



Brand Guidelines



Guidelines

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Introduction

Through consistency of communication we can reinforce and increase the Haines Watts and HW brands.

This document is designed to support our brand and ensure that when it gets used across a rich variety of media that we are consistent in the presentation of the business.

It is very important that if you are producing anything that has branding on it, either internally or briefing a printer, that these guidelines are passed on and adhered to. One of the principles that is fundamental to our brand is consistency of how it is presented both in each office and across the group. There are contact details at the back of this document for internal marketing and for the agency responsible for the brand and we are here to help and work with you.

All logos / artwork contained in this document are available on the Haines Watts Connect intranet under Internal Services / Marketing / Artwork.

Samantha Davies

Group Head of Marketing

sdavies@hwca.com

The Haines Watts brand is a set of perceptions and images that represent our company and services. While many people refer to a brand as merely a logo and strapline, a brand is actually much larger. A brand is the essence or promise of what will be delivered or experienced.

Our brand provides an umbrella under which many different products or services can be offered. By ensuring brand consistency we can provide The Haines Watts Group market leverage and strategic advantage in generating awareness of our offerings in the marketplace.



Brand Variations

Haines Watts Group Brand

There are two clear versions of the brand. There is the 'Group Brand' which is Haines Watts. This brand is made up of the 'Cyril' device and the bespoke Haines Watts type in our 'Ingrid' font. The main version of the brand should always appear in these colours.

All general practice offices should use the Haines Watts logo. The logo no longer includes the strapline and no additional text or wording can be added to any of the logos.



Haines Watts Divisional Brand

The second version of the brand is a divisional version. This 'divisional brand' is made up of the 'Cyril' device, bespoke Haines Watts type and then has the explanatory text of what the division does in Ingrid. These brands should always appear in these colours.



Company Names & Divisional Brands

The overall brand of Haines Watts and any divisional branding is owned by Haines Watts Limited to be used by authorised group businesses.

With a view to promoting the name Haines Watts, most services should be marketed under the main Haines Watts Brand rather than divisional branding. Where a new service line is deemed to be part of general practice services, businesses will be asked to use the main Haines Watts brand / logo. Where new service lines fall out of what is deemed general practice services, a HW brand will be offered / created. Final decisions on this will be made by the Haines Watts Limited Board following recommendations from the Group Head of Marketing.

No one individual or company will 'own' a Haines Watts or HW divisional brand or name. Businesses in the group will have the right to use the divisional brands that relate to the services that they are authorised to provide in their Participation Agreement with Haines Watts Limited. The brand overall remains the property of the Haines Watts Group.

No new logos should be created locally. All logos are to be created at the national level via the Group Head of Marketing.

Legal Business Names

It is Group policy to have a common style of legal names for businesses in the group.

All general practices should trade under the brand of Haines Watts and where they are a sole trader or partnership they should have the legal trading name of Haines Watts, where they are an LLP or Limited Company they should be named Haines Watts Location Limited/LLP.

Where they are specialist businesses, their legal name should be HW Specialism Location Limited/LLP. Where there is only one business using the specialism as part of their name they may by concession not include a location. However, if another business wishes to use the same specialism then the business already using it must change its name to include a location.

Prohibited Brand Use

Do Not...

**Haines
Watts**

Use the Haines Watts type without 'Cyril' device.

 **Haines
Watts**

Re-proportion the identity - always use the corner handles to rescale.

 **Haines
Watts**

Chartered Accountants

Add any other word(s) to the identity.



Place the identity over a complicated photograph, or a multi-coloured background.

 **Haines
Watts**

Use non-approved colours.

 **Haines
Watts**

Use re-drawn, photocopied or faxed 'artwork'.

**Haines
Watts** 

Reposition the identity elements.

Please Note

No modification can be made. Manipulating the logo is prohibited. Effects such as stretching, condensing, outlining or the addition of a drop shadow must never be used. The logo exists as two main parts - the text and the Cyril device. The Cyril device can be used as a decorative feature (decorative examples section), but the text must never appear on its own and the composition and proportion of the logo must never be altered.

Sizes & Spacing

Minimum & Maximum Sizes

To keep clarity to our branding we won't want to distort the brand, and part of that is keeping it at a size that allows it to remain legible. If you can please ensure that the brand is never reproduced smaller than 30mm and the Cyril 5mm.



Min width: 30mm



Min width: 5mm

To keep the brand consistent on all A4 and A5 printed materials the logo should not exceed 55mm and the Cyril 12mm. The logo and the Cyril should be placed top left.



Max width: 55mm



Max width: 12mm

Sizes, Spacing & Positioning

Space Restrictions

To give the brand adequate space when it is reproduced, we have set a minimum clearance space equal to the width of the 'H' around the logo or Cyril.

For a specific value, measure the width of 'H' in the logo artwork used.



Positioning

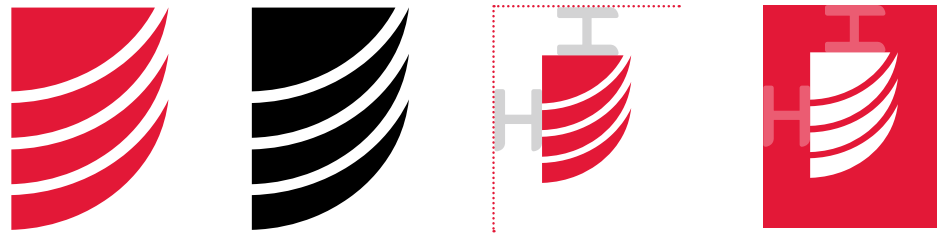
Wherever possible the brand should appear in the top left hand corner of a page/advert/other marketing material.

Decorative Examples

The 'Cyril' Device

The Cyril device can be used as a complimentary piece of branding. For example how it has been used on the continuation sheet or on some of the parking signs around the offices. It should always have clearance space equal to the width of the 'H' around it.

The Cyril device should not be altered in any way including being flipped, stretched or reversed (the straight edges should always be on the left).



If you can please ensure that the Cyril is never reproduced smaller than 5mm and larger than 12mm for all A4 and A5 printed materials.



Min width: 5mm



Max width: 12mm

Externally Produced Material

For all of the items developed as part of the brand, we have used a font called 'Ingrid'. It is a very clean, modern font with many variations in weights and styles which has helped us develop the typographical style for Haines Watts. This is our main font and should be used on all marketing items produced externally. Refer to the design guidelines for more instructions.

FS Ingrid Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789,.!£&””?

FS Ingrid Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789,.!£&””?

FS Ingrid Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789,.!£&””?

Internally Produced Material

As FS Ingrid is not a standard typeface and is not available on most PCs in the group, for all things produced or amended in house and for the body of letters etc, Calibri will be the standard typeface.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,!.£&""?

Website

Bariol is used on our website for headings and body copy.

Bariol

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,!.£&""?

Canva

FS Ingrid is not available in Canva - the online software used to create social media content
- use the typeface Assistant instead.

Assistant

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789,!.£&""?

Brand Usage & Colours

Colour Variations

Main Logo



Solid Black



Reversed out of red



The Haines Watts brand was specifically designed to be simple, easy to use and reproduce well regardless of where it will appear. These examples let you see how it can be used.

Close attention should also be paid to the application of the colour with regard to the logo. The use of colour is specific to each part of the logo and should not be altered or reversed other than shown here. Wherever possible the Main Logo or the Reversed Logo should be used on all items.

Logos are available on the main Haines Watts Connect intranet under Internal Services / Marketing / Artwork / Logos.

Logo used on non Haines Watts colours



Correct way to use logo over an image



Incorrect way to use logo over an image



Wherever possible the Main Logo should be used.

In certain circumstances there may be a need to use a logo over the top of a photograph or picture. In these cases, it should appear as a reversed out logo and should be placed in an uncluttered area of the image.

Print Brand Colours

Keeping the consistency of the red and grey colours is a very important part of establishing the brand. We have taken great care in generating the following values to ensure that when business cards (which are printed digitally) and letterheads (which are printed litho) are all brought together the colours are as close as possible. If producing any third party print please use the values below and the design guide available to support this document . Triform (contact details at the back of this guide) are the contracted printers for the Haines Watts Group and we would encourage them to be your first port of call if needing anything printed for an office. If, however, a local printer is used please give them this guide.

Red

Lithographic printing

on uncoated stock	on silk stock
PANTONE 186 U	PANTONE 186 C
CMYK 2 100 85 6	CMYK 2 100 85 6

Digital printing

on uncoated stock	on silk stock
CMYK 12 96 92 0	CMYK 4 100 95 10

RAL 3020
VINYL 3m's 50/47

Grey

**Lithographic and digital printing
on silk and uncoated stock**

CMYK 0 0 0 80

TINT 1
CMYK 0 0 0 64

TINT 2
CMYK 0 0 0 48

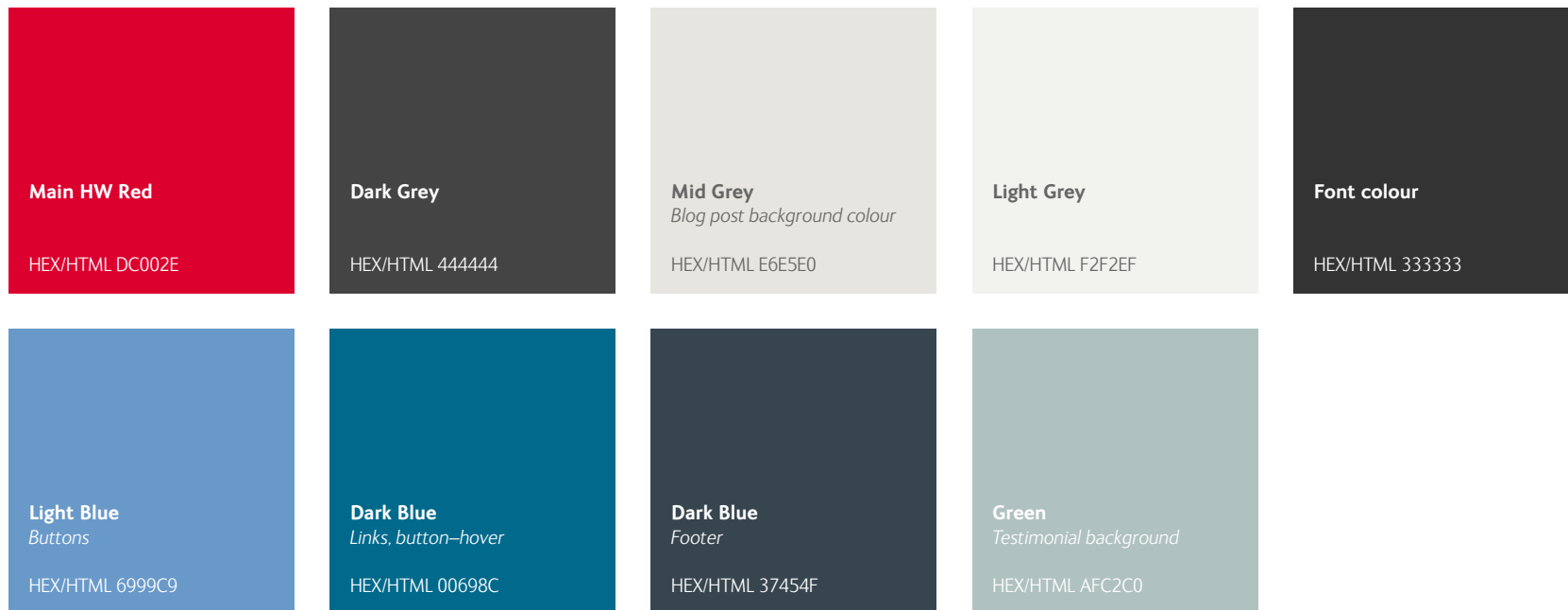
TINT 3
CMYK 0 0 0 16

Use tints of the Grey for supporting visual design elements like background colours and panels for boxing content

Digital Brand Colours

Our digital colour palette for screen use has additional colours to compliment our primary brand colours. These are used for supporting functionality (like hyperlinks and buttons) and other visual design elements.

Please contact Sam Davies (contact details at the back of this guide) for more information.



Other colour

Advertising

There are a variety of standard adverts available to download and use to market specific offices, to keep the continuity of the brand, we would encourage their use and adaptation as opposed to generating fresh copy. These are available on the Haines Watts Connect intranet under Internal Services / Marketing / Artwork / Adverts .

We have created a variety of sizes, however, we cannot create adverts for every eventuality. If you require a different size or a different advert, then please contact realityhouse our design agency to discuss your requirements and cost (contact details on the back page).

Haines Watts

We help business owners **OVERCOME THEIR CHALLENGES**

Being a business owner is often a lonely place to be. Having advisers that can act as a sounding board to discuss your worries, plans, or business challenges can be a huge help.

Haines Watts partners are business owners themselves, so cannot only offer you their financial experience but their commercial experience as well.

To find out more contact Haines Watts, your local award winning accountants
Building Name, 123 Street Name,
Town Name, Shire Name, POST CODE
01234 567 890 - www.hwca.com

Haines Watts

We help business owners to **BUILD A MORE VALUABLE BUSINESS**

Building Name, 123 Street Name, Town Name, Shire Name, POST CODE
01234 567 890
www.hwca.com

To find out more contact Haines Watts, your local award winning accountants

Haines Watts

We help business owners **ACHIEVE THEIR PERSONAL GOALS**

As a business owner achieving your personal goals as well as your business goals is important.

Whether that's providing for your family, reducing your tax bill, protecting your assets, extracting wealth from your business, or knowing your retirement is secure. Our partners will work with you to ensure you have a plan to achieve your goals.

To find out more contact Haines Watts, your local award winning accountants
Building Name, 123 Street Name, Town Name, Shire Name, POST CODE
01234 567 890 - www.hwca.com

All adverts are in pdf format (which is readily accepted by all publications). You will need the publication you are advertising to make any amends to the text that you require, or amend sizing to fit the publication if required. If a publication will not amend, then please contact our design agency, realityhouse. Please note: realityhouse will charge you for changes including address update and resizing.

Note. We do not produce adverts in Word format as publications will not accept them.

Stationery

Address and legal details need to be included and can be overprinted onto the standard letterhead in house on a normal laser printer. A standard template with all the required legals will be set up for you by the national office at Abingdon. Contact national@hwca.com for your template.

Please do not amend this footer content once sent to you by the national office. These legals are required in this format and are approved by the Board.

Calibri should be used on ALL correspondence including letters, reports and proposals etc. Bold and italic font styles can be used for emphasis but underlined, outlined, drop shadow, extended and condensed fonts should not be used even as headings.

Headings should appear in upper and lower case and the font style should either be regular, bold or bold italic. The font size for headings should be 14pt and for sub headings 13pt.

Page numbers should be simple and appear at the bottom of the page. Line rules should be kept to a minimum and should appear as 1pt in weight.

All information, address, date and ref should be ranged left. Font should be Calibri (Body) 11pt with exactly 15pt line spacing.

Letterhead example



Persons Name
Building Name
123 Street Name
Town Name
Shire Name
POST CODE

1st January 2009

Dear Sir / Madam

Over recent years, we have, as a group, gone through a number changes in terms of name, the emergence of HWCA Limited, the addition of new divisions and practices as well as the loss of some divisions. As part of the research for this rebrand project the first thing we had to consider is what we call ourselves in the future. Internal research within general practice has shown that there is strong feeling to retain the traditional name of Haines Watts. However, the established divisions wanted to retain the 'newer' HW titles.

THE BENEFITS OF HAINES WATTS GROUP - With a history of over 75 years we felt it important to have the Haines Watts name visible, so people know what HW stands for both in terms of its initials and its traditional values. We wanted to create a common style that combines and relates all areas of the business. The Haines Watts Group name will be used across broad items that include several divisions or services, for example: Website Home Page, Group Folder, Signage, Magazine, Telephones.

THE BENEFITS OF HW - It was felt that to ask the established divisions to change their name to Haines Watts was a backwards step. By retaining 'HW' as the divisional name gives them the opportunity to grow within the safety and security of the Group. The divisional identity of HW will be used where we are referring to a single division or person, for example: Stationery, Business Cards, Brochures, e-mail. By keeping the 'HW' prefix, the acquisition of new offices allows them to keep their current name, whilst falling under the HW brand. This stepped approach creates an easier transition for the joining business and its clients.

If you have any questions, please do not hesitate to talk to myself or Sam Davies.

Yours Sincerely

Joe Smith

www.hwca.com

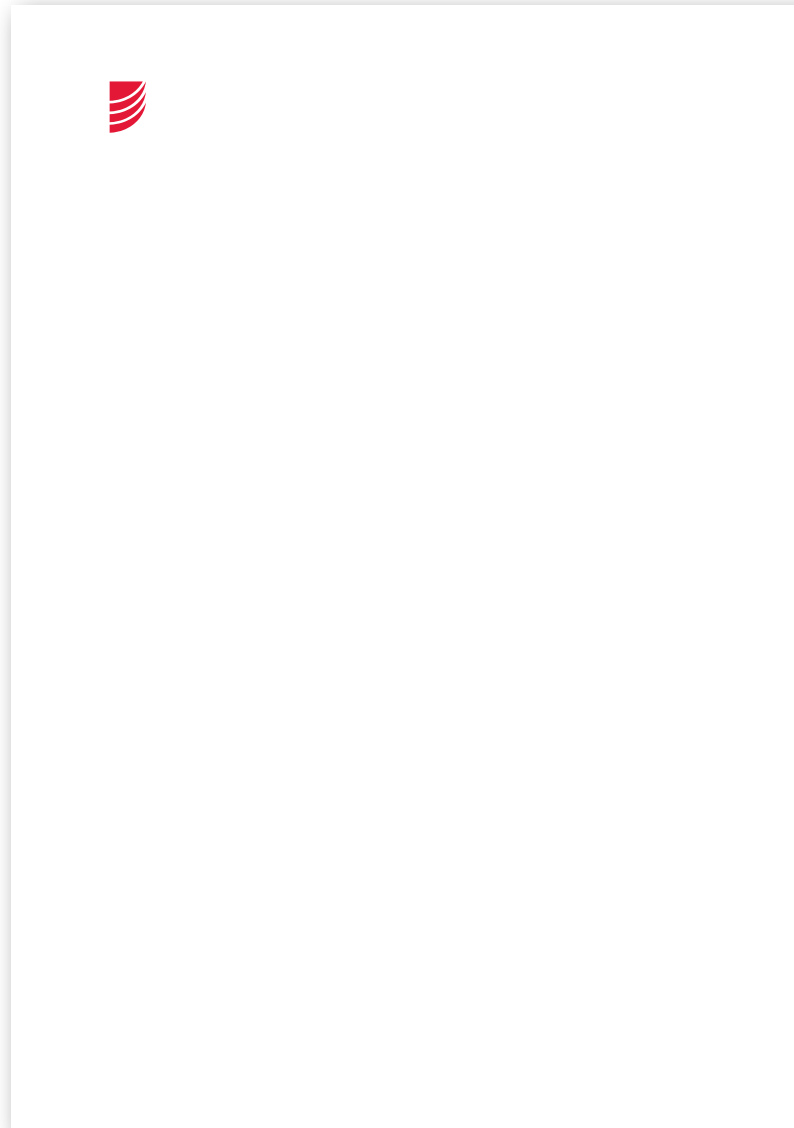
Building Name, 123 Street Name, Town Name, Shire Name, POST CODE
Telephone: 01234 567 890 Fax: 01234 567 890 Email: townname@hwca.com

HW Chartered Accountants: T Thompson ACA/D M Oliver FCA/ACA, A & Gardner FCA/CMA, J P Leach M P Brown ACA, A S Mervin FCA S S Verity Haines Watts Limited
Associate D J Black CMA FCA/ACA Consultant G A Reed FCA

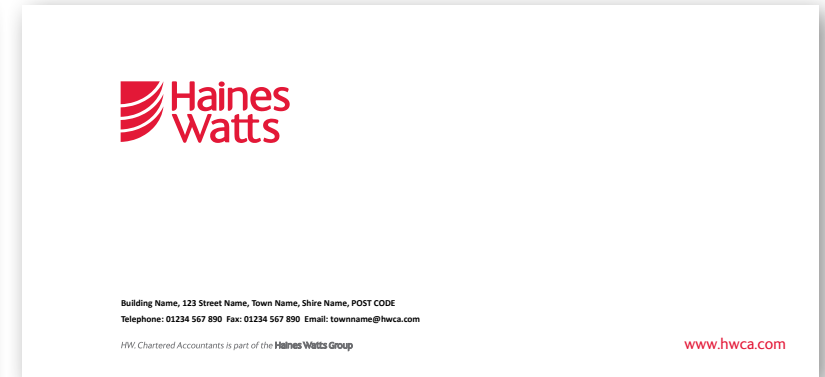
HW Chartered Accountants is part of the **Haines Watts Group**

Stationery

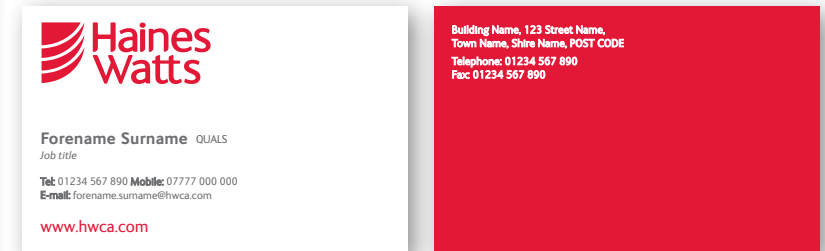
Continuation Sheet example



Compliments Slip example



Business Card example



All letterhead, continuation, compliment slips and business cards should be ordered via the Triform online ordering system. The link can be found on the intranet homepage, on the red banner, under the news section. If you require a login for this system, please contact national@hwca.com.

Local offices should not use local printers for items of standard stationery. Any changes to standard stationery will need to go via national@hwca.com.

E-mail Signatures

If your office is supported by HW Technology, then your email signatures will be automatically generated by them.

If your office isn't supported by HW Technology, then your email signatures can be created via a central online system: visit <http://hwca.com/email-signature>

The system allows you to create a signature by simply inputting your division, location, name and title and the system will do the rest by putting all the branding on the footer and all the required legal information. Follow the on screen instructions on how to create and use your branded footer. If your division and/or location do not appear on the email creation system, please contact national@hwca.com.

All offices should use the centrally prepared branded footer and should not attempt to create their own. **No additional links or logos should be added to the footer at a local level.** For any further requirements not covered by the standard system, please contact Sam Davies.

Forename Surname

Job title

M 07962 072 152
W www.hwca.com



National Office

11Ai Park House, Milton Park,
Abingdon, Oxon, OX14 4RS
T 01235 835900



2018 WINNER
GGI
Member Firm of the Year



2019 WINNER
FD Excellence Awards
Accountancy Firm of the Year

HW Group Services Ltd A list of names of principals is available at the registered office, 11Ai Park House, Milton Park, Abingdon, Oxon, OX14 4RS. Registered in England & Wales, no. 0932971.

The contents of this e-mail and any attachments are confidential to the intended recipient. If you are not the intended recipient, please notify the sender and delete it. Be aware that emails are not secure and may contain viruses. Unless expressly stated, the content of the e-mail should not be understood to create any contractual commitments.

E-mail Addresses

It is group policy that where an email address is required by a business that includes a service or function name then it must also include a geographic part to the name.

As an example an office can have sales.london@hwca.com, or payroll.london@hwca.com; but cannot have sales@hwca.com, or payroll@hwca.com.

Any queries on the above should be directed to our Group Head of Marketing who will refer it to the Board if appropriate.

Websites




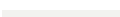





The national website www.hwca.com is regulated and maintained by National Marketing and HW Technology. Local offices can have local pages but these are restricted to a set standard of pages. (Please contact Sam Davies for further information).

No other Haines Watts or HW websites are allowed without prior consent of the Haines Watts Board. Contact national@hwca.com for further information.

A WordPress template of the Haines Watts main site layout and design can be purchased from HW Technology.

If you are creating external landing pages via other agencies the following standards should be used:

Colours:

	Main HW Red #DC002E
	Dark Grey #444444
	Mid grey (blog post background colour) #E6E5E0
	Light Grey #F2F2EF
	Light Blue (buttons) # 6999C9
	Dark Blue (links, button-hover) #00698C
	Dark Blue (footer) #37454F
	Green (testimonial background) #AFC2C0
	Font colour #333333

Font:

The font used on the site is Bariol (<http://atipofoundry.com/fonts/bariol>)

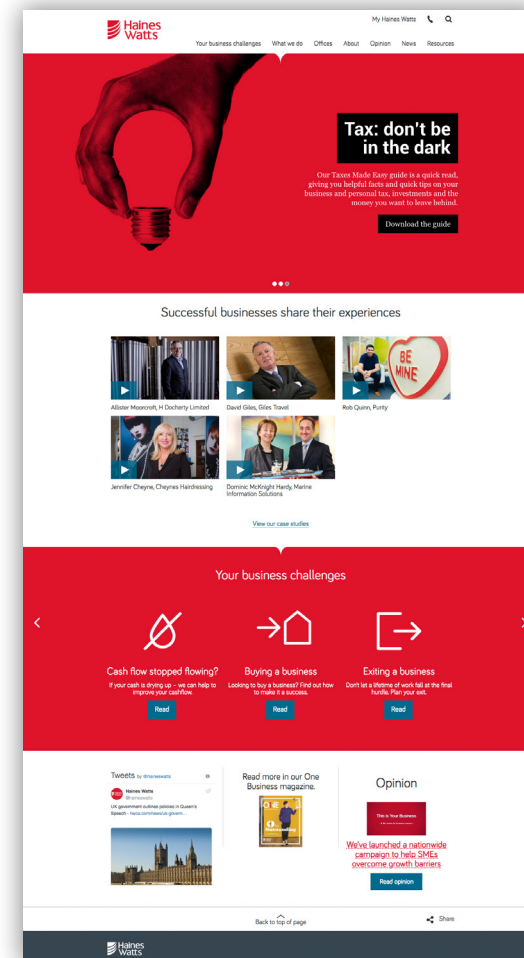
Bariol

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789,!.£&""'?

Main text font size is 18px - H1 headings are 56px - H2 heading are 33px



Social Media

You will find guidelines on the intranet under [Internal Services / Marketing / Social Media](#) on branding of your twitter or facebook pages.

These guidelines specify logos to be used, colours to adhere to and information required centrally from you.



Signage

All offices are to have signage showing the Haines Watts logo and not HW. This has been agreed by the board and is standard across the group. Signs should be red background with white reversed out logo and text wherever possible.

We have a national agreement with a sign company called Signs Express. They have all the relevant artwork, logos & guidelines. You need to call their national accounts centre (details below) if you require new or additional signage. The reference for the vinyl material used for signage is provided on page 11. This is the only colour vinyl that should be used for all Haines Watts building signage. NOTE: You are responsible for checking out and adhering to any local or national planning or advertising restrictions that affect your building.

Signs Express contact details: Telephone: 01603 625925. Contact: James Townsend
Email: jamestownsend@signs-express.co.uk



Presentations

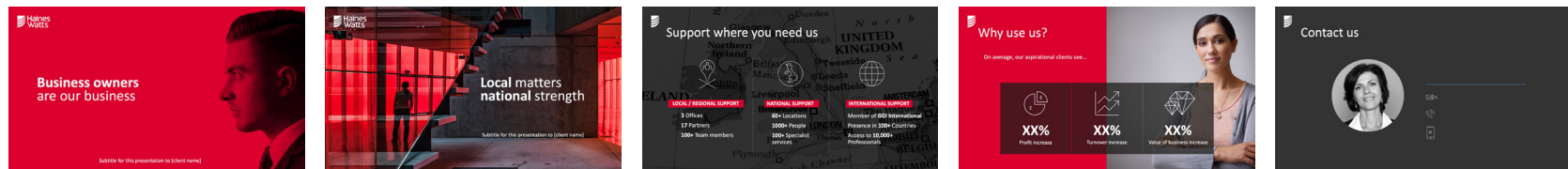
We have two standard presentations on Haines Watts Connect. One is a blank presentation with a wide variety of branded slide masters. The other is a prospect presentation that contains 'About Haines Watts' content. These can be found on the Haines Watts Connect intranet under Internal Services / Marketing / Presentations.

Presentations using full size imagery can be used, but any branding should adhere to those guidelines around use of logo etc.

Example slides from blank template



Example slides from prospect template



Disclaimer

If any article or publication refers to tax advice/personal financial planning/advice, re: shares and investments, pensions, mortgages and/or general insurance, or any corporate finance suggestions/assignments/advice, then a disclaimer is necessary. This should follow along the lines of the disclaimer on general newsletters, with the additional wording if corporate finance opportunities are also included. Standard up to date disclaimers can be found on the main Haines Watts Intranet under the 'Sales & Marketing Section' - 'Disclaimers'.

The following copyright and a publication month and year should be included on publications also as follows:

Publication Date: [month & year]

© Haines Watts Limited. All rights reserved. All published material remains the property of Haines Watts Limited and is replicated with the permission of Haines Watts Limited. All content is correct as of publication date.

The Haines Watts Group consists of various firms in which Haines Watts Limited is a partner, member or shareholder, or firms controlled by such firms. Generally, "HW", "Haines Watts" and "Haines Watts Group" refer to the network of member organisations, each of which is a separate and independent legal entity. Member organisations are not members of one legal partnership and are only liable for their own acts and omissions, and not those of each other.

The majority of these firms are not authorised under the Financial Services and Markets Act 2000, but because they are licensed by the Institute of Chartered Accountants in England and Wales, are able to offer a limited range of investment services to clients if they are incidental and / or complementary to, or arise out of, the other professional services they have been engaged to provide.

It is Haines Watts Group policy to refer most investment business, excluding corporate finance work, to Financial Advisers, authorised and regulated by the Financial Services Authority. The Financial Adviser will take full responsibility for compliance with the requirements of the Financial Services and Markets Act 2000.

This publication is designed for the general information of readers. The information represents Haines Watts Group's present understanding of current and proposed legislation and HM Revenue and Customs practice. Whilst every effort has been made to ensure accuracy, information contained in this briefing may not be comprehensive and recipients should not act upon it without seeking professional advice from their usual adviser. The values of investments may go down as well as up and are not guaranteed.

Publication Date: January 2013
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HW, Chartered Accountants is part of the Haines Watts Group

Who to contact for advice

Internal

Internally at Haines Watts we have a marketing team. If you are planning to produce any form of marketing material feel free to contact Sam Davies for advice and to discuss your requirements.

Sam Davies
Group Head of Marketing
Sterling House, 97 Lichfield Street,
Tamworth, Staffs, B79 7QF
Telephone: 01827 61835, Fax: 01827 53337
E-mail: sdavies@hwca.com

Design Agency

realityhouse are our design agency that developed the brand and styling. If your office is looking to produce anything to promote an office or service, please use them as a first contact as they know the brand inside out and will be able to react quickly to your requirements.

Helen Sanders
Account Director
6 Monmouth Place,
Bath, BA1 2AU
Telephone: 01225 580016
E-mail: helen@realityhouse.co.uk

Print Management

Triform are Haines Watts contracted printers and were involved in developing the new colours and produced all the marketing collateral that is available. Please use them where possible for your individual requirements.

Triform
Centrix House
Keys Park Road
Hednesford, WS12 2HA
Telephone: 01827 252 882