

**nfcc**

National Foundation for Credit Counseling

**DRAFT \_  
WORKING  
VERSION**

BRAND  
IDENTITY  
GUIDELINES

JULY 2021

# CONTENTS

# OUR AMBITION



To lead a national movement that better equips Americans to manage their financial futures and, in turn, advances credit counseling agencies, the industry, the broader economy and our nation as a whole.

# WHO ARE WE FIGHTING FOR?

Vulnerable to financial traps, yet optimistic, with a sense of personal responsibility:

- Drowning in debt
- Having a temporary set-back
- Saddled with student loans
- Interested in investing in a new home
- Renters needing relief
- Enterprising entrepreneurs starting a new business
- Military men and women

# WHAT IS THEIR NEED?

## The Underplanned Optimist.

Vulnerable to financial pitfalls, yet optimistic, with a keen sense of personal responsibility. They are overwhelmed by options but have few places to turn for trusted, comprehensive solutions that cut through the noise. No one fully has their best interest at heart.

Name not finalized



# WHAT IS OUR NFCC ROLE?

- We are the architect and instigator

of a system built for everyone, to make access to money management expertise and solutions equitable so consumers can manage their finances in a way that is productive rather than destructive to their lives.

- We rally

the right partners, create the right products, provide the right guidance.

- We provide

industry oversight & standards.

- We advocate

for sweeping change.

# WHAT IS OUR PROMISE?



Planning  
better  
futures  
for all.

# OUR PROMISE

Plans symbolize optimism and trust in the future. They imply that people have the agency required to create the change they want to see in their lives. Millions of Americans today feel adrift and directionless. They have no plans because they feel trapped and vulnerable, or simply don't understand how financial management works.

Planning requires optimism, confidence, discipline, knowledge and foresight. To make a plan is, in itself, a great leap forward — it's having a long-term vision and momentum toward getting life under control. To have a plan is to have an advantage, to know the way.

Plans are what gets acted upon. Hope leads to plans and plans fulfill dreams.

# PROOF POINTS

## COMMON GOOD

We champion the Common Good for the consumer, agencies, the industry and the national economy seeking solutions that work for all.

- The “good guys” - out for consumer vs. out for our own pocketbook
- Working towards a higher purpose
- Affordable
- Human
- Use of innovative technology to create accessible, safe solutions

## GROUNDLED EXPERTISE

We bring the Grounded Expertise needed to solve today's problems and plan for tomorrow's future.

- 70+ years of experience
- Knowledgeable, certified counselors / coaches
- Industry oversight & enforcement of standards
- Strong relationships with banks working FOR the consumer
- Insightful research that informs the industry and policy
- Strong voice on the Hill

## INCLUSIVE SOLUTIONS

We create Inclusive Solutions that provide a range of products & services (with proven long-term results) to meet a variety of consumer needs.

- Holistic look at personal finances vs. narrow view (whole pie vs. slice)
- Actionable plans that help consumers make smart choices
- Range of products to serve different needs/situations
- Proven, long-term results vs. a “quick fix” that worsens the problem
- Ongoing relationship with consumer vs. point in time
- A broad network of strategic partners that amplify offering & impact



# BRAND BLUEPRINT

## AMBITION

To lead a national movement that better equips Americans to manage their financial futures and, in turn, advances credit counseling agencies, the industry, the broader economy and our nation as a whole.

## TARGET CUSTOMER



"The Under-planned Optimist"

## UNIFYING INSIGHT

The Underplanned Optimist. Vulnerable to financial pitfalls, yet optimistic, with a keen sense of personal responsibility. They are overwhelmed by options but have few places to turn for trusted, comprehensive solutions that cut through the noise. No one fully has their best interest at heart.

## BRAND ROLE

- 1 We are the architect and instigator of a system built for everyone, to make access to money management expertise and solutions equitable so consumers can manage their finances in a way that is productive rather than destructive to their lives.
- 2 We rally the right partners, create the right products, provide the right guidance.
- 3 We provide industry oversight & standards.
- 4 We advocate for sweeping change.

## BRAND PROMISE

Planning  
Better Futures  
For All.

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