

BRAND PROJECT

Guidelines



We're really excited to work with you on
this full branding project!

Having worked on many of these over the years with accountants, there are a few things we want to make sure you are clear on.

Our highest priority is to ensure that your branding project **moves quickly**, has the **best result**, and **delivers** exactly what your clients and potential buyers want and need.

To do that, here are a few things you need to know.

Your brand is NOT for you.

It's for your clients. The most dangerous decision you can make as an accountant, when it comes to your brand, is to pick something based on what **you** like. Colours, fonts, style that appeal to you personally.

That's all very well... but you're not targeting accountants like yourself. You're targeting people who want to work with an amazing accountant (you) and it's our job to help craft the visual brand which will represent that - to them.

Keep it simple.

We're creating the simplest, most core element that will work for your brand. All the other cool extras can be integrated in later.

For example, if you had a company name that had to do with sharks, what you don't want is a logo with a full shark and teeth and water and waves... you want an understated concept that can be used as the core.

We can still use images of sharks (or whatever relates to your brand) in your marketing materials - website, social, custom graphics. But we'll keep the core brand concept as simple as possible.



We will deliver ONE concept to you.

We've tried the "3 versions" and "5 versions" (and even 47 versions - no lie), and **it doesn't work**. If we deliver three options to you, that means we don't have clarity yet as to what brand message you need to get across. So, we will work on it until we have one amazing, simple, crystal clear brand which is crafted for your clients and which will deliver what you say you want.

We will bank all of our extensive (50+ combined years of) experience behind this concept, and we will believe in it. It's really important you understand this, because **it's a myth that more options is better**.

The lowest-quality designers, the freelancers, the 99designs contests - those are the ones who will give you three or five or twelve options for YOU to choose from. You're hiring us to present to you the concept you requested, which your clients want and need.



You may not love it at first.

The idea that you will see the concept, fall instantly in love with it, and start plastering it everywhere is a myth. You may not even like it at first, and that's okay. Look at some of the most popular and well known brands in the world: what are they really?

A swoosh, a box, a circle, an apple? Your brand will be filled by your personality, your people, your clients, video, social, the words you use, everything that makes you, you.

Take care when asking your family for input.

One of the biggest factors in railroading an amazing brand design is when someone goes through the whole branding process, gets excited, sees the intention and story and meaning behind it...and then shows it to a close family member, who says, "Ehhh, I don't like it."

We completely respect your personal relationships and we understand that you want them to love what you're doing in your business. But this is your brand, and **it's not for you**. It's not for your husband or wife or sister or best friend. We're not creating a brand that appeals to them, unless they are exactly the target market we've discussed in your branding workshop. Are they a business owner with the sales or employees or type of products you're aiming for? Are they in the niche you've defined? Are they happy to pay the monthly fees you quote? If none of those are true, take great care when asking their opinion.

Often what happens is this person is brought in after you've spent three or six or twelve months with us, learning about brand, learning about marketing, getting educated and inspired and trained. And suddenly someone comes in and says, "I don't like yellow. That circle doesn't work for me."

Naturally, if you or others have feedback, we're happy to hear it. But we commit to delivering you the absolute best brand for your target audience: because those are the ones who will be working with you, trusting you, paying you. Your family already know you, but your target audience doesn't yet.





We really, really want you to love your brand: and we commit to working closely with you to deliver something that you're proud of. If you aren't sure what any of these mean, or are concerned about how it will work out as we work together, please talk to us about them. The whole reason we're sharing these is so that you have absolute confidence in fully committing to this project.

Here are some of the brands we've worked on recently. Remember, if you think "oooh, I love this one" or "hmm, that's not my style", that's okay. These brands weren't crafted for you and your clients. But your new brand absolutely will be.