

CLIENT

Pivotal Forensic Accounting and Audits - Tacoma, Washington

2602 N Proctor Street, #201, Tacoma, WA 98407

POINT OF CONTACT:

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(253) 752-3920

Website Property: www.pivotalaccountant.com

Industry: Accounting & Forensics

BRAND IDENTITY

JULY 2024

www.pivotalaccountant.com

“Pivotal Forensic Accounting and Audits”

LOGO VERSIONS ALLOWED

Use these Logo versions only:

MASTER VERSION



GREYSCALE



BLACK and WHITE



COLOR PALETTE

LETTERS COLORING

HEX is #414350
RGB is rgb(65, 67, 80)
HSB is hsl(232, 10%, 29%)
CMYK is 18.8% cyan, 16.3% magenta, 0% yellow and 68.6% black

SWOOSH COLORING

Light version

HEX is #45c2c6
RGB is rgb(69, 194, 198)
HSB is hsl(182, 53%, 53%)
CMYK is 65.2% cyan, 2% magenta, 0% yellow and 22.4% black

Darker version

HEX is #414350
RGB is rgb(24, 134, 133)
HSB is hsl(179, 70%, 31%)
CMYK is 82.1% cyan, 0% magenta, 0.7% yellow and 47.5% black

TYPOGRAPHY

TIMES NEW ROMAN

LOGO SPACING AND MINIMUM SIZE

Clear area: The minimum amount of space that should be given to each side of the logo so that it is clearly displayed. 100 pixels or more TOP, LEFT, BOTTOM, RIGHT equally for padding / margin.

Minimum size: The minimum size that the logos should be reproduced on screen or in print, in order to maintain legibility.

PRINT: Three (3) inches wide 1:1 ratio.

WEB: 500 pixels width 1:1 ratio.

USAGE GUIDELINES

Logo Usage Policies for Web and Print

Proper Usage Guidelines

1. Display Consistency: The logo must always be displayed in its original form and proportions. It should not be stretched, compressed, or otherwise distorted.

2. Color Scheme: The logo should always be used in its designated colors. If a monochrome version is required, only approved greyscale versions are allowed.

3. Clear Space: Maintain a clear space around the logo to ensure visibility and impact. This space should be free of any other text or graphic elements.

4. Size Requirements: Ensure that the logo is legible at any size. Minimum size requirements are Three (3) inches for print and 500 pixels width for web at 1:1 ratio.

3GEES MEDIA - BRAND DECLARATION & STYLE GUIDE

Inappropriate Usage Guidelines

1. No Distortion: Do not stretch, compress, rotate, or otherwise distort the logo.
2. No Color Changes: Do not change the logo's colors. Always use the approved color palette.
3. No Alterations: Do not add any effects such as shadows, gradients, or patterns to the logo.
4. No New Fonts: Do not introduce new fonts or modify the text within the logo.
5. No Reconfiguration: Do not reconfigure or separate elements of the logo. The logo must be used as a single unit.
6. No Background Clutter: Avoid placing the logo on busy or cluttered backgrounds that could reduce its visibility.

By adhering to these guidelines, you help maintain the integrity and recognizability of our brand. If you have any questions or need specific logo files, please contact Tamsyn Earsley @ tamsyn@pivotalaccountant.com.

NO EXCEPTIONS POLICIES

Embroidery and Fabric Usage Policy

The logo is not permitted to be embroidered on any fabric or other mediums. It may not be placed on any fabric where the lettering "Forensic Accounting and Audits" is distorted. This includes, but is not limited to, fabrics that are stretchy, textured, or uneven, which could compromise the logo's integrity and visibility. For any branding on fabric, please consult with Tamsyn Earsley @ tamsyn@pivotalaccountant.com to explore approved alternatives.

When printing the logo on any medium

When printing the logo on any medium, the words "Forensic Accounting and Audits" part of the logo itself must be legible at all times within four feet between medium and person viewing.

Web Address Usage "pivotalaccountant.com"

When referencing Pivotal Forensic Accounting and Audits using the firm's web address, it should be written as www.pivotalaccountant.com in a sentence with all lowercase letters. In Headings and Titles areas, the web address can be written in ALL capitals.

3GEES MEDIA - BRAND DECLARATION & STYLE GUIDE

The web address must not be included with the displayed version of the logo.

While it is permissible to use non-www and https:// versions of the web address to clarify a link, please refrain from using these versions of the URL in displayed references within marketing materials.

Usage of Articles with "Pivotal Forensic Accounting and Audits"

When writing "Pivotal Forensic Accounting and Audits" in any form, the articles "The," "the," "A," and "a" should not be included.

The use of "&" in substitution of "and" in the brand name

The use of "&" may be useful in some print areas where space is limited. The "&" is perfectly normal when displaying a Title, or Header at the top of page, display or prominently where space is at a premium, but should not be used when written in a sentence, paragraph or excerpt. The use of "&" should be used sparingly. If you have any concerns or questions, please contact Tamsyn Earsley @ tamsyn@pivotalaccountant.com.

WHITE and BLACK versions of logo

The WHITE or BLACK version of the logo should be used as sparingly as possible. In all print media, branded items and print, the full color version of the logo should be used. Please contact Tamsyn Earsley @ tamsyn@pivotalaccountant.com for specifics and any particulars that require her authorization to approve the use of the logo other than full color.

DOWNLOAD LOGO HERE:

<https://www.dropbox.com/scl/fi/9ztt4uyjcglvkg72pwjf1/pivotalaccounting-logo-fullcolor.pdf?rlkey=8pveuggznnd3512qmcrevu8b0&dl=0>