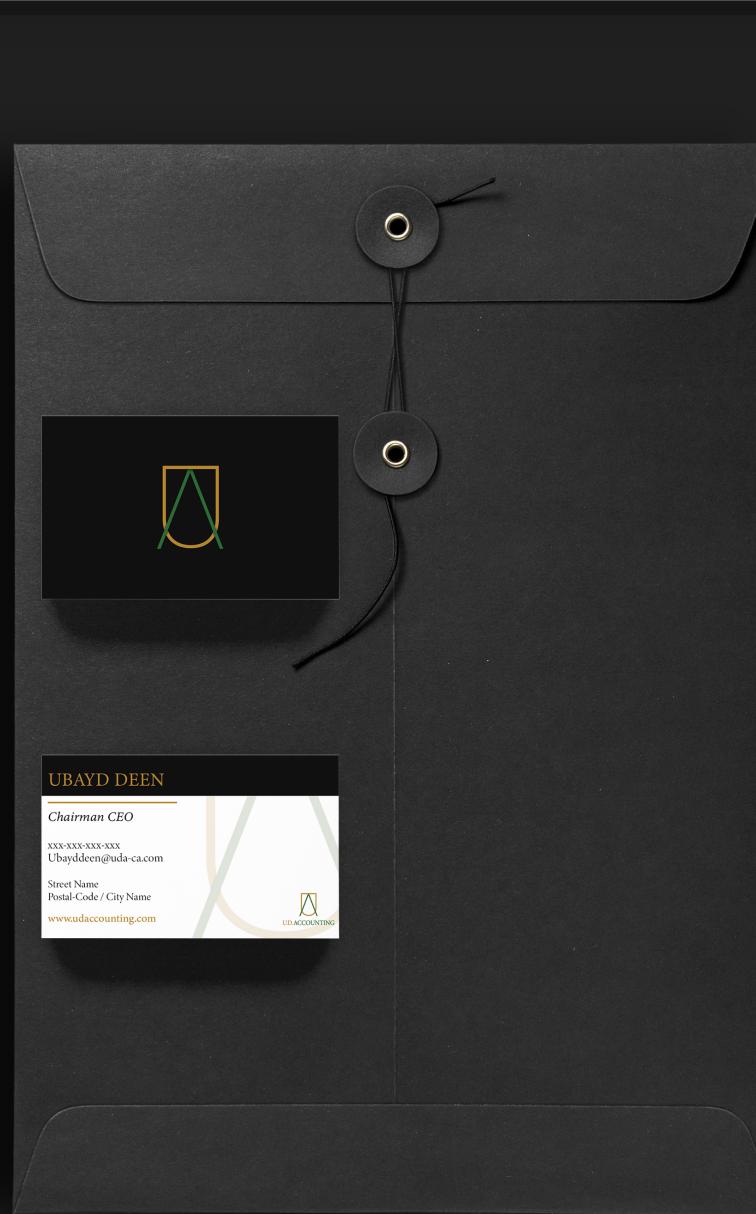




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your accounting needs - simplified.

U.D. Accounting - Branding



U.D. ACCOUNTING



U.D. Accounting - About

Vision:

To become the premiere accounting, tax and consulting solution for small to medium sized businesses.

Mission:

In order to be the premiere business solution for accounting, tax and other related matters:

- Providing efficient bookkeeping services at a reasonable price
- Providing consultation services for small and medium sized businesses
- Providing a low-cost solution to the general public in order to fulfill their tax obligations

Values:

- Commitment to customers
- Commitment to serving the local market
- Adopting efficient bookkeeping and accounting practices
- Keeping costs low in order to provide customers with affordable, and reliable services not offered elsewhere

your accounting needs - simplified.

Color Palette

#B78521

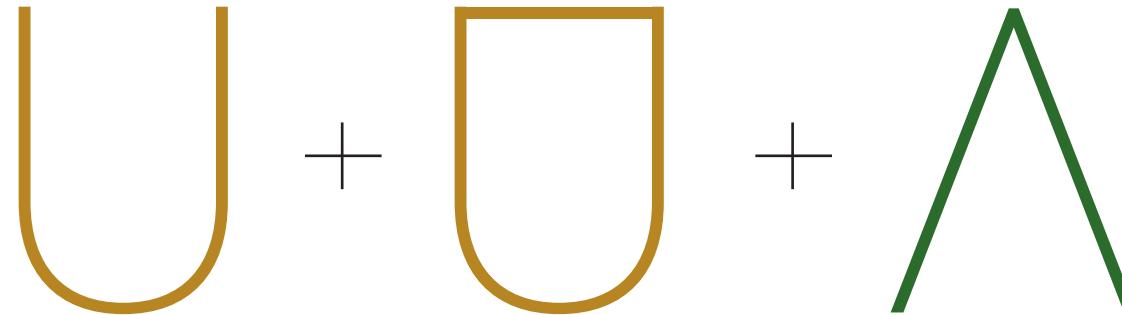
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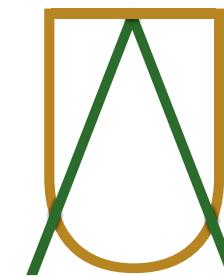


Concept Planning

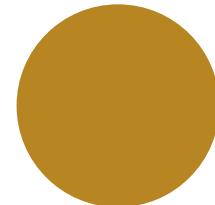


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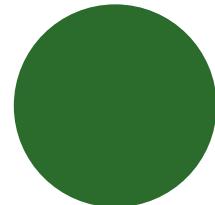
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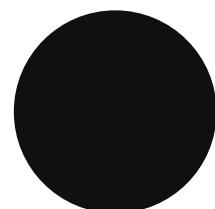
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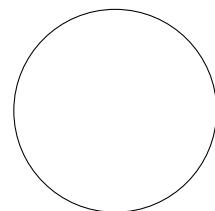
GOLD - wealth, prosperity, riches



GREEN - health, growth, harmony



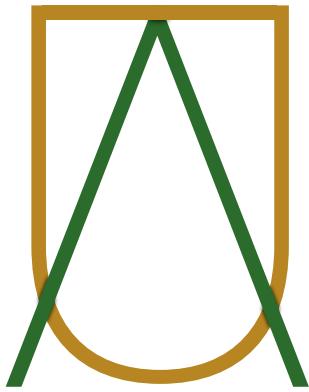
BLACK - elegance, sophistication, power



WHITE - reverence, simplicity, precision



Logo



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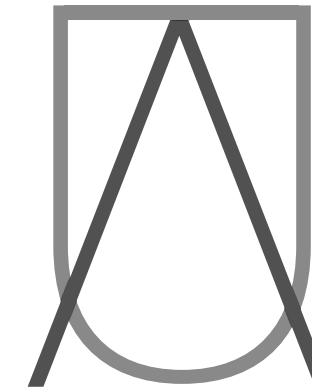


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Grayscale

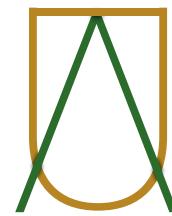


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Logo + Color Options



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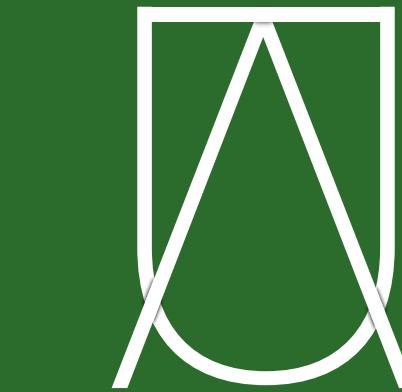
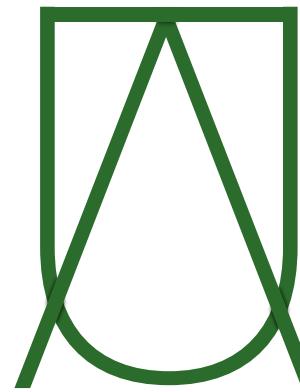


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Submarks



Minion Variable Concept

- *Regular
- *Display
- **Italic*
- * *Display Italic*



Thank You!