

accountingWEB

Brand Guidelines



V1.0 - 2023

Who we are

The leading online
publication for the
accounting profession

A true community environment

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.



01.

Logo

accountingWEB

Primary Logo

This represents the primary full colour logo for AccountingWEB. This version should be used wherever possible, always ensuring it is clearly visible on top of the background.

Logo colours

Although the primary logo should be used wherever possible. A mono white version of the logo can also be used where more contrast is needed between logo and background.

As a general rule the primary logo should be used on light backgrounds such as white, light grey or light orange. Whereas the mono white logo should be used on dark backgrounds such as blue, orange and black.



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Logo rules

The AccountingWEB logo should not be modified in any way. Please use the logo files supplied as they are.



Don't angle it



Don't change colours



Don't add gradients



Don't stretch it



Don't compress it



Don't make it 3D



Don't add a shadow



Don't add a stroke



Don't use opacity

02.

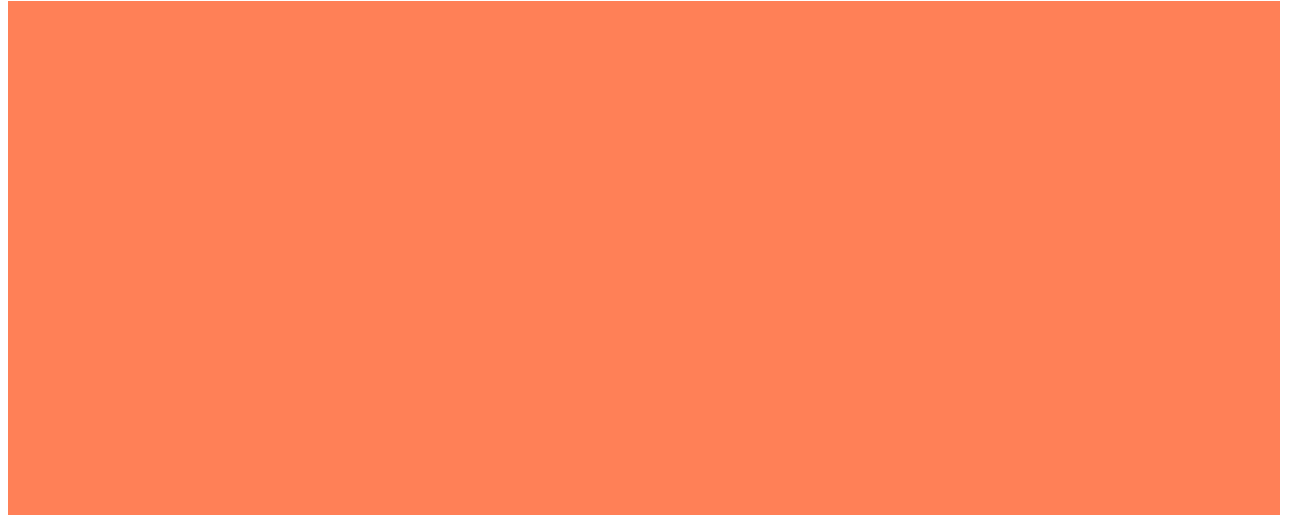
Colours

Brand colours

These two colours represent the primary and secondary AccountingWEB brand colours. The orange is our primary colour and should be used wherever possible in order to brand our content.

It can be used for titles, as well as to fill page backgrounds.

The secondary blue is designed to contrast the orange, it should be used less than the orange, but can also be used to fill page backgrounds.



Primary Orange – RGB:#FF8057 CMYK:0, 62, 64, 0



Secondary Blue – RGB:#032959 CMYK:100, 87, 39, 31

Expanded palette

These colours are the full expanded AccountingWEB palette and apart from the oranges should only be used for data visualisation and illustration.

They should be used sparingly and should not be used to fill backgrounds of pages.

The palette also includes a number of natural greys that can be used for text.



RGB:#FF8057 CMYK:0, 62, 64, 0



RGB:#5CCC94 CMYK:61, 0, 55, 0



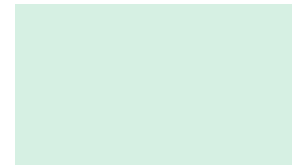
RGB:#e53d45 CMYK:1, 87, 67, 0



RGB:#000000 CMYK:0, 0, 0, 100



RGB:#FFB094 CMYK:0, 40, 39, 0



RGB:#D6F0E3 CMYK:20, 0, 16, 0



RGB:#F26B78 CMYK:0, 70, 39, 0



RGB:#424242 CMYK:65, 55, 53, 55



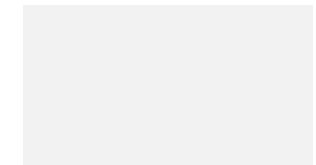
RGB:#2EA3B2 CMYK:74, 14, 29, 1



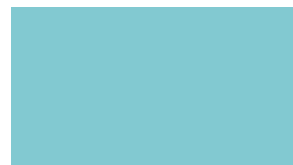
RGB:#F5A63B CMYK:1, 42, 82, 0



RGB:#3869ED CMYK:82, 61, 0, 0



RGB:#F2F2F2 CMYK:6, 4, 5, 0



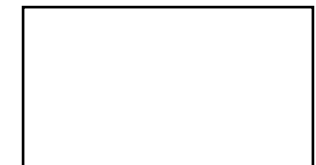
RGB:#82C9D1 CMYK:52, 1, 20, 0



RGB:#FAC98A CMYK:1, 25, 52, 0



RGB:#85A3F5 CMYK:52, 33, 0, 0



RGB:#FFFFFF CMYK:0, 0, 0, 0

03.

Typography

Brand fonts

AccountingWEB uses two fonts. The first is Merriweather which should be used for titles and headings. It should not be used for body copy or for when text will be presented at a small size.

The second font is Lato, which should be used for the majority of body copy as well as small sub headings. It should not be used for main titles.

Merriweather

The quick brown fox jumps over the lazy dog

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ?!(.),

To be used for titles and headings.

Lato

The quick brown fox jumps over the lazy dog

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789 ?!(.),

To be used for body copy.

04.

Illustration

Brand illustrations

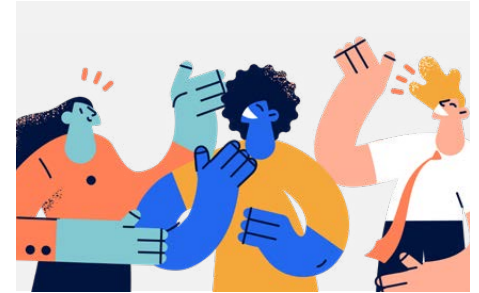
AccountingWEB uses an illustration style that highlights our community and users. The style is friendly and approachable and can mix in abstract elements to illustrate concepts.

Illustrations should highlight diversity amongst our community.

The majority of illustrations come from the illustrator Denis Novikov on iStock, who's library can be found below:

<https://www.istockphoto.com/portfolio/DenisNovikov>

Illustrations should be recoloured with the AccountingWEB palette of colours.



05.

Photography

Brand 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.



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