



PF

Brand Book



ABOUT BRANDING WEBSITES OUTSOURCED TRAINING PLAN BLOG

Log in

FREE STUFF

We are **THE** creative agency
for accountants

LEARN MORE

Send us a message

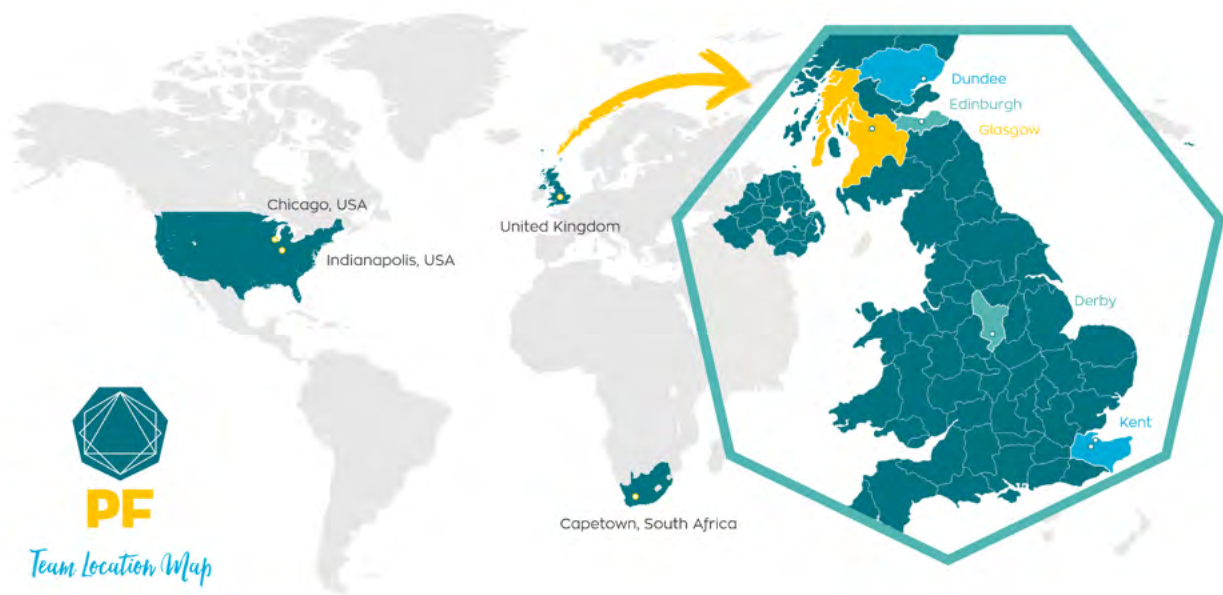




Who we are

We are THE creative agency for accountants. Globally.

We help accountants by providing outsourced marketing and unbelievable websites. We talk accounting language which means you don't have to explain things to us about accounting, and get to the good part of marketing quickly.



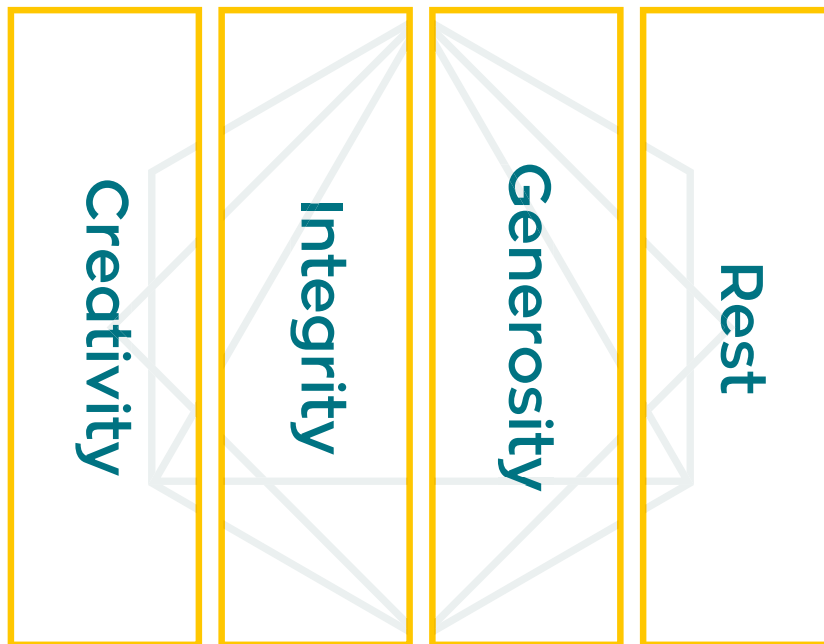
How are we different?

We're 100% remote, and it's important that you not only understand, but love that. Because of this, we can work with accountants anywhere on the globe, in an efficient manner.



PF

Pillars



Our Values

There are four Profitable Firm pillars that hold up all the work we do. It's our commitment to strive for excellence in all of these areas - and we anticipate that you will hold to these pillars in your own life and business.



Our Persona

We love accountants. Your characteristics of commitment, integrity, and client relationship make you the kind of people we like to work with - and we understand you, too.



Key Characteristics

Accounting firm audience knowledge.

We have experience of how your prospective clients work, and we understand their worries about topics like cloud accounting, tech, and growth. We know what makes them tick - so this helps us craft marketing that works.

We're unique.

We focus purely on the accounting niche. No distractions with other audiences.

We love accountants.

We genuinely want to help you do better marketing. We understand the attention to detail that accountants expect, and we deliver on this.

We help. We don't sell.

When an accountant comes to us with a problem and we can't help, or we're out of your budget, we're happy to wait - or we'll even send you to others we know can help. We won't sell you a project or programme you don't need.



Interests

We love the latest tech and tools and always encourage our clients to move in this direction. Our team are human beings who are interested in things like cooking, photography, walking, rooftop bars, travel, playing in music gigs, and Harry Potter, to name a few. We love having strong friendly relationships with very cool, like minded people.



Tone of Voice

WHO WE ARE

Creative

Positive

Authoritative

Motivating

Modern

Bright

Direct

Inspiring

Idea generating

Cheerful

Honest

Helpful

Open

Friendly

To the point

Supportive

WHO WE ARE NOT

Selfish

Negative

Old School

Bossy

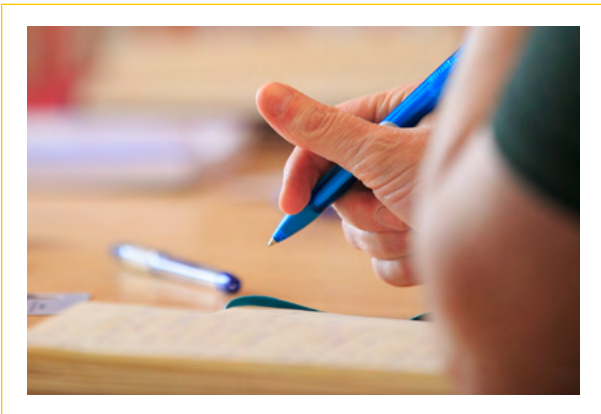
"Not perfect, but done."

- Karen Reyburn -



Imagery

PHOTOGRAPHS



ICONS



IMAGERY NOTES



Style AND brand

COLOURS



#FFC60A

rgb(255, 199, 0)

Pantone 7548



#007581

rgb(0, 16, 129)

Pantone 7474



#5AB7B2

rgb(90, 183, 178)

Pantone 7472



#00ADD7

rgb(0, 173, 216)

Pantone 638

PRIMARY FONT

Zona Pro
Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x z ? ! @ # &

Zona Pro
Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x z ? ! @ # &

SECONDARY FONTS

Hello
Beautiful

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x z ? ! @ # AND

Front



Back

Business Cards

We have take the main logo and broken it down to create 4 designs that when put together, show the complete the logo.

Marketing Inspiration from **THE PROFITABLE FIRM**

March 2017

Hi Karen

If you're in the UK you survived a busy tax season: or globally are back into the swing of the new year! Now that you have a little breathing space, take the time to think about your marketing.

Progress can be **something small like drafting a blog** with some business growth tips: highlighting your expertise. Or starting a big website project: which will showcase your brand and give you a strong marketing hub, to attract the right type of clients.

There's a mix of **useful marketing content in this email** to help you.



Karen Reyburn

Owner & Managing Director

www.theprofitablefirm.com



Email Signature

As a virtual agency communications is even more important to us. We encourage people to contact us virtually: via email, social media and the PF website. That's why we link to these elements in our email signatures.



Website

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