



**At Wood Associates, we value clarity over noise, and expertise over hype. While we invest in technology because it improves how we work; it's our people, experience, process and integrity that drive results.**

## WHAT MAKES US DIFFERENT

### DEPTH OF EXPERIENCE

Senior brokers with extensive track records in SME and M&A deals.

### STRAIGHTFORWARD HUMAN APPROACH

No jargon, no ego;  
practical advice and results.

### TECH-ENABLED

While we see technology as a vital investment; people remain our greatest asset.

### TRUSTED ADVISORS

Long-term relationships,  
not transactional.

### PROVEN PROCESSES

Quality of outcome over  
race-to-the-bottom pricing.

**TONE OF VOICE**

**CORE TONE**

- Clear
- Straightforward
- Trustworthy
- Professional
- Human
- Realistic
- Confident

**WE ARE NOT**

- Waffly
- Patronising
- Overly casual
- Buzzword-heavy

**EXAMPLES:**

We advise SME owners on buying, selling, and merging businesses.

~~We empower entrepreneurs to realise their next transformative journey.~~

We invest in the right tools; but relationships and real expertise drive results.

~~We're disrupting the future of business sales with groundbreaking AI.~~

# AUDIENCE

## PRIMARY

SME owners [trades, services, manufacturing, franchising, and professional sectors] who are seeking to buy, sell, or merge a business. This includes first-time sellers, serial entrepreneurs, family businesses preparing for succession, and owners navigating complex sale or acquisition processes.

## SECONDARY

Corporate buyers and strategic acquirers, private investors (including family offices), M&A professionals, financial advisors, accountants, legal partners, and professional services firms involved in SME transactions.

## AUDIENCE MINDSET

- Value proven experience and real results over spin.
- Expect clear, practical advice.
- Seek brokers who deliver on their word.
- Place high importance on relationships, trust, and professionalism throughout the transaction.
- Want partners who understand both the strategic and the human dimensions of a deal.

# VISUAL IDENTITY

## LOGO

Simple, strong, corporate, trustworthy

## COLOURS

**Deep green** (British Racing Green)

Strength, trust

**Black**

Professionalism

**White / light neutrals**

Clarity, simplicity

## TYPOGRAPHY / LAYOUTS

Helvetica

Professional, legible, functional.

## IMAGERY

Real people in business settings

Quality workplaces

Industry sectors (trades, services, manufacturing)

No stocky “corporate handshake” images

No cheesy “startup” photos

# COPYWRITING

## GENERAL

Clear professional sentences

Speak directly to the reader

Avoid jargon

No forced “brand language”







Brandmark



Monogram



Logotype



Brandmark



Monogram



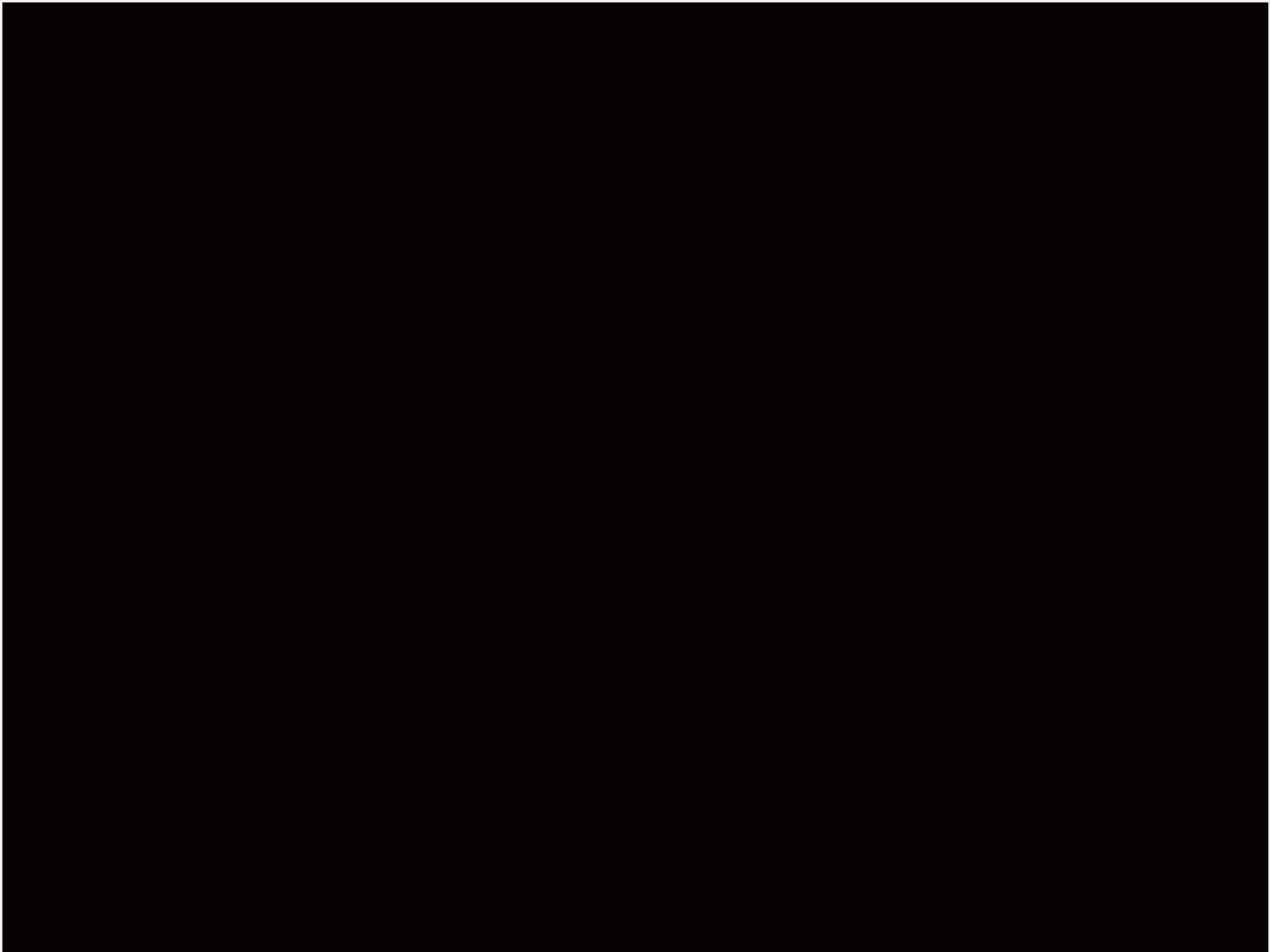
Logotype

COLOUR [PRIMARY]



PANTONE 343C [WOOD GREEN]

R 0 G 87 B 63  
C 100 M 0 Y 70 K 66  
#005643



RICH BLACK

R 0 G 0 B 0  
C 30 M 30 Y 30 K 100  
#000000



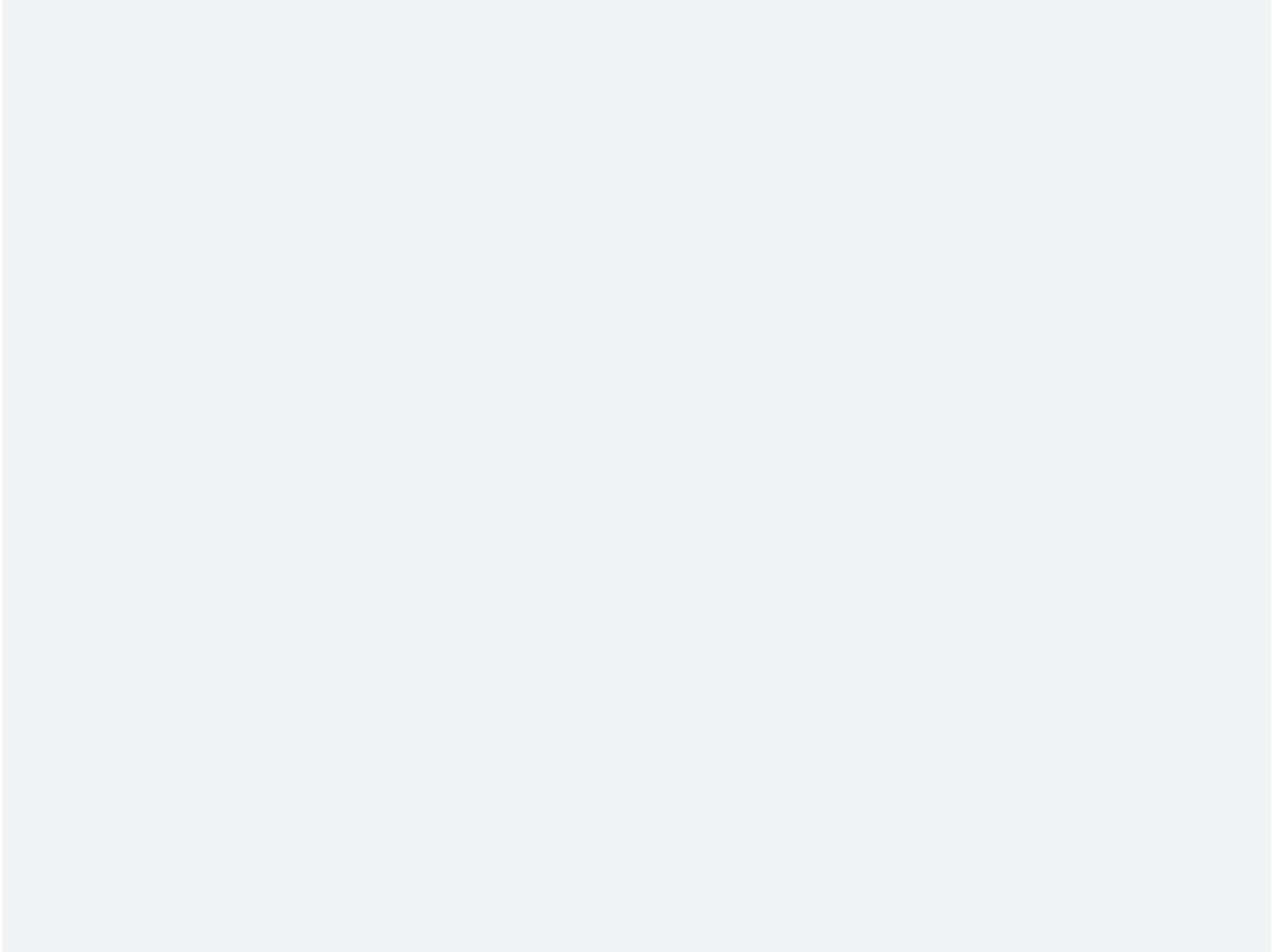
CRISP WHITE

R 255 G 255 B 255  
C 0 M 0 Y 0 K 0  
#FFFFFF

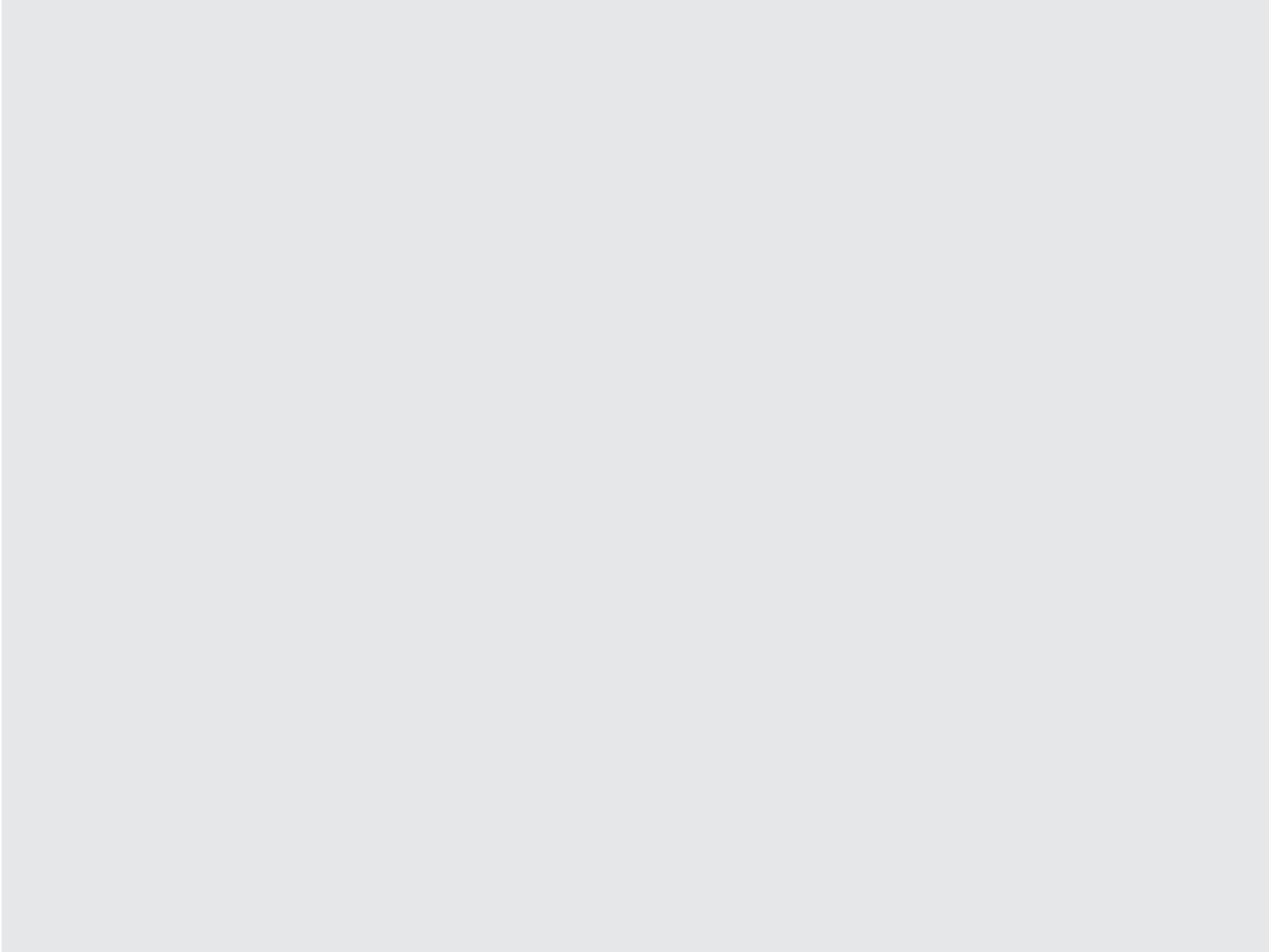
COLOUR [SECONDARY]



WARM GREYS



COOL GREYS



APPAREL





APPAREL







APPAREL







[WOODASSOCIATES.COM.AU](http://WOODASSOCIATES.COM.AU)