



BRAND**GUIDE**



Pantone 653
CMYK: 100 / 62 / 0 / 20
RGB: 0 / 82 / 149
#005295



Pantone 279
CMYK: 68 / 34 / 0 / 0
RGB: 81 / 145 / 205
#5191cd



CPAs & Consultants Wealth Advisors Corporate Investigators



CPAs & Consultants Wealth Advisors Corporate Investigators



LOGO COLORS



Pantone 653
CMYK: 100 / 62 / 0 / 20
RGB: 0 / 82 / 149
#005295



Pantone 279
CMYK: 68 / 34 / 0 / 0
RGB: 81 / 145 / 205
#5191cd

NEW COLORS

(we've been using this palette in our new PPT, brochures and starting to transition to other materials as well)



CMYK: 47 / 0 / 87 / 0
RGB: 146 / 201 / 85
#92c955



CMYK: 64 / 0 / 45 / 0
RGB: 83 / 192 / 165
#53c0a5



CMYK: 77 / 62 / 42 / 24
RGB: 68 / 83 / 103
#445367



CMYK: 4 / 45 / 100 / 0
RGB: 239 / 154 / 33
#ef9a21



CMYK: 88 / 51 / 7 / 0
RGB: 15 / 115 / 177
#0f73b1



CMYK: 56 / 46 / 49 / 13
RGB: 115 / 117 / 114
#737572

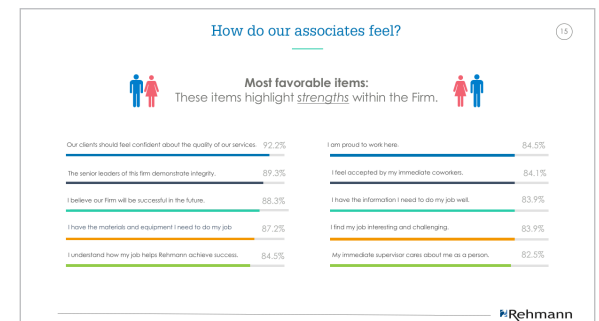
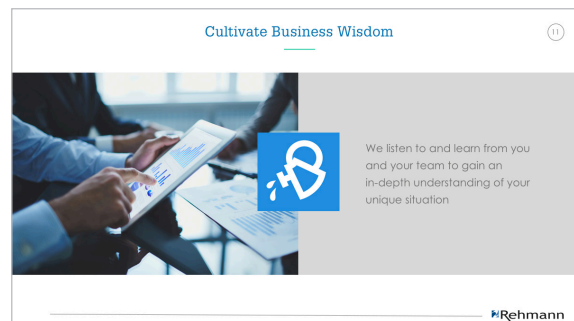
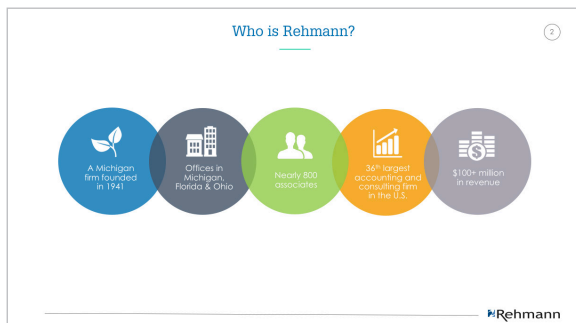
Glypha Bold — Headline

Glypha Roman — Subhead

Minion Pro Regular — Body text

Acumin Pro Light — Body text, introductory text, quotes

SAMPLES — NEW POWERPOINT



SAMPLES — BROCHURES

SERVICE LINE BROCHURES

NICHE BROCHURES



DR. DAVID C. COLE
Executive Director

Poised for growth

When you speak with a Rehmann CFO, you get the Rehmann experience: a commitment to understanding business challenges and finding solutions that drive financial performance. You'll find a CFO who is a strategic partner, not just a number cruncher. And you'll find a CFO who is a team player, working with you to achieve your goals. Rehmann CFOs are poised for growth.

BUSINESS AND INDUSTRY KNOWLEDGE

THE REHMANNS ARE YOUR VOICE

Rehmann CFOs are experienced business professionals who understand the challenges of your industry. They can help you identify and implement solutions to your problems. They can help you understand the financial implications of your decisions. They can help you communicate your financial needs to your stakeholders. They can help you achieve your goals.

STRATEGIC PLANNING

Rehmann CFOs are experienced business professionals who understand the challenges of your industry. They can help you identify and implement solutions to your problems. They can help you understand the financial implications of your decisions. They can help you communicate your financial needs to your stakeholders. They can help you achieve your goals.

ALIST

Rehmann CFOs are experienced business professionals who understand the challenges of your industry. They can help you identify and implement solutions to your problems. They can help you understand the financial implications of your decisions. They can help you communicate your financial needs to your stakeholders. They can help you achieve your goals.

Only Rehmann is as poised as we are. We spend time listening to your goals and objectives before making a recommendation or strategy.

Prepared to get there



DR. DAVID C. COLE
Executive Director

CFOs and Controllers





Construction

Rehmann



BRIAN WOODARD, CPA, CFRE
President

BUILDING your business



What You Need to Succeed

Successful entrepreneurs have the skills, knowledge and insight to identify and create new opportunities. They know how to build a business that can grow and sustain itself. They know how to build a business that can grow and sustain itself.

Rehmann's business development and sales training programs are designed to help you build a business that can grow and sustain itself. Our programs are designed to help you build a business that can grow and sustain itself.

Rehmann's business development and sales training programs are designed to help you build a business that can grow and sustain itself. Our programs are designed to help you build a business that can grow and sustain itself.



Rehmann • Business Development Training

NEW SERVICES

- New services to help you increase your profitability
- New services to help you increase your profitability
- New services to help you increase your profitability
- New services to help you increase your profitability
- New services to help you increase your profitability

ASSISTANCE SERVICES

- Assistance services to help you increase your profitability
- Assistance services to help you increase your profitability
- Assistance services to help you increase your profitability
- Assistance services to help you increase your profitability
- Assistance services to help you increase your profitability

TRAINING

- Training programs to help you increase your profitability
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MENTORING

- Mentoring programs to help you increase your profitability
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- Mentoring programs to help you increase your profitability

COMPONENT INVESTMENT STRATEGIES

- Component investment strategies to help you increase your profitability
- Component investment strategies to help you increase your profitability
- Component investment strategies to help you increase your profitability
- Component investment strategies to help you increase your profitability
- Component investment strategies to help you increase your profitability

RETIREMENT PLANS

- Retirement plans to help you increase your profitability
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- Retirement plans to help you increase your profitability
- Retirement plans to help you increase your profitability

FINANCIAL PLANNING

- Financial planning to help you increase your profitability
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- Financial planning to help you increase your profitability
- Financial planning to help you increase your profitability
- Financial planning to help you increase your profitability



BRIAN WOODARD, CPA, CFRE
President



Rehmann's business development and sales training programs are designed to help you build a business that can grow and sustain itself. Our programs are designed to help you build a business that can grow and sustain itself.

LAUREN EISENBERG, CPA, CFRE
President





JEFF PHILLIPS, ON, CFP®
Senior Financial Advisor
at Rehmann

Professional Focus











Invest and plan for your personal and retirement future. Use these effective strategies to develop a comprehensive portfolio, protect your assets and ensure your financial goals are met for the future. This is the only way to ensure your financial future.

RETIRED RETIREMENT BUILDING

Investment strategies for the retired. This is the only way to ensure your financial future. This is the only way to ensure your financial future. This is the only way to ensure your financial future.

FAMILY LTD

Investment strategies for the family. This is the only way to ensure your financial future. This is the only way to ensure your financial future. This is the only way to ensure your financial future.

SUCCESSOR PLANNING

Investment strategies for the successor. This is the only way to ensure your financial future. This is the only way to ensure your financial future. This is the only way to ensure your financial future.

RETIREMENT PLANNING

Investment strategies for the retiree. This is the only way to ensure your financial future. This is the only way to ensure your financial future. This is the only way to ensure your financial future.

GROUP BENEFITS

Investment strategies for the group. This is the only way to ensure your financial future. This is the only way to ensure your financial future. This is the only way to ensure your financial future.

TOTAL FINANCIAL SOLUTIONS

Investment strategies for the total. This is the only way to ensure your financial future. This is the only way to ensure your financial future. This is the only way to ensure your financial future.

PERSONAL FINANCIAL

Investment strategies for the personal. This is the only way to ensure your financial future. This is the only way to ensure your financial future. This is the only way to ensure your financial future.

CROSS-FUNCTIONAL TEAMS

Investment strategies for the cross-functional. This is the only way to ensure your financial future. This is the only way to ensure your financial future. This is the only way to ensure your financial future.

EMERGENCY CONTINGENCY PLANNING

Investment strategies for the emergency. This is the only way to ensure your financial future. This is the only way to ensure your financial future. This is the only way to ensure your financial future.

WILL AND ESTATE PLANNING

Investment strategies for the will and estate. This is the only way to ensure your financial future. This is the only way to ensure your financial future. This is the only way to ensure your financial future.

WIND-UP ADVISORS

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Rehmann

Government



Rehmann

[illegible]

Corporate Investigators



Rehmann



Bill Karpulis, ESQ.
Executive Director, Corporate Investigations

Here when you need us.



Uncover the Facts.

Identify the facts and circumstances surrounding an event to establish a detailed legal picture. Our experts can help you:

- Establish a timeline of events
- Identify the parties involved
- Determine the cause and effect of an event
- Assess the impact of an event

Corporate Fraud & Forensic Accounting

Identify and analyze corporate fraud and forensic accounting issues. Our experts can help you:

- Identify the parties involved
- Determine the cause and effect of an event
- Assess the impact of an event
- Identify the parties involved
- Determine the cause and effect of an event
- Assess the impact of an event

Detect, Prevent, Protect.

Identify and analyze corporate fraud and forensic accounting issues. Our experts can help you:

- Identify the parties involved
- Determine the cause and effect of an event
- Assess the impact of an event
- Identify the parties involved
- Determine the cause and effect of an event
- Assess the impact of an event

Bribe & Corruption Investigations

Identify and analyze corporate fraud and forensic accounting issues. Our experts can help you:

- Identify the parties involved
- Determine the cause and effect of an event
- Assess the impact of an event
- Identify the parties involved
- Determine the cause and effect of an event
- Assess the impact of an event

Surveillance & Interference

Identify and analyze corporate fraud and forensic accounting issues. Our experts can help you:

- Identify the parties involved
- Determine the cause and effect of an event
- Assess the impact of an event
- Identify the parties involved
- Determine the cause and effect of an event
- Assess the impact of an event

Intellectual Property

Identify and analyze corporate fraud and forensic accounting issues. Our experts can help you:

- Identify the parties involved
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- Assess the impact of an event
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- Determine the cause and effect of an event
- Assess the impact of an event

Real and legal financial investigations have pervasive effects on any organization, regardless of size. We provide clients – from insurance companies and law firms to individuals and family foundations – with the resources to resolve these threats and maintain their goals and vision.



Bill Edwards
Executive Director, Corporate Investigations

Where you need us.



Healthcare



Rehmann



BRIAN WILLIAMS, DVM, DACVIM, DACVP
President

Gain a healthy outlook



A Prescription for Success

On the one hand, there's nothing quite like the satisfaction of seeing a dog wag its tail after a day of managing practice.

On the other hand, managing a growing, emerging practice is a lot like managing a complex system of interlocking and interlocking parts with no manual. It's a lot like trying to get the pieces to work together, and then trying to get the pieces to work together, and then trying to get the pieces to work together.

Managing a growing, emerging practice is a lot like trying to get the pieces to work together, and then trying to get the pieces to work together, and then trying to get the pieces to work together. Managing a growing, emerging practice is a lot like trying to get the pieces to work together, and then trying to get the pieces to work together, and then trying to get the pieces to work together.

Throughout the rest of your life, you will be able to see the results of your efforts. Managing a growing, emerging practice is a lot like trying to get the pieces to work together, and then trying to get the pieces to work together, and then trying to get the pieces to work together.

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DR. BRIAN WILLIAMS, DVM, DACVIM, DACVP
President, Veterinary Management Associates

NEW AND RECRUITING
The new high tech recruitment services of your practice will be the most important and successful in your practice.

REVENUE OPTIMIZATION
The new high tech revenue optimization services of your practice will be the most important and successful in your practice.

REVENUE RISK MANAGEMENT
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PRACTICE MANAGEMENT

The business structure of your practice will be the most important and successful in your practice. The business structure of your practice will be the most important and successful in your practice.

CORPORATE INVESTMENT SERVICES
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CURT MORRISON, DVM, DACVIM, DACVP



JENNIFER WILLIAMS, DVM, DACVIM, DACVP

SHERRY DIXON, DVM, DACVIM, DACVP



These new brochure designs feature the new color palette. We have also removed the color bar from the bottom (red, green & orange).

SAMPLES — INVITATIONS



Halftime Report & Beer School

Grand Rapids, MI
Tuesday, August 15, 2017

Muskegon, MI
Wednesday, August 16, 2017

INRULY
BREWING CO.

Founders
BREWERY

FRANKLIN TEMPLETON
INVESTMENTS

Rehmann



Service beyond the ordinary

Rehmann's Financial Institutions Group is the premier provider for community groups in your region, backed by the reputation and resources of one of the largest CPA and consulting firms in the Midwest.

866.799.9580 | rehmann.com

Rehmann

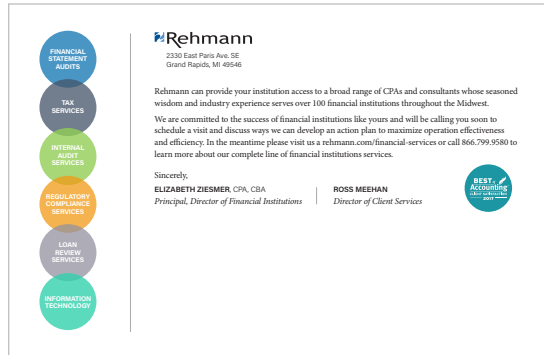


Cultivate your next leader

For your agricultural-related business to grow into the future, it will need an effective leader at the helm. Our experienced advisors can help you develop a strategic business plan to prepare your next generation of leadership.

866.799.9580 | rehmann.com

Rehmann



Rehmann
2330 East Paris Ave. SE
Grand Rapids, MI 49546

Rehmann can provide your institution access to a broad range of CPAs and consultants whose seasoned wisdom and industry experience serves over 100 financial institutions throughout the Midwest.

We are committed to the success of financial institutions like yours and will be calling you soon to schedule a visit and discuss ways we can develop an action plan to maximize operations effectiveness and efficiency. In the meantime please visit us at rehmann.com/financial-services or call 866.799.9580 to learn more about our complete line of financial institutions services.

Sincerely,
ELIZABETH ZIESMER, CPA, CBA
Principal, Director of Financial Institutions

ROSS MEEHAN
Director of Client Services

REST
Accounting
and
Tax

- FINANCIAL STATEMENT AUDITS
- TAX SERVICES
- INTERNAL AUDIT SERVICES
- REGULATORY COMPLIANCE SERVICES
- LOAN REVIEW SERVICES
- INFORMATION TECHNOLOGY



Growing & Weeding Out Your Investments and Gardening Tips & Trends

May 16, 2017
Frederik Meijer Gardens
& Sculpture Park

Join us on Tuesday, May 16, 2017, for "Growing & Weeding Out Your Investments and Gardening Tips & Trends," a dual presentation on growing outstanding investment portfolios and gardening skills. First, Flowerland CEO Rick Vuyt will offer tips on how to make gardening fun and fruitful.

- "Weed by Example" (grow your Hort-folio)
- Well rooted advice on gardening issues and trends
- Practical pointers to help you maintain your "composture"

Following this presentation, Rehmann Financial Advisor Ethan Anderson will discuss common behavior that stifles growth in the world of investments, as well as preventative measures you can implement to keep your investments blooming. After the presentations, enjoy a stroll through the beautiful gardens and sculpture park.

Presenters
Ethan Anderson
Financial Advisor, Senior Portfolio Manager, Rehmann Financial

Rick Vuyt
Flowerland CEO, Host Flowerland Show WOOD Radio, WZZM TV 13
Mr Green Thumb, Women's Lifestyle Magazine Writer

Sponsor
Jackson National

Event Information
When: Tuesday, May 16, 2017
3:30 p.m. - 5:00 p.m.
Hors d'oeuvres and beverages provided
Where: Frederik Meijer Gardens & Sculpture Park
Platter Room
1000 East Rehrline Ave NE
Grand Rapids, MI 49525

RSVP by Tuesday, May 9, 2017
to rehnman.com/may-growing or 616.975.4100
Please feel free to invite a guest who would benefit from the same services we provide you. Limited seating is available.

Securities offered by Ethan Anderson are through Royal Alliance Associates, Inc., member FINRA/SIPC. Advisory services are offered through Rehmann, which is not affiliated with Royal. Jackson National is not affiliated with Royal. Rehmann, 2330 East Paris Ave. SE, Grand Rapids, MI 49546.

Flowerland | **Rehmann** | **Jackson National**

We are slowly transitioning our invitations to the new colors. These designs still feature the color bar at the bottom.



Looking to streamline your process?

We can assemble the right services for your company

The Rehmann Experience provides our clients with access to a wealth of information, on services such as accounting outsourcing, tax, succession planning and consulting, to help keep your business running smoothly.

Contact me today to learn more.

Garrett Klein
GARRETT KLEIN, CPA, CGMA
Principal, Manufacturing Group Leader
garrett.klein@rehmann.com | 248.752.5000

12 locations throughout Michigan
rehmann.com | 866.799.9580

Rehmann 75
CELEBRATING 75 YEARS



Rehmann named a Best of Accounting winner.

BEST of Accounting™
CLIENT SATISFACTION
2016

Fewer than one percent of all accounting firms in the United States and Canada earned the 2016 Best of Accounting Award for providing remarkable service quality to their clients. We are proud to be among them and humbled by our clients' kind feedback.

Visit www.bestofaccounting.com/accounts/rehmann to learn why clients prefer working with our talented team of advisors.

Best of Accounting™ recognizes accounting firms that have proven high service quality marks based completely on the ratings given to them by their clients. The award program provides statistically valid and objective service quality benchmarks for the accounting industry, rewarding which firms deliver the highest quality of service to their clients.

CPAs & Consultants Wealth Advisors Corporate Investigators
rehmann.com

Rehmann 75
CELEBRATING 75 YEARS

Now mandatory: A strong digital defense

The average cyber attack takes nearly 50 days — and costs close to \$2 million — to resolve.

Letting your guard down is not an option. Rely on Rehmann's cyber security consultants to help fend off digital assaults that disrupt your business and bruise your bottom line.

Contact me today to learn more.

JESSICA DORE, CISA
Principal
989.797.8391
jessica.dore@rehmann.com



SOURCE: Ponemon Institute's 2015 Cost of Cyber Crime Study: United States.

rehmann.com

Rehmann 75
CELEBRATING 75 YEARS

Here to help you take the lead

With experienced CPAs and consultants, wealth advisors and corporate investigators — you can rest assured that Rehmann is no amateur act. We put your interests first, providing an experience that makes you say "encore."



rehmann.com | 616.975.4100

Rehmann



Business wisdom delivered

That's our promise to you

Our tax professionals, auditors, wealth advisors and corporate investigators are dedicated to providing the comprehensive solutions you need. Contact us today to learn more.

rehmann.com | 517.787.6503

Rehmann


The perfect swing doesn't come easy

It requires years of practice borne of passion and commitment

The players on the LPGA tour understand this — it's what makes each of them remarkable. Rehmann appreciates that passion and commitment because we feel the same way about the industries we serve ... industries many Rehmann advisors understand because we've been there.

Learn more at rehmann.com/perspectives.

Volvik CHAMPIONSHIP
OFFICIAL SPONSOR OF THE LPGA VOLVIK CHAMPIONSHIP



CPAs & Consultants
Wealth Advisors
Corporate Investigators

Rehmann