

Brand Guidelines



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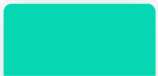
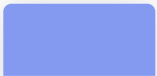
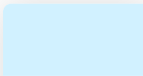




Our brand colours

When you're trying to maintain a consistent brand image, keeping your main colours consistent is an important factor.

Here at The Accountancy Partnership, our colours are:

 Main Blue #4ec2f5	 White #ffffff	 Charcoal #2f2e41	 Darker Blue #3669a4	 Grey Text #646464
 Pink / Red #fc6681	 Yellow #ffd037	 Green #07d8b4	 Purple #8499f0	 Light Blue #d1f1ff

Using the colours

Our main blue and white are the primary colours that we focus on using in any branded graphics. Any others are used to add contrast.

Try to avoid using colours outside of our branded palette where possible - except in obvious cases where this is not realistic, such as with skin tones etc.

Using our logo

There are two different versions of The Accountancy Partnership's logo that you should be aware of.

These are:



Main Logo

Our main logo to be used in the majority of situations



White Logo

An alternate logo for use on dark or coloured backgrounds



Your guide to unDraw

To help us speed up the design process, generate new ideas and build a consistent brand style, we use Katerina Limpitsouni's [unDraw illustrations](#) as a base for our graphics.

We then make several edits to them to make them more in-line with our existing graphics. These changes are as follows:

Recolour it

Recolour the image to match our brand colours ([see page 02](#))

Remove shadows

Remove any shadows that add extra detail to the graphic

Attach heads

If the characters in your graphic have no necks, add them!

Delete outlines

We don't use any outlines in our graphics, so remove any present

Add shadows

Any characters or objects 'on the ground' need a round shadow

Adjust head shape

Give characters with circles for heads a more realistic shape



Using additional elements

We usually try to use illustrations from unDraw or objects we've drawn ourselves in our graphics, but sometimes this isn't possible (if the object you need is unavailable or hard to draw).

If this happens, you can log into our envato elements account, download a flat colour version of the object that you're looking for and edit it to simplify it down to its most basic form.





General rules

Creativity is actively encouraged, so we try not to be too strict with rules and regulations. That said, we are proud of the brand and try to follow these simple guidelines:

Let it breathe

Make sure everything has lots of free space around it to breathe

Avoid tangents

Remove any spaces where lines or shapes very closely intersect

Stick to the palette

Try not to use colours that aren't in our brand palette if possible

Keep it simple

Don't add tonnes of extra detail, we like things flat and simple

Remove thin lines

Remove or avoid using thin lines or outlines whenever you can

Don't overdo it

Avoid busy scenes and using too many colours in a graphic

Creating blog post graphics

You should create any new blog graphics for The Accountancy Partnership in our shared figma document, which [you can access here](#).

Blog graphics are 1600 x 740 pixels in size and the background colour should be #4ec2f5 for these.

They have quite a simple composition, consisting of:

Floating bubbles

Your image should have a main bubble and small floating dots

Shadows

Any objects on the ground need to have long oval shadows

Scene

This is the scene that represents the content in the blog

Scene dressing

These are things like plants or coins that add a little pizzazz

Try to leave some breathing room around the edges of the graphic and the objects within it. This helps to give the light, simple and airy vibe that we're going for with these graphics.





Creating social graphics

On social media, we post graphics that are 1080 x 1080 pixels in size (plus an additional 1080 x 1350 version for Instagram). These can be carousel posts, animations or still images.

We also alternate the background colours that we use. So if the first post of the month had a #4ec2f5 background, the second post will be a photo or have a #3669a4 background.

This will repeat for the remainder of the month.

Tips and advice

Try to leave a margin (or bleed area) around your graphic and any text within it. This should be approximately 100px from the edge of the artboard on all sides.

Aim to stick with our brand colours wherever possible.

Any text in your graphics should be informal, but informative; like you're a cool older brother who is telling business owners important information but in an easy to understand way.

If you've got too much info to put onto one image, make the post into a carousel or video. This will make the information more digestible and keep the audience interested.

Try to ask for an action whenever you can (without being too pushy). This can be something like 'follow us' or 'save this post'.

