



Corporate Visual Identity

Our Brand is Our Responsibility

August 2018



GREENGATE ADVISORY
Restructuring & Solvency Accountants



Visual Guidelines

Colour Palette

Our primary colour palette comprises four (4) colours designed to make our printed materials distinctive and professional.

Primary Colors

R = 146
G = 208
B = 80

R = 127
G = 127
B = 127

Secondary Colors

R = 98
G = 208
B = 228

R = 0
G = 32
B = 96

Quick hints:

- GGA grey and GGA green should always be the dominant colours
- Text should appear in GGA grey or black
- Only ever use two additional colours per document/chapter/ section of a document to avoid making the spread 'multi coloured'

Fonts

- Arial size 10 for all Microsoft Office documents (eg Word and PowerPoint) and online communications. Body paragraph spacing - before 6 pts, after 6 pts. Body line spacing – single
- Other fonts, as approved, for all marketing communications produced in design software packages.

Tables

- Not to run across two pages (unless it's longer than one page)
- \$ signs: Head rows – (\$), Totals - \$, the rest - none
- Number – no cents, comma after every three digits

Align Center left [Bold]	Center [Bold]	Center [Bold]
Align Center left	If numbers, align center/top right	If numbers, align right
	If words, align middle	If words, align middle
	If total number, bold, with \$ double bottom line	

Writing Guidelines

Tone of Voice

- **Accessible, earthy and grounded** – not complex, technical or pompous
- **Clear and plain-speaking** – no jargon, no techspeak, no waffle, no buzzwords
- **Active, not passive** – active verbs take responsibility ('I have decided', not 'It has been decided') and make things happen ('we raised the funds', not 'the funds were raised')
- **Direct and punchy** – use short sentences, paragraphs should be around 40 words and never use a long word where a short one will do (use 'law' instead of 'legislation').

Writing Style

- Text is always left aligned;
- Only use double quote marks when "someone, a named individual, is actually talking" – all other quote marks should be 'single'. The abbreviation should be in bold. E.g. Greengate Advisory (**'GGA'**);
- The numbers one to ten should be written in full • We don't use full stops for well known abbreviations (ie, eg, Mr);
- % vs per cent – use the % sign to indicate percentage;
- Adviser – always with an 'e', never 'advisor';
- Insolvency Appointments– initial upper case when talking about a specific role or appointment type (Liquidator, Receiver, Voluntary Administration) but lower case for generic roles (partner, audit senior, marketing manager); and
- Bullet Points: these can break up dense text. After the introductory colon, start all bullet points with a capital letter. Only use a full stop at the end of the last bullet in a list, and semi colon in between and a full stop at the end.