

Brand Guidelines

A guide to consistent brand style both online and offline



The Republic
of Accounting

WELCOME TO THE REPUBLIC OF ACCOUNTING!

We are a reliable virtual accounting team, that brings together a rare bunch of number-crunching, strategic-thinking, technology-loving everyday accountancy heroes, here to take that financial load off your back.

We bring together years of experience, with the best of technology to simplify accounting and provide a range of personalised, reliable, hands-on accountancy products that give individuals and businesses the peace of mind of knowing that their accounts are taken care of by the best in the business.

BRAND NOTE

OUR MISSION

To provide a wide spectrum of online financial services for individual and business requirements. Simplifying real-world financial complexities with attentive, practical, personalised, creative, and issue-based solutions that provide clients the confidence, clarity, and peace of mind they need to get up and running. And keep running.

OUR VISION

To be a premier online accountancy service provider, recognised as the one-stop virtual assistant known for its impeccable quality standards and integrity, and trusted and preferred by industry leaders across the globe.

BRAND VALUES

Convenient – We use the best of technology to simplify accounting and provide a range of hands-on accountancy products that are available to you when you need, wherever you need it.

Committed – We work as an extended arm of your organization, using our experience, expertise, and efficiency to understand your needs and deliver complete compliance and clarity.

Comprehensive – We provide a wide spectrum of online financial services for individual and business requirements that covers everything related to your company's financial needs.

BRAND VOICE

Our tone reflects what we are:

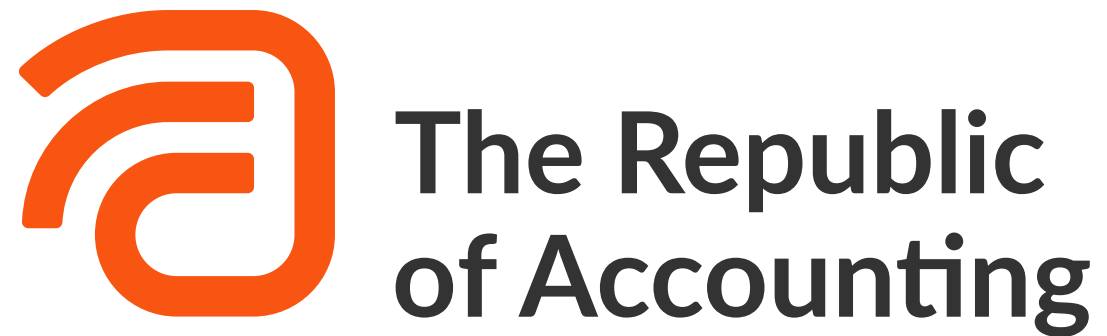
Informative: As an accountancy service it's important that we use language that simplifies information on financial complexities in a manner that is easily understood.

Engaging: Our audience should feel comfortable interacting with us, not intimidated by acronyms and jargon.

Reliable: We are the experts in what we do. Audiences should feel that we are working with them to make the right financial choices for the future of their business.

LOGO/ LOGO EXPLANATION

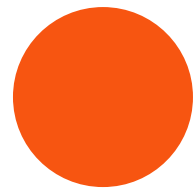
The logo has been designed to give the Mark a very minimalistic and global look, not confining it to any specific country or currency. Thus, representing the wholesomeness of the brand and all-inclusive nature of its services. The colors and typography used are very international and minimal giving the logo as a whole a very simple and straightforward feel.



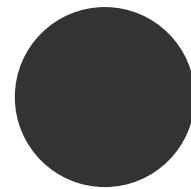
COLOR PALETTE

The primary and secondary colors to be used in brand communication are as given below. The primary color includes the orange and grey that contributes to the look that the brand should stand out for. Using it appropriately, along with the shades and secondary colors, add to the look that The RoA will be recognised with.

Primary Colours



CMYK : 0/76/100/0
RGB : 257/85/17
HEX : #F75511

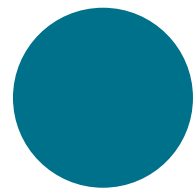


CMYK : 0/0/0/80
RGB : 51/51/51
HEX : #333333

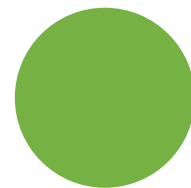


CMYK : 0/97/100/50
RGB : 230/230/230
HEX : #E6E6E6

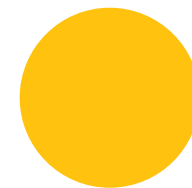
Secondary Colours



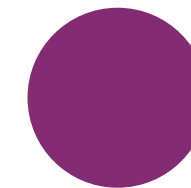
CMYK : 100/50/40/0
RGB : 0/113/138
HEX : #00718A



CMYK : 60/10/100/0
RGB : 118/176/67
HEX : #76B143



CMYK : 0/25/100/0
RGB : 255/194/14
HEX : #FFC20E



CMYK : 60/100/30/0
RGB : 131/44/115
HEX : #832C73

ONE COLOR VARIATION

When using The RoA logo against backgrounds with brand colors, use it in the following ways.



GREY MODE LOGO USAGE

When using The RoA logo in greyscale color, use it in the following ways.



LOGO USAGE ON IMAGE

When using the logo on an image, use it either on the upper or lower right corner. Ensure that the logo must be used in a form that is best for the colors in that collateral. A dark background should have the greyscale logo, while on a light color background the logo should be used in its original form.



CLEAR SPACING

Always follow the '1/2x' rule (as displayed) with clear space around the logo. This sets the logo apart from the other elements in the design. This clear space (denoted as "1/2x") must be maintained all round the logo equally.



MINIMUM DIMENSIONS

For print media

The logo should be scaled to a minimum size of **3 cm** for readability. Ensure the logo's aspect ratio is maintained when scaling.



For electronic media

The logo should be scaled to a minimum size of **150 px** for readability. Ensure the logo's aspect ratio is maintained when scaling.



BRAND TYPEFACE

Lato

Large headlines are set solid in Lato Bold

Calls to Action are set in Lato Semibold

Subheads and section headers are set solid in Lato Medium

Body copy is set in Lato Normal

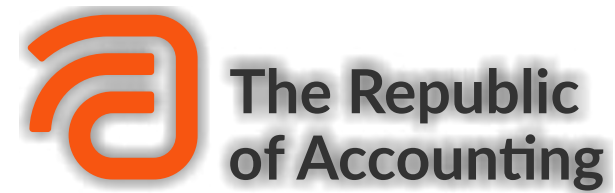
Arial

Online copy is set in Arial Normal

Online Headline is set in Arial Bold



INCORRECT USAGE OF IDENTITY

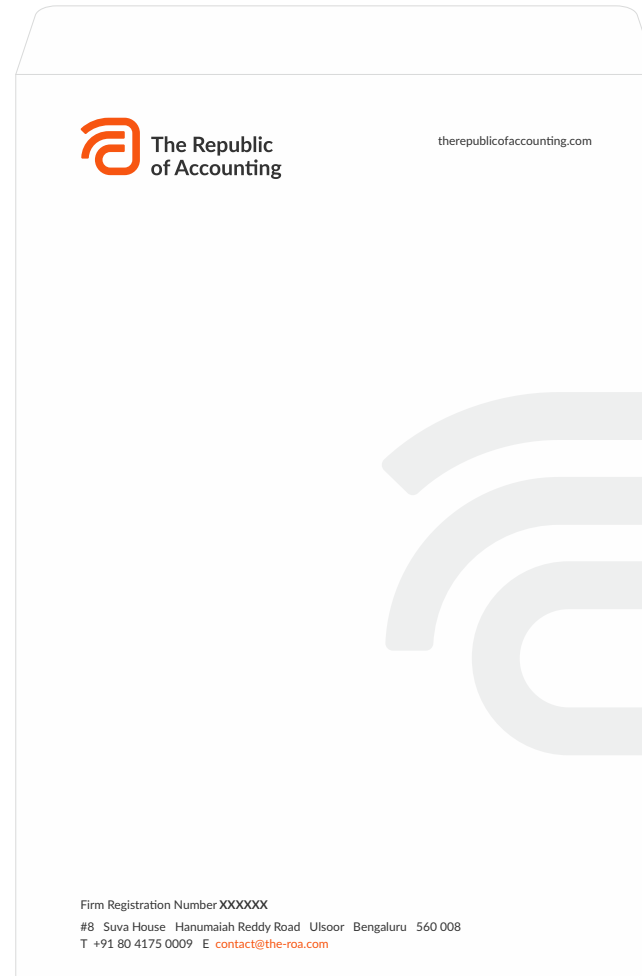


STATIONERY

Letterhead



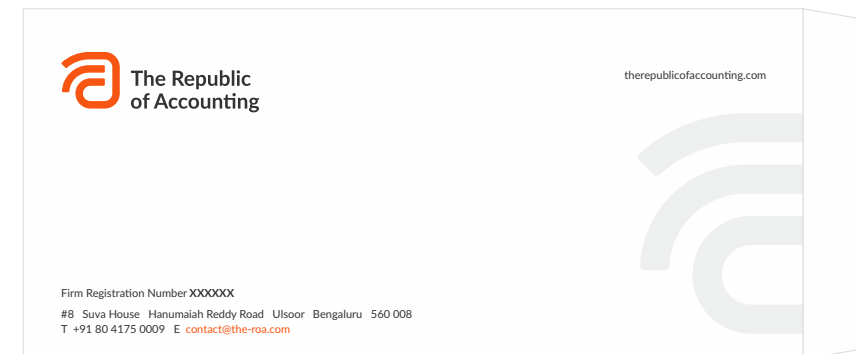
Envelope Big



Business Card



Envelope Small



EMAIL SIGNATURE

All email signatures will have two boxes at the bottom: one with a business card form and the other with the company name and contact details. In addition, they will have a disclaimer—all as indicated on the right.



Fname Lname
Designation

M +91 99947 22554

E name@the-roa.com



OFFICE ADDRESS

#8 Suva House Hanumaiah Reddy Road

Ulsoor Bengaluru 560 008

T +91 80 4175 0009

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Is it necessary to print this email? If you care about the environment like we do, please refrain from printing emails. It helps to keep the environment forested and litter-free.

CONTACT US

If you have a question, comment, or suggestion, please contact us:

Call us on 9019 778 805 / 7975 973 252

Mail us at contact@the-roa.com

These guidelines give you an understanding of our communications vision. Use it as a marker for creating our brand success. They contain the basic elements that give it a consistent look, keeping it in line with our brand positioning and attributes. Our communications must reflect the standard that we deliver to our customers. The right communication takes a lot of effort, but in the right direction. It determines what we say and how we say it—all this through the guided usage of all the elements described here.

THANK YOU

therepublicofaccounting.com

