

STYLE GUIDE



WELCOME!

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MISSION STATEMENT

We help accountants build a practice that gives them better choices about:

The role they play

The hours they work

The income they generate

The difference they make

WHAT WE DO

We provide a fusion of coaching and training, delivered by proven experts, who guide and support accountants through our 7-stage signature roadmap journey. We help them to transform their accountancy practices into rewarding accountancy businesses.

6 AVN ROADMAPS

THE AVN ROADMAPS



CLARITY

Mindset for business
Vision and strategy
Quick wins (profit, time, freedom)

POSITIONING

Demonstrate expertise
Enhance profitability
Attract premium clients

VALUE

Improve clients' numbers
Boost customer experience
Confidence in advisory

GEARING

Accelerate productivity
Effectively engage others
Maintain high standards

AUTOMATION

Scale up, work less, holiday more
Consistent service levels
Efficient workflows

PROFILE

Be highly sought after
Multiply enquiries
Automate client engagement

PURPOSEFUL

Make a profound difference
Change lives
Impact driven success

OUR TONE

Fun with serious intent

OUR PERSONALITY

Welcoming, Honest, Positive, Inspiring

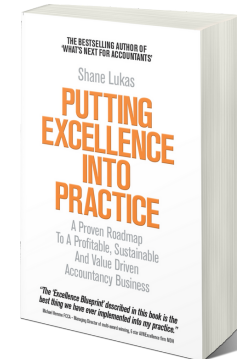
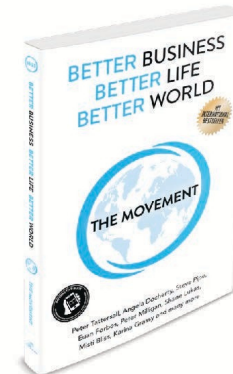
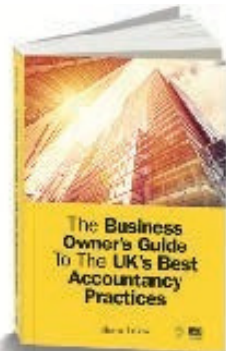
OUR BELIEFS

You can choose the hours you work
You can get a decent return for the work you do
You are not alone in your challenges
Your health shouldn't suffer
You can have a fulfilling life
You can make a difference

8 PUBLICATIONS

PUBLICATIONS

Our MD, Shane Lukas has authored and co-authored many best-selling books including:



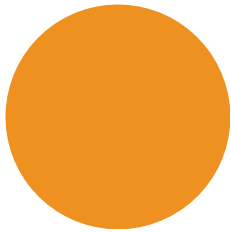
9 LOGO FORMATS

LOGO FORMATS



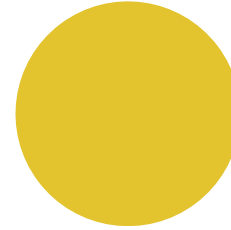
10 COLOUR PALETTE

COLOUR PALETTE



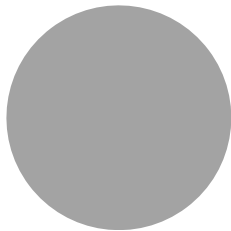
ORANGE

RGB: 241, 145,
33 HEX: #f19121



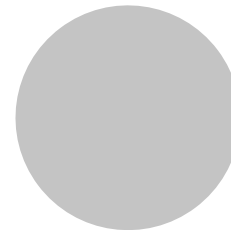
YELLOW

RGB: 229, 196, 44
HEX: #e5c42c



DARK GREY

RGB: 164, 164,
164 HEX: #a4a4a4

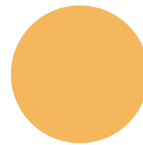


LIGHT GREY

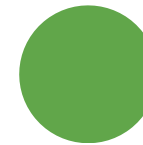
RGB: 196, 196,
196 HEX: #c4c4c4



RGB: 234, 99, 61



RGB: 245, 183, 90



RGB: 100, 167, 74

11 COLOUR PALETTE

COLOUR PALETTE FOR AVN ROADMAPS



CLARITY
#bc1823
RGB 188,24,35



AUTOMATION
#a4d8ef
RGB 164, 216, 239



POSITIONING
#f19121
RGB 241, 145



PROFILE
#211f60
RGB 33, 31, 96



VALUE
#e5c42c
RGB 229, 196, 44



PURPOSEFUL
#4f1964
RGB 79, 25, 100



GEARING
#9dcd5a
RGB 157, 205, 90

TYPEFACES

Gotham - Primary font

This font is to be used as the primary font where possible. We use it in print and on the web. We don't mind which you use, whether it be Bold, Medium, Book, Light or Italic in copy. We just require it to be consistent

Arial - Secondary font

Where the Gotham font is not possible to use, Arial is the preferred secondary font. We use this on emails, marketing campaigns and on the website

COPY TONE

Our content is:

- Inspiring:** Inspire to take positive action
- Intuitive:** What's the why; why do this, why take action, what's in it for them, what's the benefit, what's the outcome
- Inquisitive:** Challenge the status quo

COPY TIPS

Never:

Never use the word staff, we are a team

Always:

Grab the audience in the first sentence and repeat in the P.S

Have a quick read section at the top using bullet points and then include the detail below

Include a call to action at the end of every post, blog, email....

either a 'book on to this' or 'do this'

Ensure that our values come through in all content

Write any copy in a story telling fashion

KEYWORDS FOR BLOGS & ARTICLES

reduce working hours, get better retention, ideal client, supporting accountants, practice, growth expert, healthy work life balance, less effort more profit, fee per client, higher quality clients, avn, avn excellence, grow your practice, system builder, inspiring accountants, training for accountants, improve my accountancy practice, Shane Lukas, AVN, Accountant, Accountants, Accountancy, Practice, added value, value added, business, advisory, business adviser, consultant, consultancy, Lukas, shane lucas, lucas, training for accountants, training, mentoring, inspiring, inspiring accountants, practice growth, improvement, improve, practice improvement, improve your practice, clients, salary, profit, value, pricing, times up, system, advisory, adviser, coaching, time, compliance, accounting, clarity, roadmap, positioning, profile, gearing, automation, purposeful, accountability, business to business, human to human, excellence, increase, increasing profit, cashflow, quality, practice owners, support, supporting, successful practice, benchmark, benchmarking, software, what's next for accountants, putting excellence into practice, 5 stages of an accountancy practice, 5 stages

OUR PLATFORMS



FACEBOOK
@AVN.InspiringAccountants



TWITTER
@AVNInspiringAcc



LINKEDIN
AVN Inspiring Accountants



YOUTUBE
AVN - Inspiring Accountants



INSTAGRAM
AVN.Inspiring Accountants

17 OUR VALUES

OUR VALUES

Own it

- Like it's your business
- Trust your judgement
- See it, sort it



OUR CORE
VALUES

Make lives better

- Global goals
- Business owners' lives back
- Every little thing

*Inspiring
Wows*

- Speed stuns
- Surprises create smiles
- Surpassing expectations is sensational service



*Fun! with a
serious
intent*

- Environment of enjoyment and productivity
- Recognition, acknowledgement, celebration
- Family first



*Keep
evolving*

- Learn
- Develop
- Stretch

