



Brand Guidelines V1

2022

Connecting, empowering & growing the UK accounting community





Logos

AccountingWEB Live is comprised of two parts. Firstly AccountingWEB Live, which is the digital event offering accessed through the AccountingWEB website. Then secondly AccountingWEB Live Expo, which is an in-person event. Each part uses a different logo.



Logos & exclusion area

Ensure there is enough white space around the logos at all times.
The minimum space can be calculated from the central circle of the logo mark.

Alternate logos

Alternate variations of the logo are available, but should only be used if the following criteria is met:



With date

Only available for the Expo logos. Use when the date and location is important to get across, ensure there is enough space and the date and location is legible.

Stacked

The Live and Expo versions of the logo come in a stacked format, this should only be used in spaces that are highly narrow and vertical.

Circle brand mark

The brand mark should only be used for social media avatars or as a website favicon

Logo colour use

In order to maintain the colourful spirit of AWL, colour variations of the logo are available. Please follow these guidelines to ensure you're using the most appropriate version.



Regular & Light

These colour variations should be the default ones. Regular should be used only for white or light backgrounds. Light should only be used for AWL Primary Blue backgrounds.



Dark

This should be used sparingly and only on the brand orange backgrounds where the regular logo is not readable.

Mono

The mono logo should be considered a last resort and only used where the regular or light versions can't be used.

Logo Dont's

Remember that incorrect and inconsistent use of the AWL logo can undermine the impact of our communications and cheapen our brand integrity.



Don't scew or rotate the logo



Don't amend the colours



Don't use innappropriate background colours



Don't use interfering backgrounds



Don't use a mono logo where a coloured version would work



Don't add or amend elements



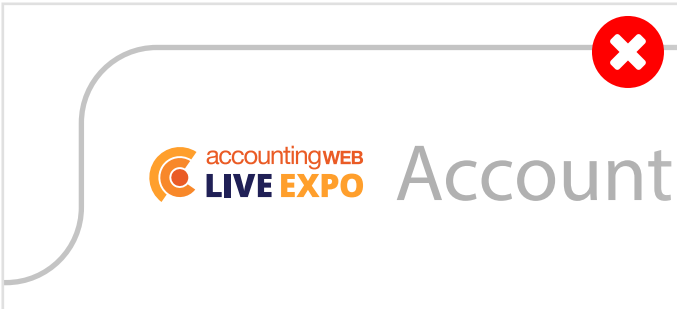
Don't use effects or filters



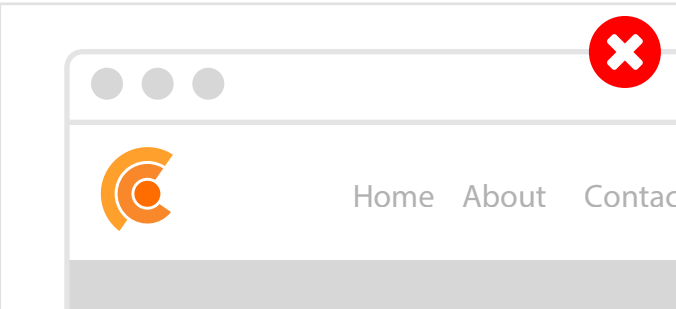
Don't ignore explusion zones



Don't use logos with too low resolution



Don't use full logo in small spaces



Don't use mark in areas with plenty of space

H1
font-family: Oswald
font-size: 72px
font-weight: Semibold
color: #FF9F2C

The business event for accountants

H2
font-family: Oswald
font-size: 45px
font-weight: Semibold
color: #FF9F2C

Join the UK's largest accounting community in person.

H3
font-family: Oswald
font-size: 32px
font-weight: Semibold
color: #202056

The go-to destination for busy accounting and finance professionals to meet, keep up to date and be inspired.

H4
font-family: Open Sans
font-size: 25px
font-weight: Semibold
color: #342F68

For over 20 years, AccountingWEB
has been the trusted advisor to
the accounting community.

Body
font-family: Open Sans
font-size: 18px
font-weight: Regular
color: #232323

Body: AccountingWEB Live will deliver the same professional expertise and industry insight that AccountingWEB's monthly readership of more than 600,000 individuals relies on as a high-quality, engaging, in-person experience.

Quote
font-family: Open Sans
font-size: 40px
font-weight: Semibold
color: #FF9F2C

“Accountingweb is a
fantastic and reliable
resource for accountants.”

Read more

Primary Button

height: 50px
background-color: #EA5B25

Primary ButtonText

font-family: Open Sans
font-size: 22px
font-weight: Semibold
primary button color: #FFFFFF

Read more

Secondary Button

height: 50px
background-color: #202056

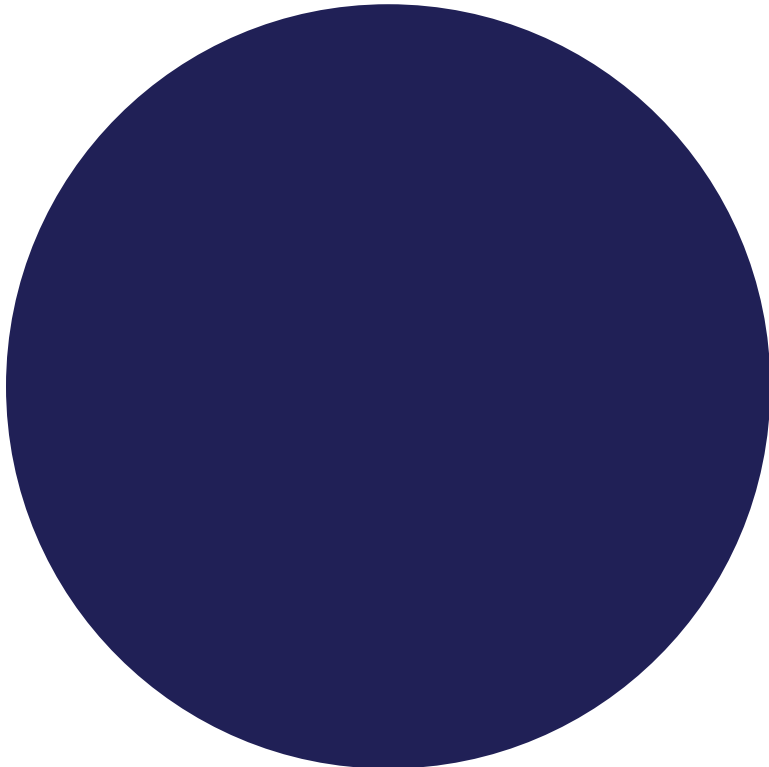
Secondary ButtonText

font-family: Open Sans
font-size: 22px
font-weight: Semibold
primary button color: #FFFFFF

Typography Size values for web only

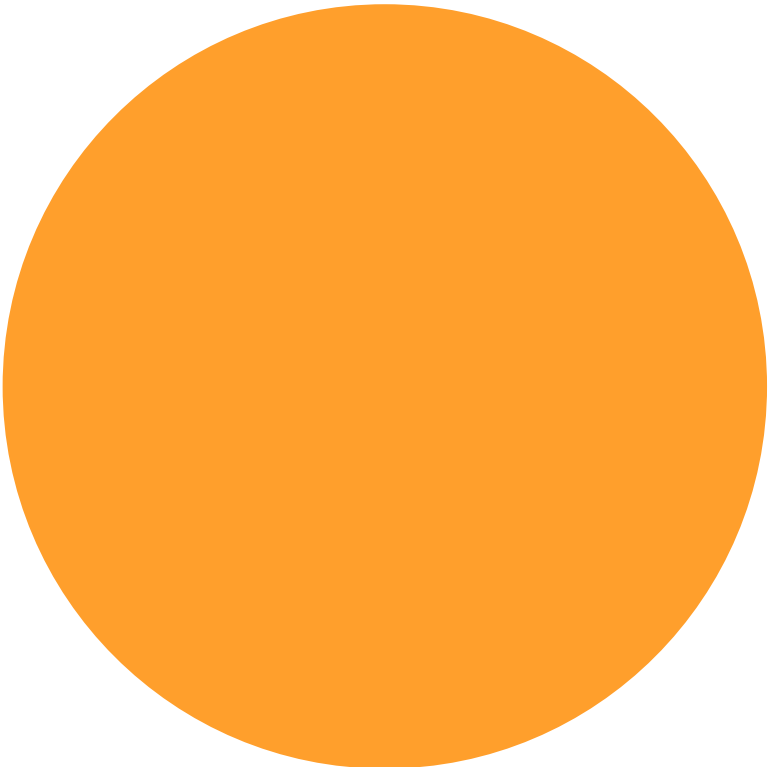
Primary colour palette

These are the primary colours to be used for the AWL brand.



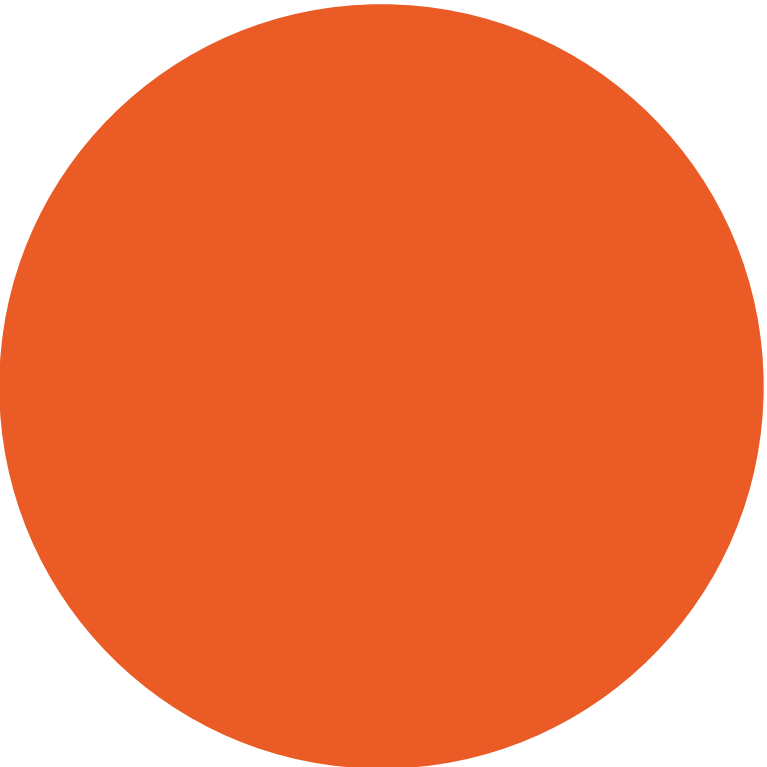
Primary blue

#202056
C100, M96, Y36, K28



Secondary orange

#FF9F2C
C0, M46, Y85, K0



Tertiary orange

#EA5B25
C0, M75, Y90, K0



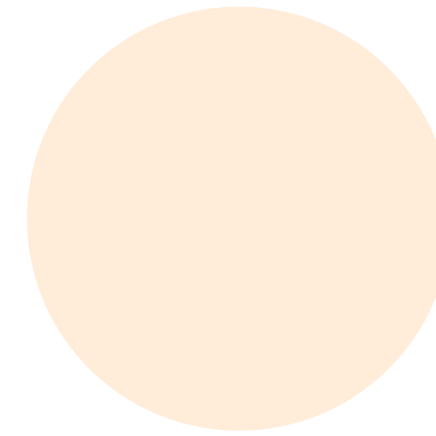
Primary blue should be the most commonly used colour, followed closely by secondary orange. Tertiary orange should be used sparingly.

Artworking palette

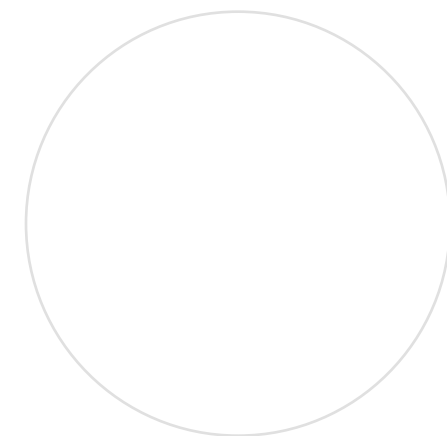
The expanded colour palette should only be used for artworking purposes.



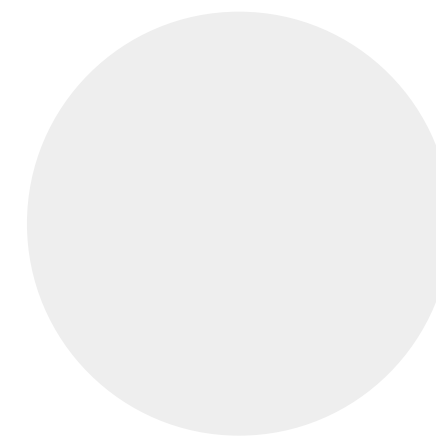
Light Blue
#F3F3FF
C6, M5, Y0, K0



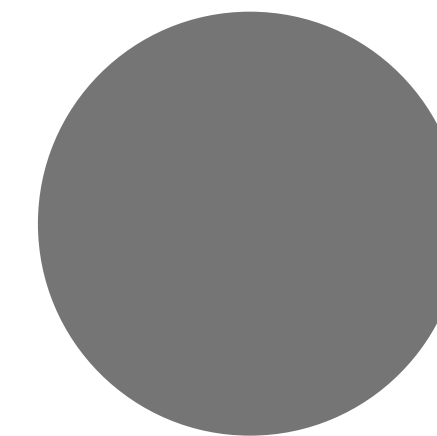
Light Orange
#FFEDD9
C0, M9, Y17, K0



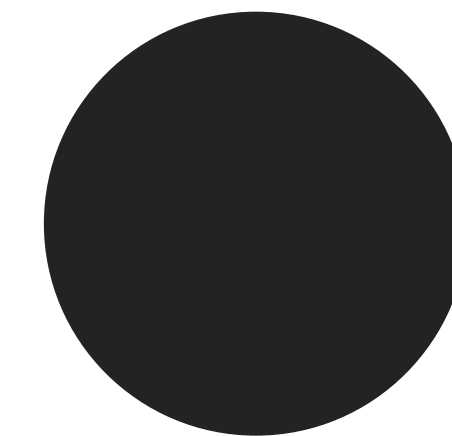
White
#FFFFFF
C0, M0, Y0, K0



Neutral Light
#EEEEEE
C8, M5, Y7, K0



Neutral Mid
#757575
C52, M42, Y41, K25



Neutral Dark
#232323
C74, M64, Y59, K77

<p>Header 1 Header 2 Header 3 Header 4 Paragraph</p> <p>Read more</p>	<p>White backgrounds Use default styles</p>	<p>Header 1 Header 2 Header 3 Header 4 Paragraph</p> <p>Read more</p>	<p>Grey backgrounds Use default styles</p>	<p>Header 1 Header 2 Header 3 Header 4 Paragraph</p> <p>Read more</p>	<p>Blue backgrounds H1, H2: #FFAA36 H3, H4, body: #FFFFFF buttons: Primary</p>
<p>Header 1 Header 2 Header 3 Header 4 Paragraph</p> <p>Read more</p>	<p>Primary orange backgrounds H1, H2: #FFFFFF H3: #342F68 H4, body: #232323 Buttons: Secondary</p>	<p>Header 1 Header 2 Header 3 Header 4 Paragraph</p> <p>Read more</p>	<p>Light orange backgrounds H1, H2, H3: #FFAA36 H3: #342F68 H4, body: #232323 Buttons: Secondary</p>	<p>Header 1 Header 2 Header 3 Header 4 Paragraph</p> <p>Read more</p>	<p>Tertiary orange backgrounds H1, H2: #342F68 H3, H4, Body: #FFFFFF buttons: Primary</p>

Colour usage

Care should be taken when combining colours and text to ensure the combinations are user friendly and legible. Stick to these allowed colour combinations.

Decorative element: Expo hoop shape

This element can be used as a background and decorative element, the hoop shape is taken from the expo logo and represents community and the spread of ideas.

**Decorative element:
Expo hoop shape**

The hoop shape should always follow the rules on this page.

It can be used as a foreground element where photography is not being used, or a background element to emphasis the expo branding.

It should be used for the AWL Expo only and not for AWL Digital.



The hoop shape should be used in an abstract way. It should intersect the canvas and feel dynamic.



The hoop shape can be used on different colour backgrounds.



The gradient on the hoop shape must always stay the same, but it can be rotated to create contrast.



If using on orange backgrounds ensure that the shape is clear.



Try not to show the full hoop shape in view. Only sections of it should be seen.



Do not use a flat colour on the hoop shape, it must always have a gradient even if subtle.



The gradient on the hoop shape must always be linear, never use a radial gradient.



Do not use any colours other than the allowed gradient.

Secondary orange
#FF9F2C

Gradient mid point
50%

Tertiary orange
#EA5B25



The hoop shape gradient should always be from secondary orange to tertiary orange with the mid point at 50%. The gradient should always be linear across the shape and never radial from the centre of the shape.

Decorative element: Photo frames

Photography is very important to AWL and should be used wherever possible as it shows the members of our community interacting in-person at the event.

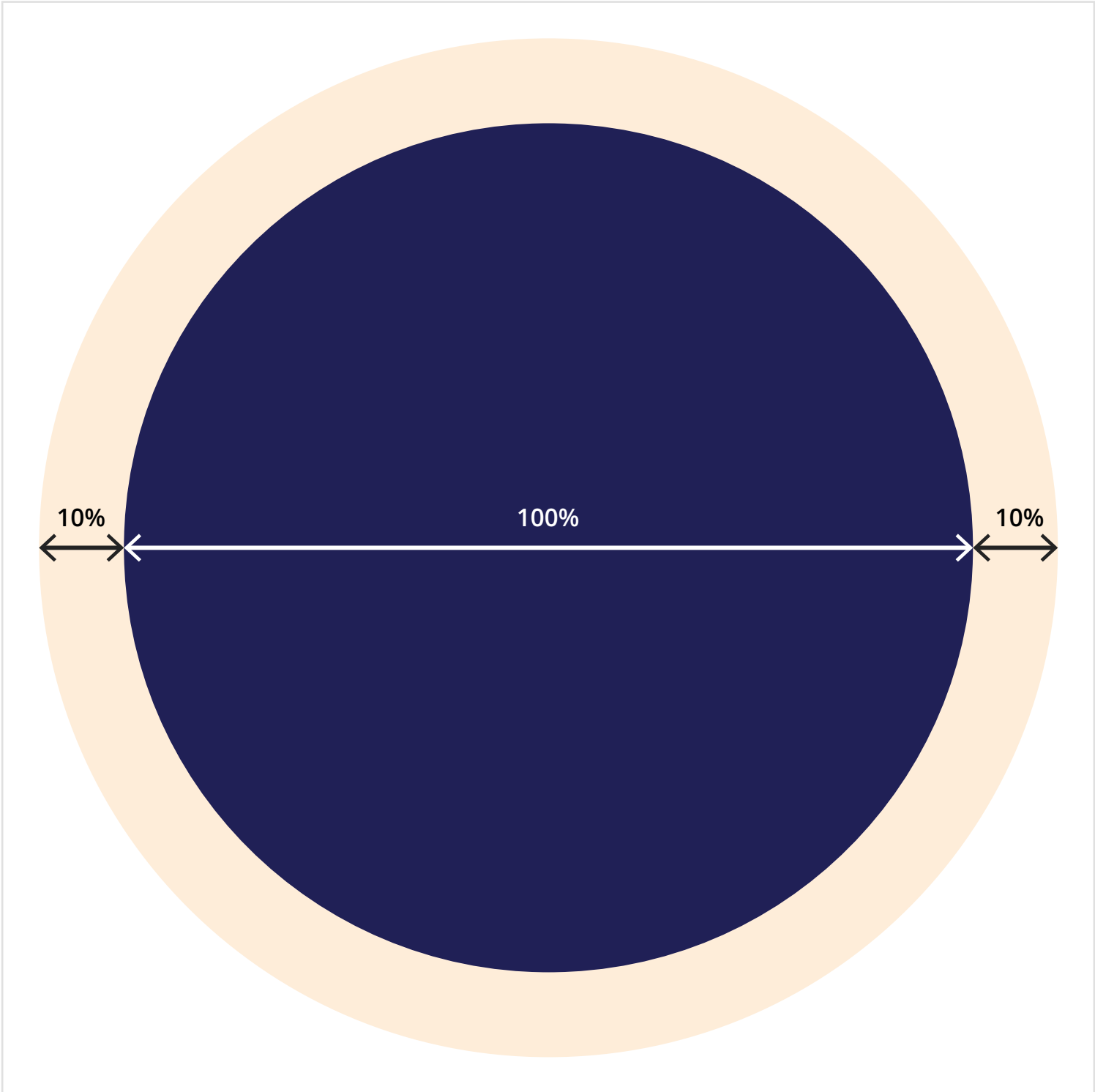
The AWL Expo brand uses circle segment shapes as frames to contain the photography. The frames themselves are then outlined by the gradient hoop, emphasising people being at the heart of expo as well as its messages radiating out.



**Decorative element:
Photo frames**

The same rules that apply to the hoop shape without photography also applies to the photo frames.

Usage of the photo frames should also follow the rules on this page as well.



The minimum width of the hoop outlining the photo frame is 10% of the total width of the circle it contains. This should be the standard size used, but the hoop width can also be increased for artworking purposes.



Where possible the photo frame should be shown as an even and symmetrical segment of a circle.