

accountingWEB

Brand Guidelines

V1.03



**The leading online
publication for the
accounting profession**

About



AccountingWEB.co.uk is the largest independent online community for accounting and finance professionals in the UK - providing award-winning content and online engagement between members in a true community environment.

Accountants in Practice represent just under half of our visitors and we reach 75% of firms outside of the top 20.

Accountants in Business represent the remainder of our audience, typically working in smaller to mid-tier businesses.

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Logo - Primary, full colour

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Logo - Mono and mark versions

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H1
Lato, Black

Tougher HMRC policy

H2
Lato, Bold

Overcoming the training transfer problem by adopting a performance-centric mindset

H3 / Standfirst
Lato, Bold

Customer experience management needs saving, some are suggesting that a 'customer success' mindset is the answer.

Quote
Merriweather, Regular

"UK P2P platforms have lent £7.3bn to date"

CTA
Lato, Bold

Read more

Body
Merriweather, Regular

The UK's peer-to-peer loan market is bracing itself for an influx of government-incentivised investment as it struggles with the growing pains of onerous regulation, scandal and prodigious growth.

Link
Merriweather, Regular,
Underlined

One such business is Crowd2Fund, which launched in 2014.

Typography

Use this as a guide for size and weight ratios only

Colour

These colours represent the main colour palette.

Primary Orange
RGB: #EA5B25
CMYK: 1%,75%,90%,0%

Neutral Dark
RGB: #232323
CMYK: 74%,64%,59%,77%

Neutral Mid
RGB: #757575
CMYK: 52%,42%,41%,25%

Primary Orange Light
RGB: #FCE7DF
CMYK: 1%,11%,11%,0%

Neutral Light
RGB: #E0E0E0
CMYK: 15%,10%,11%,0%

Secondary Blue
RGB: #0F1949
CMYK: 100%,94%,42%,42%

Neutral Extra Light
RGB: #f5f5f5
CMYK: 5%,4%,4%,0%

Artworking Colour Palette

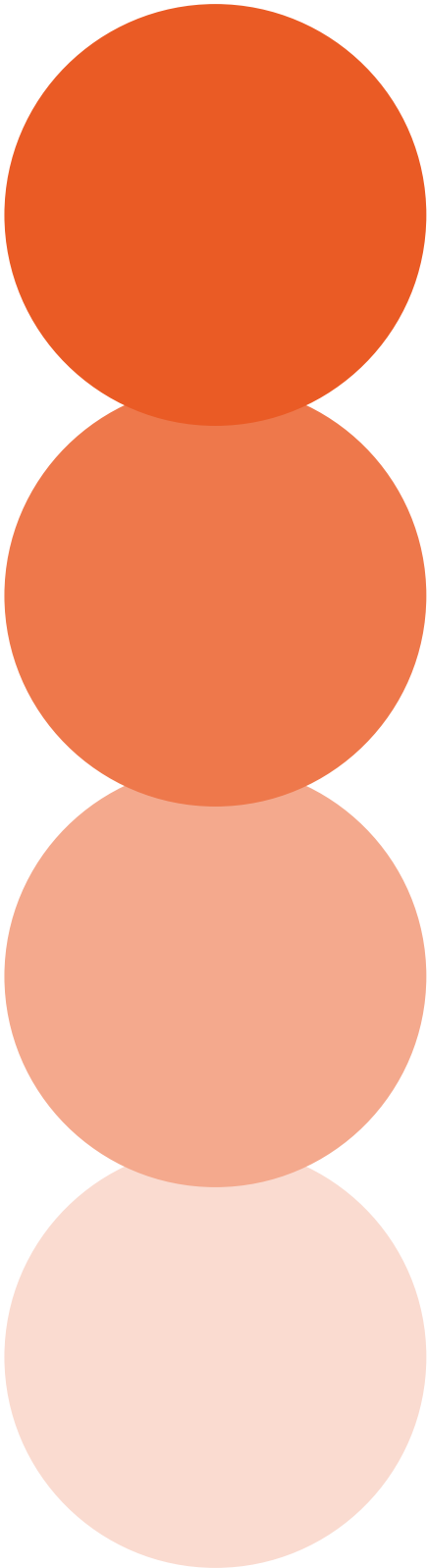
Expanded palette to be used for artworking

Primary Orange
RGB: #ea5b25

Primary Orange +1
RGB: #ee784b

Primary Orange +2
RGB: #f4a98d

Primary Orange Light
RGB: #fce7df



Secondary Blue
RGB: #0F1949

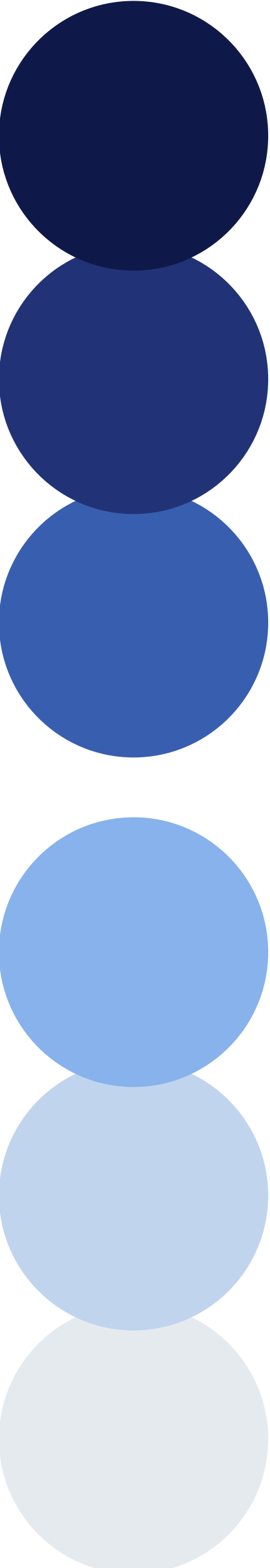
Secondary Blue +1
RGB: #213376

Secondary Blue +2
RGB: #385eaf

Accent Blue
RGB: #87b2eb

Accent Blue +1
RGB: #c1d4ee

Accent Blue +2
RGB: #e5eaeef



Accent Yellow
RGB: #ff9000

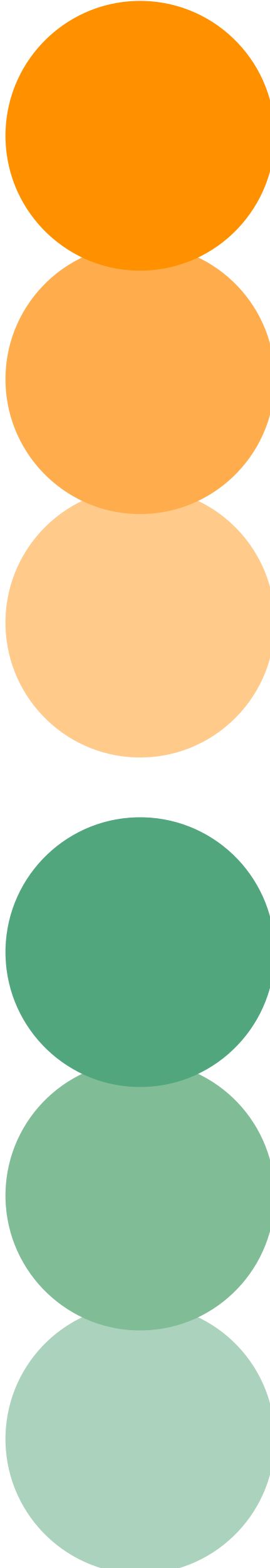
Accent Yellow +1
RGB: #ffad4c

Accent Yellow +2
RGB: #ffca8a

Accent Green
RGB: #51a67d

Accent Green +1
RGB: #80bc95

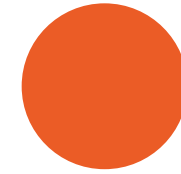
Accent Green
RGB: #aad2bc



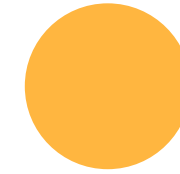
Data visualisation colour palette

For complex charts and graphs please use these colours.

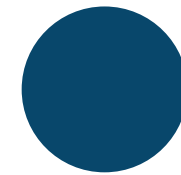
Data vis - 00
RGB: #ea5b25



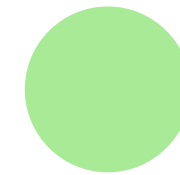
Data vis - 05
RGB: #ffb640



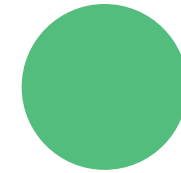
Data vis - 01
RGB: #08476b



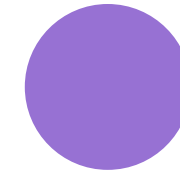
Data vis - 06
RGB: #a8ea96



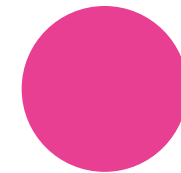
Data vis - 02
RGB: #52bd7d



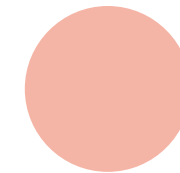
Data vis - 07
RGB: #9771d3



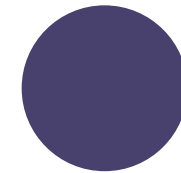
Data vis - 03
RGB: #e83f93



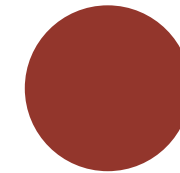
Data vis - 08
RGB: #f5b5a6



Data vis - 04
RGB: #48416d



Data vis - 09
RGB: #93362c



Photography

Photography should be good quality stock showing happy professionals interacting with each other in the workplace, as well as having a focus on graphs and data. For instances where AccountingWeb is providing information, photos of professionals showcasing their knowledge and understanding should be used, i.e giving a presentation to a crowd.

The images should be inclusive, relateable and have a human focus.

