
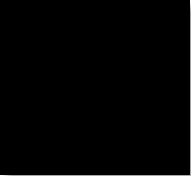

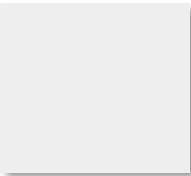




SIGNAGE AND STATIONERY

Print colours

Colour	CMYK	RGB
	0,100,100,0	255,0,0
	40,40,40,100	0,0,0
	0,0,0,0	255,255,255
	0,0,0,10	230,230,230



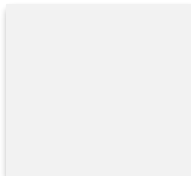
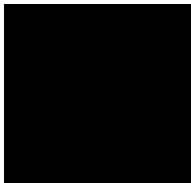



Print fonts

Title	Franklin Gothic Heavy
Narrow space title	Arial Narrow Bold
Body	AvantGarde MD BT




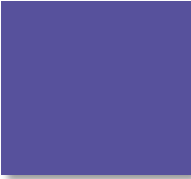

WEB AND SOCIAL MEDIA

Web colours primary

Colour	Hex #
	ED1C24
	333333 (Main text colour)
	F2F2F2
	000000
	FFFFFF



Web colours secondary

Colour	Hex #
	CD7213
	EFB509
	002C54
	57519C – Recruitment branding only (Exclusively used by the Franchising Division for recruitment branding).
	217CA3

Web fonts

Title	Poppins Sans Serif Normal
Body	Poppins Sans Serif Light



LOGOS AND BRANDING

Formats

	For web and signature
	For web and signature
	For social media and profile
	For print
	For print
	For print - special use (extra-wide areas)



Logo files

1. Contact the Franchising Division for high resolution logos. Email – tracy@stptax.com.
2. General use logos can be found in the Franchisee Resources Centre (<https://members.stptax.com/>) under Marketing > Logos.

Logo aspect/ratio

Do not distort logos. Retain the correct aspect/ratio. Do not stretch the logo out of shape.

Example:

	
 Correctly scaled (height and width). Correct aspect/ratio.	 Distorted and not in the correct aspect/ratio. Too tall for the width.

Descriptive title

The descriptive business title accompanies the logo where possible to define the broad nature of services and to remove confusion over services that do not form a part of the brand.

The descriptive title keywords to be used are:

Tax Agents & Accountants | Tax Agents, Accountants & Business Advisors (Advisers) | Registered Tax Agents & Public Accountants | Registered Tax Agents & Accountants.

Example:

