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BRAND GUIDE  
ALIGN FINANCIAL  
TANYA NICHOLS

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DESIGNED BY FURTHER BOUND  
FURTHERBOUNDDESIGN.COM

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PRIMARY LOGO



ALIGN

FINANCIAL

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COLOUR PALETTE



#616263



#54677E



#EAC9B4



#B5ABA2



#DBDAD9

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SECONDARY LOGOS + SUBMARK



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FONT STYLES

Northwell

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

PLAYFAIR DISPLAY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

RALEWAY

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

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## BRAND WORDS

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EXPERT | INNOVATIVE | CARING | INDEPENDENT | DYNAMIC

An innovative and highly qualified financial planning firm dedicated to providing honest, expert and client-centric advice specifically tailored to the unique needs we all face in times of transition and change.

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## BRAND MESSAGE

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Align Financial (AF) is a dynamic and cutting-edge, caring, client-centric company whose ethos is heavily embedded in the message of trust, support and authenticity. Unlike other financial planning firms, the foundations of AF are based on transparency, consideration, and a genuine desire to help and inspire clients as they seek to gain confidence over their financial situation.

Uniquely designed to reflect the style and personality of founder Tanya Nichols, AF is an engaging brand modelled on a fresh and unique stylistic approach. It is a brand that strives to do away with the outdated and generic image of the financial planning world, and inject a dynamic new energy into this field with refreshing modernity and elegance.

Thoughtfully created to serve the interests of the user, the AF website is vibrant, clean and high-functioning. Visitors should feel welcome and relaxed, and inspired to learn more about AF as a whole. The barrier of technology should feel stripped away, creating the sense that they have met Tanya in person rather than viewed a website, and garnered a strong sense of the warmth behind the brand. This element of trust and relatability is inherent in everything Tanya does, and is an integral and uplifting component of the work of AF.

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## BRAND IMAGERY

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