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EFA Style Guide

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EFA Brand

Brand Mission

We are passionate about all things quality. We are here to help providers to help participants in the best possible way. We support providers to be providers of choice.

Brand Strategy

Our 2020 and beyond strategies are to continue our high-quality work, expand our service offerings by utilizing

SWOT analysis, streamline processes, and continue expanding the business through relationships, business partners and clients.

We aim to reach this business growth through relationship referrals, organic and paid digital and print marketing, and taking on new opportunities through domestic and or international relations.

We encourage feedback and suggestions from our clients to give us the opportunity to work on implementing new strategies and offerings.

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Brand Personality

1

BRAND PERSONALITY

Trusting

We listen, and are passionate about outcomes delivered through client collaboration

3

BRAND PERSONALITY

Reliable

We aim to not only meet our clients expectations, but exceed them. We live and breathe quality.

2

BRAND PERSONALITY

Credible

We ensure the requirements of all our clients are met, from the initial conversation right through to delivery of services – **we go the extra mile**

4

BRAND PERSONALITY

Empathetic

We will ensure that we are aware of, understand, and appreciate our client needs.

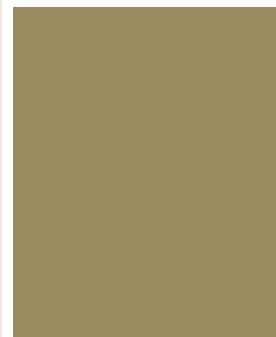
Colour Palette

The following palette has been selected for EFA'S branding and marketing communications.

These colours reflect EFA's brand personalities. The pink hue and light cream add a modern and friendly feel, while the navy blues express reliability and corporate standard. Lastly, the gold highlights quality.

All colours available for digital and print usage
[CMYK for print + RGB for digital listed]

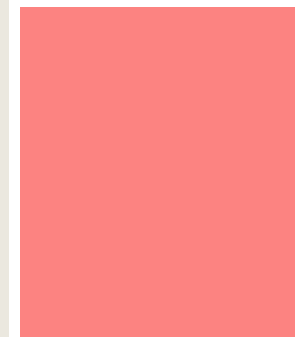
Colours may be used with transparency up to 25%.



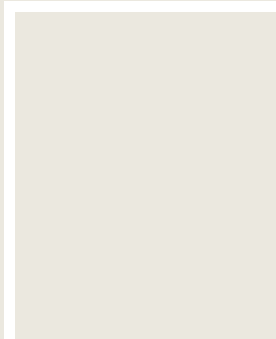
CMYK 40 | 38 | 70 | 8
RGB 153 | 139 | 95
#Q73920



CMYK 99 | 77 | 39 | 28
RGB 15 | 61 | 95
#0F3D5F



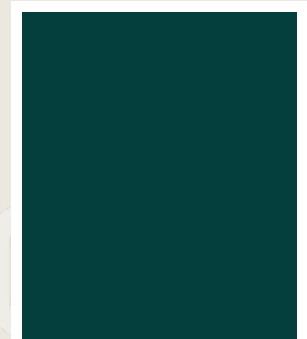
CMYK 0 | 61 | 38 | 0
RGB 252 | 131 | 129
#FC8381



CMYK 7 | 6 | 11 | 0
RGB 235 | 232 | 223
#EBE8DF



CMYK 98 | 72 | 30 | 13
RGB 19 | 77 | 120
#134D78



CMYK 91 | 53 | 64 | 50
RGB 4 | 63 | 61
#043F3D

Font Usage

The following fonts are used for EFA's online communications (website, EDM's), printed materials, and internal documents, including reports, procedures, letterheads.

Headings

Font: **Bodoni MT Bold**

Sub Headings

Font: **Bodoni MT Regular**

Body Text

Font: **Arial Regular**

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Logo Usage

EFA's primary logo can be used for both print and digital.

Minimum logo size | W = 2.5cm H = 1.2 cm

Secondary logos including reversed, monochromatic and coloured can be used for digital and print also.

PRIMARY LOGO



SECONDARY LOGO



Additional

To be in line with EFA's website, additional items such as icons, tables and charts, captions, can be coloured with the colour palette.



Highlighted Point / Action Required. Insert information here on the subject. Highlighted Point / Action Required. Insert information here on the

Insert Quote
Caption

“

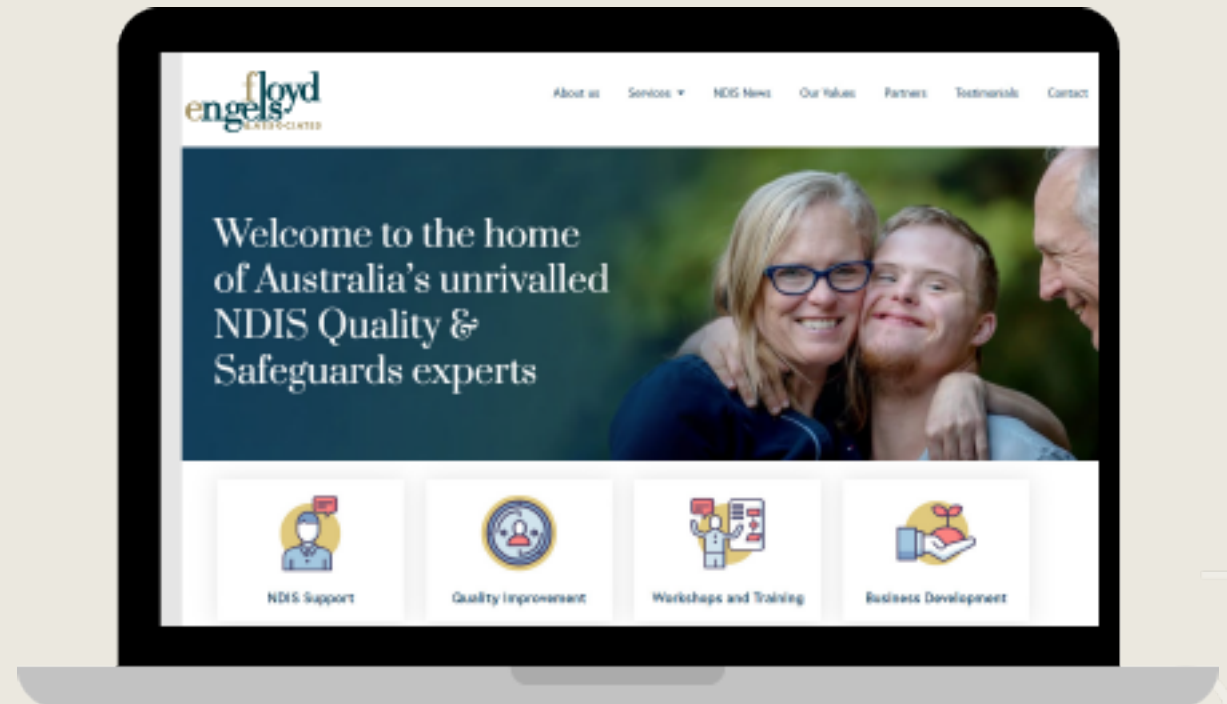
Add information here on the subject. Add information here on the subject. Add information here on the subject. Add information here on the subject.

- Name and date

Examples



Document template



EFA Website