

CLEARPOINT **BRAND** GUIDELINES 2016





MISSION STATEMENT

Consumer Health through
Financial Education

VISION STATEMENT

Clearpoint will help individuals and families build long-term economic security by providing a full range of solution-focused financial education, counseling, coaching and advisory services.

BRAND IDENTITY

Our brand identity is a representation of our organization's reputation through a collection of assets, attributes, values and passions. We express our brand personality using visual elements, editorial viewpoints and technical specifications.

BRAND POSITIONING

At Clearpoint, our mission is "Consumer Health through Financial Education." This concept is fundamental to our organization, and permeates every line of service. It guides how we engage with each and every consumer. After a session with Clearpoint, we want our clients to gain a sense of accomplishment and feel as though a weight has been lifted from their shoulders.

POSITIONING STATEMENT

Clearpoint is a national nonprofit, mission-driven organization with over 50 years of experience providing personalized financial counseling and education to consumers by phone, online, and in person at our branch locations. Our counselors help people gain a full perspective of their financial situation, identify their goals and challenges, and make a plan to achieve them.

No matter what the financial problem, Clearpoint can help lower your stress and improve your ability to manage your money. There is light at the end of the tunnel.

THE LOGOTYPE

The Clearpoint logotype is the company's formal brand signature. As such, care should be taken to preserve its integrity and ensure that it is reproduced correctly each time it is used.

The logotype consists of the sans serif font Nexa Light and is printed in BLACK lettering. The starburst is positioned to the left of the lettering. It is printed in PMS 326 (teal) color. The starburst is meant to evoke positivity. Although each person will have a different interpretation of the symbolism, some words that have been used to describe the logo are:

BRIGHT

LIGHT

SUN

CLEAR

HOLISTIC

1. FULL-COLOR LOGOTYPE

The full-color logotype is shown here on a white background.

2. CLEARSPACE

In order to preserve legibility and avoid crowding the logotype, a space equivalent to the cap-height of the letter "c" should be maintained around the entire logotype on all applications.

3. SMALL APPLICATIONS

A modified symbol has been created for occasions in which the Clearpoint logotype is used at sizes smaller than 1.5 inches in overall width. It is recommended that the logotype not be used at smaller than 1 inch under any circumstances.

1.



2.



3.



LOGOTYPE COLORATION

Shown here are approved color ways for the Clearpoint logotype. Whenever possible, the full-color logotype should be used. However, when necessary, the logotype may appear as solid white or solid black.

1. FULL-COLOR

The full-color logotype is shown here on a white background. The type is black and the symbol appears in Clearpoint teal (PMS 326).

2. SINGLE-COLOR REVERSED

When used on dark, solid backgrounds, the entire logotype, including the symbol, appears in white.

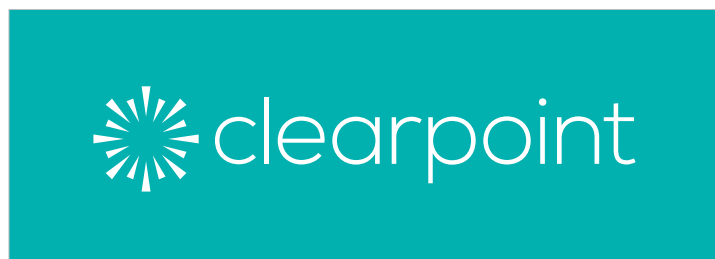
3. SINGLE COLOR

For a single-color imprint, the entire logotype, including the symbol, appears in solid black.

1.



2.



3.



SOCIAL MEDIA

Serving our communities takes many forms, including a heavy presence on social media. We are on many of the major social media platforms and use them to share educational, lighthearted and engaging material. We encourage interaction with our content. Whether it's commenting or sharing, or just liking a post, we want to spread the word about the good work Clearpoint is doing. Social media also helps us better understand consumers and address their concerns.



Facebook

Penny Pincher

<https://www.facebook.com/pennypincher/>

Clearpoint Credit Counseling Solutions

<https://www.facebook.com/clearpoint.org>

Clearpoint in Espanol

<https://www.facebook.com/Clearpointenespanol/>

LinkedIn

Clearpoint Credit Counseling Solutions

<https://www.linkedin.com/company/clearpoint-credit-counseling-solutions>

Pinterest

<https://www.pinterest.com/clearpointpenny/>

GooglePlus

Clearpoint Credit Counseling Solutions

<https://plus.google.com/+ClearpointCreditCounselingSolutionsOrg>

Twitter

@Clearpoint

<https://twitter.com/Clearpoint>

YouTube

<youtube.com/user/ClearpointCCS>

PENNY PINCHER

Penny Pincher is our brand mascot. She embodies the playful side of Clearpoint. Sometimes taking a lighter approach makes dealing with difficult financial situations less stressful. Penny appears on social media and throughout both our printed and digital assets communicating a reassuring, positive attitude to our clients. Not one to judge, Penny's voice and tone are more like your loving auntie who knows just what to say to make you feel better.

