8 page A5 booklet required

Throughout the booklet use blue colour from R&co Logo for all headings and subheadings

White background but can can use colour blocks on white background

Use the same font throughout but different sizes for titles, subtitles and content.

Use of stock photos is ok either directly or as a watermark is an option to add design content

Use of logos as watermark is an option but not a requirement

Page 1

**Title page**

Questions in bold **,** Speech marks

Title is Bookkeeping in Xero

Show Robinson & Co and Xero logos

Page 2

**Introduction to Xero & Robinson & Co**

Benefits of Xero Online Accounting software - logo , screenshot, photo to emphasise the portability and ease of access to the software… smartphone / tablet, pc , 24 hours access, global access, multiple users.

Why use Robinson & Co - photos of team

No pictures of calculators!

Page 3

**Course overview**

What you will learn

Assumed knowledge

What is required to get started

Page 4

Course is called ‘**Starter**’ which includes 3 subjects

Would like this to shown using a simple theme to reflect the simplicity of using Xero.

Continue the theme showing a progression from one course to the other .

Xero is also a blue and white them (albeit a different blue) colours also used by Xero are green and orange so this could be incorporated in some way.

Course details text box can be positioned anywhere on the page , providing the layout is the same for each course.

Course will be ½ day (3.5hrs) AM £270.00 plus VAT

Page 5

Course is called ‘**Technician**’ which includes the 3 subjects from the ‘Starter’ course plus a further 5 subjects.

Refer the brief from Page 4

Full day (7 hours) £450.00 plus VAT

Page 6

Course is called ‘**Advanced**’ and covers the listed Xero functions in depth

Refer the brief from page 4 & 5

Full day (7 hours) £450.00 plus VAT

Need each course to be distinct from the other and indicate a progression from one to the other.

Page 7

**Summary**

Course length and cost,

Refer excel doc showing course content but don’t want to show in a table like on excel

Details of location possibilities

Attendee numbers

Emphasise the point of contacting the website to view dates and times of courses and book.

Other courses available

Page 8

**Further Information**

How to contact Robinson & Co.

To include R&Co & Xero logos and smaller thumbnail size Twitter, Facebook, Linkedin, YouTube logos and tags