

elliott davis

BRAND GUIDELINES



TABLE OF CONTENTS

01 ONE FIRM

elliott davis	5
our mission	
what we believe	

02 BRAND IDENTITY

primary brand identity	7
logo spacing	8
logo don'ts	9
primary brand alternatives	10
brand color palettes	13
subset marks and divisions	17

03 TYPOGRAPHY

primary and secondary fonts	25
typography and hierarchy	27
character and paragraph styles	29

04 STYLING

visual system	31
ink blot treatment	33

05 COLLATERAL

corporate stationery	35
corporate presentations	38
corporate proposals	40

06 PHOTOGRAPHY

stock standards	43
image scheme examples	45
headshots	46



ONE FIRM 01

We work to make a positive impact on our clients, our people, and our communities, creating forward-thinking solutions along the way.

ONE FIRM

Elliott Davis is a leading business solutions firm offering a full spectrum of services in the areas of tax, comprehensive assurance, and consulting services to diverse businesses, organizations, and individuals. With a network of more than 700 forward-thinking professionals in major domestic markets and alliance resources across the globe, the organization ranks among the Top 40 and fastest-growing accounting firms in the United States. Elliott Davis has been providing innovative solutions since its founding in 1920.

OUR MISSION

To make a positive impact on the clients and communities we serve.

WHAT WE BELIEVE

We're each driven by five core values that guide the how and why behind everything we do.

1. Do the right thing

Doing the right thing starts by constantly striving to uphold our other core values of service to others, mutual respect, always getting better, and quality. It's doing what we say when we'll do it and exceeding expectations – at every opportunity. It's choosing to be a business that does right by our clients, our people, and our communities.

2. Services to others

We exist not only to perform a business function, but also to make a meaningful difference in the lives of our clients, our colleagues, our communities, and the world. Elliott Davis encourages all of our employees to live our mission through community engagement and by supporting the causes that matter most to them.

3. Mutual respect

Respect is the foundation of every interaction we have – both inside and outside the walls of Elliott Davis. We collaborate with our clients to set clear expectations regarding engagement milestones, deliverables, and routine communications. We extend this respect, internally and externally, through honest, clear communication and showing up each day to do what we'll say we'll do – and more.

4. Always getting better

We're constantly working to promote a diverse, inclusive, and forward-thinking culture where employees feel excited and empowered to build on their strengths. Our work gets better and our teams grow stronger when we support a culture that challenges all of us to keep learning, growing, and getting better.

5. Quality

We strive to continually push the status quo in everything we do. Where others are content with "the way it has always been done," we're continually striving for excellence by evolving, innovating, and improving what we do and how we do it.



1. primary brand color palette / 2. primary brand identity / 3. secondary brand identity marks

BRAND IDENTITY 02

**"A brand for a company is like a reputation for a person.
You earn reputation by trying to do hard things well."**

Jeff Bezos

PRIMARY BRAND LOGO

THE ELLIOTT DAVIS BRAND MARK

The primary brand logo has been through a relatively small number of iterations. Confident yet humble, unified in purpose, the Elliott Davis logo represents deep experience in our industry and the high quality of our services.

It is recommended that you contact the marketing department before making any unsure logo configurations.



DUO-TONE – COOL GRAY AND LAPIS BLUE



ONE COLOR – LAPIS BLUE



REVERSED – WHITE ON SOLID BACKGROUND



LOGOTYPE WHITE TEXT – NECTAR ORANGE
RECTANGLE BACKGROUND

LOGO SPACING

USE THE FOLLOWING STANDARDS FOR CREATING STANDARD LOGO SPACING FROM OTHER ELEMENTS

The Elliott Davis primary logo is a horizontal lockup comprised of the mark and logotype. To ensure the logo stands on its own, please leave space equivalent to at least one 'e' around it. Taking a measurement from the first letter in Elliott Davis (e) will provide a height and width guideline for lockup spacing.



LOGO DON'TS

JUST DON'T DO IT!

The logo mark, the Elliott Davis "ring," should never be separated from the company's name unless a placement requires a mark but provides limited space, such as social media profile images or browser favicon. Usage of the Elliott Davis green and orange are also not acceptable for presenting the primary logo.

Stacking the logo mark and logotype are also not acceptable in any way. The Elliott Davis logo should always remain on a continuous horizontal line.



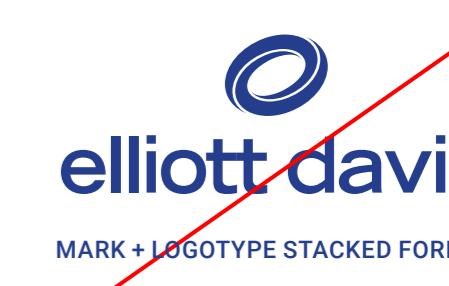
REVERSED – RING MARK PARTIAL OUTLINE



ELLIOTT DAVIS LOGOTYPE IN GREEN + OUTLINED



ELLIOTT DAVIS LOGOTYPE IN NECTAR ORANGE



MARK + LOGOTYPE STACKED FORMAT



ELLIOTT DAVIS – RING MARK ISOLATED



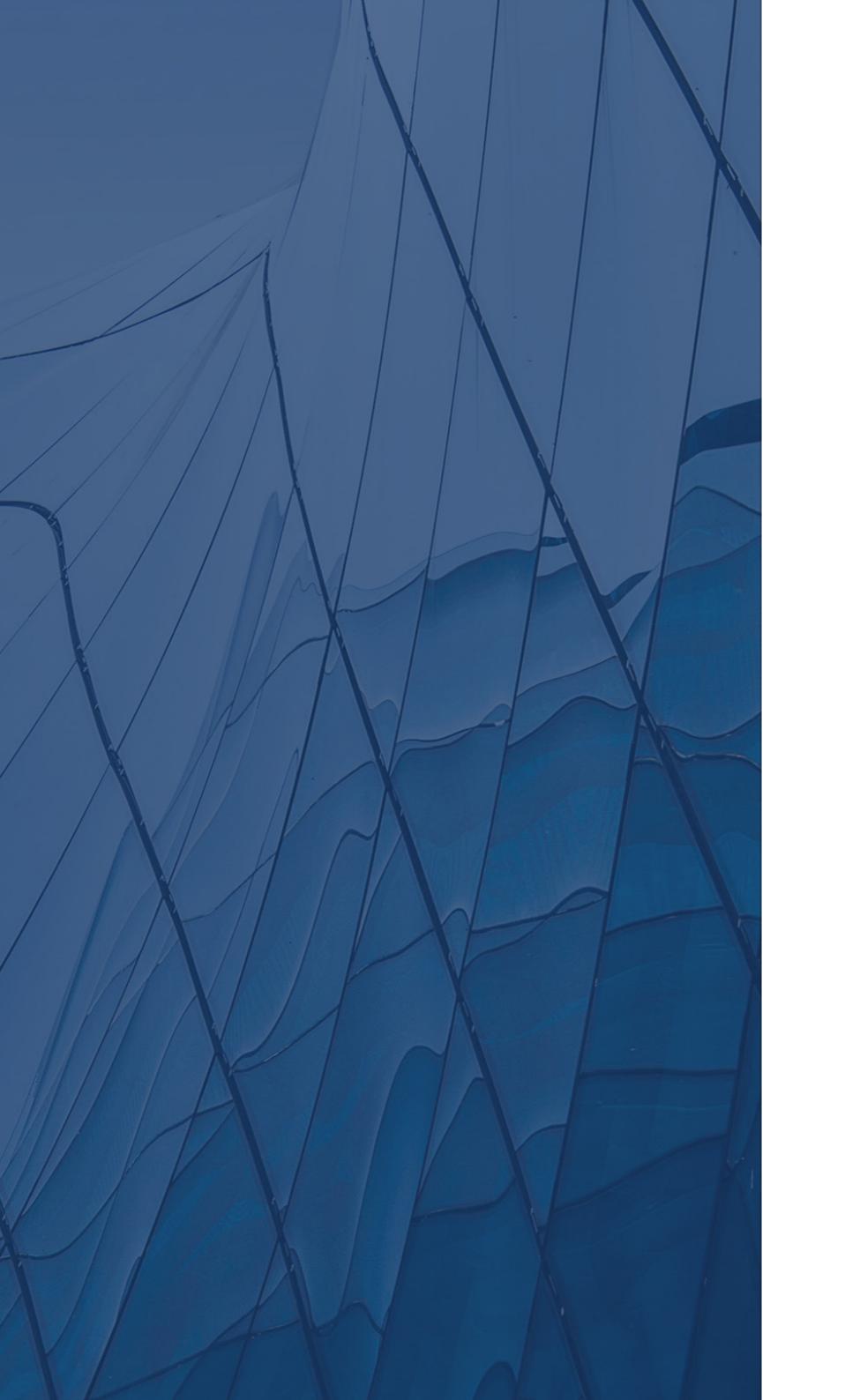
VERTICAL STACKED FORMAT

PRIMARY ALTERNATIVES

CONTEMPORARY LOGO DESIGNS & USES

To enhance designs aimed at reaching new audiences, the Elliott Davis mark has a number of acceptable logo alternatives. While primary alternative logos are not to be used in official communications, such as letterhead, or mainline marketing efforts, such as the website logo, primary alternatives may be used in event collateral, digital media, and internal promotional materials.

Primary logo alternatives are most heavily used in recruiting designs, digital marketing media, and promotional materials.



elliott davis
elliott davis

LOGOTYPE SOLID

elliott davis
elliott davis

LOGOTYPE OUTLINE

elliott davis

elliott davis



PRIMARY COLOR PALETTE

USE OF COLOR FOR THE PRINTED & DIGITAL LOGO

The primary logo color provides a bold, confident presence—and carries years of brand association along with it. The primary logo color can become a background color when used with white. While the primary color does not have to be used the most frequently, it should have a unique place in the hierarchy of your design (see logo placement for more information).

Use the primary logo color to provide instant brand recognition at the start of and, strategically, throughout your design.



LAPIS BLUE

CMYK 100 / 75 / 0 / 6
RGB 0 / 53 / 148
HEX #003594
PANTONE 661 C | 286 U



COOL GRAY

CMYK 16 / 11 / 11 / 27
RGB 167 / 168 / 170
HEX #A7A8AA
PANTONE COOL GRAY 6 C | U



NECTAR ORANGE

CMYK 0 / 66 / 100 / 0
RGB 229 / 114 / 0
HEX #E5700
PANTONE 152 C | U

SECONDARY COLOR PALETTE

SECONDARY COLORS: ACCENTUATOR COLORS

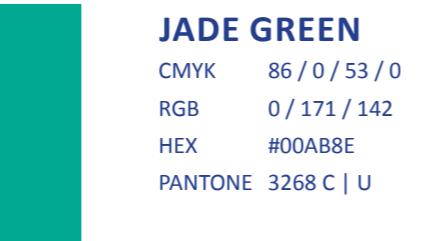
The secondary color palette is comprised of two soft blues, a teal green, and a warm orange. The soft blues allow for a supportive yet quieter presence around the primary violet blue, while the green provides a modern touch of vibrance to print communications. Orange, which largely falls lowest in the Elliott Davis color hierarchy, provides a touch of warmth and energy.

Use the secondary color palette in your design hierarchy to emphasize and highlight; no secondary color should take an overtly dominate place in any Elliott Davis design.



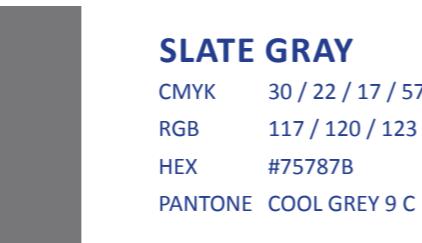
CERULEAN BLUE

CMYK 100 / 10 / 3 / 16
RGB 0 / 130 / 186
HEX #0082BA
PANTONE 640 C | U



JADE GREEN

CMYK 86 / 0 / 53 / 0
RGB 0 / 171 / 142
HEX #00AB8E
PANTONE 3268 C | U



SLATE GRAY

CMYK 30 / 22 / 17 / 57
RGB 117 / 120 / 123
HEX #75787B
PANTONE COOL GREY 9 C | U

TERTIARY COLOR PALETTE

TERTIARY COLORS: SUPPORTING COLORS

The tertiary color palette is comprised of a sophisticated navy blue and a neutral gray. At one time, this palette comprised the secondary brand colors. Now, these subtle supporting colors play an environmental role in Elliott Davis designs, providing a calming neutral presence.

Use the tertiary color palette in designs made for print, such as corporate stationery, and to balance the energetic and modern secondary color palette.



NAVY BLUE

CMYK 100 / 58 / 9 / 46
RGB 0 / 60 / 113
HEX #003C71
PANTONE 541 C | 2945 U



STONE GRAY

CMYK 8 / 5 / 7 / 16
RGB 200 / 201 / 199
HEX #C8C9C7
PANTONE COOL GREY 3 C | U



DEEP NAVY

CMYK 100 / 90 / 13 / 68
RGB 4 / 30 / 66
HEX #041E42
PANTONE 282 C | U
**digital use only*



vaden group | elliott davis

VADEN GROUP LOCKUP

ELLIOTT DAVIS MUSIC & ENTERTAINMENT DIVISION

The Vaden Group and Elliott Davis logo is a distinctive and intentional lockup that unifies the two brands while leveraging the equity of each to establish a position of market leadership in the entertainment industry in Nashville. For more than 40 years, the legacy of providing worry-free business management, tax advisory, and consulting services for writers, performers, and producers has been synonymous with the Vaden brand. Today, the Vaden brand joined with Elliott Davis creates more breadth and depth than ever before to serve our clients as a cohesive unit that delivers unparalleled value to those in this industry.

vaden group | elliott davis

ONE COLOR PRIMARY LOCKUP

vaden group | elliott davis

TWO COLOR PRIMARY LOCKUP

vaden group | elliott davis

TWO COLOR REVERSED ON SOLID BACKGROUND

vaden group | elliott davis

ONE COLOR REVERSED ON SOLID BACKGROUND

WWYRB CAMPAIGN MARK

WHERE WOULD YOU RATHER BE

Where Would You Rather Be? This is our brand's conversation starter. It serves as a platform to gain trust and to communicate our commitment to caring enough to ask the right questions. It serves as a vehicle for emphasizing that Elliott Davis is here to help you on the path from where you are today to where you want to be. The path to get there is often uncertain, but we are here to bring clarity to the complex. We are on your side and by your side. We care enough to ask: **WHERE WOULD YOU RATHER BE?** There's nowhere else we'd rather be than helping you get there.

The Where Would You Rather Be campaign mark can be displayed in the Elliott Davis color palette. The mark can be reversed on solid or photo backgrounds to create contrast for legibility. In rare cases to create visual engagement, the WWYRB mark can be tilted at a 17° angle.



ELLIOTT DAVIS W/ URL: LAPIS BLUE



WITHOUT URL: LAPIS BLUE



NAVY BLUE



CERULEAN BLUE



REVERSED ON SOLID BACKGROUND



17° TILT W/ URL: LAPIS BLUE



17° TILT: LAPIS BLUE

ELLIOTT DAVIS U MARK

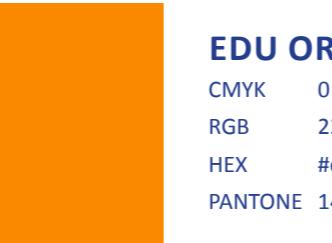
ELLIOTT DAVIS UNIVERSITY RECRUITING

Elliott Davis U is a campus recruiting program designed to help uncover and unlock the “wow factor” of fresh minds, thinking, and perspectives that will continue to evolve the industry. Through this distinct identity, Elliott Davis attracts talent at the forefront of fueling the future of professional services.

In conjunction with the Elliott Davis brand typography, the College font is incorporated to create a collegiate scheme for collateral. The College font is limited to the Elliott Davis U subset and is not to be used in any other corporate instance.



ELLIOTT DAVIS UNIVERSITY FOUR COLOR



EDU ORANGE

CMYK 0 / 51 / 100 / 0
RGB 237 / 139 / 0
HEX #ed8b00
PANTONE 144 C



EDU NAVY

CMYK 100 / 58 / 9 / 46
RGB 0 / 60 / 113
HEX #003C71
PANTONE 541 C | 2945 U



EDU CYAN

CMYK 100 / 0 / 0 / 0
RGB 0 / 159 / 223
HEX #009fdf
PANTONE PROCESS CYAN C

COLLEGE
THE QUICK BROWN FOX JUMPS OVER
THE LAZY DOG
1234567890

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 Y Z
1 2 3 4 5 6 7 8 9 0

CONDENSED

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 Y Z
1 2 3 4 5 6 7 8 9 0

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 Y Z
1 2 3 4 5 6 7 8 9 0

ELLIOTT DAVIS CARES MARK

PASSION IN ACTION

Elliott Davis Cares is an employee volunteerism program that provides opportunities for every employee to make a positive impact as part of a team. The Elliott Davis Cares mark gives an identity to a program that allows our people to put their passion in action by serving the communities in which we work and live.

Passion in Action tagline utilizes the *Calibri* font.

elliott davis cares
passion in action

ELLIOTT DAVIS CARES: 2 COLOR WITH TAGLINE

elliott davis cares

ELLIOTT DAVIS CARES: 2 COLOR WITH NO TAGLINE

elliott davis cares

ELLIOTT DAVIS CARES: 2 COLOR WITH NO TAGLINE ON SOLID BACKGROUND



NECTAR ORANGE

CMYK 3 / 64 / 10 / 0
RGB 229 / 114 / 0
HEX #E57200
PANTONE 152 C



LAPIS BLUE

CMYK 100 / 85 / 15 / 5
RGB 0 / 53 / 148
HEX #003594
PANTONE 661 C

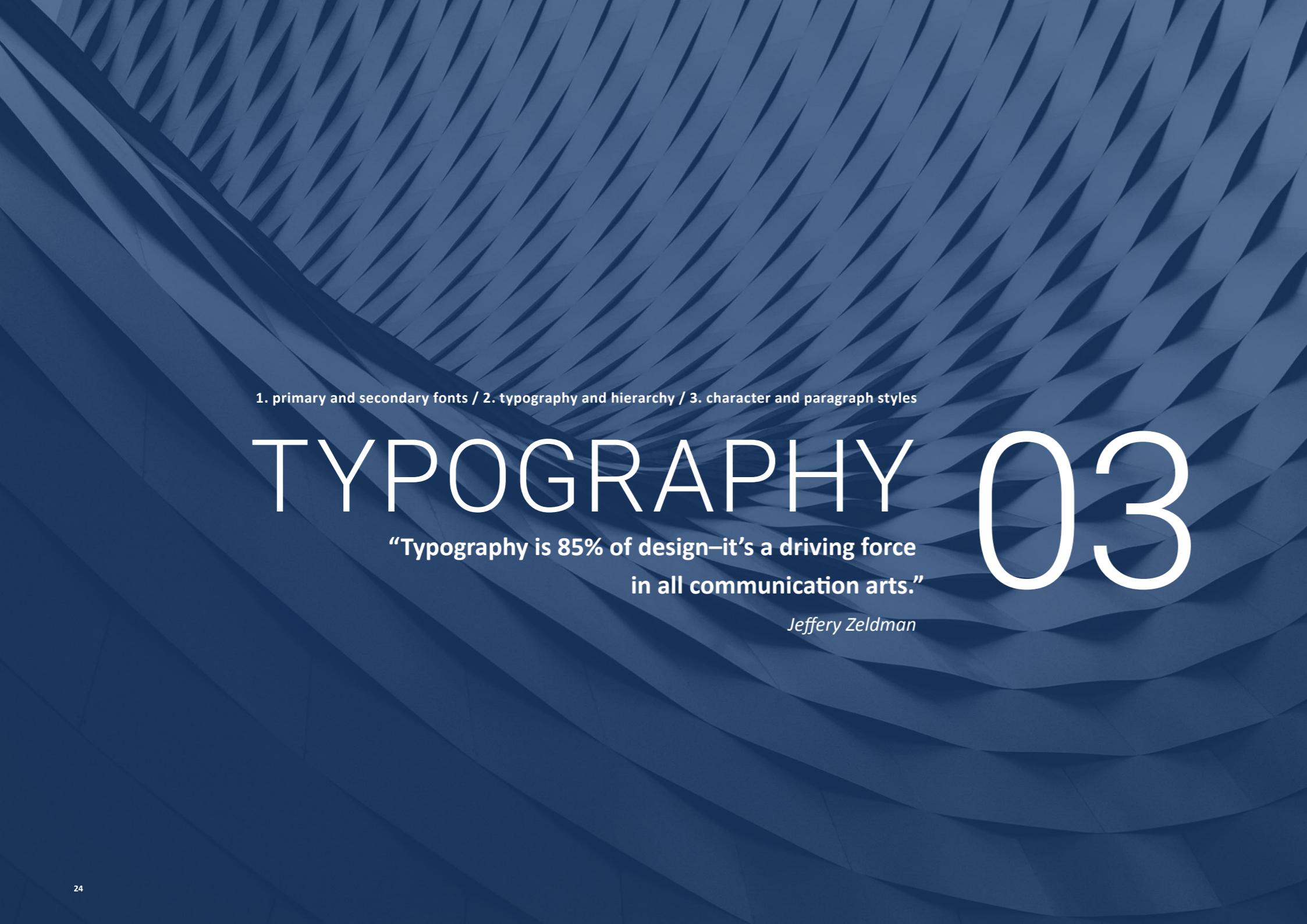
TRADE GOTHIC
THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG
1234567890

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 y z
1 2 3 4 5 6 7 8 9 0

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 y z
1 2 3 4 5 6 7 8 9 0



TYPOGRAPHY 03

“Typography is 85% of design—it’s a driving force in all communication arts.”

Jeffrey Zeldman

1. primary and secondary fonts / 2. typography and hierarchy / 3. character and paragraph styles

PRIMARY FONT ROBOTO

PRIMARILY USED FOR HEADLINE TEXT

A modern, but approachable font, Roboto is the leading typeface in the Elliott Davis brand. This clean and crisp font is available in 12 different styles.

This font should be used in all Elliott Davis communications to project a consistent visual identity. This includes printed materials, advertising, digital assets, and promotional materials.

Roboto
THE QUICK BROWN FOX JUMPS OVER
the quick brown fox jumps over the lazy dog
1234567890

Light

ABCDEFGHIJKLMNP
QRSTUWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNP
QRSTUWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNP
QRSTUWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Trade Gothic
THE QUICK BROWN
FOX JUMPS OVER
the quick brown fox jumps
over the lazy dog
1234567890

Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Italic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqr
uvwxyz
1234567890

SECONDARY TRADE GOTHIC

ALTERNATIVE FOR HEADLINE TEXT

Crisp and versatile, Trade Gothic is an alternative typeface in the Elliott Davis brand. This font allows for clean, bold statements.

This font should be used only as an alternative option to Roboto in Elliott Davis communications.

BODY COPY CALIBRI

A modern update to vintage sans serif fonts, Calibri is a body copy workhorse, allowing larger portions of text to maintain a crisp, airy feel. Use bold and italics to create emphasis to footnotes.

This font should be used in all Elliott Davis body paragraph and text content. Calibri is available in regular, italic, bold, and bold italic.

Calibri
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG
the quick brown fox jumps
over the lazy dog
1234567890

Regular

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
uvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
uvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
uvwxyz
1234567890

Solutions

Heading 2: Roboto 48 pt medium (all caps)

SOLUTIONS

Solutions

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

TYPOGRAPHY AND HIERARCHY

simplest way to create contrast between different elements in your design. With three levels of typography, generally starts out largest on top (level one; your most formation) and decreases in size as you move down

both print and screen, is one of the most important aspects of design. Designs that extend across multiple pages or screens, containing large or small amounts of type, must be carefully planned in a way that is enticing and easy for all to access.

are several common typography combinations.

CHARACTERS & PARAGRAPH STY

As a continuation of acceptable typography uses, please follow the guidelines when styling supporting copy in paragraphs and bullet

HEADLINE 1

Ut enim ad minim veniam, quis nostrud

- Bullet Point Item 1
 - Bullet Point Item 2
 - Bullet Point Item 3
 - Bullet Point Item 4
 - Bullet Point Item 5

HEADLINE

Ut enim ad minim veniam

1. Numbered List Item
 2. Numbered List Item
 3. Numbered List Item
 4. Numbered List Item
 5. Numbered List Item

BASIC TEXT REGU

onsectetur
tempor
magna aliqua.
s nostrud
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud

BASIC TEXT WH

1 Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempo
incididunt ut labore et dolore magna
Ut enim ad minim veniam, quis nostr



30

31

VISUAL SYSTEM CORPORATE DESIGN

Our visual system brings our brand's differentiators to life. Our design scheme is recognizable, confident, and personable. Here, you'll find an in-depth outline of Elliott Davis design standards.

Use this information as a style guide for design treatments, collateral design, official communications, presentation formats, photography, and headshots.



INK BLOT TREATMENT

The Elliott Davis ink blot designs bring a splash of color and a “limitless” feel to marketing collateral. Use this treatment in conjunction with monochromatic images of young professionals or abstracted architecture. The ink blot may also be used to augment presentation and proposal design templates, but it should never be used behind the primary Elliott Davis logo.

The ink blot treatment should utilize only brand colors and be stylized with transparencies similar to existing ink blot templates.



1. corporate stationery / 2. corporate presentations / 3. corporate proposals

COLLATERAL 05

"There are three responses to a piece of design—
yes, no, and WOW! Wow is the one to aim for."

Milton Glaser

CORPORATE STATIONERY

ELLIOTT DAVIS LETTERHEAD STANDARDS

Stationery should be designed with the primary logo in the header and contact information in the footer of the reverse side of the page. A horizontal and vertically centered campaign mark, such as the WWYRB mark, should exist on the front of the page.

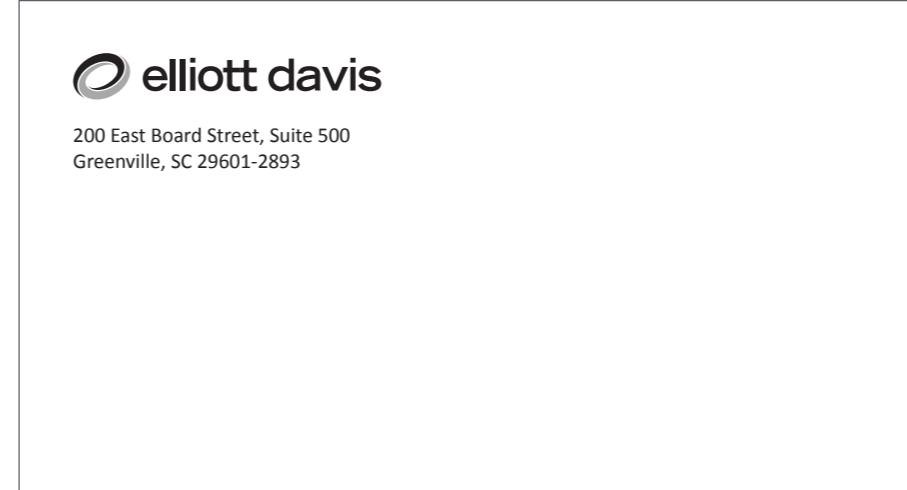




STANDARD ELLIOTT DAVIS LETTERHEAD REVERSE SIDE



STANDARD ELLIOTT DAVIS LETTERHEAD



ELLIOTT DAVIS #10 ENVELOPE



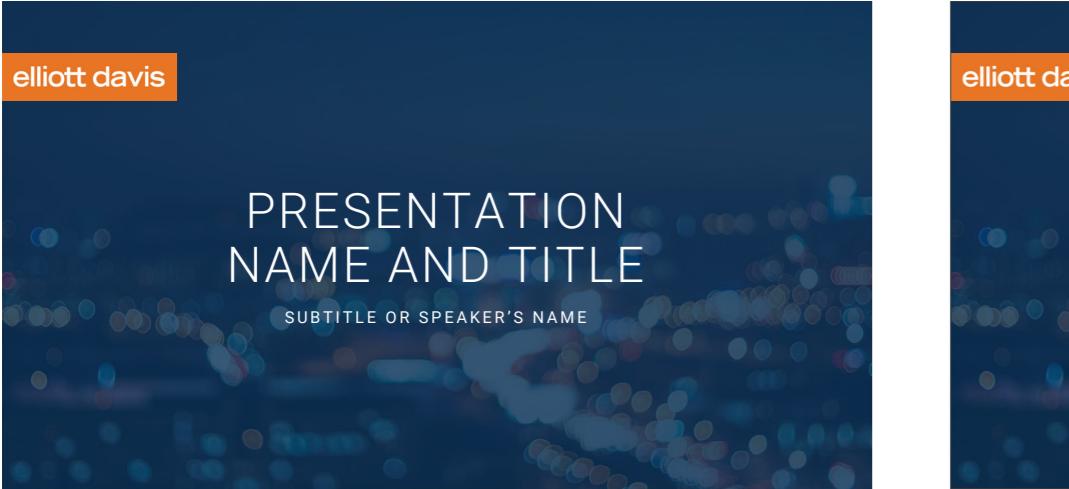
ELLIOTT DAVIS BUSINESS CARD FRONT



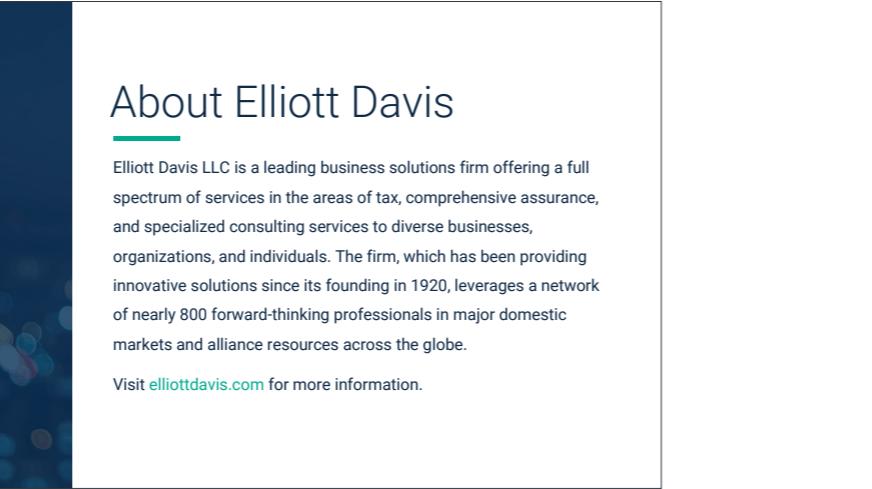
ELLIOTT DAVIS BUSINESS CARD BACK

CORPORATE PRESENTATIONS

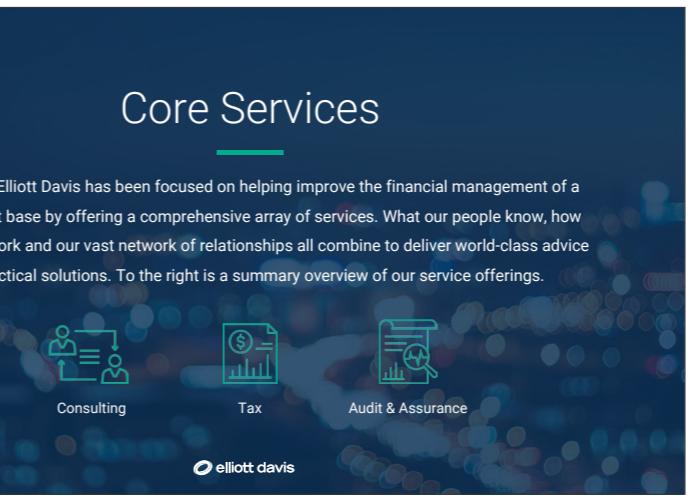
Corporate presentations are the professional face of information for Elliott Davis. For conference attendees, clients, and the general public, corporate presentations provide a concise view of the Elliott Davis brand.



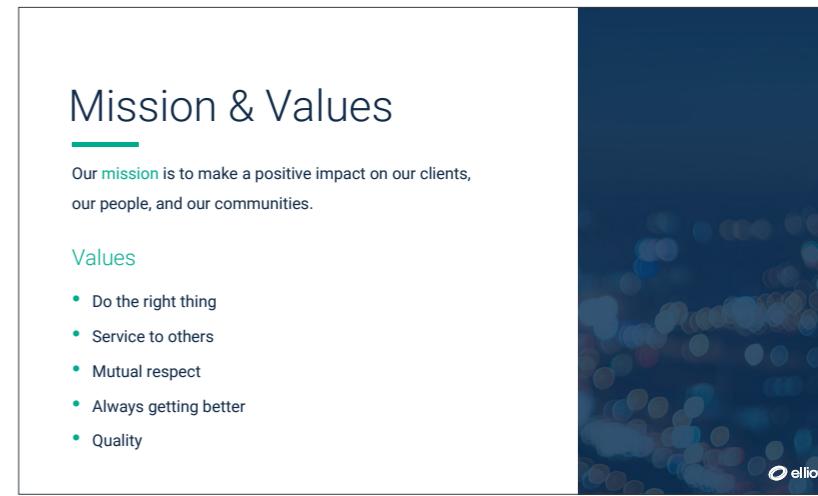
CORPORATE PRESENTATION: TITLE SLIDE



CORPORATE PRESENTATION: ABOUT ELLIOTT DAVIS SLIDE



CORPORATE PRESENTATION: CORE SERVICES SLIDE



CORPORATE PRESENTATION: MISSION & VALUES SLIDE



Locations

With a network of forward-thinking professionals in major U.S. markets across the southeast, and alliance resources across the globe, Elliott Davis ranks among the top forty and fastest-growing accounting firms in the United States.

South Carolina	North Carolina
Charleston	Charlotte
Columbia	Raleigh
Greenville	
Tennessee	Georgia
Chattanooga	Augusta
Nashville	



elliott davis

CORPORATE PRESENTATION: GRAPH/ILLUSTRATION SLIDE



CORPORATE PRESENTATION: CLOSING/CONTACT SLIDE

PROPOSALS & REPORTS

Proposals and reports provide information on the Elliott Davis breadth of experience and how we can meet a company's specific needs. These documents are often provided in preparation for or as a follow-up to in-person meetings and are a prospective company's first contact with the Elliott Davis brand.

All corporate proposals are to use Elliott Davis fonts and brand color scheme.



CORPORATE PROPOSAL: COVER/TITLE PAGE

A template for a corporate proposal table of contents. It has a dark blue header bar with the "elliott davis" logo. The main content area is titled "Table of Contents" and lists various sections with their corresponding page numbers, indicated by small square icons. Sections include: Section I: Understanding Your Business, Section II: Response to Your Needs, Section III: Implementation Plan, Section IV: Commitment & Costs, Section V: Our Capabilities to Serve You, Appendix A: About Elliott Davis, Appendix B, Appendix C, Appendix D, and a final section at the bottom. The footer contains the website "elliottdavis.com".

CORPORATE PROPOSAL: TABLE OF CONTENTS FORMAT

A template for a corporate proposal fee table. It has a dark blue header bar with the "elliott davis" logo. The main content area is titled "Proposed Fees" and includes a detailed breakdown of fees for various services. It starts with a general statement about factors affecting fees, followed by a table for "Attest Services" and another for "Tax Services", both with columns for "Description" and "Fee". The footer contains the website "elliottdavis.com" and the page number "10".

CORPORATE PROPOSAL: FEE TABLE EXAMPLE



PHOTOGRAPHY 06

**"There is one thing the photograph must contain,
the humanity of the moment."**

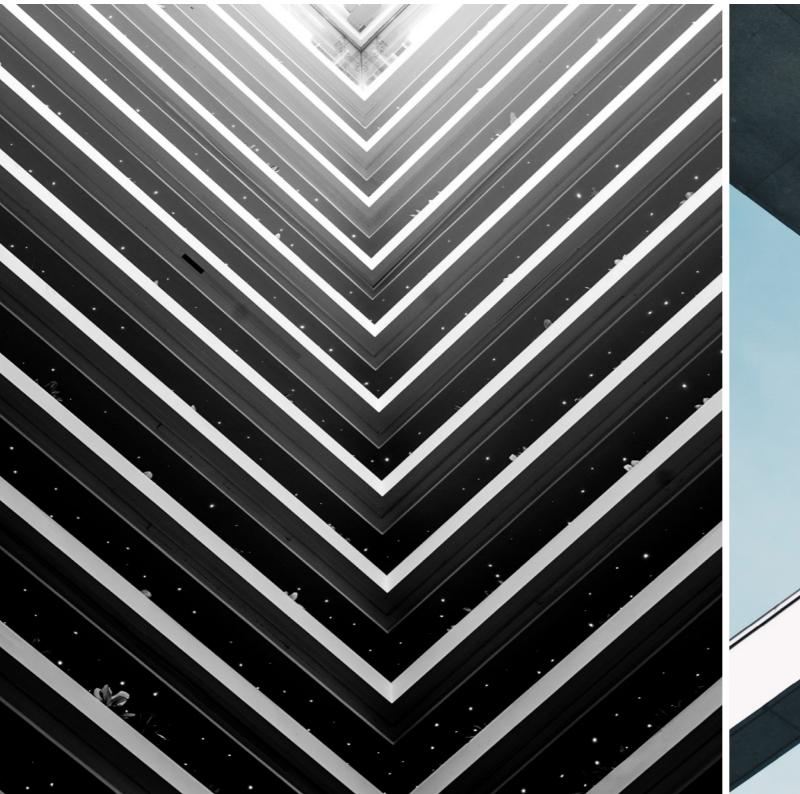
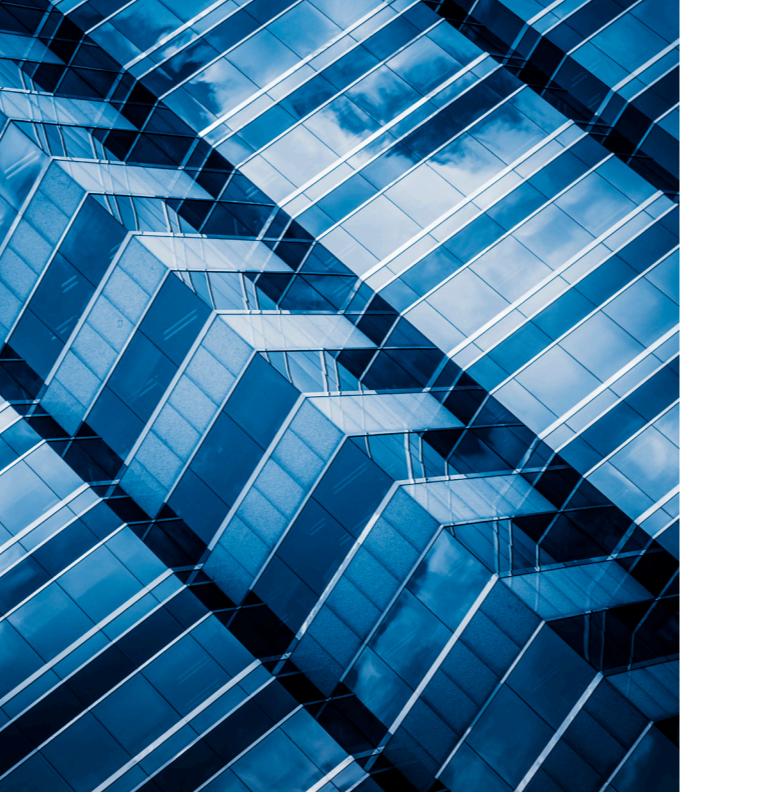
Robert Frank

1. stock usage / 2. image scheme examples / 3. headshots

ELLIOTT DAVIS IMAGERY STANDARDS

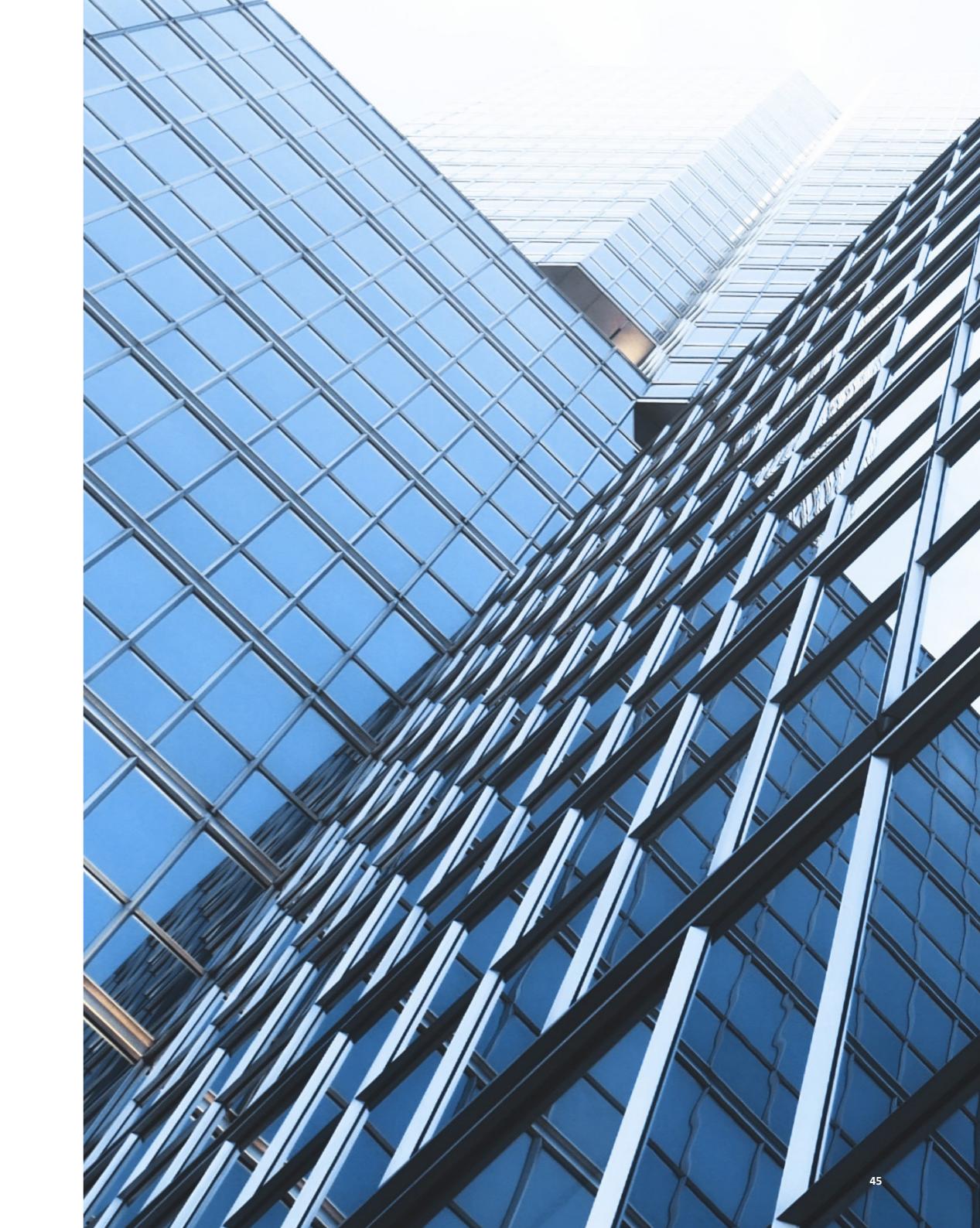
When branded photography options aren't available, select high-resolution stock imagery with good spatial composition. Usage of abstract or non-objective urban architectural images are preferred. While images of well-known landmarks are acceptable, avoid common compositions (such as a skyline).

It's important that all stock selections reflect the Elliott Davis brand look and feel. When making a decision on which stock image to use, avoid images that feature models or natural elements like foliage. When possible, avoid images that have received a high number of prior downloads.



ABSTRACT ARCHITECTURE IMAGERY

High-end imagery with high-contrast lighting or filters are utilized in Elliott Davis materials. Architectural photos draw in the viewer with an angular, spatially pleasing composition.





CORPORATE HEADSHOTS

A FRESH APPROACH

Headshots establish an initial connection with our audience. Elliott Davis portraits should maintain a personal and approachable feel in a variety of settings. Backgrounds are slightly out of focus as to not relate to any particular Elliott Davis office location.

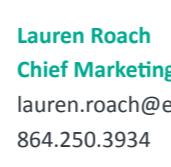


QUESTIONS?

The Marketing Communications Team develops content, collateral, social media messaging, email campaigns, advertising, events, and other creative messaging to further the Elliott Davis brand.

CONTACT INFORMATION

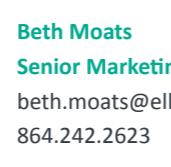
When design or brand-related questions come up, we are here to help. Contact one of the members of the Marketing Communications Team listed.



Lauren Roach

Chief Marketing Officer

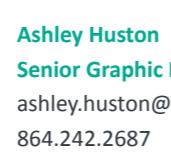
lauren.roach@elliottdavis.com
864.250.3934



Beth Moats

Senior Marketing Manager

beth.moats@elliottdavis.com
864.242.2623



Ashley Huston

Senior Graphic Designer

ashley.huston@elliottdavis.com
864.242.2687

elliott davis

elliottdavis.com

ELLIOTT DAVIS | 200 EAST BROAD STREET | GREENVILLE, SC 29601