

Marsh Tincknell Brand Standards

Ver 1.0 October 2018



These brand standards and guidelines have been prepared to assist with how and where to use the logo and how to apply brand elements in the design of any print assets for Marsh Tincknell Chartered Accountants.

The correct implementation of these guidelines is essential for maintaining brand consistency throughout all Marsh Tincknell's collateral.

How to use this document

The initial sections provide instructions on best practice use of the Marsh Tincknell logo. Later sections guide with the implementation of the brand through design application. Any queries or assistance related in the implementation of brand assets can be found on page 23 of this manual.

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The Brand

About

We love what we do and are passionate about assisting both our employees and our clients to feel the same way about their careers and businesses.

We are driven by the opportunity to educate clients that their business is a gateway to achieving their personal goals and are committed to superior client service and providing truly tailored solutions to assist our clients in every possible way.

We are enthusiastic about the work we do and pro-actively work with the individuals behind the business with the highest standards of commercial acumen, honesty and integrity.

Core Purpose

We are in the business of creating peace of mind, with our core purpose of achieving your financial success and maximising freedom of choice.

Values

Courage – Being strong and taking ownership

Respect – Sincere and honest interaction

Excellence – Exceeding expectations because we care

Fun – Living life with passion

Trust – We have your back and do what we say

Section 1

The Marsh Tincknell Logo

The Logo

Our logo is established and confident. It provides a consistent foundation which maintains brand recognition and builds brand equity.

The uncluttered, simple and clean visual approach brings attention to the logo and maximises clarity of content.

Logo: Accepted Formats

Our logo is a very valuable asset. It is the key building block of our identity, the primary visual element that identifies us and should appear on all communications. We must treat it with respect and use it in accordance with the guidelines set out in this manual.

The Marsh Tincknell logo is made up of 2 elements. The Word-mark and the Logo Mark. The Word-mark should never appear on it's own without the logo mark, however in some instances the Logo Mark may appear on its own (for example as the Profile Icon on social media platforms.)

Primary Logo - Inline



The Marsh Tincknell logo has been designed for Full Colour or 3 colour reproduction only. No other formats are available therefore it is important to always place the logo over a white or light background (including photos) or use the Reversed Colour version over the Marsh Tincknell blue. This logo can be used for all corporate applications and is preferred over the versions below, provided it suits the application (i.e. spacial allowances).

Secondary Logo - Inline Stacked



This stacked version is best used where width space is limited or when coupling with a partner logo that may be of a similar shape so as not to unintentionally portray hierarchy.

Secondary Logo - Centred Stacked



The Centred logo is only to be used where it suits the application. Please seek permission from the Brand Support team if using this logo.

Logo: Accepted Formats

In some instances the Marsh Tincknell logo may need to be set over a dark blue background (as shown on this page). For this reason a white reverse version has been established.

This option is not to be used over a red or green background. Please consult the Brand Support Team before using this logo to ensure the logo is represented correctly.

Tertiary Logo - Inline Reverse



The Marsh Tincknell Reversed logo has been designed to be used over the Marsh Tincknell blue only. You must never use this version over any other colour. Please seek prior approval from the Brand Support Team prior to using this logo to ensure it meets guidelines.

Tertiary Logo - Inline Stacked Reverse



This stacked version is best used where width space is limited or when coupling with a partner logo that may be of a similar shape so as not to unintentionally portray hierarchy. Please seek prior approval from the Brand Support Team to use this logo.

Tertiary Logo - Centred Stacked Reverse



The Centred logo is only to be used where it suits the application. Please seek prior approval from the Brand Support Team to use this logo.

Logo: Restrictions

Structure



These are the three (3) logo formats and show how they have been structured. This indicates what 'X' is equal to and how each element of the logo works together harmoniously.

Clear Space



The logo must be reproduced with a clear area around it which is free from other graphic elements to ensure maximum impact and aid in the logo's visibility and legibility. This clear space area is equal to 1.5x; 'X' being the space between the MT logo mark and the Marsh Tincknell logotype.

Minimum Size



Logo Inline: Minimum size =

5mm high



Logo Inline Stacked: Minimum size = 7.5mm high



Logo Inline Stacked: Minimum size = 10.5mm high

To ensure that the Marsh Tincknell logo reproduces legibly it is important to follow the minimum size rules above. Each format has its own minimum size rule to ensure 'Chartered Accountants' is always visible.

Logo: Incorrect Usage

When using the Marsh Tincknell logo the following examples are forbidden at all times.



DON'T use the word mark separately without the MT logo mark



DON'T alter or resize individual parts of the logo



DON'T recolour the logo or its components in any way



DON'T reposition the logo components in any way



DON'T skew, stretch or distort the logo in any way



DON'T add drop shadows, bevels or other effects to the logo



DON'T display the logo over a background or image that impedes visibility



DON'T add a keyline around the logo to make it stand out

Section 2

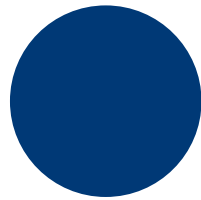
Marsh Tincknell Brand Elements

Colour

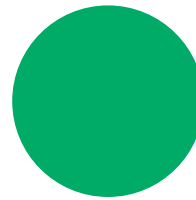
When it comes to communicating the Marsh Tincknell brand, it is essential to only use our brand colours. These colours serve as a foundational palette that work across all branded materials. Made up of red, blue and green, these primary colours will anchor and balance colour expressions when used with supplementary palettes.

These supplementary colours have been selected to complement the primary palette to help bring the brand to life. The supplementary colours should not be used all at the same time, or on their own without the primary colours.

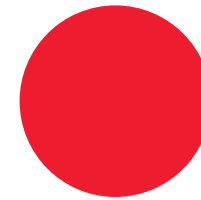
Primary Colours



Dark Imperial Blue
R0 G57 B118
C100 M72 Y0 K38
#003976



Go Green
R0 C171 B103
C91 M0 Y83 K0
#00ab67



Bright Red
R237 G27 B46
C0 M100 Y91 K0
#ed1c2e

Supplementary Colours



Deep Taupe
R122 G108 B93
C61 M61 Y71 K0
#7a6c5d



Celadon Green
R33 G131 B128
C87 M37 Y53 K0
#218380



Steel Grey
R126 G130 B135
C58 M47 Y43 K0
#7e8287



Charcoal
R47 G69 B80
C45 M15 Y10 K78
#2f4550



Dark Raspberry
R143 G45 B86
C54 M100 Y60 K0
#8f2d56



Gunmetal
R45 G48 B71
C48 M40 Y0 K80
#2d3047



Harvest Gold
R232 G144 B5
C7 M50 Y100 K0
#e89005



Light Cyan
R214 G255 B246
C13 M0 Y6 K0
#d6fff6



Pale Gold
R220 G196 B142
C14 M20 Y50 K0
#dcc48e



Blue Sky
R91 G192 B235
C57 M5 Y0 K0
#5bc0eb

Typography

Marsh Tincknell's typography helps to set a contemporary and clear tone for branded communications and is flexible in a wide range of situations.

Specific weights of Montserrat are used for different types of content, such as headlines, body copy and subheadings.

A kerning value between -25 and -50 is observed - especially for headings and bolder versions of the font to add density.

The most commonly used versions have been shown here, but there are 18 styles available providing ultimate flexibility for any project. To download the Montserrat font family, simply visit fonts.google.com/specimen/Montserrat.

MONTSERRAT

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()_+<>?

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()_+<>?

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()_+<>?

Montserrat Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()_+<>?

Montserrat Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()_+<>?

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%^&*()_+<>?

Typography: Hierarchy

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so readers can scan text for key information. By employing a consistent type hierarchy, the communications readability and brand recognition is enhanced.

The examples provided give some guidance on type hierarchy. In general, it is expected that a balanced contrast between headlines, subheadings and body copy is maintained.

Hierarchy

SENTENCE CASE
NO FULL STOPS
ONLY SINGLE
SENTENCES

→ **The nationally
awarded Business
Advisory Firm of
the year**

HEADLINES: MONTSERRAT BOLD

SENTENCE CASE
ONLY SINGLE
SENTENCES

→ We create peace of mind,
financial success, and
freedom of choice.

SUBHEADINGS: MONTSERRAT LIGHT

SENTENCE CASE

→ Eribusti sintur sit, untenes tiisciendam rat.
Haria soluptatias rest, ullab ilianih illabo.
Nequoss imaximi, officiaeprat autem alibus.
Olorepro qui corem voluptatur. Cate duci
iunturio officiis et doloris adis sitatem fugiam
faccus, od eum hita sus.

BODY: MONTSERRAT LIGHT

Kerning & Tracking

→ -50 KERNING
1:1 FONT SIZE &
TRACKING

**Maximise your
freedom of choice
& achieve financial
success**

HEADLINES

→ -50 KERNING
1:1.25 FONT SIZE &
TRACKING

Business Growth
Advisory Services

SUBHEADINGS

→ -50 KERNING
1:1.25 FONT SIZE &
TRACKING

Eribusti sintur sit, untenes tiisciendam rat.
Haria soluptatias rest, ullab ilianih illabo.
Nequoss imaximi, officiaeprat autem alibus.
Olorepro qui corem voluptatur. Cate duci
iunturio officiis et doloris adis sitatem fugiam
faccus, od eum hita sus.

BODY

Imagery Style

Our brand is about helping businesses achieve financial success and this should be reflected in photography choices. A mixture of people and technology based imagery helps create a professional and approachable brand look and feel.

Photos containing people should be of professionals and capture in the moment interactions. Imagery should feel modern and professional, and the focus should be on providing solutions and achieving desired financial outcomes.

Black and white photography works well either in solitary or in combination with full colour imagery as it provides a simple backdrop and allows true detail and emotion to shine through. Using black and white photography also helps redirect attention to key content and messages.



Graphic Treatments

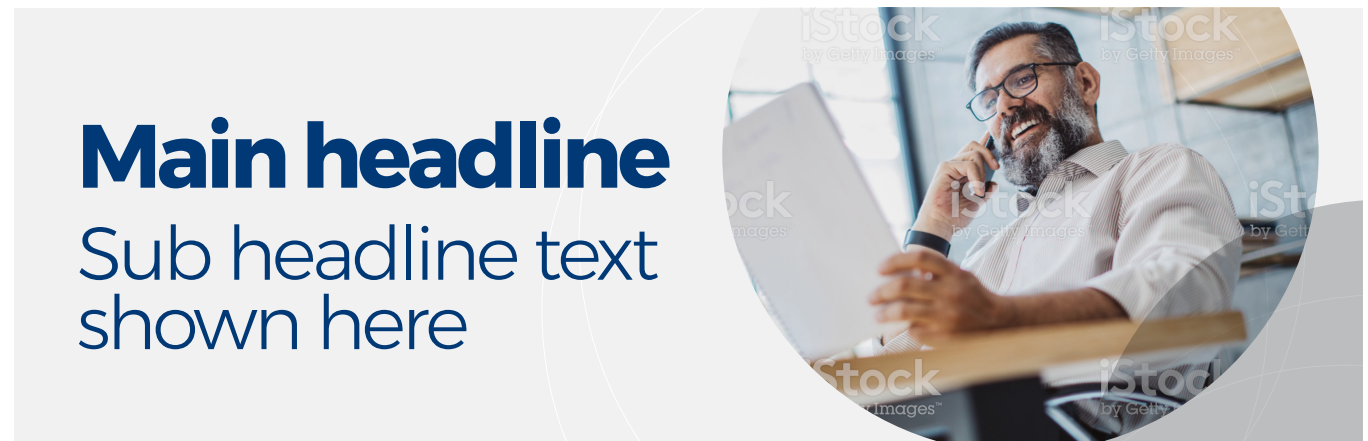
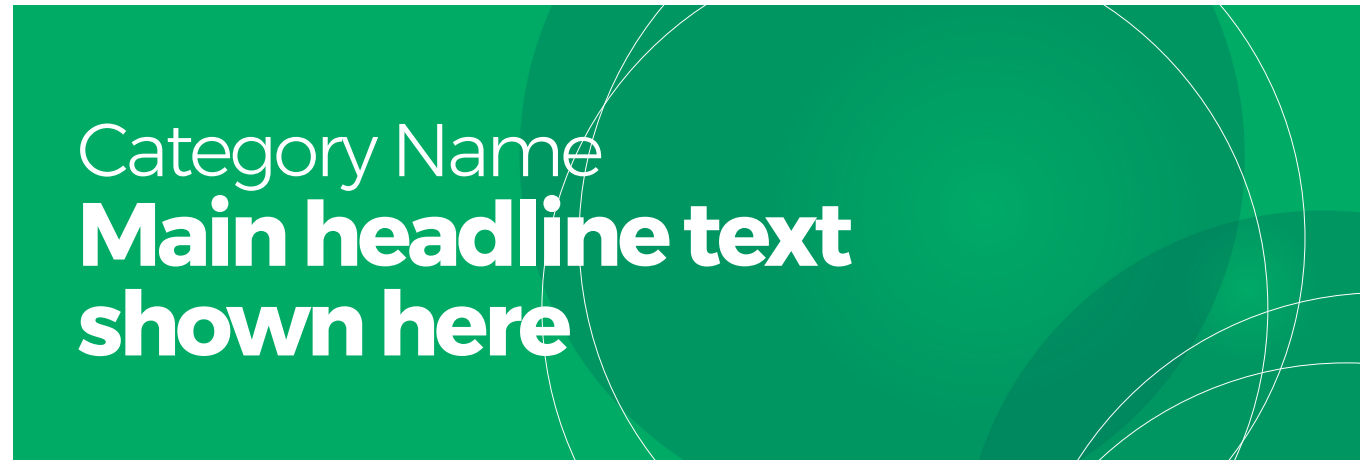
To add interest to the Marsh Tincknell brand, a series of simple graphic circles have been created that subtly reference the overlapping shape that make up the Marsh Tincknell logo mark. These circles can be used in any portion of the shape that best suits the placement and can also be used in combination (e.g. white outline over shaded circles).

There are 4 variations of this graphic device shown here which can then be extended and evolved further depending on the design intent.



Graphic Examples

We have outlined some basic scenarios using the graphic treatments. These examples are not hard and fast rules, but instead show how the graphic treatments can be applied to help enhance a design in different ways without adding in any other non-brand elements.



Section 3

Marsh Tincknell Design Application

Letterhead

A4 Form

Business Cards



**Achieve financial
success to
maximise your
freedom of choice.**

Liability limited by a scheme approved under
Professional Standards Legislation

Corporate Stationery



Presentation Folder - Exterior Flat



Presentation Folder - Exterior Folded

Publications

Templated flyers have been created to use and also help guide the design of future publications (e.g. brochures, posters, advertising).

Map your journey to Business and Personal Success

Business Growth Advisory Services

Core Values Development

Do you find it hard to differentiate yourself from your competitors? Are you frustrated by a lack of aligned behaviour within your team? Would you like to get the very best from your team without getting the big stick out? Would you like to have a business where everyone (including you) loves coming to work?

Core Values are your answer.

Process Snapshot

- Share what Core Values really are and the benefit of having them
- Brainstorm what values the attendees hold to be important
- Prioritise values to have five or less final Core Values
- Develop a key definition for each Core Value
- Discuss and plan how to unveil and display your new Core Values

Why we developed this Service

Core values are the essence of a company's identity. They support the vision and shape the culture of an organisation. Core Values cannot be plagiarised and made to fit an organisation. They need to be developed from within to be authentic to your company and employees.

Experience has shown that the most effective way to develop Core Values is by having a neutral facilitator lead the process. We've developed an effective service that allows you to create Core Values for your business - providing a great foundation and guide for the way your team interact with clients and each other.

Benefits of Core Values Development

Business	Team
<ul style="list-style-type: none"> Determine the values that will drive your business to achieve its vision Gain a framework for effective communication Gives you access to an expert sounding board, so you can discuss your ideas and the impact of them prior to making any decisions within the business Improved business performance by identifying ways to overcome challenging issues Keeps your Business Plan as a 'living document' to ensure you are working towards your goals Core Values contribute to the overall success of the organisation 	<ul style="list-style-type: none"> Build a foundation for the culture you believe is fundamental to your success Increase alignment within your Team Core Values guide expected behaviours - how your Team interact with each other and clients Clearly communicate what is important to you, employees, and the company Alignment amongst the Directors in terms of prioritising what projects are important (if applicable)

Achieve financial success to maximise your freedom of choice.

marshtinknell.com.au

A4 Flyer

Vidigenducid que voluptatia commolo recati odigend

Facts Set One

- Determine the values that will drive your business to achieve its vision
- Gain a framework for effective communication
- Gives you access to an expert sounding board, so you can discuss your ideas and the impact of them prior to making any decisions within the business
- Improved business performance by identifying ways to overcome challenging issues
- Keeps your Business Plan as a 'living document' to ensure you are working towards your goals
- Core Values contribute to the overall success of the organisation

Facts Set Two

- Build a foundation for the culture you believe is fundamental to your success
- Increase alignment within your Team
- Core Values guide expected behaviours - how your Team interact with each other and clients
- Clearly communicate what is important to you, employees, and the company
- Alignment amongst the Directors in terms of prioritising what projects are important (if applicable)

Introductory paragraphAd maximod icimaio beatem ad ex ellandi pitio. Volut latque il est, cone voleniporem serenitas am con nient pliasi doloribustio conet dellabo. Mo tecupta tecessciendit fugitiis commienim fuga. Nempori onseque sitatur, te conecus ciaspiti ut explab ipiti esseque nonseque doluptius nobit, sed quo quae es aspernatibus assuntiam idi eumque quamus de occulparum fuga. Ut magnis atem fuga, itate volestium ea pellabo ribus.

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Etre, evel et laboria destotate volupstassum volupta di cum ex eum fuga volupta tlist, vera num, omnimus. Tor sum evention repudiae peressimin nera doluptatus resequod quosam liqui voluptatum ium labo. Otate id mos quo quam quam, quae vellent volecto doluptacua id uti proectur corberum id molupie nihilo natus vercia iminctotatem nos doluptat volores ecatemped ma sit eum de et molum qui odi testi dlorestis ad magniate modi cum volor sit volest, sim aut premquam iunecte occupitutum et laut quasse laboria ditiae ipissin ullaborundi am, ut ut magniscia quam facerum ex estioneum quentem odipide strupta quantius quatur odit posam imin nulpia ipsande labore nobis voloreic te preitit qu ex es sunt.

Achieve financial success to maximise your freedom of choice.

marshtinknell.com.au

Fact Sheet

Section 4

Brand Support

Brand Support

If you have any questions relating to the contents of this manual or the Marsh Tincknell logo and design files please contact our Brand Support Team.

Thank you.

P 07 3422 8000

E tomw@mtaccountants.com.au

