

SAMPLE BRAND IDENTITY GUIDELINE

S E R V I C E B U R E A U S



POWER YOUR SERVICE BUREAU TO THE NEXT LEVEL

We are proud to offer a full suite of creative services to our clients. Sigma Tax Pro's creative team aims to set you apart from the competition. Through the creation of custom websites, social media branding, brand identity packages, and professional tax software and mobile app co-branding, you can be confident that Sigma will power your office to the next level!

We're always ready to hear from you, so please reach out to your Sigma consultant today to learn more about package options, pricing, and availability for your tax office.



CONTENTS

BRAND MARK

- Main Logo (CMYK & RGB)
- Colors
- Typeface

BRAND STATIONERY

- Business Card
- US Letterhead
- Envelope
- C4 Envelope
- Folder

CO-BRANDING

- Tax Software
- Mobile Application

SOCIAL MEDIA

- Facebook Profile Photo
- Facebook Cover Photo





BRAND-MARK
MAIN LOGO



● **BRAND-MARK**
LOGO COLORS



C 78 M 100 Y 00 K 00



C 95 M 66 Y 25 K 08



C 00 M 00 Y 00 K 100

NEXA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789.:; ' " (!?) +-*/=

NEXA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789.:; ' " (!?) +-*/=





BRAND-STATIONERY

BUSINESS CARD

- DIMENSIONS
3.5 in X 2 in



Eddy Smith
CEO

100 5th Avenue New York, NY 10011
Phone: (000) 123-4567
Fax: (000) 123-4567
info@brooklyntaxsoftware.com
brooklyntaxsoftware.com





BRAND-STATIONERY

US LETTERHEAD

- DIMENSIONS
8.5 in X 11 in



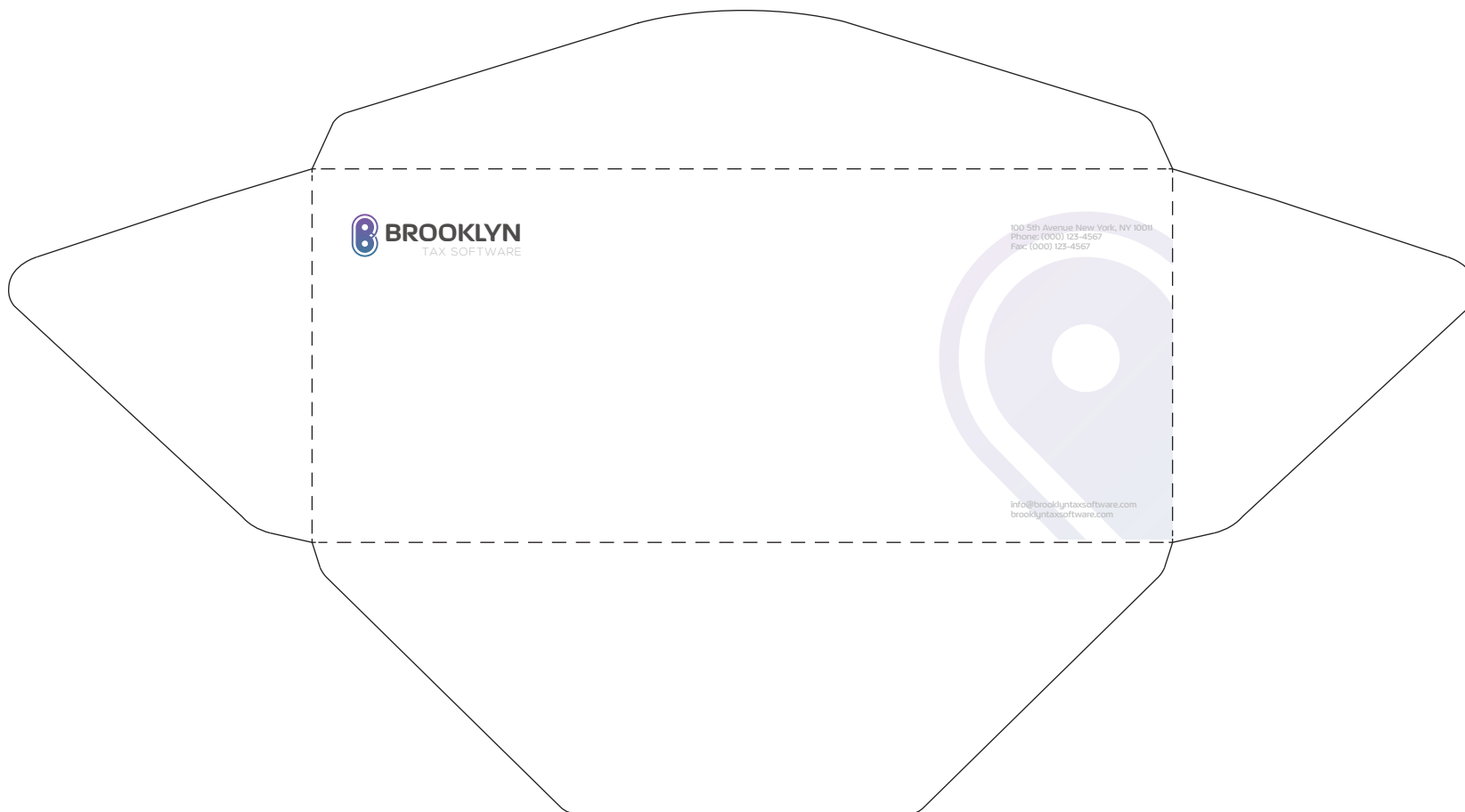
100 5th Avenue New York, NY 10011
Phone: (000) 123-4567
Fax: (000) 123-4567

info@brooklyntaxsoftware.com
brooklyntaxsoftware.com



BRAND-STATIONERY ENVELOPE

- DIMENSIONS
9.5 in X 4.125 in

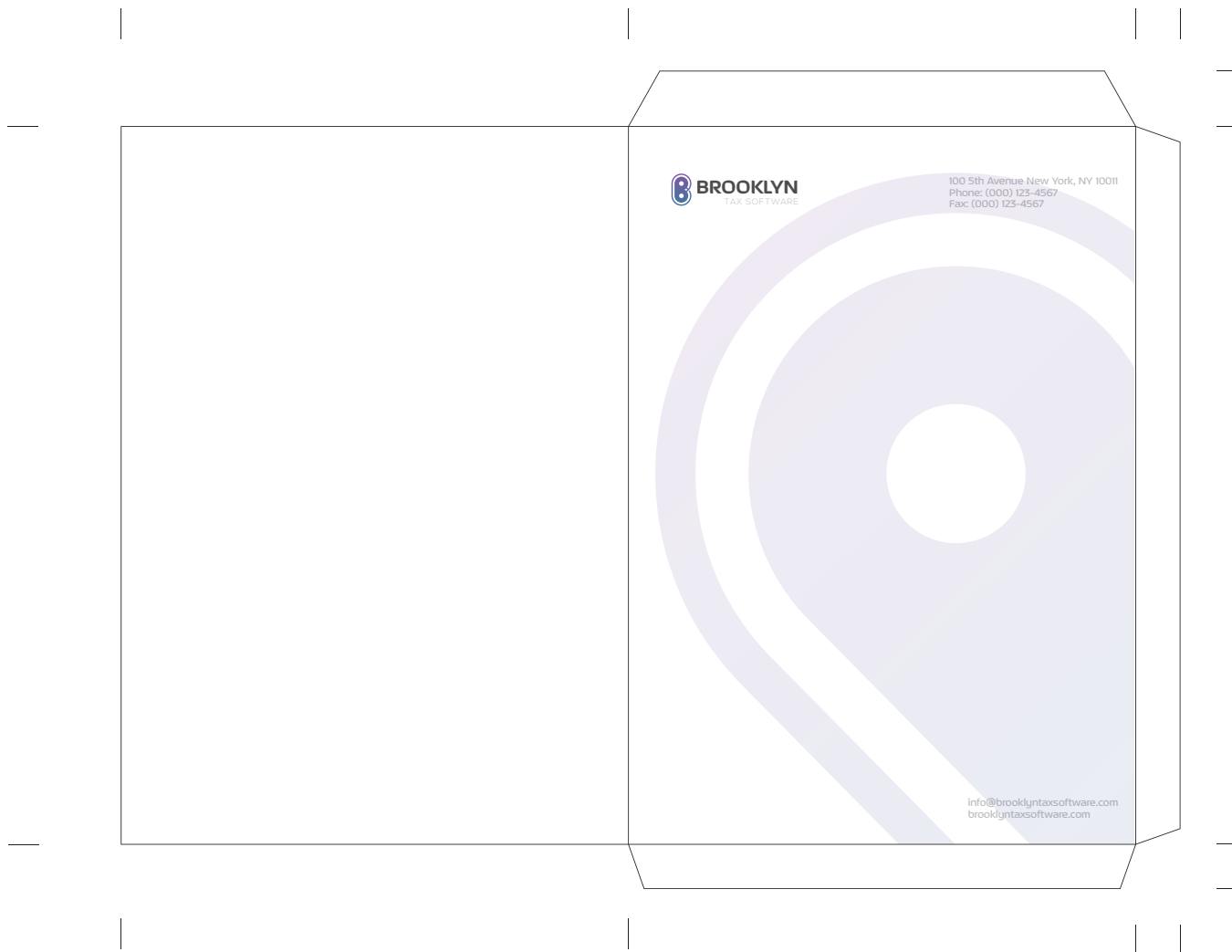




BRAND-STATIONERY

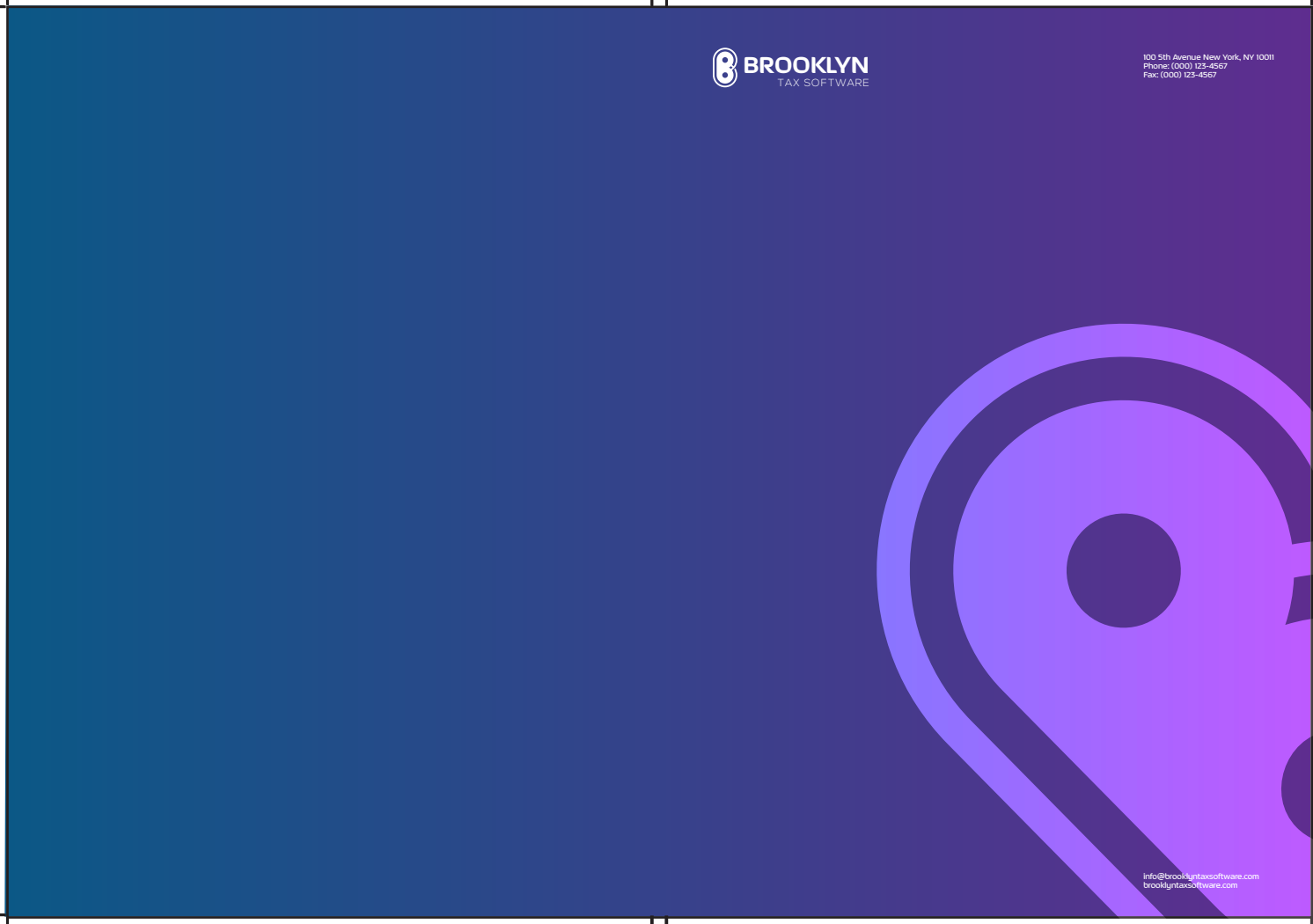
C4 ENVELOPE

- DIMENSIONS
22.9cm X 32.4cm





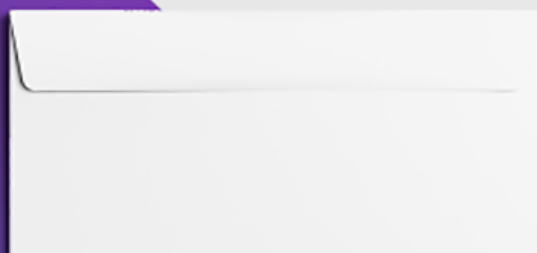
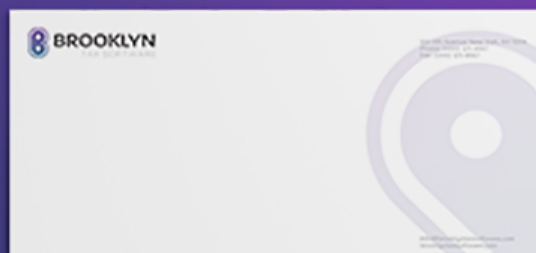
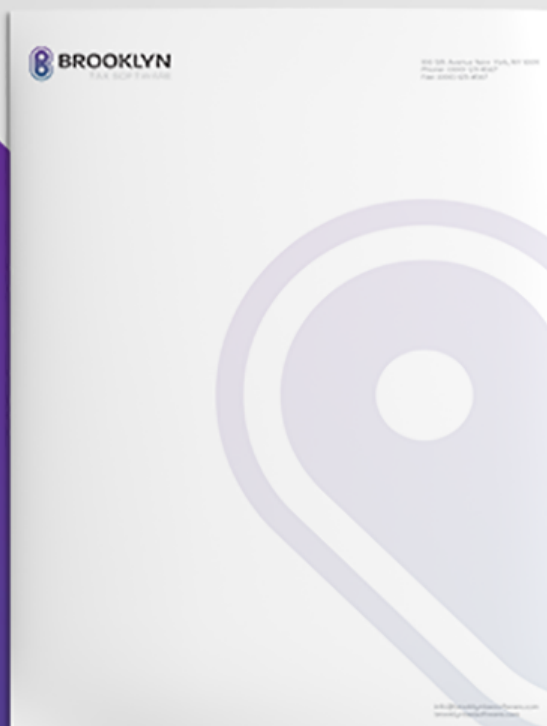
BRAND-STATIONERY
FOLDER

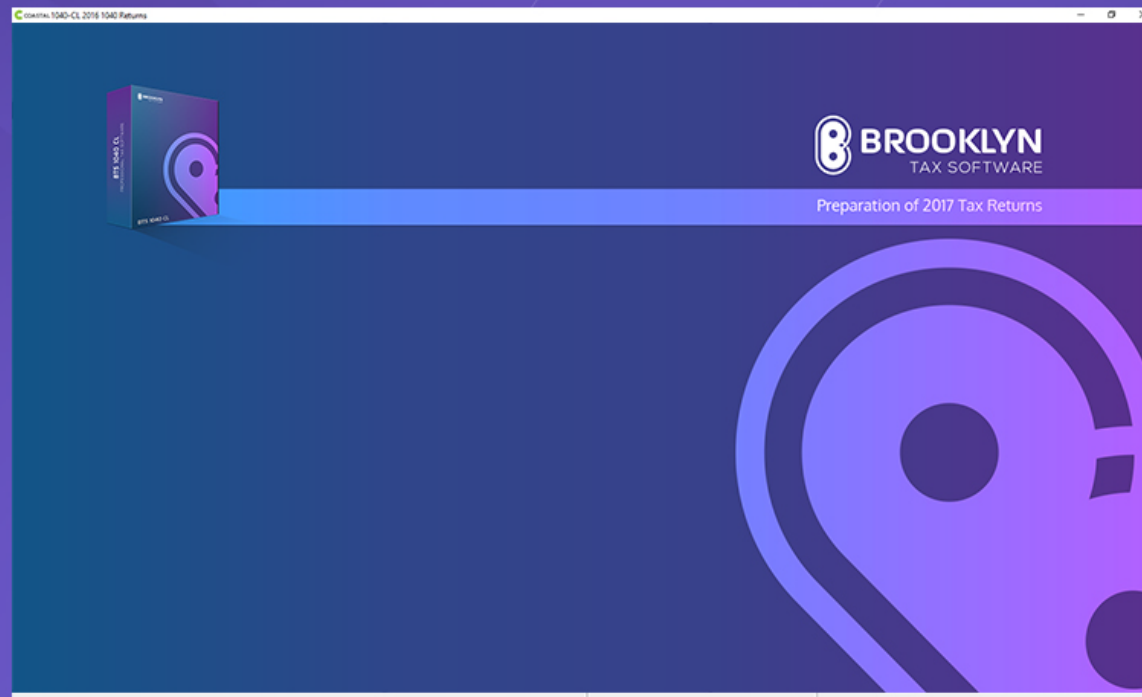


 **BROOKLYN**
TAX SOFTWARE

100 5th Avenue New York, NY 10011
Phone: (000) 123-4567
Fax: (000) 123-4567

info@brooklyntaxsoftware.com
brooklyntaxsoftware.com





Tax Returns		Transmit Queue	
Select a Return	20	Transmit to Central Site	5
Status Summary List		Archive to Central Site	6
Management Dashboard		Recover from Archive	
Training Returns	5		
Printing Queue		Exceptions/Rejects	
Checks, Registers, and Activation	1	Fed Rejects	1
Tax Returns	3	State Refused and Rejects	
Proformas	2	Fed Refused	1
Federal Acknowledgement Letters	19	Fed/State Alerts	
State Acknowledgement Letters		Verify Retrieved	
		Bank Rejected	
		Pending Remote Signatures	2
		Completed Remote Signatures	
Other Items		Quick Reports	
Software Updates		8453 Status Report	
Secure E-Mail [3 New]	3	Checks Ready	
Bulletins [19 New]	19	IRS Ack Counts	
Today's Appointments			
Backup Returns	20		
TextLink Plus Inbound			
TextLink Plus Outbound			



SOCIAL MEDIA
FACEBOOK PROFILE
& COVER PHOTO





Sigma Tax Pro LLC 955 NW 17th Ave #E Delray Beach FL, 33445

Phone: (561) 450-6422 Toll Free: 1-866-386-4769

Fax: (888) 742-6013

info@sigmataxpro.com

www.sigmataxpro.com