

Brand Guidelines



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We are Philip Friede & Co.

Reading this document will help you understand who we are & how we create on-brand communications.

1. Brand Strategy

Introduction

Founded in 2009, **Philip Friede & Co.** is a family owned company with a team of seven highly experienced accountants, many of whom have been with the firm since its early days.

We work from a 1,250 sq ft office with private meeting rooms, a short walk from the Inns of Court in Holborn. We specialise in acting for Barristers and sets of chambers, and for small, owner-managed companies and sole traders.



How we work

We only practice best practice. Four principles govern the way we work. Through them, we ensure that our clients pay the right tax in the right way, and develop tax and accounting strategies which serve their needs.

We take the utmost care

Our diligence is your assurance that your accounts will be prepared perfectly. A senior member of our team will scrutinise every significant piece of work, and we'll never finalise your accounts without reviewing them with you first.

Speed

Efficiency is good for businesses so we plan our work carefully and deliver promptly. We are quick to answer emails and 'phone calls.

No radio silence

If we have a question, or if you need to know about changes to rules and regulations, we will be in touch fast. If you have a question, we hope you do the same.

Relationships

Working with us you'll find that your advisor really is your advisor. We never screen calls, we never delegate important work or any conversation, and we always make ourselves available for meetings as soon as we possibly can. Our goal is to be your last accountant, an advisor for the rest of your career.

Brand Values

Our brand values make us different.

We are:

Resourceful

Being flexible problem solvers allows us to deliver rapid, effective responses to difficult questions whenever they arise. Our resourcefulness means we confront challenges too, helping our clients to make confident progress throughout the year.

Insightful

As traditional accounting becomes automated, the value of accountants will hinge on the quality of their strategic advice. Developing keen insights into the market and into our clients allows us to give strategic tax and accounting advice that makes a real difference.

Transparent

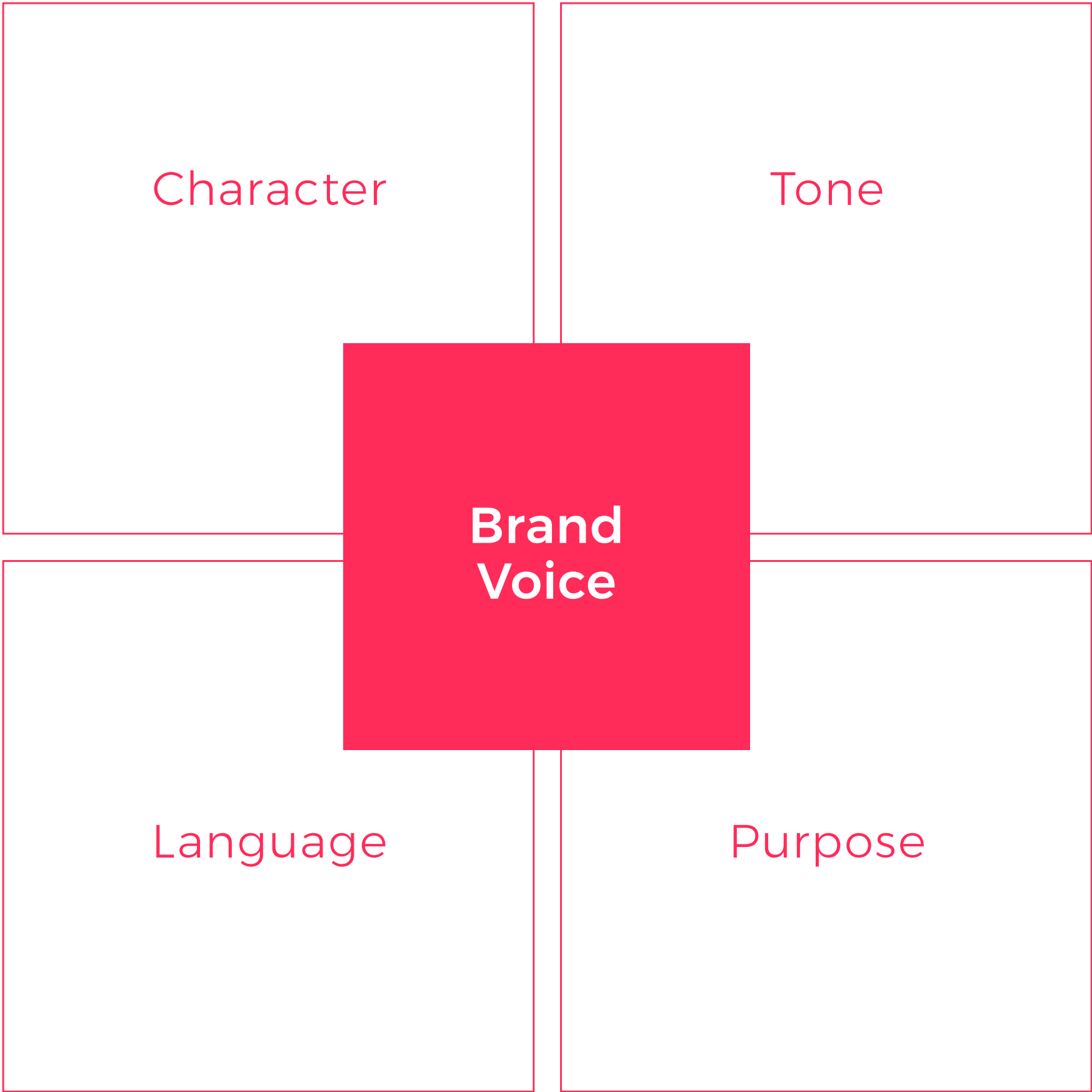
Our clients trust us to act with integrity, to conduct business on fair terms, and to always put their needs first. As colleagues, our interactions are rooted in respect, and we communicate with each other directly, openly and in good humour.

Curious

Our clients trust us to act with integrity, to conduct business on fair terms, and to always put their needs first. As colleagues, our interactions are rooted in respect, and we communicate with each other directly, openly and in good humour.

Brand Voice

Just like with people, brand voice is the unique way a brand communicates to everyone it interacts with.

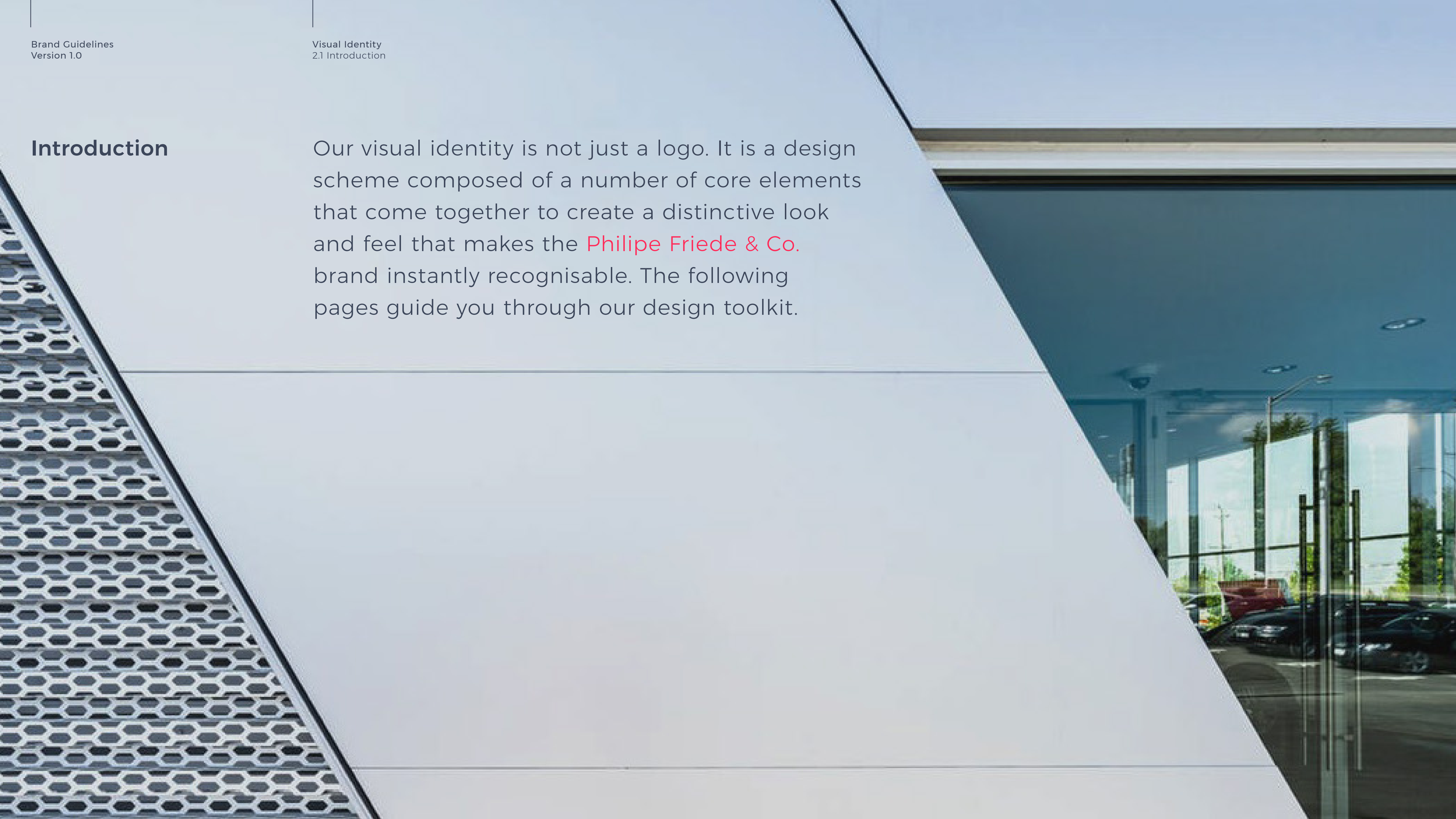


2.

Visual Identity

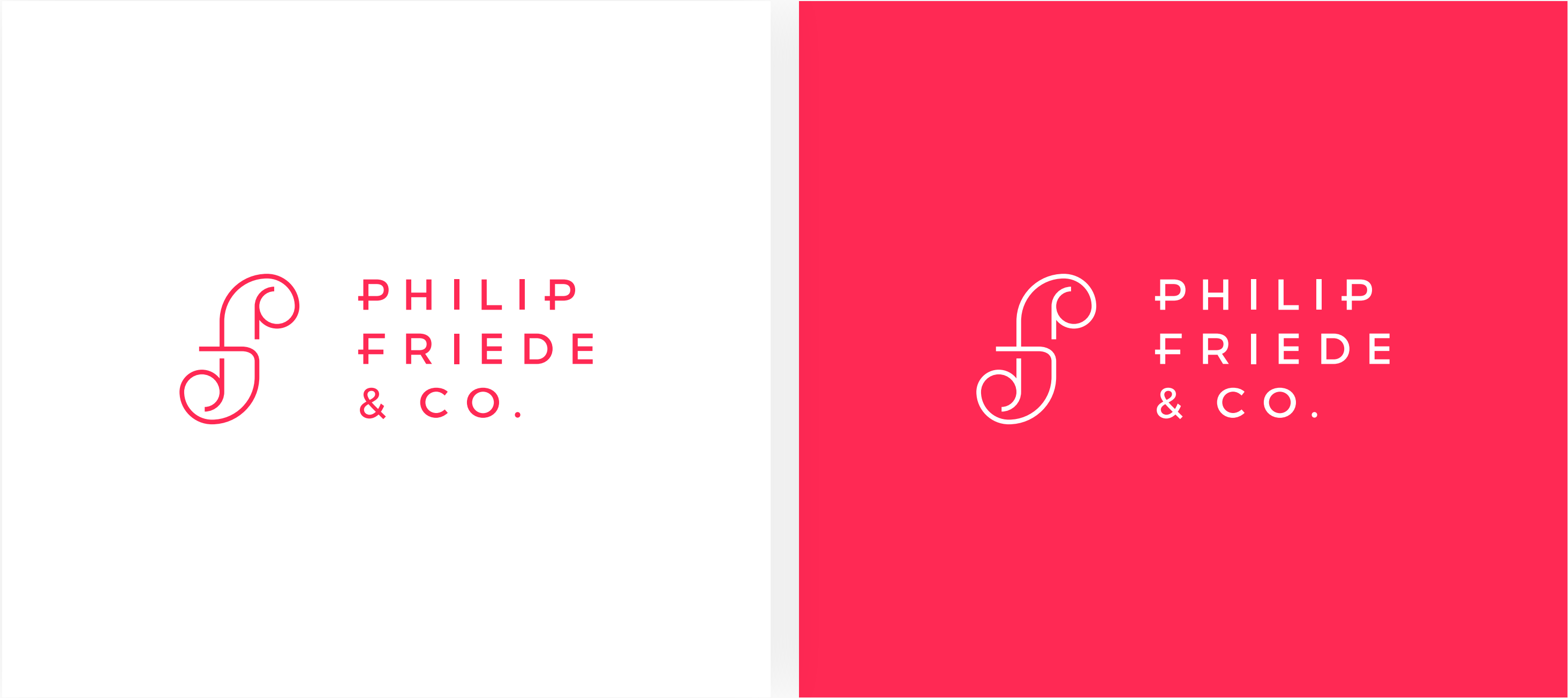
Introduction

Our visual identity is not just a logo. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the **Philippe Friede & Co.** brand instantly recognisable. The following pages guide you through our design toolkit.



Logo

Our logo is one of the most important means of identification. It’s made from two distinctive elements, the symbol and the wordmark.

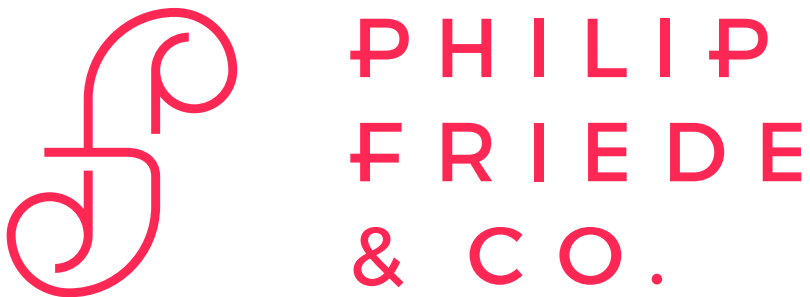


Logo

Lock-ups

We have two formations for locking our symbol and wordmark together.

Vertical lock-up



Horizontal lock-up

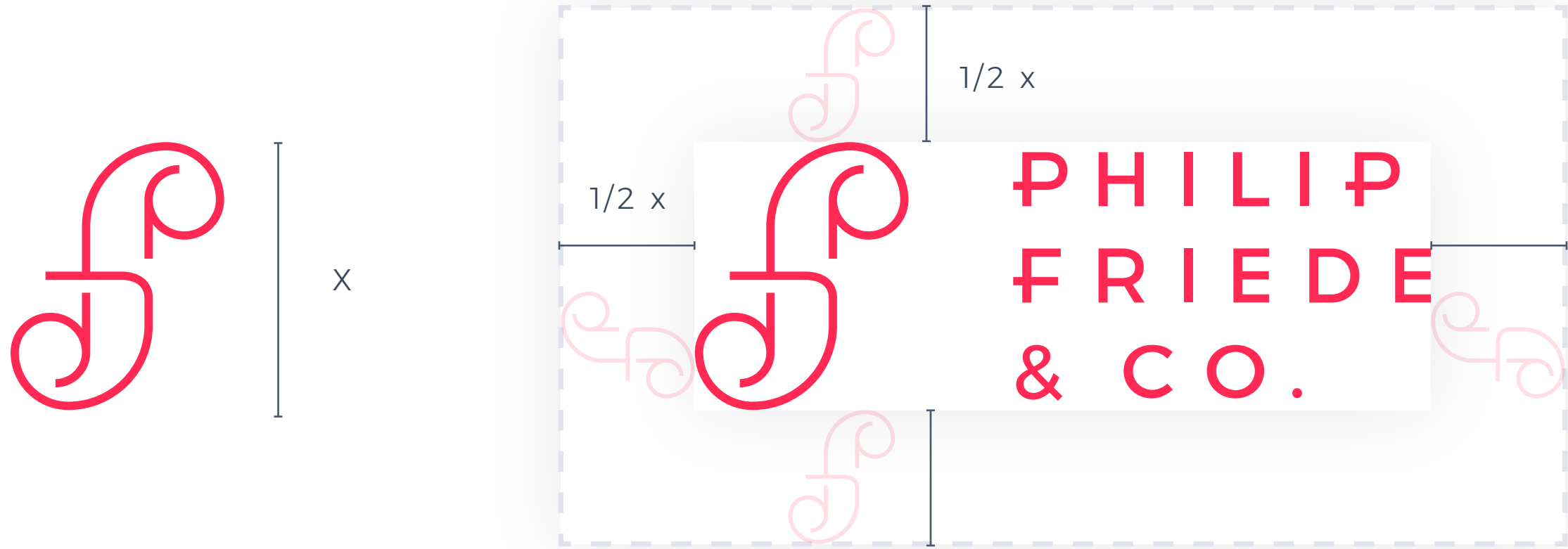


This version should only ever be used for special cases.
Try to use the vertical version wherever possible.

Logo
Clear Space
& Proportion

We use a clear space zone to protect the clarity and integrity of the logo.

The logo should not be applied below 2cm or 140 pixel width. This ensures the logo is always legible whenever applied



Clear space rule



Minimum size

Colour palette

We have four primary colours:
White, Red, Medium Grey
& Light Grey.

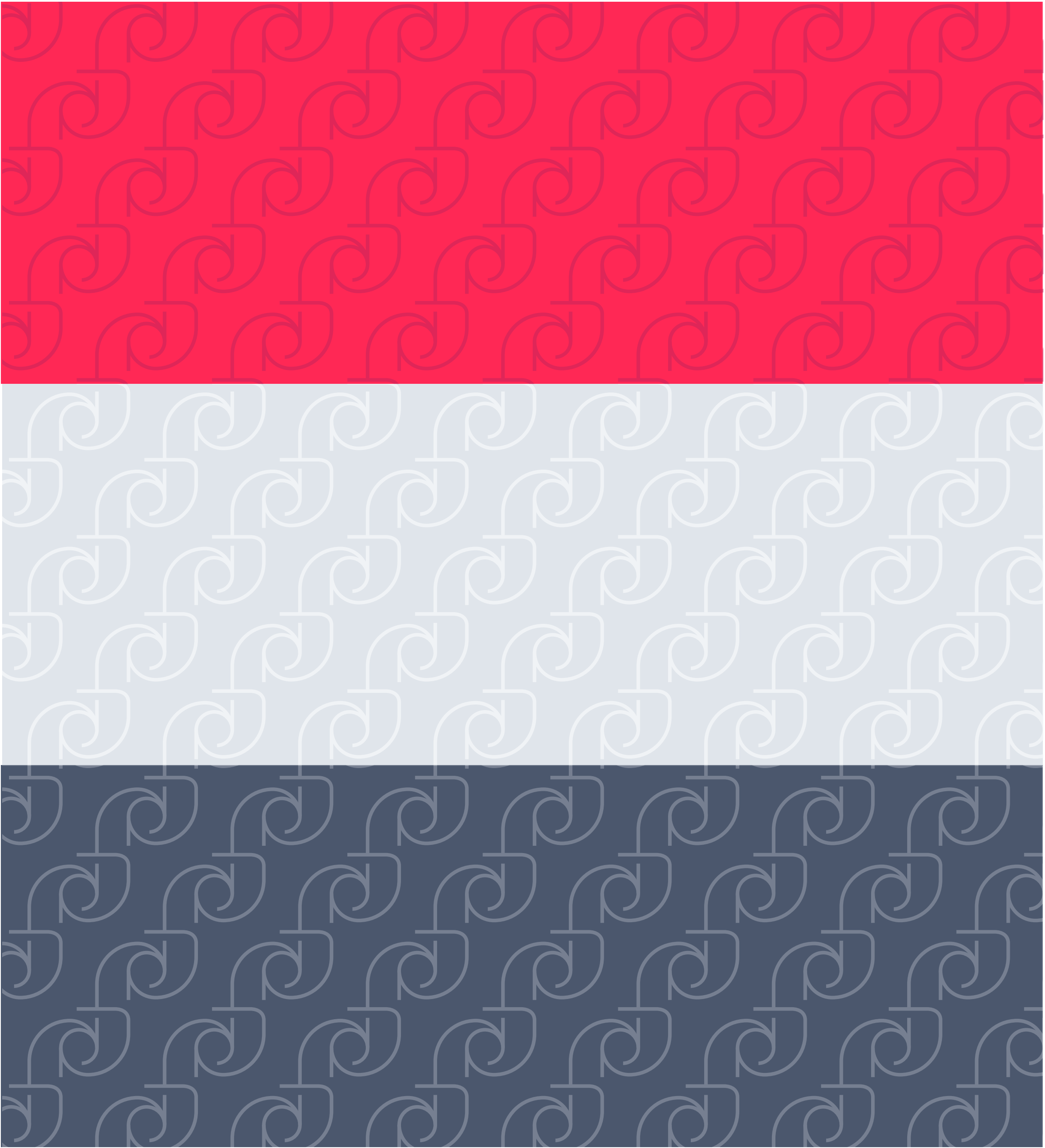
Always use the provided colour
breakdowns. Do not try to recreate
these colours or add new colours
to the primary palette.

| Red | | Dark Grey | | Light Grey | | White | |
|---------|--------------|-----------|----------------|------------|---------------|-------|---------------|
| CMYK | 0, 95, 55, 0 | CMYK | 75, 60, 40, 20 | CMYK | 15, 7, 6, 0 | CMYK | 0, 0, 0, 0 |
| RGB | 255, 40, 85 | RGB | 60, 70, 90 | RGB | 225, 230, 235 | RGB | 255, 255, 255 |
| Pantone | 032 C | | | | | | |

Pattern

Our pattern is a carefully crafted graphic device made from our symbol. We apply our pattern to communications when we want to be loudest and at our most expressive.

Our patterns can be created in any of our primary colours.



Typography

Our visual identity uses a single open source font, Montserrat.

Montserrat

Headlines in
Montserrat regular.
Sentence case with
+50 tracking.

Our system font is Arial.

Body copy in Montserrat Light.

Imagery

Our imagery builds a sense of place, grounding us within London. Images can come from anywhere and be taken from any angle. Using images with accents of red help echo the brands distinctive colour palette.

Because our images come from many different sources all with different lighting we apply a series of photoshop filters to add a consistent tone to imagery..

- Make the image 95% transparent
- Add a Brightness/Contrast filter, -12 contrast
- Add Hue/Saturation filter, -5 lightness

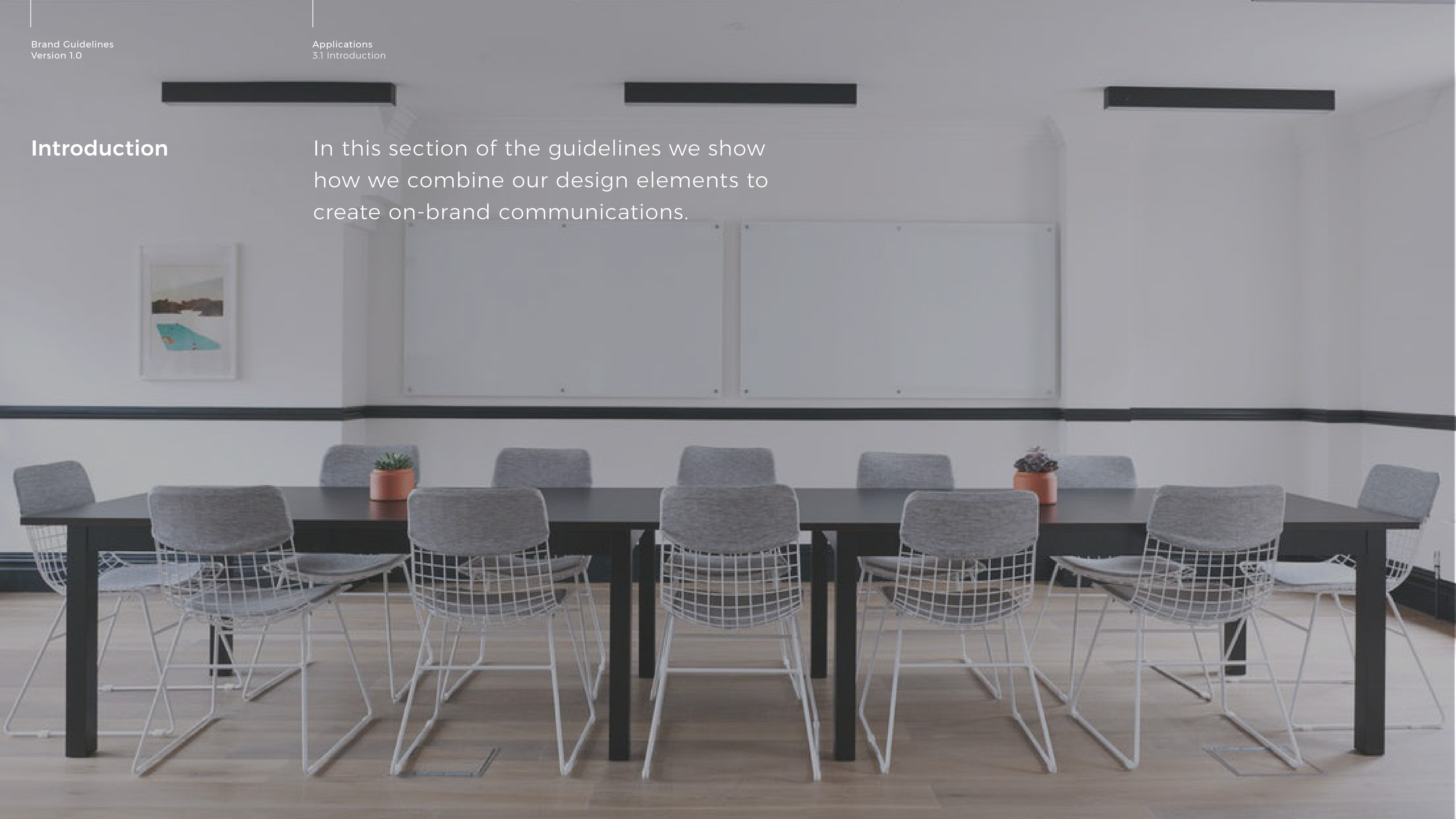


3.

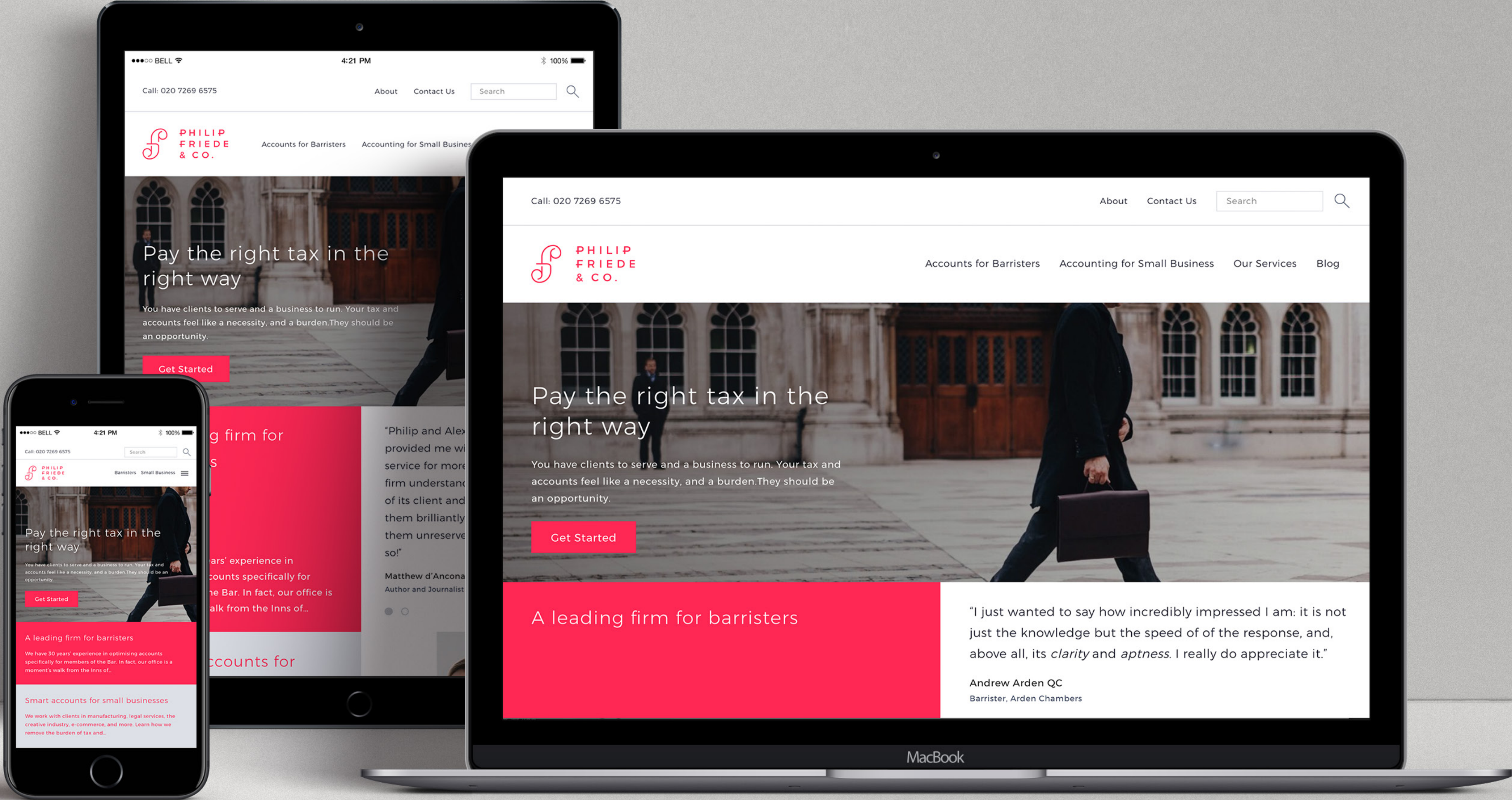
Applications

Introduction

In this section of the guidelines we show how we combine our design elements to create on-brand communications.



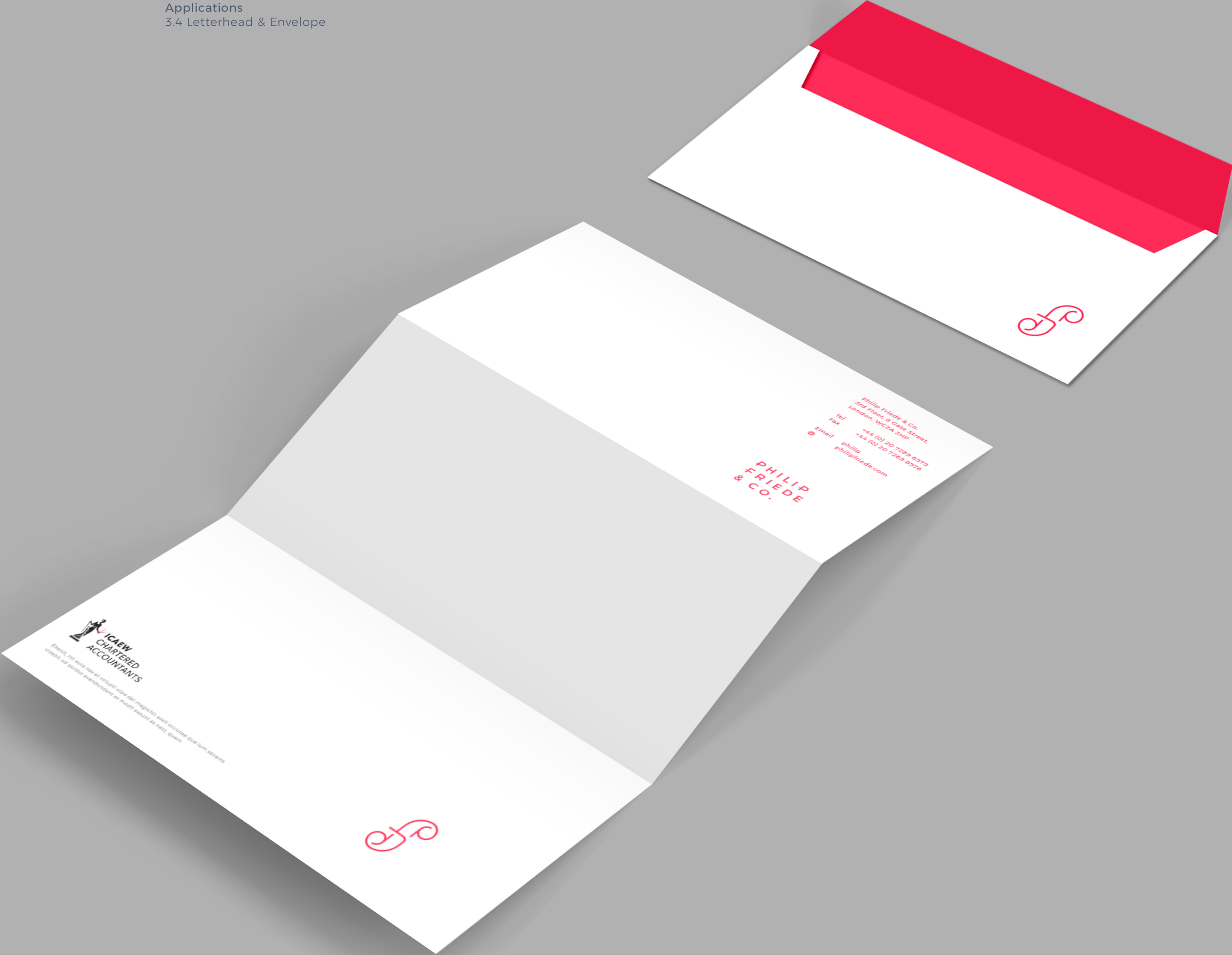
Website



Business cards



Letterhead & Envelope



Thank You

