



ACCOUNTING

OF THE PALM BEACHES



LICENSED CPA FIRM



MAIN LOGO 1



TYPOGRAPHY & ELEMENTS

RANKING (HEADER)

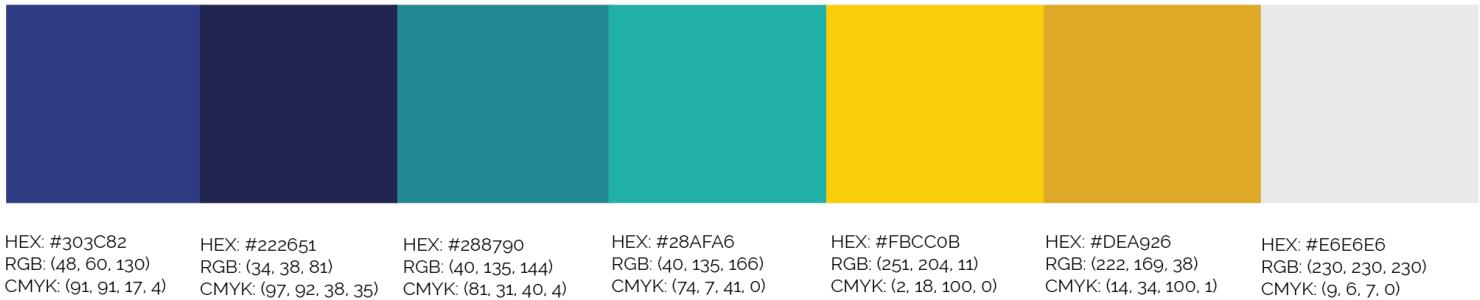
RALEWAY (SUBHEADER)

Raleway (Body) Provide awesome details about your brand that will make heads turn and make you profitable!

SUBMARK LOGO 1



COLOR PALETTE





ABOUT ACCOUNTING OF THE PALM BEACHES

MISSION

To provide extraordinary accounting/financial services by maintaining the highest level of competence and integrity, while promoting development, growth and accountability of our team for professional success.

BRAND THEME

Empowering businesses for professional success.

PITCH

Providing a blend of personable services and professional expertise to meet the current and future needs of our clients, cultivating their long-term success.

TAGLINE

Strategic Accounting Solutions For Your Business

BRAND VOICE

Mood	What you will do to stay true to your brand	What you won't do to get off track
Professionalism	All our visuals will display quality and upscale imaging. We invest time and resources in professional development and growth	We will not be tacky or disorderly.
Trust	We will be consistent in our message, utilizing efficient systems and visuals.	We will not disobey regulations nor provide shady services.
Caring	Welcoming office, staff, kind, interaction, responsiveness. We share a wealth of resources, tips and strategies to our audience.	We won't disregard and ignore our clients.