ACCOUNTANCY PRACTICE LAUNCH PROGRAMME · BUILD A SIMPLE VISUAL IDENTITY

One-page brand sheet

The small kit that makes everything you send look like it came from the same firm.

01 The core kit

Restrained and professional beats flashy for a profession that sells on competence.

- [ ] A wordmark or logo that works small, on a letter and on a phone.
- [ ] A two-colour palette, with one main colour you use everywhere.
- [ ] One heading typeface and one body typeface, both legible.

> WE CAN DO THIS FOR YOU
>
> Branding and the polished look are things we build. We can create the identity so you look established from day one. **digitalroyalty.co.uk**

02 On your paperwork

Your professional body may govern how principals are listed on a letterhead. Check its rules.

- [ ] A standard letterhead for accounts, letters and proposals.
- [ ] A professional email signature, used consistently across the practice.
- [ ] A professional email address on your own domain, not a free Gmail account.

03 Keep it consistent

One sheet everyone works from is what makes a new practice look established.

- [ ] Everything above lives on a single one-page brand sheet.
- [ ] Every document you send uses the same logo, colours and fonts.
- [ ] Anyone helping you can follow the sheet without asking you first.

PREFER THIS DONE FOR YOU?

Rather we built the identity and the website?

It's one of the things we build — hand it over and skip the DIY. · digitalroyalty.co.uk

Talk to us