



BRAND GUIDELINES



OUR BRAND

Without a strong brand, even the most compelling story is lost. Follow these guidelines to ensure that your visual communication is not only engaging and effective, but in line with the brand standards.

Liberty Tax gets you because we are you. Wherever you're at, we've been there. That's how we can combine the resources of a national organization with the straight talk and workable solutions that are right for your financial situation.

"You work hard. We work hard. Let's celebrate the results of hard work together."

That's how we like to talk, and that's how we like to present the brand. We want to be friendly, approachable, consistent, and professional, so the people who walk in our doors know that their financial situation is in good hands. We want to take the mess and the stress out of their life and provide real solutions for real people.

That's why this brand guideline is so important. With it, you can ensure that your visual communication is not only engaging and effective, but consistent with the overall Liberty Tax story.

This brand guide has been created to help you understand Liberty Tax's voice and style – ***it is not intended as a guideline to create your own materials.*** When you use marketing materials created and approved by Liberty Tax, you can be assured that your business will be in compliance with advertising regulations and in line with brand standards – keeping our brand and our stores strong across the nation.



THE ESSENCE

Why How What

DNA

Personality

BRAND

Logo

Typography

MARKETING MATERIALS

Our Space

Interior Signage

Exterior Signage



WHY

We exist to be a financial problem solver.

HOW

We are locally owned neighborhood partners who specialize in our customers unique tax and financial needs.

WHAT

We prepare taxes and offer other financial support products and services.

WHAT IS THE LIBERTY TAX DNA?

Confident

Accepting

Partner

Neighborhoodly

Straight Forward

Problem Solvers

Professional

HOW WE TALK

Wherever you're at, we've been there – so come see us for straight talk and workable solutions for your financial situation.

You work hard. We work hard.

Let's celebrate the results of hard work together.



OUR LOGO

Our logo has two main elements - the Liberty “leaf” mark and type. We’ve refreshed the logo by removing the former slogan “You Do Life. We Do Taxes.” to make our logo more approachable and professional.

LOGO VARIATIONS

We have two logo layouts - one horizontal and one stacked format depending on usage. The Liberty Tax logo is an important part of our brand and should be used thoughtfully and correctly. Most often the logo will be seen in red, but it can also be adapted to darker backgrounds with the white option.



IMPROPER LOGO USAGE

The logo is not to be altered, stretched, or tilted in any way. It should not be placed on busy backgrounds, where it will be hard to see.



DO NOT create a pattern with the logo



DO NOT cut off any part of the logo



DO NOT stretch the logo



DO NOT adjust spacial relationship to type



DO NOT change colors in the logo



DO NOT tilt the logo



DO NOT use full color logo on dark or background with bad contrast

TYPOGRAPHY

Proxima Nova is our go-to typeface.
Proxima Nova Bold is used as title fonts
in our advertising and branding.

Proxima Nova Medium is used in
supporting text such as subheadings,
quotes, and call-outs.

Proxima Nova Regular is always used as
the body type and disclaimers.

Good typography is legible, readable
and clean.

PROXIMA NOVA BOLD

Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA MEDIUM

Sub Heads, Quotes & Call-outs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PROXIMA NOVA Regular

Body Copy & Disclaimers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Cosmopolitan Regular

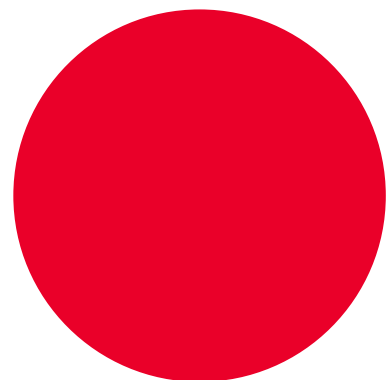
Accents, Eyebrows and Lead-ins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

* When Proxima Nova is not available, Arial is an approved alternative for smaller production communications.

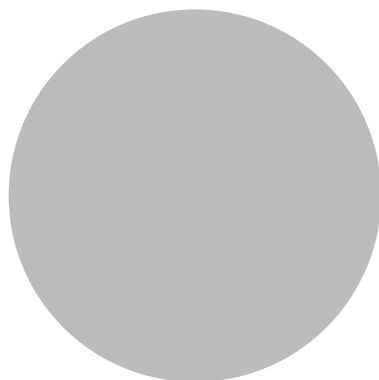
THE POWER OF COLOR

Color is responsible for 62% - 90% of our first impressions. It brings our brand to life, and conveys meaning and message without words. It's the component people recognize and remember most about a brand - red and white.



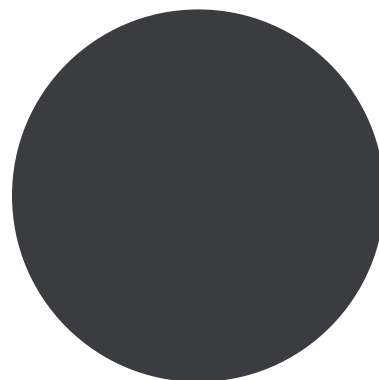
Our Red

CMYK: 3, 99, 92, 0
RGB: EA0029



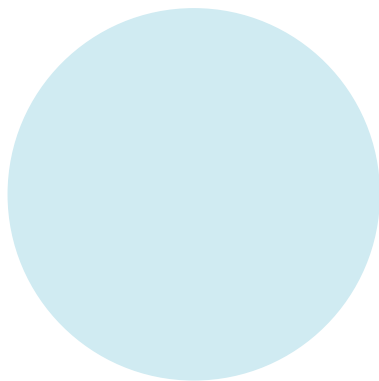
Light Gray

CMYK: 27, 21, 21, 0
RGB: BBBBBB



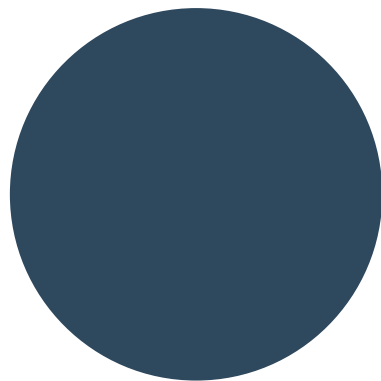
Dark Gray

CMYK: 70, 63, 58, 49
RGB: 3B3C3F



Web Blue

CMYK: 16, 0, 3, 0
RGB: D0EBF2



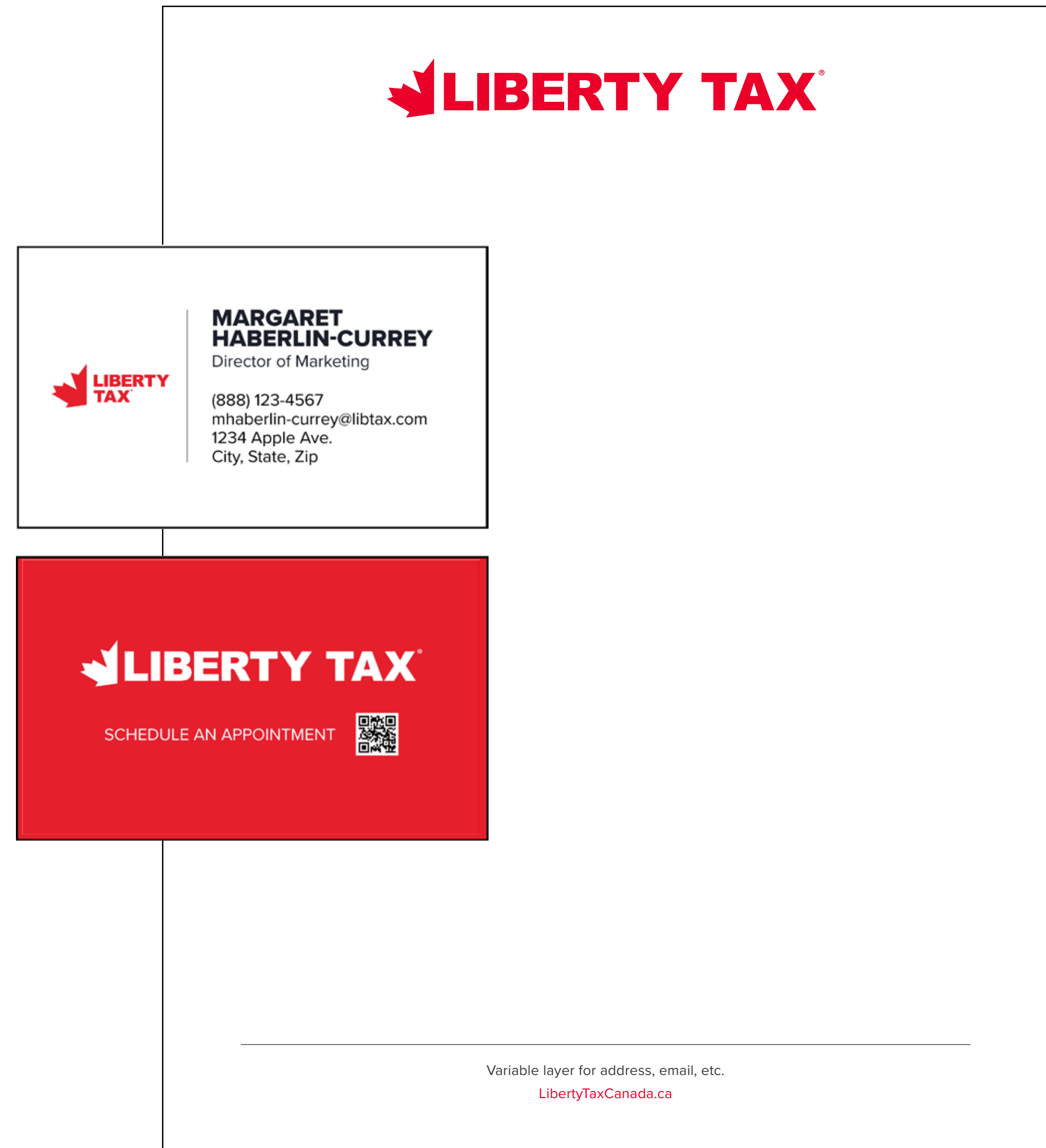
Web Dark Blue

CMYK: 86, 66, 43, 29
RGB: 2E485E



COLLATERAL

The brand collateral will express the DNA of Liberty Tax itself. Our logo is the single most important visual tying the brand together. We exist to be a financial problem solver, and our brand collateral will reinforce this.



Official Liberty Tax Canada Business Card and Letterhead



VISIBILITY

Point of purchase assets will reinforce not only the straightforward and professional visual assets of the brand, but also communicate Liberty Tax differentiators and offers in clear, concise, and memorable language. All throughout, Liberty Tax will project confidence, our offerings and expertise.





ADVERTISING

The visual treatment of our brand DNA will reinforce that we are both confident and approachable. Using lifestyle photography will allow us to showcase our customers and join their voice with ours, framed in a border with solid colors and plain talk. We want to talk to our customers, not at them.

overcome
TAXiety.[™]

File today and get paid today
with our Instant Tax Refund.*



LIBERTY TAX overcomeTAXiety.ca
(866) 290-2222

LIBERTY TAX

overcome
TAXiety.[™]

TAXiety is that uncertain feeling that comes
right before doing your taxes... but you don't
have to go through it alone.

Liberty Tax will walk you through the process,
clear up any confusion and guarantee that
you'll get your largest possible refund* or
your money back.

schedule an appointment at:
overcomeTAXiety.ca
(866) 290-2222



FILE
YOUR
WAY.

....

IN-OFFICE, DROP-OFF, ONLINE.

LIBERTY TAX (866) 290-2222 LIBERTYTAXCANADA.CA

SCHEDULE AN APPOINTMENT

LIBERTY TAX

SCHEDULE YOUR
TAX APPOINTMENT
ONLINE.

....

GET YOUR LARGEST POSSIBLE REFUND
OR YOUR MONEY BACK.*

(866) 290-2222

FILE TODAY.
GET PAID TODAY.

....

WITH OUR INSTANT TAX REFUND.*

LIBERTY TAX **SCHEDULE AN APPOINTMENT**

NOW
HIRING
TAX
PREPARERS

....

APPLY INSIDE.

LIBERTY TAX

FILE TODAY.
GET PAID TODAY.

....

WITH OUR INSTANT TAX REFUND.*

LIBERTY TAX **SCHEDULE AN APPOINTMENT**

MAXIMIZE
YOUR TAX
CREDITS.

....

ASK US ABOUT POTENTIAL
TAX CREDITS & DEDUCTIONS.*

LIBERTY TAX (866) 290-2222 LIBERTYTAXCANADA.CA

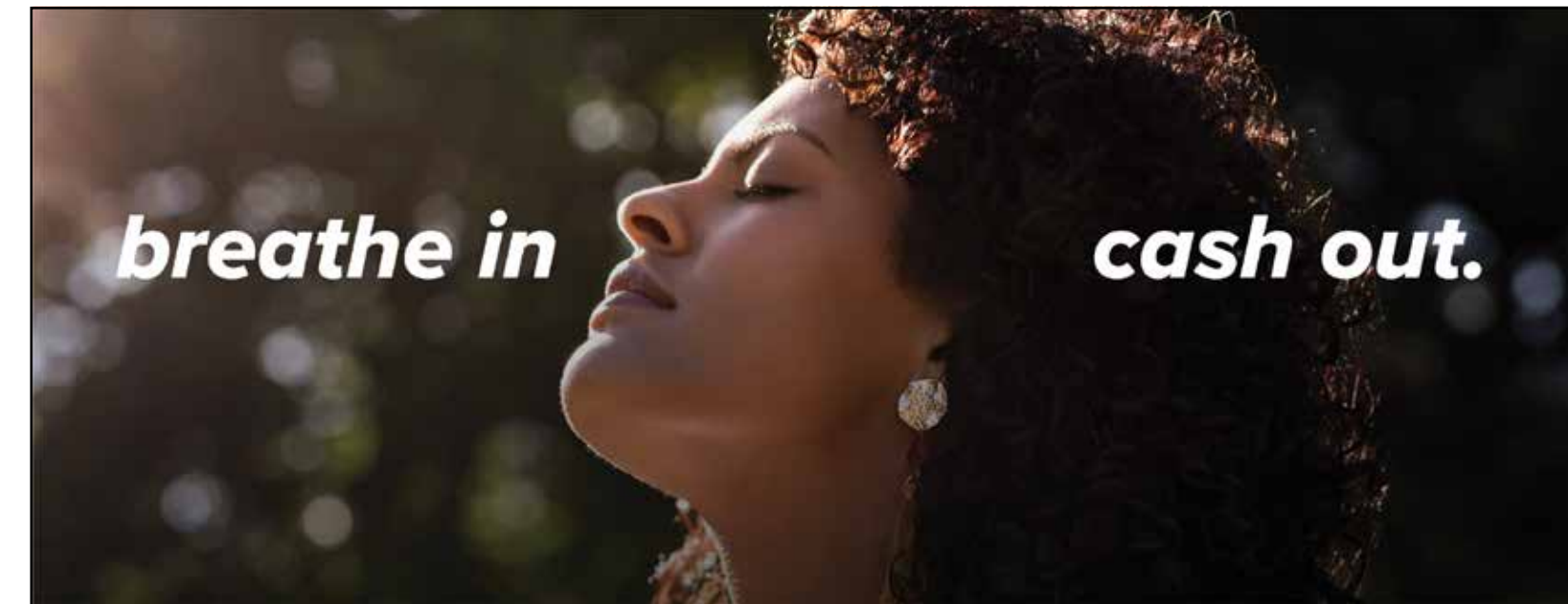
SCHEDULE AN APPOINTMENT



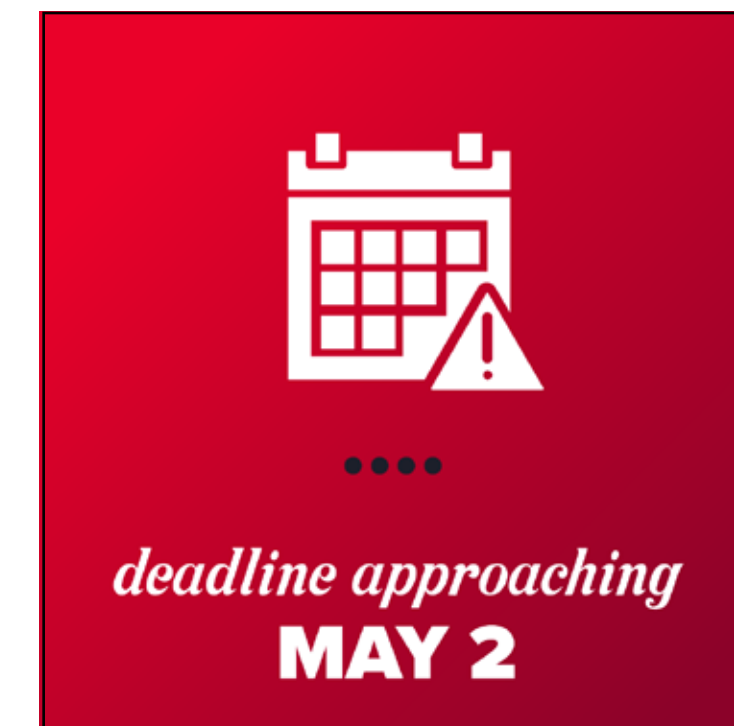
SOCIAL MEDIA

The visual treatment and messaging on our social media channels reinforces that we are confident and approachable. It is our goal to provide the same professional experience to our customers on social media as they would experience in any of our physical locations.

Banner and Profile Image



Social Images





© 2021-2022 Liberty Tax. All Rights Reserved. Your use of this material signifies that you accept our terms and conditions.

Terms and conditions: All materials in this manual/guide, whether separate or compiled, as well as all copyright, patent, trademark, and other rights therein, are owned or licensed by Franchise Group Inc. and its affiliated companies and are protected by the United States and international intellectual property laws. Pursuant to Section 512(c)(2) of the Copyright Revision Act, as enacted through the Digital Millennium Copyright Act, Franchise Group Inc. is an agent to receive notifications of claimed copyright infringement by mail to Corporate Creations Network Inc., 11380 Prosperity Farms Road, Palm Beach Gardens, FL 33410.