

# NCB Tax Strategy

Simple Brand Style Guide · Version 1.0



## BRAND IDEA

### Established counsel for business owners.

NCB Tax Strategy should feel established, steady, intelligent and personal - a trusted advisory firm that helps SMB service-company owners make better financial decisions. The identity intentionally avoids trendy tax icons, calculators and growth charts in favor of a restrained wordmark that can age well.

## COLOR SYSTEM

|                                                                                     |                          |                                        |
|-------------------------------------------------------------------------------------|--------------------------|----------------------------------------|
|  | <b>Ink</b><br>#122232    | Primary logo, headlines, body emphasis |
|  | <b>Brass</b><br>#AE7A41  | Rules, small accents, premium emphasis |
|  | <b>Sand</b><br>#F5F0E6   | Warm secondary backgrounds             |
|  | <b>Ivory</b><br>#FDFBF7  | Primary background                     |
|  | <b>Muted</b><br>#59626E  | Secondary/helper copy                  |
|  | <b>Border</b><br>#DFDBD2 | Rules, cards and subtle dividers       |

## TYPOGRAPHY

|                          |                                                |
|--------------------------|------------------------------------------------|
| <b>Fraunces SemiBold</b> | Display / headlines / key numbers              |
| <b>Public Sans</b>       | Body copy / navigation / buttons / labels / UI |

Use Fraunces sparingly and confidently. Use Public Sans for clarity and utility. Avoid adding additional typefaces unless required for legal or technical documents.

## LOGO USAGE

**Primary lockup:** NCB above the brass divider and TAX STRATEGY descriptor. **Preferred background:** ivory or white. **One-color applications:** all Ink or reversed white. **Clear space:** keep at least the height of the TAX STRATEGY lettering around the full mark. **Minimum digital width:** approximately 220 px for the full lockup; below that, use an NCB-only mark.

**Do not:** add drop shadows, gradients, bevels, tax symbols, charts or decorative crests; stretch the logo; recolor the wordmark; or place it over visually busy photography.

## VISUAL DIRECTION

Favor generous whitespace, strong editorial typography, thin rules, warm neutral surfaces and restrained brass accents. Photography should show real business owners, professional service environments and confident advisory conversations - natural, credible and understated rather than stock-finance imagery.

## VOICE

|             |                                                                                |
|-------------|--------------------------------------------------------------------------------|
| Clear       | Explain complex tax strategy in plain business language.                       |
| Confident   | Lead with expertise without sounding aggressive or flashy.                     |
| Proactive   | Position NCB as an advisor helping owners plan ahead, not merely file returns. |
| Trustworthy | Use precise claims, transparent expectations and grounded recommendations.     |

**Recommended positioning cue: Tax strategy built around the business you're building.**