



Making sense of what counts.

CONTENTS

- 6** Our Promise
- 7** Mood Board
- 9** Mission
- 10** Vision
- 11** Core Values
- 14** Brand Pillars
- 15** Positioning Story
- 18** Personality
- 19** Visual ID

Our brand is more than a logo, colors and a tagline.

It is a promise to our clients that we will deliver what we say we will. It's what we stand for. What we bring to the relationship.

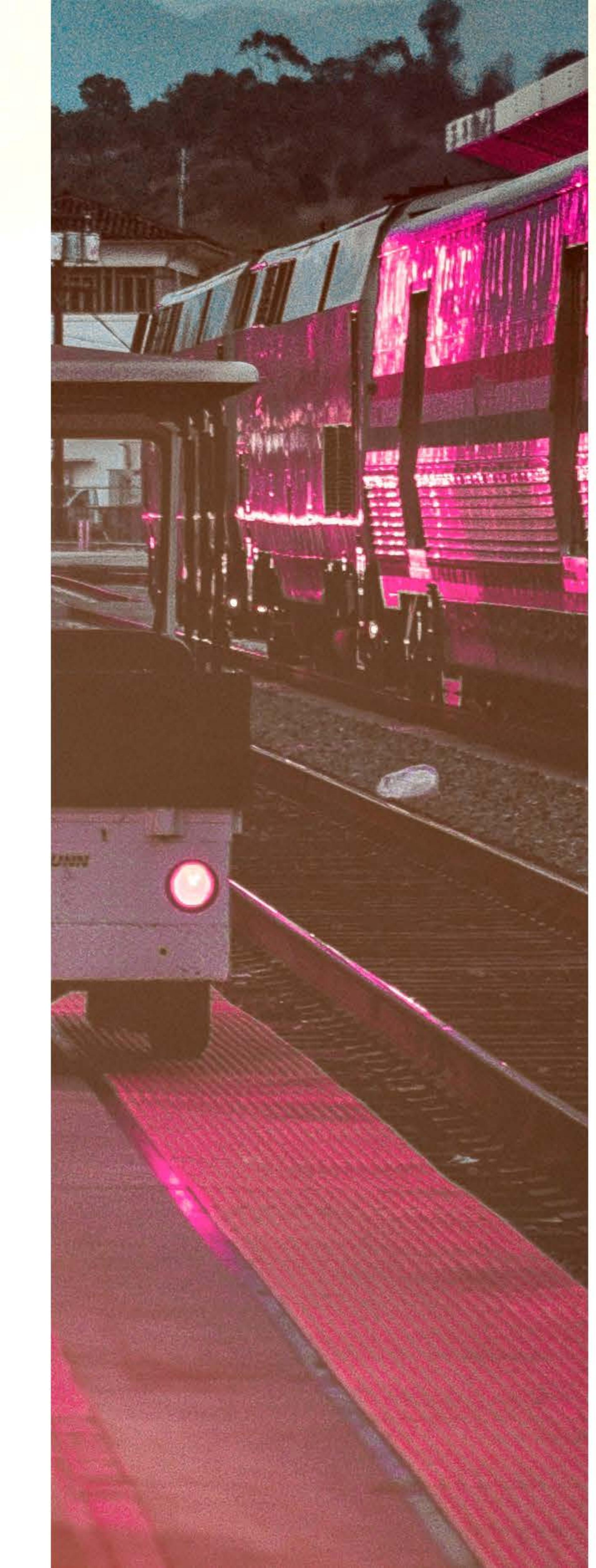
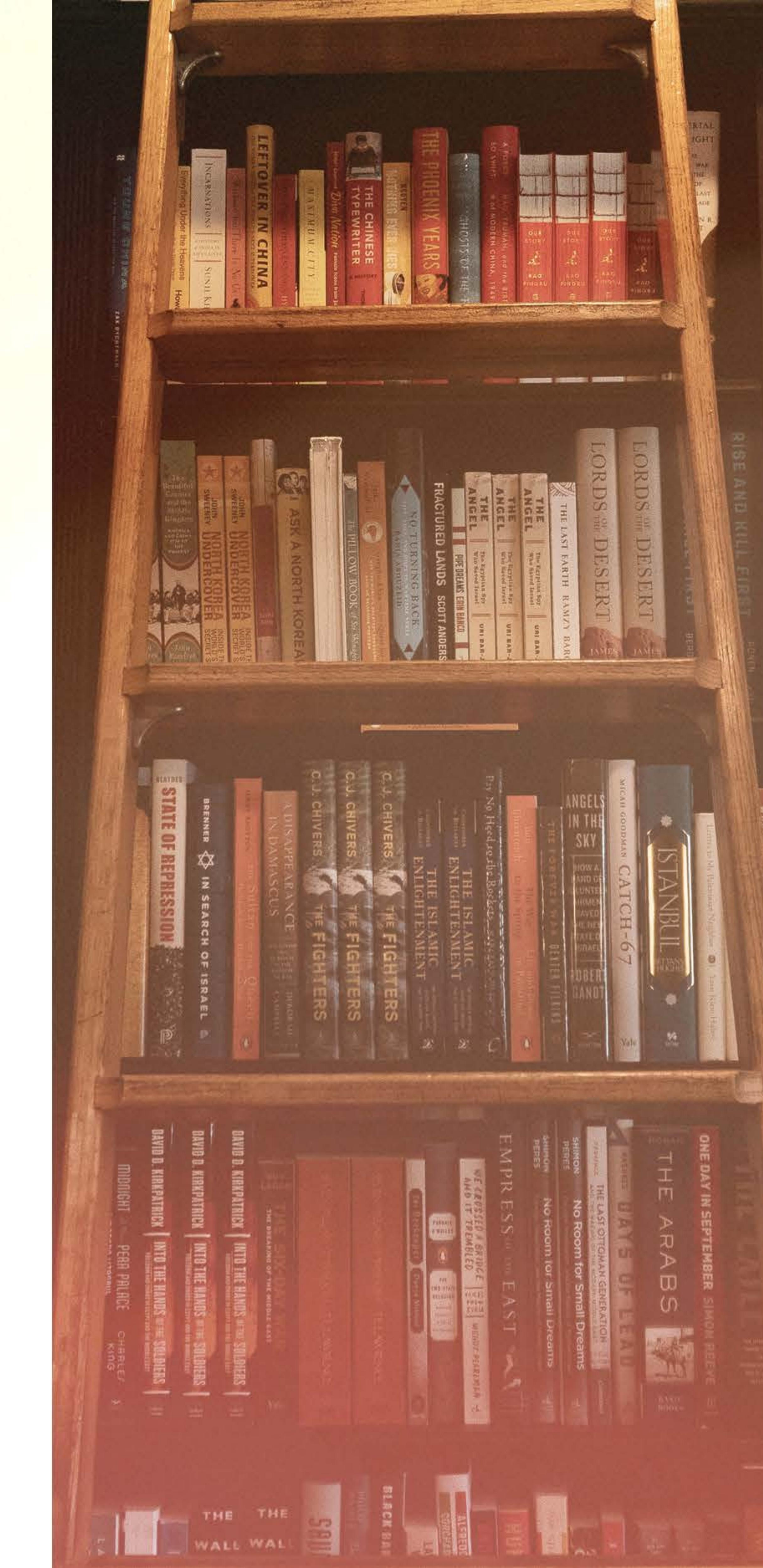
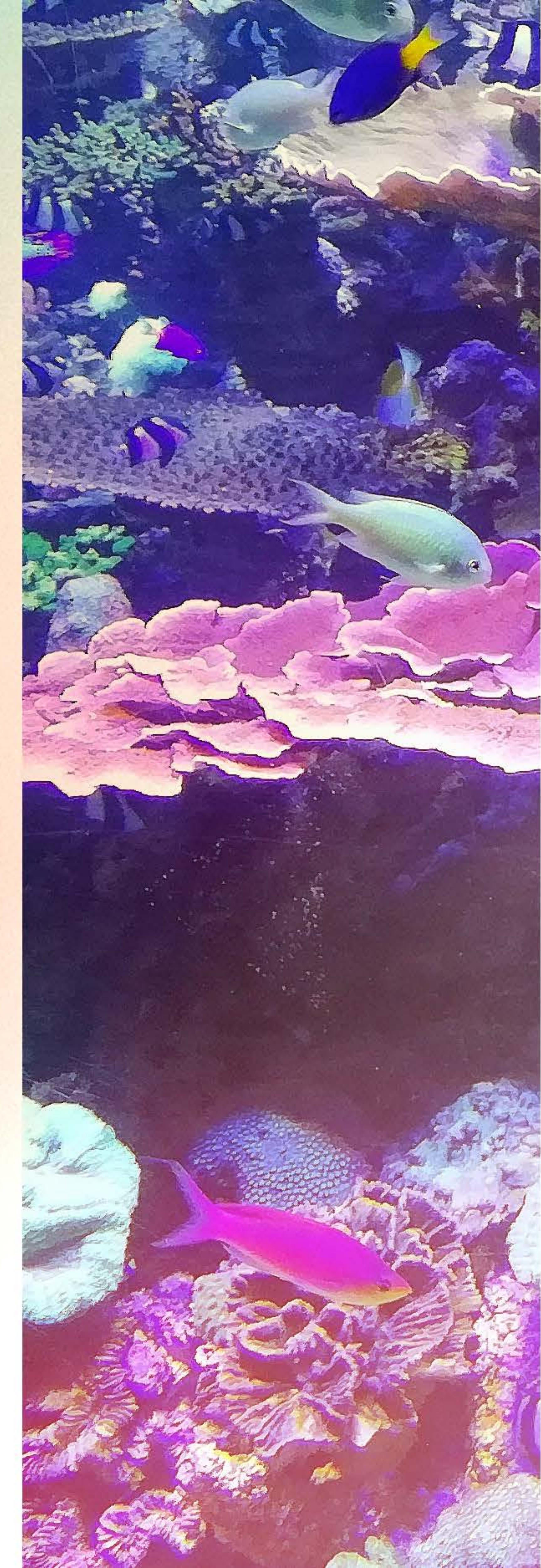
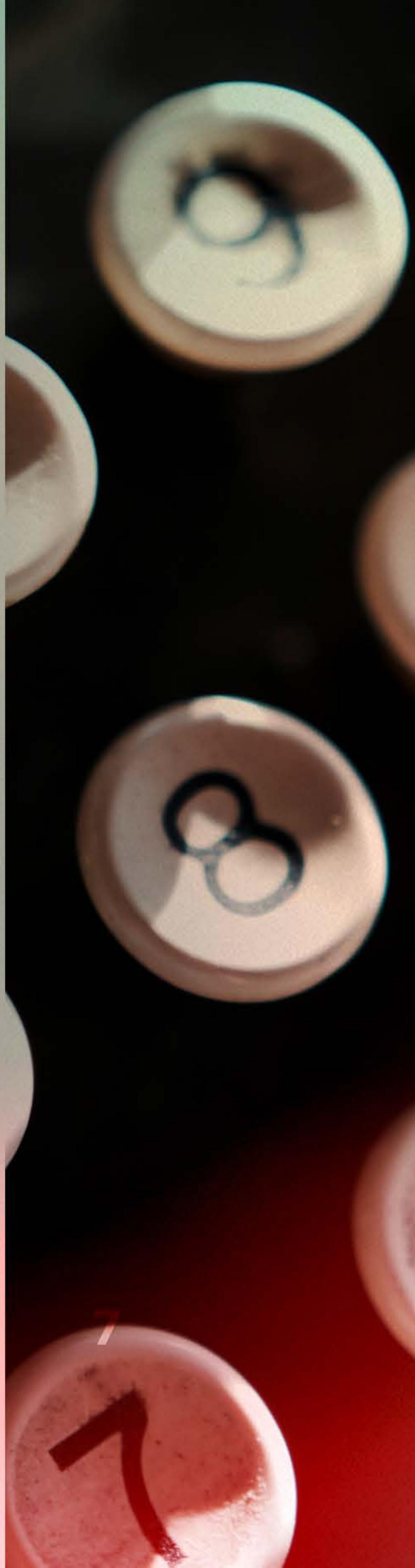
This guide helps us tell our story. It reminds us who we are, where we came from, and who we do our best work for. It helps us keep amiable accounting front and center...making sense of what counts.



A close-up photograph of a person's torso and hands. The person is wearing a grey and black plaid shirt over a white collared shirt. A brown leather belt with a silver buckle is cinched at the waist. A brown leather satchel hangs from the belt. The person's right hand holds a thick, aged book with a dark brown cover and yellowed pages. The background is a soft-focus outdoor scene with autumn foliage.

OUR PROMISE

We use our accounting and tax expertise, along with personable communication, to help you make informed, empowered decisions for proactively running—and growing—your profitable business.



MISSION

We are an accounting firm that goes beyond crunching numbers to analyze the data and give you specialized direction on what to do next to grow your business and keep more of what you earn.

VISION

We empower business owners through knowledge, partnering to help them grow with integrity and reach their loftiest goals.

CORE VALUES

Knowledge—Just knowing is empowering! We stay on top of the latest and greatest information, deciphering it daily to help our clients make informed, empowered decisions so they can proactively run and grow their businesses.

Integrity—Together with our clients, we honor decency, fairness, honesty and truthfulness in all our business activities. We do the right thing—all the time and every time.

Kindness—Not normally associated with an accounting firm, we opt to be kind, approachable and friendly. We circumvent judgement in favor of acceptance and understanding because we genuinely care... About you, your business, and your success.



BRAND PILLARS

Expertise—Proficiency takes focus, time and attention. We continually study the ever-changing tax laws and information so we can share that knowledge to educate you.

Levity—We approach our work with a cheerfulness that juxtaposes the reputation of the average accountant. We have a sense of humor but we take our work—and your business—seriously.

Explanation—We spell things out in a way that makes sense to our clients so they worry less and know more. As our client, you can rest assured your accounting needs are met...and exceeded.

POSITIONING STORY

Balancing your books is intimidating enough...talking with your accountant shouldn't be!

At Lang Accounting Services, we use our deep and narrow expertise, along with a communicative approach, to analyze the numbers and inform you of what we find so we can work together to find solutions and help you grow.

In short, you can count on us when it really counts.



PERSONALITY

Whoever said not to take business personally didn't know Stacy. It IS personal for her. She wants to know you better because to her, knowledge is power. Power to proactively grow your profitable business.

LANG ACCOUNTING SERVICES IS:

- Specialized
- Honest
- Friendly
- Proactive
- Likeable
- Trustworthy
- Collaborative
- Fun

IS NOT:

- Condescending
- Pompous
- Stoic
- Overly Serious

VISUAL ID

Imagery—Our brand is clever and fun. It gives a nod to the early tools of the profession but with an updated and playful spin. We filter our photography to infer a different perspective and a personal touch—one our clients may not have seen without our help.

TREATMENT STYLE



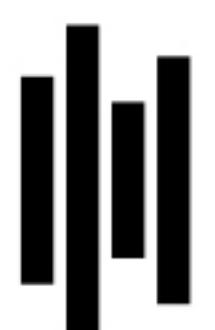
LOGO DESIGN



ICON ONLY:



FULL COLOR



ONE COLOR

BRAND COLORS

TEAL
#0586A6

GREEN
#017F3E

MAGENTA
#BE0194

VIOLET
#6600AC

BRAND FONTS

Utilize Avenir for all text not related to your logo, vary font-weights as needed for titles, subtitles and call-outs.

Avenir - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Lemon/Milk is the font used in your logo. It is not supported as a webfont, so only use sparingly.

LEMON/MILK

ABCDEFGHIJKLMNOPQRSTUVWXYZ



BRAND BOOK PRESENTED BY **BLAZE EXPERTS**

©2019 BLAZE EXPERTS LLC. ALL RIGHTS RESERVED