*)
NFP Insurance Services, Inc.

B 1250 Capital of Texas Hwy. S. | Building 2, Suite 125 | Austin, TX 78746
P: 512.697.6000 | F: 512.697.5000 | email@nfp.com | www.nfp.com

 **NFP**™ Benefits
Insurance
Wealth Management

Connect with NFP   

A

NFP OFFICES WITH SOCIAL MEDIA OPTION

Name (First, Middle Initial, Last)

B Title (ex. Regional Vice President, Account Manager)

C B Business Line (ex: *NFP P&C Private Client Group, NFP Corporate Services (NY), LLC*)

B 340 Madison Avenue | 21st Floor | New York, NY 10173
P: 212.301.4000 | F: 212.301.4100 | first.last@nfp.com | www.nfp.com

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Questions & Contacts

These Guidelines give you valuable guidance to help build marketing communications that reflect the spirit and personality of the NFP brand.

If you have any questions, or would like more information about implementing the NFP brand, please contact NFP Marketing Communications.

Digital files of the logo library and other marketing communications templates will be provided upon request from NFP Marketing Communications.

Billy Snelson

Creative Director
Marketing Communications

NFP

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Austin, TX 78746
T 512.697.6176
billy.snelson@nfp.com