

Haines Watts

July 2022

Brand Toolkit

What is our brand toolkit for?

Our brand embodies who we are, what we do, how we do it and what we value.

This toolkit describes the Haines Watts brand. It communicates the spirit of our brand, clarifies our values and explains how our brand is expressed both visually and verbally, what makes us tick and a thing or two about our approach to relationships.

As a professional services provider, our greatest asset is our people, and our revitalised purpose to be 'the business people for people with a business', is at the heart of our refreshed brand identity system.

In this document, you'll find basic tools and principles that will enable you to visually communicate the Haines Watts brand clearly and consistently across all applications and media in an engaging and flexible way.

This isn't a prescriptive straitjacket, it's a starting point... the principles here are intended to inspire, guide, inform, and instruct. We've tried to keep hard and fast rules to a minimum... the only real rule is that you THINK about what you're doing.

So take a few minutes to read this toolkit, absorb the ideas and put them to work... the results will be worth it!

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Who are
Haines Watts?

Welcome to Haines Watts...
the business people
for people with a business.

**What do we do?
(The short version)**

Our value proposition

It's much more than just a description of our services – it's not just what we do – it's how we do it.

It clearly articulates the core of our competitive advantage... think of it as our elevator pitch.

At Haines Watts, we offer professional services to people who predominantly run their own business, delivered by people with the same entrepreneurial spirit... helping achieve their business goals faster and with fewer missteps.

It's what makes us the business people for people with a business.

What do we do? (The long version)

Our boilerplate introduction:

This is how we introduce ourselves and our values.

This boilerplate copy establishes who we are, what we do and how we do it.

It also introduces our unique tone-of -voice... understated, but confident, clear and down-to-earth but engaging.

At Haines Watts, we offer professional services to people who predominantly run their own business... delivered by people with the same entrepreneurial spirit.

We've been here for over 90 years, so we know *what* we're doing, we're good at it and we enjoy it. The difference with Haines Watts is that we also know *who* we're doing it *for*.

We get what it takes to run your own business. We understand it's as unique as you are... so we listen, we ask questions, and we take the time to get what makes you tick. It's why our relationships last – and why they're so special.

We know that building a successful business isn't something that just happens between the hours of nine to five, it can be, tough and it's 24/7.

Our clients know we'll deliver, because they know we value things like hard work and loyalty. They know we care, and they know that we'll match their passion and commitment with our own.

With Haines Watts, your challenges are our challenges, and your success is our success. Whatever life throws at you... we've got your back.

Trust is everything, so we'll always say it as it is. Everything we do is in the best interests of our clients, that's why they trust us. We just do things the right way. We wouldn't have a relationship with anyone we didn't have full confidence in, and we don't expect you to either.

Welcome to Haines Watts... the business people for people with a business.

Why our clients
choose Haines Watts?

Most accountants know
what they're doing... the Haines
Watts difference is we also
know who we're doing it for.

The Haines Watts difference

Our values:

At the core of our brand's identity are our values – the things that we believe in and stand for.

They promise our clients that working with Haines Watts will be a consistently good experience.

This experience is driven by the people behind our service, and consistency comes from having a core set of brand values that drive our behaviours.

Everyone has values. It's how we make judgements about the right thing to do. They represent what we consider important in business and in life...

...and they're what make Haines Watts different from everyone else.

The Haines Watts difference...

By now, you'll have realised that we do things differently.

We believe that a great business is one that stands for something, and sets out clearly what it considers to be important.

So here's what you can expect from us...

Our values

Our brand value:

Value relationships

Be Curious.
Be Connected.
Show Empathy.

How we articulate it:

We get you.

We've been here for over 90 years, we know *what* we're doing, we're good at it, and we enjoy it. The difference with Haines Watts is that we also know *who* we're doing it *for*.

We get what it takes to run your own business. We understand it's as unique as you are... so we listen, we ask questions and we take the time to get what makes you tick.

It's far from easy to run your own business, but we understand why you do it... from obvious things like earning a living and providing for the future to more important things like creating a lasting legacy and making a difference.

That's why our relationships last – and why they're so special.

Our values

Our brand value:

Show passion

Be Driven.
Take the Initiative.
Be Engaged.

How we articulate it:

We really do care.

We know that building a successful business isn't something that just happens between the hours of nine to five, it can be tough and it's 24/7.

Our clients know we'll deliver, because they know we value things like hard work and loyalty. They know we care, and they appreciate that we'll match their passion and commitment with our own.

With Haines Watts, your challenges are our challenges, and your success is our success.

Whatever life throws at you... we've got your back.

Our values

Our brand value:

Be authentic

Be Self-Aware.

Be Genuine.

Be Inclusive.

How we articulate it:

We always say it as it is.

Trust is everything, so we'll always say it as it is.

Everything we do is in the best interests of our clients, that's why they trust us. We just do things the right way.

We speak plainly and clearly, not in riddles. We avoid jargon, we're consistent, honest, straightforward and transparent.

We wouldn't have a relationship with anyone we didn't have full confidence in, and we don't expect you to either.

Our positioning statements

Haines Watts are a professional services network... we combine local knowledge with access to a nationwide network of business expertise.

So that's our message... exactly how you say it, we'll leave up to you.

We've made our positioning statement in to a two part modular affair... simply link any of the lines on the left with any on the right.

We're local

A nationwide alliance of specialists

A nationwide community of specialists

We're right here for you

We're part of the community

We're right on your doorstep

all over the UK

just around the corner

on your doorstep

wherever you are

wherever you need us

Our voice

Our use of language plays a big part in differentiating us from our competitors.

It helps us to demonstrate that we get what makes business owners tick.

Our values must shine through in our language as well as qualities like honesty, transparency, trust, hard work, empathy, loyalty and caring.

We're confident enough to wear our expertise and experience lightly and we never talk down to anyone or come across as patronising or condescending.

We speak your language...

At Haines Watts, we walk in our clients' shoes, we get what it takes to run your own business – the hours, the sacrifices – and we understand.

That's why we speak like the experienced and compassionate business partner we'd want for ourselves.

The golden rule when writing copy for Haines Watts is to remember that we're not talking to a 'business', or even a 'business person'.

We're speaking to an individual, the person behind the business, who's blood, sweat and tears have built it – and we shouldn't forget that.

We've coined our tone-of-voice as 'understated confidence' because, like our clients, we're a successful business, we know what we're doing... and we're good at it.

To show that we empathise and to reinforce our sincerity, we must write like we talk, like they talk – professionally but warmly, informally but sincerely and clearly – using everyday language without jargon, corporate speak or baffling legalese.

It sounds obvious, but we must write to communicate clearly and be easily understood... oh, and get to the point.

Our voice

Every word we say informs, supports and encourages.
We impart our expertise with clarity, empathy, and wit.

All of this means that when we write:

Our voice is clear.

We understand the world our clients operate in, which is often over complicated by exaggeration, up-sells, and over-promising. We strip all that away and value clarity above all. Only experts can make what's difficult sound easy, and it's our job to demystify and clarify jargon and corporate speak and actually communicate.

Our voice is authentic.

We get owner managed businesses, we relate to our clients' challenges and passions and speak to them in a familiar, warm, and accessible way.

Our voice is witty.

Our sense of humour is subtle, and a bit eccentric but never inappropriate, clever but not snobbish. We're always inclusive, never condescending. With every piece of content we publish, we aim to engage, advise, inform and clarify.

Our voice

Adhering to certain rules helps us to keep our writing clear and consistent.

This section will lay out our house style, which applies to all of our content unless otherwise noted in this guide.

Abbreviations and acronyms

If there's a chance your reader won't recognise an abbreviation or acronym, write it out in full the first time you mention it with the short version in brackets beside it. Then use the short version for all other references.

For example:

First use: **Research & Development (R&D)**

Subsequent uses: R&D

Names and titles

The first time you mention a person in writing, refer to them by their first and last names. On all other mentions, refer to them by their first name. Capitalise the names of departments and teams, but not the word "team" or "department". Like "Marketing team".

Cases

When referencing a service or name use title case, eg. Corporate Tax Planning. If it includes 'and' this stays lowercase. In general writing or presentations use sentence case throughout including titles and subtitles.

Writing about Haines Watts

Always write out our name in full with capital H and W. Refer to Haines Watts and our clients as "we", "us" or "ours".

Numbers

Spell out numbers when they begin a sentence. Otherwise, use the numeral. If it's an expression that typically uses spelled-out numbers, like "first among equals", leave them that way. Numbers over 3 digits get commas.

Decimals and fractions

Use fractions only when they're simple, then write them, so "half" rather than 1/2, or "a third" rather than 1/3. Otherwise, use decimals.

Percentages

Use the % symbol instead of spelling out "percent".

Ranges and spans

Use a hyphen without spaces either side to indicate a range or span of numbers, like, It takes 2–4 working days.

Dates

Generally, spell out the day of the week and the month. Abbreviate only if space is an issue. Like Thursday 14 August / Thurs 14 Aug. When including the year not the day, it should be 14 August 2023.

Time

Use numerals and am or pm, so 9:00am and 7:25pm. Use a hyphen between times to indicate a time period, so, 9:00am – 5:30pm.

Ampersands

Don't use ampersands unless one is part of a known company, phrase or brand name., like "M&S" or "R&D".

Contractions

Contractions are good, they give your writing an informal, friendly feel. So they're, we're, it'll and I'll are the order of the day.

Italics

Use italics sparingly, to indicate a long quote within a passage of text or just to add emphasis to a word or phrase.

URLs and websites

When referencing a web address leave off the http://www. eg. [haineswatts.co.uk](http://www.haineswatts.co.uk).

Grammar

Please use British English rather than American English.

Our voice

Here's an example of how our voice works in practice.

While the copy on the left is fine... it's a bit dry and lacks any passion or enthusiasm – to engage our audience we must sound as though we're engaged. This copy could be from almost anyone.

The copy on the right, although saying the same thing, sounds like someone is actually speaking to you... it's friendly, relatable and gets across our personality

What we do.

Haines Watts can provide you with more than a set of books at year end.

We have developed a range of services to cover many of the challenges you will meet, from business planning, business growth support to acting as your sounding board.

Having one adviser who understands your aspirations and knows your business can be a big help.



What we do.

We're much more than just a set of books at the end of the year.

From accounting and auditing to VAT & customs duty, we cover pretty much everything you need to get done... so you can get on with running your business.

Your own dedicated advisor will share your goals and know your business inside out, and they'll always be there to offer any help or advice you need... or just be a sounding board for your ideas.

So you can be sure, that whatever life throws at you... we've got your back.

Toolkit.

Our logo

Our logo is an incredibly valuable asset, it's the signature of our brand and represents everything we stand for.

As such it's vital we use it appropriately and consistently.

Haines Watts

Our logo

Only use approved artwork

Our logo has been specially drawn for us, so it must always be reproduced from original artwork.

Never attempt to redraw the logo or separate the words... they're together forever, through thick and thin!

It's available in two colours – red and white.

Haines Watts

Protecting
our logo

Size and clear space

Our logo needs breathing space to ensure that it's prominent legible and clear.

This breathing space is equivalent to the width of the letter H in the logo around all sides of the logo.

The absolute minimum recommended width for our logo is 25mm.



Using our logo,
some do’s...

Help us to ensure our logo remains legible
and accessible by only using it in these
colour combinations.





Do use a white logo on
HW Red background.





Do use a white logo on
HW Dark Red background.





Do use a white logo on
HW Maroon background.





Do use a red logo on
HW Pink background.





Do use a white logo on a dark
photographic background.





Do use a red logo on a
white background.





Do use a red logo on
HW Light Grey 1 background.





Do use a red logo on
HW Light Grey 2 background.






Do use a red logo on
HW Light Blue background.

...and some don'ts

We like our new logo just as it is, so please make sure we can read it and don't redraw it, recolour it, stretch it, squash it – or mess about with it in any other way.



Haines Watts

Don't use our logo when contrast is not high enough.




Haines Watts

Don't condense our logo.



Haines Watts

Don't recolour our logo.



Haines Watts

Don't try to recreate our logo.



Haines Watts

Don't place our logo over busy areas of an image.



Haines Watts

Don't double bank our logo.



Haines Watts

Don't compress our logo.



Haines Watts

The business people for people with a business

Don't add messages or elements to our logo.



Haines Watts

Don't skew our logo.



Haines Watts

Don't use our red logo over a photographic background.

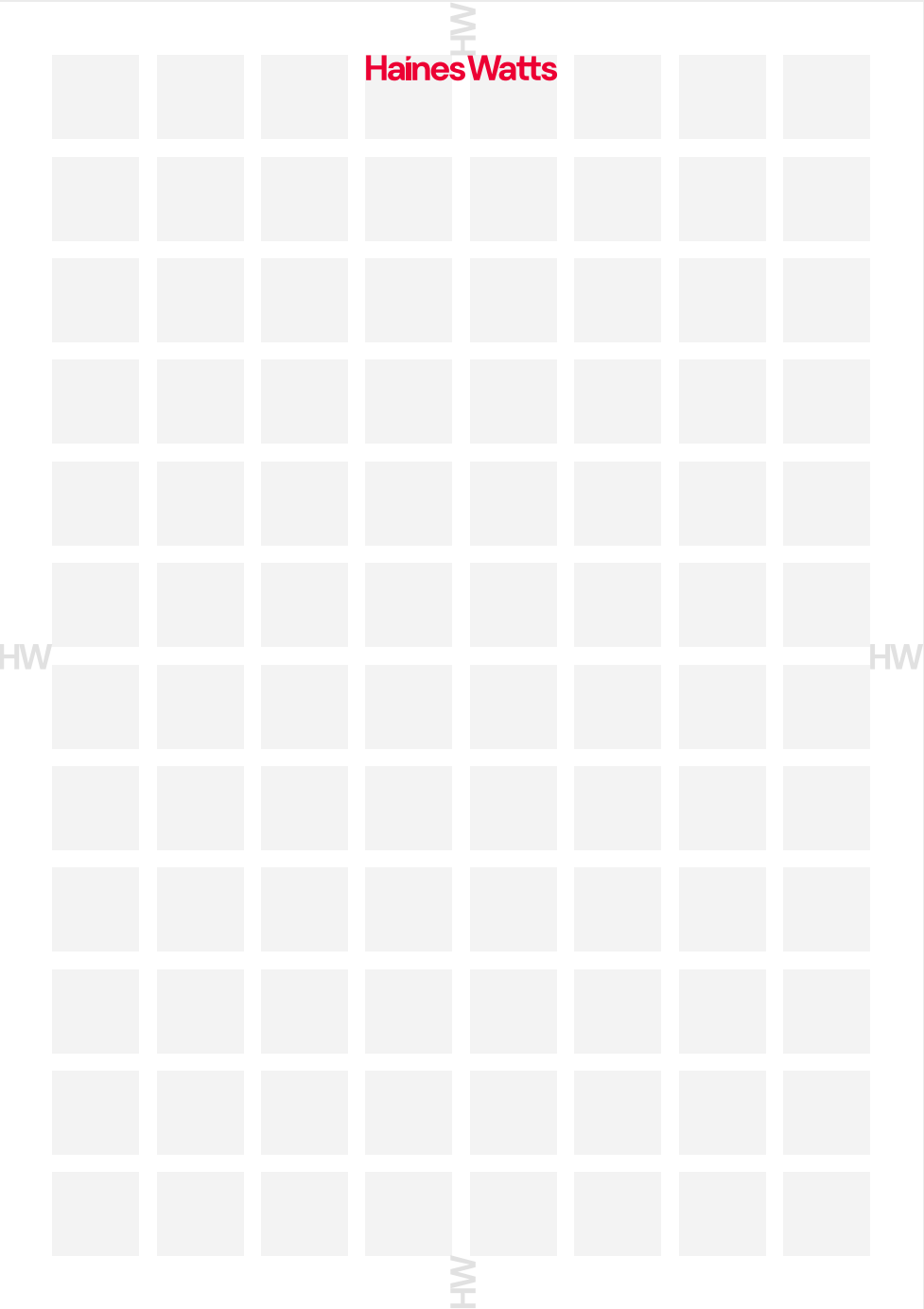
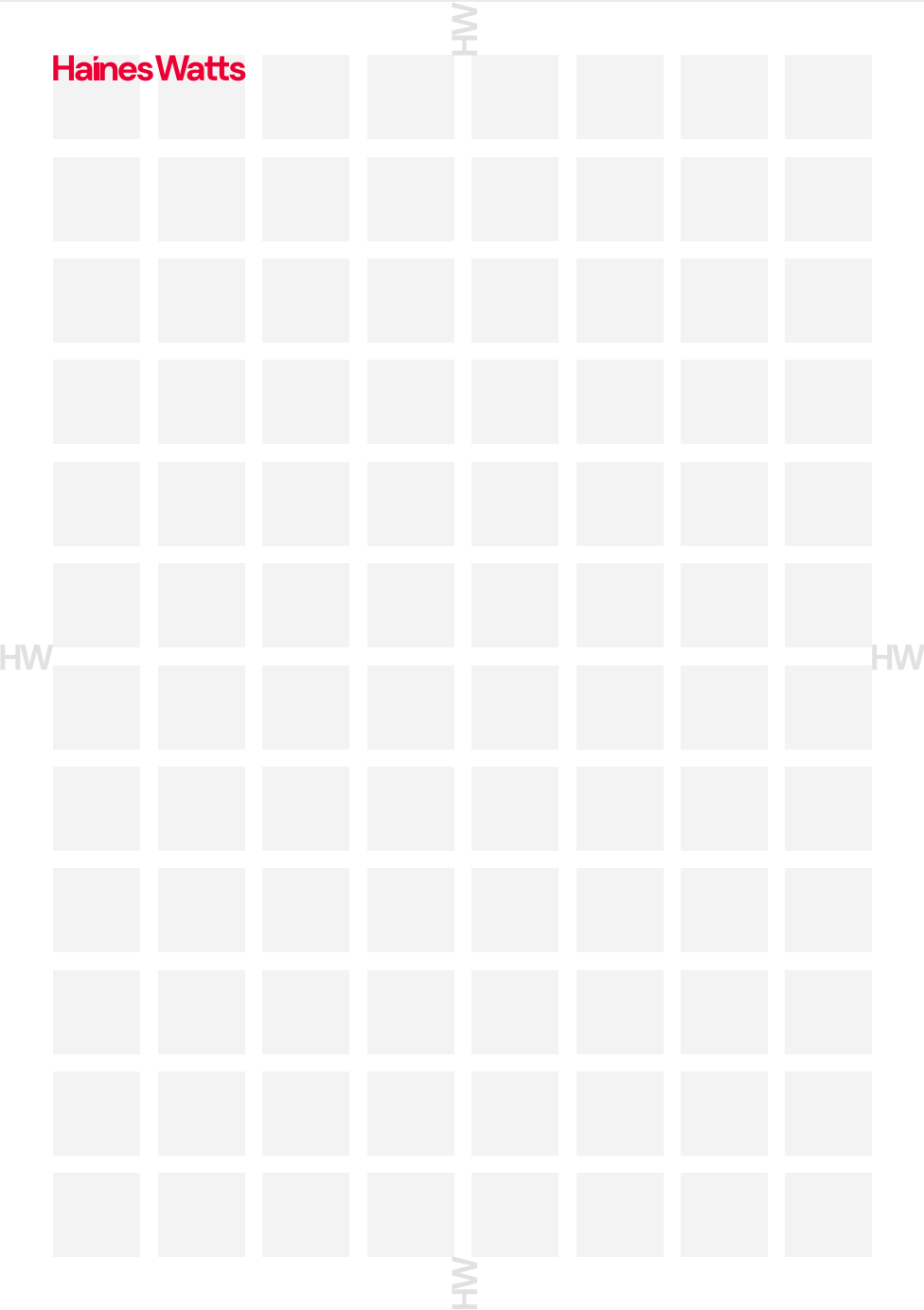
Sizing & positioning our logo

Generally speaking, our logo should occupy about one quarter the width of the real estate available.

Whenever possible, our logo should be placed in the top left or top centre for visibility.

Having said that, to help create dynamic layouts, our logo can be positioned in any of the four corners.

The positioning should follow the document margins, which should be the width of the 'HW' letters in the logo.



Our typefaces

Our typeface is DM Sans, a Google free font that’s available and accessible to everyone.

It’s a contemporary sans serif that’s designed for optimal legibility in onscreen and print applications and in large and small sizes.

We use three weights of DM Sans, plus italics for each.

Available to download from:
<https://fonts.google.com/specimen/DM+Sans>

DM Sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,/?!@£%

Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic

Our typefaces

Madelyn is the name of our 'handwritten' font, it is used to add personality and a personal touch to appropriate communications such as campaigns and greetings cards.

Madelyn

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,/?!@£%

Our colours

Colour is an important part of our identity. Using our colours consistently will help to strengthen our brand recognition and help us stand out.

Note: Use the referenced values for each colour. Use the CMYK reference for print, and Hex or RGB reference for on-screen.

HW Red

#ec0033

R=236

G=0

B=51

C=0

M=98

Y=75

K=0

HW Pink

#ffc7d1

R=255

G=199

B=209

C=0

M=28

Y=10

K=0

HW Maroon

#44141c

R=68

G=20

B=28

C=45

M=90

Y=60

K=53

HW Dark Red

#1e0c0c

R=30

G=12

B=12

C=64

M=80

Y=63

K=79

White

#ffffff

R=255

G=255

B=255

C=0

M=0

Y=0

K=0

HW Light Grey 1

#f3f3f3

R=243

G=243

B=243

C=6

M=4

Y=5

K=0

HW Light Grey 2

#e1e1e1

R=225

G=225

B=225

C=14

M=10

Y=11

K=0

HW Light Blue

#cbdded

R=203

G=221

B=237

C=24

M=8

Y=4

K=0

Colour
accessibility

It’s important that our brand is legible, readable and accessible to as many people as possible... and a big part of that is ensuring maximum contrast in the colour combinations we use.

For this reason we would aim for AAA compliance wherever possible.

Red background

- White – AAA large text
- Pink – AA large text
- Maroon – AA large text
- Dark Red – AA large text

Pink background

- Red – AA large text
- Maroon – AAA all
- Dark Red – AAA all

Maroon background

- White – AAA all
- Red – AA large text
- Pink – AA all

Dark Red background

- White – AAA all
- Red – AA large text
- Pink – AA all

Light Grey 1 background

- Red – AA large text
- Maroon – AAA all
- Dark Red – AAA all

Light Grey 2 background

- Red – AA large text
- Maroon – AAA all
- Dark Red – AAA all

Light Blue background

- Red – AA large text
- Maroon – AAA all
- Dark Red – AAA all

White background

- Red – AAA large text
- Maroon – AAA all
- Dark Red – AAA all

AAA compliant

White text – large	
Maroon text – all Dark Red text – all	Maroon text – all Dark Red text – all
White text – all	Maroon text – all Dark Red text – all
White text – all Pink text – all	Maroon text – all Dark Red text – all

AA compliant

White text – all Pink text – large Maroon text – large Dark Red text – large	
Red text – large	Red text – large
Pink text – all Red text – large	Red text – large
Pink text – all Red text – large	Red text – large

Our iconography

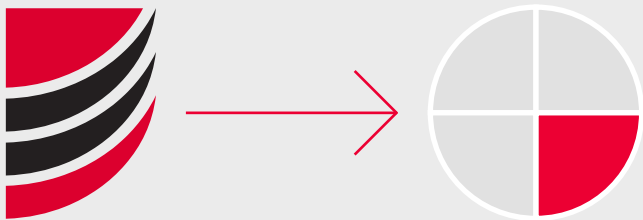
Our icons have been specially created for us using the style shown. A full set is available from Marketing.



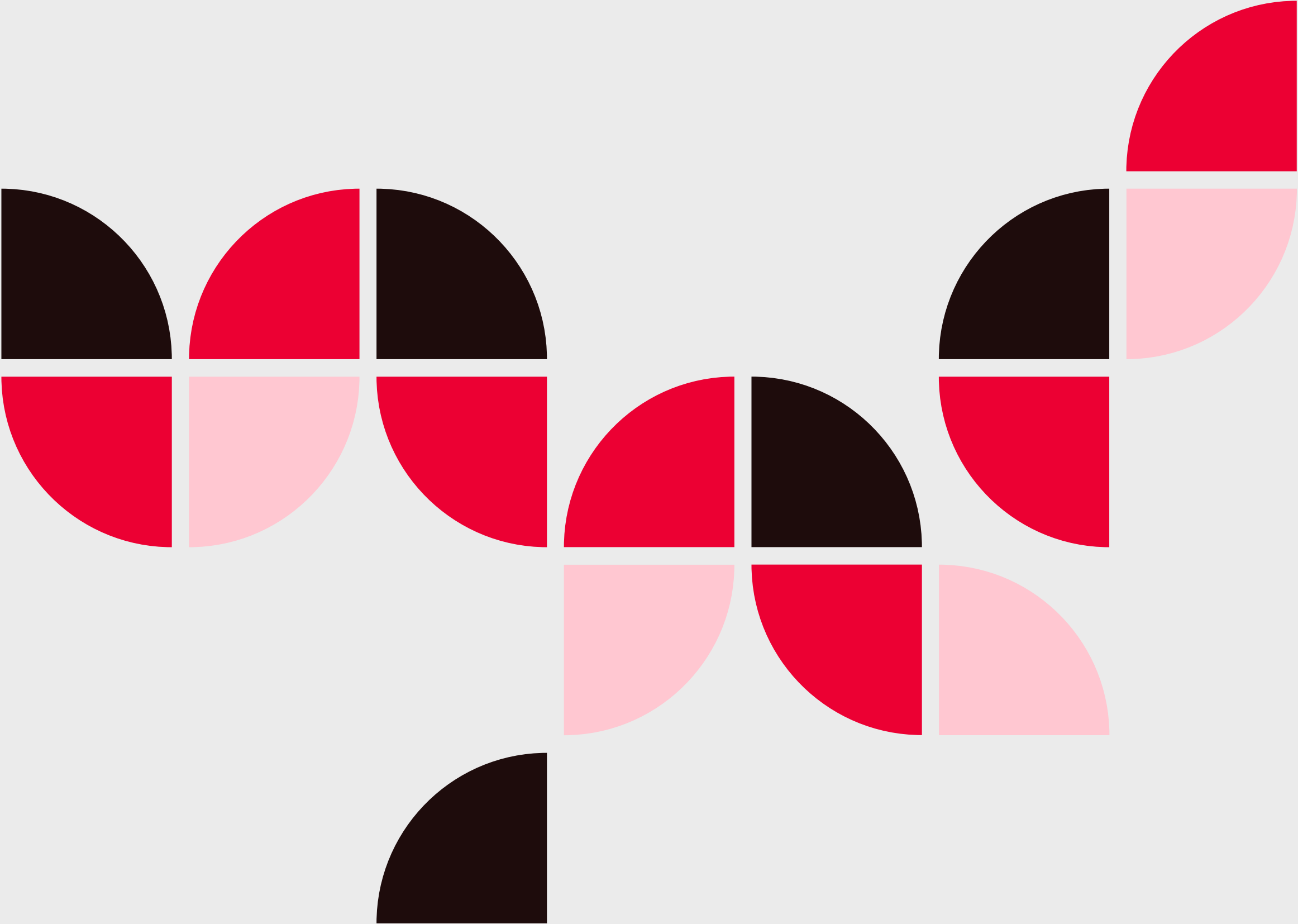
Our quadrant graphic

Four quarters... many combinations!

Our old logo has been streamlined and simplified to a quarter circle or quadrant that has been utilised throughout the entire design system.



Over the following pages we'll demonstrate how the quadrant device can be used to house imagery, create texture and add movement and dynamism to our off and online collateral.

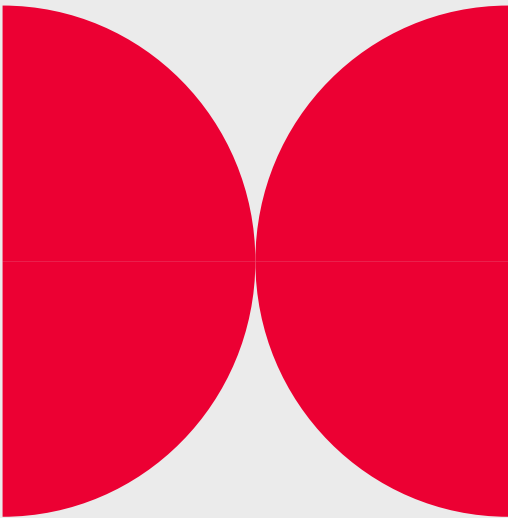


Using our quadrant

The quadrant can be used to create simple graphics like the ones shown here to accompany our brand values and external versions.

Each shape is made up of 4 quadrants used to make appropriate shapes.

Relationships



We get you.

Passion



We really do care.

Authenticity



We call it as we see it.

Using our quadrant

By repeating and rotating the quadrant we can create patterns to be used as backgrounds. These can be in the strong red colours, or the lighter greys as shown on the following page.

Using our
quadrant

HainesWatts

Using our quadrant

The quadrant shape can be used
to create an infinite number of
repeating patterns or interesting
layouts.

Brand Toolkit:



Using our quadrant

The quadrant or shapes made from it can really come to life when reproduced in 3D or moving animation.



Our photography

Pictures matter. An image engages attention faster than words ever can and well chosen imagery can help us communicate more effectively.

Photography plays a vital role in our goal to communicate the 'people' side of Haines Watts.

It adheres to a set of principles that ensures a strong sense of consistency. Our imagery is always colour and shot with natural lighting.

It should feature 'real' people in real situations, and capture our subjects personality in an authentic way, candid, believable and unstaged.

The people we choose to feature are like our clients themselves: diverse and from all walks of life (race, gender, sexuality, disability, age).



Our photography:
director/colleague portraits



Our photography:
clients

When taking photography of clients try to make it as natural and relaxed as possible. Showing them in their work environment also helps to show the breadth of businesses we work with instantly.

Wherever possible try to include an element of our signature red colour. This can be a prop added to the scene or photoshop work after. It should be subtle and not overpower the scene, simply be there as an extra visual link to us.



Our photography:
interactions



Applying Our Brand.





Michael Davidson
Group Managing Partner

07000 123456
mdavidson@haineswatts.co.uk

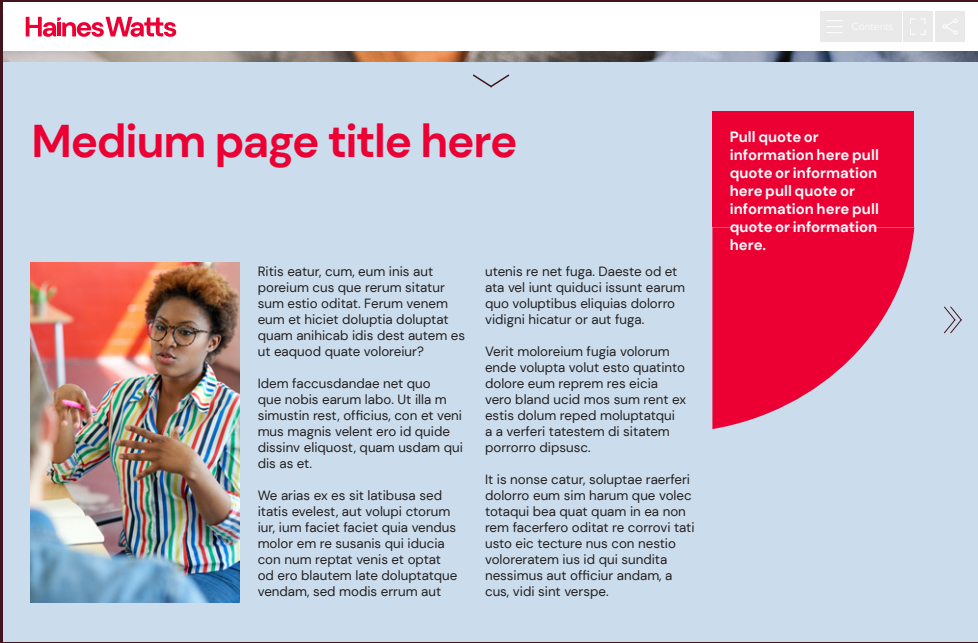
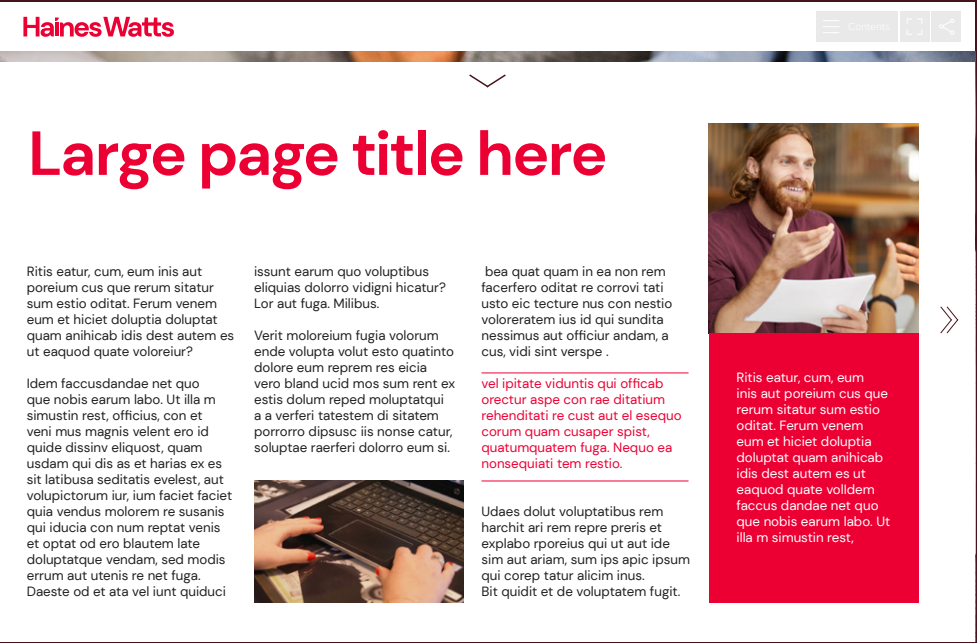
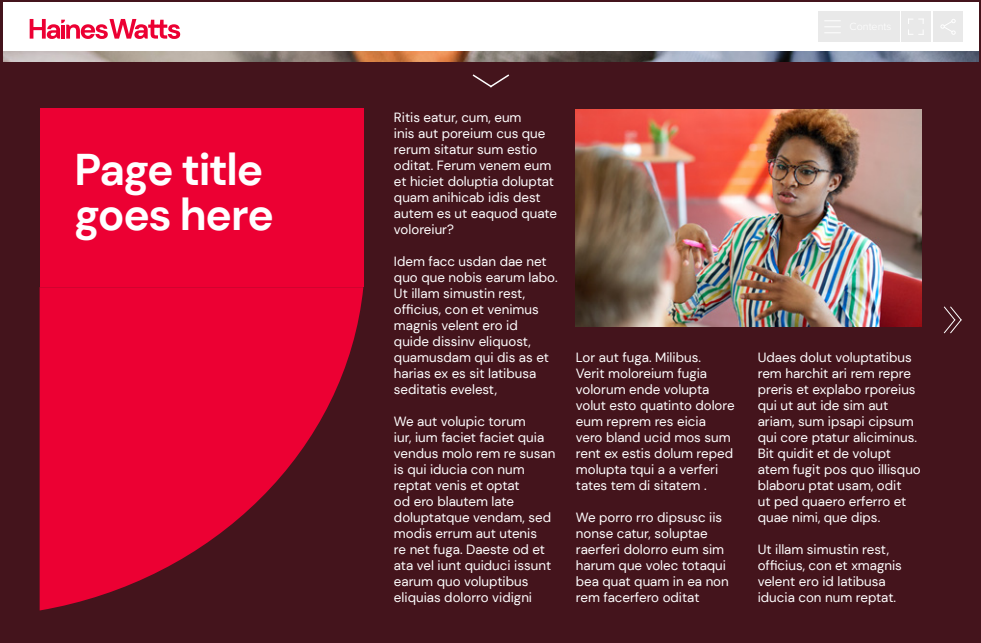
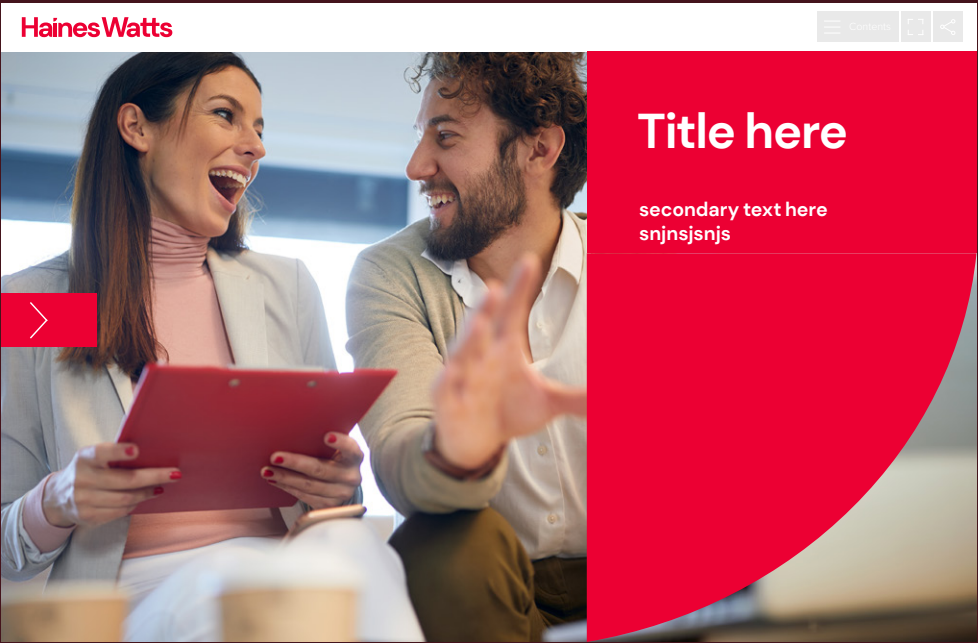
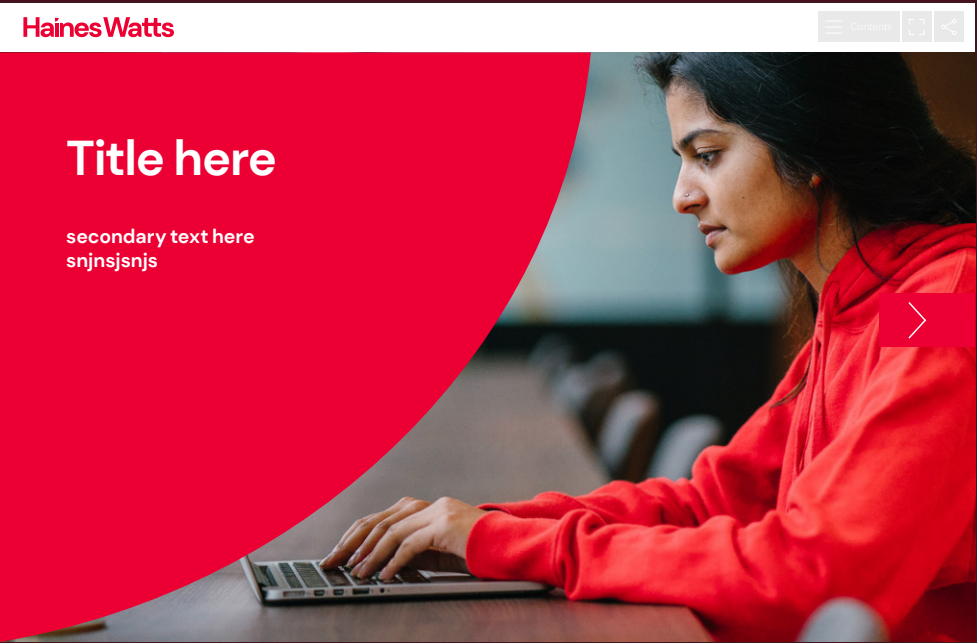
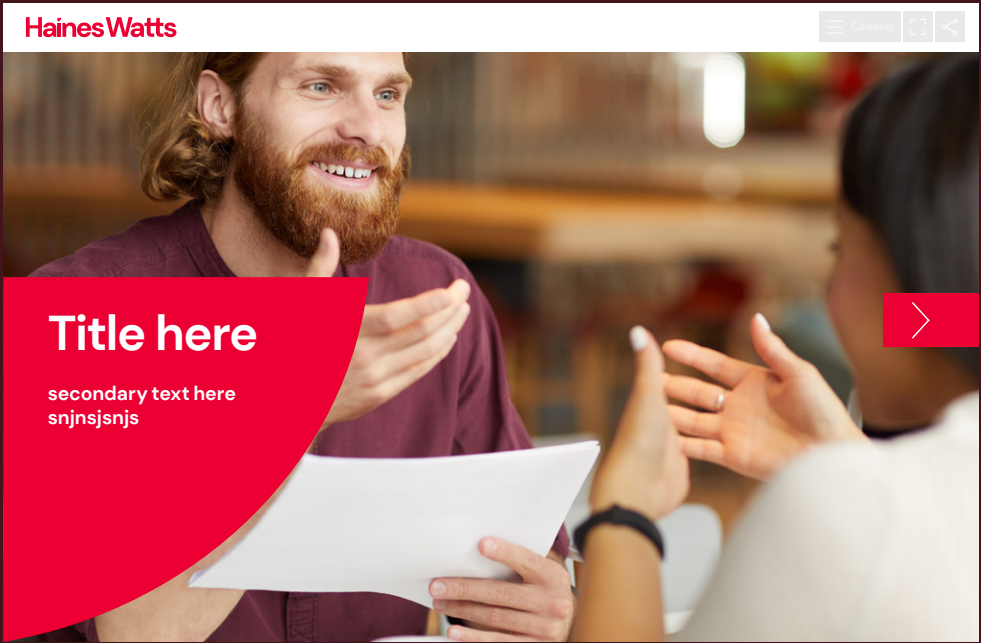
HW Group Services
11Ai Park House, Milton Park, Abingdon, Oxon, OX14 4RS
0123 456 7890 | haineswatts.co.uk

Contactless
business cards



HW Group Services
11Ai Park House, Milton Park, Abingdon, Oxon, OX14 4RS
0123 456 7890 | haineswatts.co.uk

Bespoke Turtl templates



Powerpoint
templates

HainesWatts

Presentation
title

Secondary text here
if required



Divider title

HainesWatts

Divider title



Page title

- Eque rem quaer spelit aborio eos molu ptam nam ilia dolor unto dolor ep erovid quatem. Nam ni aut pore prae.
- Odistsugiat usdae ne dundam is as simendunt et elis destrum is explabo riaspid quia exerchi ligniat qui di totatis rempore cus, quoliquidiantia dem ipidi cum acernam venti nonsedissi
- We dess unt modis pa numque qui sam res reius es et, utem ium eri nonse dolupta sitias sum ipienit que comnit, omnim sdae nihil et aborro coriae optatium quis et qudole nisquiaeporreribus, sit quae nes aten diae es aut etur.

HainesWatts

Page title

Eque rem quaer spelit aborio eos molu ptam nam ilia dolor unto dolor ep erovid quatem. Nam ni aut pore prae. empore cus, quoliquidiantia dem ipidi cum acernam venti nonsedissi

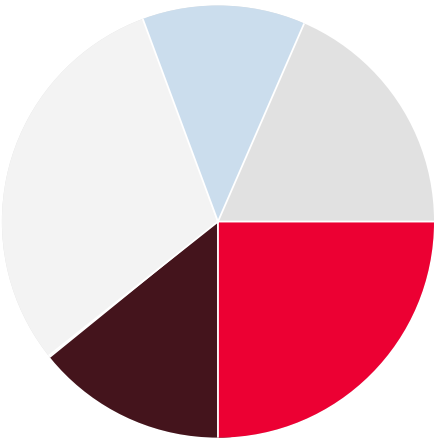
We dess unt modis pa numque qui sam res reius es et, utem ium eri nonse dolupta sitias sum ipienit que comnit, omnim sdae nihil et aborro coriae optatium quis et qudole nisquiaeporreribus, sit quae nes aten diae es aut etur.



HainesWatts

Page title

Eque rem quaer spelit aborio eos molu ptam nam ilia dolor unto dolor ep erovid quatem. Nam ni aut pore prae. empore cus, quoliquidiantia dem ipidi cum acernam venti nonsed. We dess unt modis pa numque qui sam res reius es et, utem ium eri nonse dolupta.



HainesWatts

Social media
styles



Greetings cards



The Haines Watts 'Hi'.

Hi

We have created the 'Hi' to work alongside the main Haines Watts logo in places where it is appropriate to introduce a more relaxed, friendly look. The 'Hi' takes elements from the main logotype but is perfect for spaces like social media profile images. It's purpose is a conversation starter, relaxed, fun and informal.


The main Haines Watts logo is centered within a large red circle. The text is in a white, bold, sans-serif font.

Haines Watts

The 'Hi' logo is centered within a large red circle. The text is in a white, bold, sans-serif font, with a rounded, friendly style.

Hi







Haines Watts

A UK Top 15 firm of Chartered Accountants & Business Advisors, helping SME business owners reach their goals.

Accounting · ABINGDON, OXFORDSHIRE · 10,943 followers

 Dervis & 3 other connections work here · 870 employees

+ Follow

Visit website 

More

Home

About

Posts

Jobs

People

Videos



Haines Watts

14K Tweets





Follow

Haines Watts

@haineswatts

A [#UK](#) Top 15 firm of chartered [#Accountants](#) & [#BusinessAdvisors](#), dedicated to helping [#SME](#) business owners reach their goals. Find out what makes us different.

 United Kingdom



hwca.com



 Joined August 2010

1,327 Following

4,400 Followers

Tweets

Tweets & replies

Media

Likes

 Pinned Tweet

 **Haines Watts** @haineswatts · 1 Mar

It's live! 🎉 Episode 2 of [#Ownit](#) is out now. 'Bar Mors, Bar Tors'...

49

Owning It.

Owning it

Our podcast series 'Owning It' has been given a new logo drawn in the same way as the main Haines Watts logotype. Please use master artwork when applying this new logo.

The Owning It series also appears in a more toned back maroon colour scheme to differentiate it from the main brand and give it a professional tone.

Owning it.

Business conversations

brought to you by **HainesWatts**

Owning it.
Business conversations
brought to you by Haines Watts

James Baly





Owning it.
Business conversations
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Business conversations



Tough Love...

In this episode...

Professor Damian Hughes talks to **Mark Thompson** from **Ryder Architecture** about how tough love and overcoming adversity helped him to succeed and how it continues to shape his business philosophy.

From redundancy and not being able to join the family business, to dealing with a loved ones serious illness, Mark speaks candidly of his early career and his determination to 'do things right' at Ryder.





Owning It is our new series of business conversations that will give you helpful and inspiring insights into the lives of leading business owners.

Scan the code to view this episode.

To watch this or any other episodes visit:
haineswatts.co.uk/owningit

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Although you should try to always use this Toolkit, we know that there'll be some things that we haven't covered.

If this happens, the decisions you make should be based on legibility and common sense.

If you're unsure or have any doubts about any of the guidance here, just contact the Haines Watts Marketing Team, and we'll be happy to help!

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