

TAXSLAYER MARKETING DIVISION

# Brand Guidelines

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SECTION ONE

# Introduction

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## Using the Guidelines

This is your guide to the TaxSlayer brand. Consistency in execution is critical to reinforcing our identity. The following pages will provide you with the guidelines and tools to properly implement the TaxSlayer brand identity system on a corporate, pro, consumer, partnership and sponsorship level.

Within this document, you will find the proper guidelines for representing the brand, notes on tone for written communications and options for addressing the audiences of TaxSlayer.

Policy requires that anyone creating communications for the company follows these guidelines.

This book was created by the Marketing Division to ensure that anyone who communicates on behalf of TaxSlayer can create consistent, memorable work that accurately portrays the essence of our brand and identity.

It should not be viewed as a set of limitations, but rather as an inspirational starting point to expressing our story.

# Becoming the TaxSlayer

Our success to this point and any we have going forward has and does depend on one thing: **empowering our customers.** TaxSlayer is built around taking the daunting task of taxes and giving everyday people the tools to handle them. The helmet symbol, central to our new identity, represents the TaxSlayers, our customers, who are not simply the borrowers of the sword and shield, but the foundation our company is built upon.



## Our Process

This book is the result of a strategic process that began with a broad understanding of TaxSlayer's communication goals and opportunities.

The TaxSlayer Marketing Division put together a team of internal experts and external agency partners to update their visual identity and brand story to align with our new customer-focused strategy. The new look was designed to embrace the past, while building a brand with a growing appeal.

In-person meetings, focus group conversations and an employee survey were paramount in shaping the new brand. Several variations of the old logo were explored, but the most appropriate design was selected, refined and approved by leadership.

# Core Brand Elements Cheat Sheet

TaxSlayer Icon



Primary Logo



TaxSlayer Center Logo



Color Palette



TaxSlayer Professional Logo



refundNOW logo



Type Family

Roboto

TaxSlayer Corporate Logo



TaxSlayer Bowl Logo



**TaxSlayer**

## Meet the New TaxSlayer(s)

TaxSlayer, as always, is evolving. A pioneering thought and brand in its space, the company is continuing to push the envelope, creating new platforms and products. Recently, TaxSlayer rebranded to emphasize their customer-focused culture and mission, turning tax payers into tax slayers.




### Building Momentum

To bring the feel and attitude of the new brand to life, a launch video was created to give employees a first look at the revamped TaxSlayer. Upbeat, customer-focused and fresh, it helped create internal buy-in on a pretty radical departure from a beloved brand.

### Knight Moves

Born before the digital revolution, TaxSlayer's logo adhered more to the laws of print, not taking full advantage of the opportunities posed by the medium of light and pixels. As online expressions of brand have become more the rule than the exception, the identity needed to be reconsidered for the digital world.

And, while we loved the knight, his style was medieval.

1990 - 2009



2009 - 2017



2017



## The New Brand

TaxSlayer's success has always depended on one thing: empowering customers. The entire enterprise is built around taking the daunting task of taxes and giving people the tools to handle them. The helmet symbol, central to the new identity, represents the TaxSlayers, the customers, who are not simply the borrowers of the sword and shield, but the foundation upon which the company is built.

ICON

The task of an icon associated with the former TaxSlayer identity offered a big opportunity to shift the brand via the abandonment of the sword. The new icon aligns with the personality of the company - innovative, business, trend and relevant.



**WORDMARK**  
 Bringing the new icon to life is a step that better reflects the sophistication of TaxSlayer as a digital leader of financial services while maintaining clarity. In the former TaxSlayer mark, the character with the most character was the lower case "y". To contemporary the logo in terms of distinctive character in this letter form, we made the new type variety recognizable as "TaxSlayer".

#### LOGO VARIANTS







#### TYPOGRAPHY

AaBbCcDd

Roboto Font by Christian Robertson

#### COLORS


#### PATTERNS




#### ICON



#### TONE WORDS

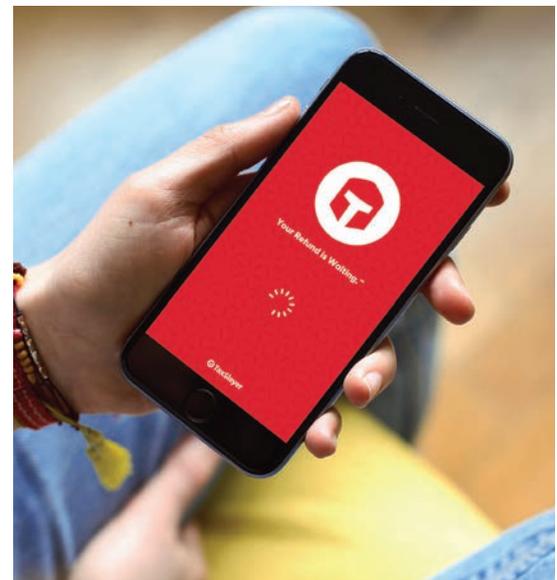
Empowering	Responsible	Fun
Approachable	Innovative	Bold
Knowledgeable	Driven	Helpful
Conversational	Authentic	Trustworthy



## Logo in Use

Examples of TaxSlayer branding in use.





SECTION TWO

# Brand

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## Our Visual History

Since its inception, the TaxSlayer knight has represented taking control of a process that, for most, has its share of uncertainties, confusion and anxiety. In the early 2000s, sports sponsorships became a larger portion of our marketing strategy and our visual identity followed suit. Though the knight was removed, the bold, commanding attitude encompassed by the mascot was not lost.



1990–2009



2009–2017

## Our Vision

A vision statement is an internal statement: a long-term inspiration and emotional goal of what we want to achieve.

Radically transforming the way people use technology, allowing them to spend less time on the things they have to do and more on what they want to do.

## Our Mission

A mission statement is how you do it. It sets priorities, guides business decisions and lets everyone know what you aim to achieve.

To provide our customers with a remarkable customer experience and provide our fellow employees with a remarkable career experience.

## **Elevator Pitch**

TaxSlayer is one of the largest online tax filing platforms that will file 10 million federal and state tax returns this year.

## **Brand Position Statement**

TaxSlayer is the stress-free online tax filing platform that is dependable, fast, and accurate. We have easy-to-use tools and a comprehensive deduction finder to ensure you get the maximum refund while paying the least in tax preparation fees.

## Unique Value Position

TaxSlayer makes life simpler and less stressful for millions of Americans with exceptional, easy-to-use technology. Trusted for over 50 years, TaxSlayer saves business owners, tax professionals and individual consumers time and money with high-quality, high-value financial products. In addition to offering the top-rated tax preparation software, support, and tools, TaxSlayer's products are radically transforming the legal, bookkeeping, and HR/payroll arenas, helping small business owners better serve their customers.

## **Our Multifaceted Users**

Audience profiles help us identify the psychographic traits of our users, which helps us build products that serve them and integrate seamlessly into their lives. They help us remember that we serve individuals with specific needs, not a faceless crowd.

The variety of profiles reflects our multiple target audiences, and each one helps aid us gain a deeper understanding of these unique segments.



## The Savvy Single

Samantha knows what she wants. Filing as early as January 1, she is likely to return to a platform she's used before, but will consider switching for the right deal.

Her tax situation is not too complicated, even with a couple dependents. Samantha is head of her home and chooses to file as single or HoH. She wants to be as empowered and confident in her filing choice as she is in her life.

Once she's chosen her platform, she files as fast as 4 days. To compensate for her speed, Samantha is likely to buy audit assistance for peace of mind.

The maximum refund is extremely important for her. She wants her \$3,400 refund as soon as possible.



## The Family Man

Felix owns tax filing for the family. Recently married, he's hitting key milestones affecting his tax situation.

He wants to take all the itemized deductions he can, but needs help navigating the tax code. He wants his tax filing service to be simple and straightforward, unlike his tax situation.

Felix is deliberate in his filing and shops around for the right platform. His wife, Farrah, is part of the process as well. They're willing to pay for quality and ease of use.

It may take him over a week to e-file, but his careful work is rewarded with a \$2,600 refund.



## The Passive Procrastinator

Phil takes his time to file his taxes. He's gonna get it done last minute and he most likely estimated his refund early in the tax season.

Phil is fairly affluent and isn't worried about his refund. His tax situation is pretty straightforward. As a single guy, he's taking the standard deductions and flying under the radar. He generally files a month after initially registering.

Phil is susceptible to incentives and could be swayed by time-sensitive offers. He may shop around for a good deal on tax preparation.

While Phil gets a refund of roughly \$1,700, he's almost certainly leaving money on the table. Aggressive messaging and education could help improve his refund and filing speed.



## The Hustler

Tax time is the last thing on Henry's mind. He's focused on his career and wants to get through the filing process owing as little as possible.

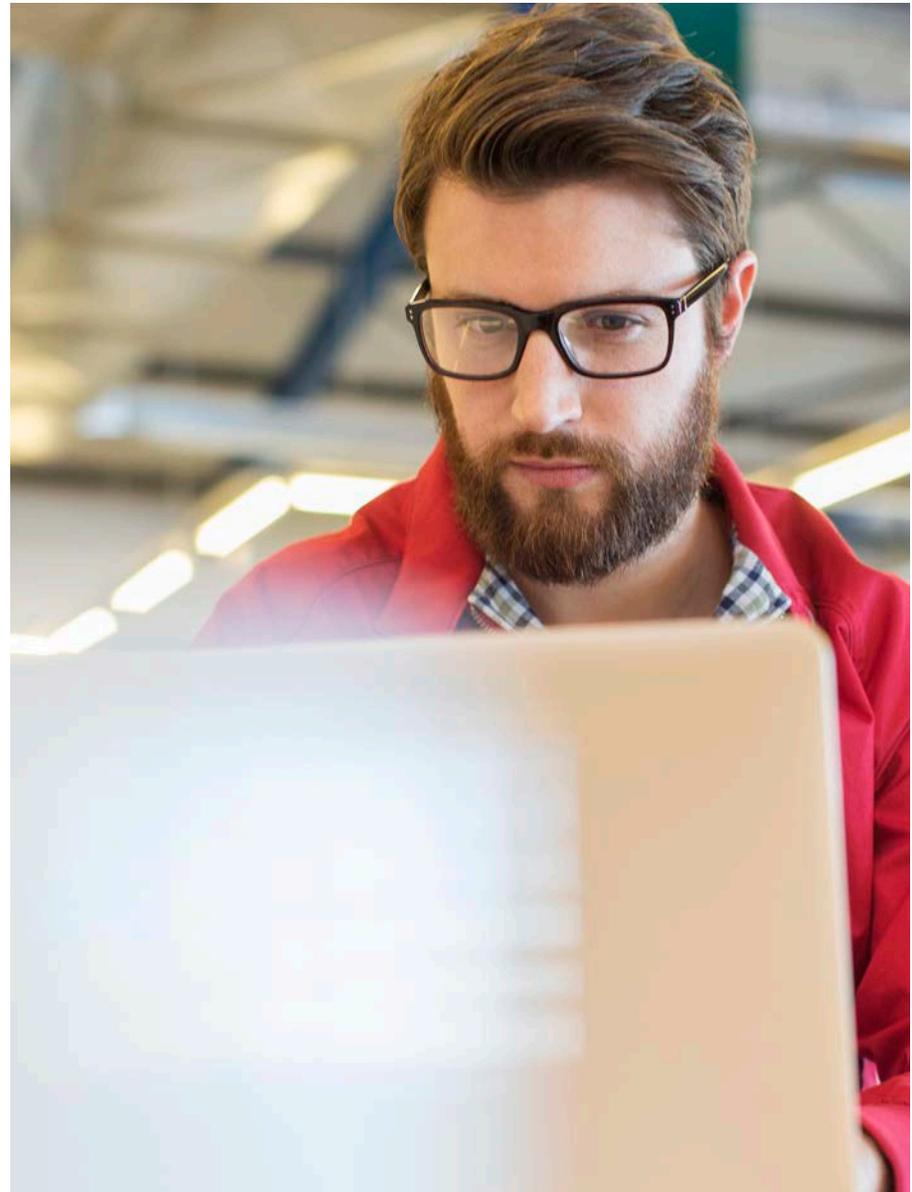
Because he has a mix of 1099 and W-2 income, his tax situation is confusing. He needs a dedicated tax advisor to walk him through the process and help him navigate deductions and classify business expenses.

He'll likely pay whatever it takes to ensure he owes the least. Any reassurance that he's minimized his tax liability is comforting to Henry.

At the end of the day, Henry wants a seamless filing experience with advice that keeps it simple and speaks candidly about mitigating his liability and risk.

## A word on who we are.

Change is inevitable. We began this company when we saw it coming in the tax preparation industry. We continue to use advancement in technologies and trends within our field and the larger digital world as opportunities to evolve. We do believe, however, that some things should never change. These are the core tenets of who we are as a company. Outlined here as our cultural truths, they define who we are and how we understand ourselves. They are guidelines for our behavior, our growth and telling our story.



## We are Challengers.

Both as a brand and a community we are challengers. Externally, we're in a position to compete with large, established companies and we rise to the occasion. Internally, we take the idea of challenge and apply it to ourselves, working to provide better service, better products and to be better people every day. Supporting each other through constantly pushing towards excellence gives us the ability to be successful in working against the Goliaths.

## We put Customers First.

Our customer service is legendary. Born from an authentic concern for our users, we do whatever it takes to make their experience with us positive. And, we take this attitude into our community, dedicating our time and resources to support and improve the lives of those we're able to touch through TaxSlayer. What we have learned and developed for ourselves we share with our customers, who we put at the center of everything we do. They are the TaxSlayers.

## We like a Good Time.

Part of what makes us who we are is the intentionality we have towards creating strong relationships among ourselves. Having a good time together leads to positive experiences within teams and breeds strong cultural ties between everyone in our family. We take our work extremely seriously. Ourselves? Not so much.

## We are Collaborators.

Working together is key to our success. As we continue to grow, it is crucial that we maintain an atmosphere and attitude of collaboration. Everyone's input, expertise and experience is important to us.

## We Support our Community.

We consider ourselves to be very fortunate to be where we are. TaxSlayer started very small in Augusta, GA and has grown to a nationwide company. We love where we're from and we're always interested to take opportunities to support the community that supports us. It's evident in our sponsorships, charity events and the rehabilitation of our new Innovation and Technology Campus on Broad Street.

Primary Tagline

**Your Refund is Waiting.™**

Secondary Tagline

**Slay your taxes.™**

SECTION THREE



# Voice & Tone

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## Our Tone

These are our key brand tone words. They are to be considered when creating TaxSlayer communications. As a brand communicator, it's important that your copy, design, layout and composition fit the characteristics of these words so that our message and look remain consistent with the brand tone.

These words were chosen by our TaxSlayer community. In preliminary brand surveys, leadership, management and support staff selected these tone words from a variety of choices across a wide spectrum of adjectives to describe TaxSlayer.

Empowering

Bold

Innovative

Driven

Fun

Authentic

Responsible

Approachable

Helpful

Conversational

Trustworthy

Knowledgeable

## Empowering

We help you get everything you want out of life. In our story, you are the knight in shining armor.

## Bold

We are courageous, challenging tradition to make your life easier.

## Modern

We are of the new world, new words, new language. We question conventions. New traditions begin with us.

## Deliberate

We exist to help you thrive. Our platform is developed through purposeful planning, craftsmanship and focus.

## Fun

We don't take ourselves too seriously. We enjoy the moments that make us laugh and believe fun is the cornerstone of creativity.

## Candid

We shoot straight and believe honesty is the best policy.

## Authentic

We know our roots and we're confident in who we are. Our experience helps you get more.

**TaxSlayer is committed to getting you back to the things that matter most.**



## TaxSlayer Consumer

TaxSlayer is the only online tax filing service that provides personalized tax filing with tools to help people get through returns faster, smarter, and easier. We have the forms covered. TaxSlayer offers four packages designed to meet the personalized needs of each individual taxpayer. We provide active-duty military a free Classic edition federal tax return. Our easy-to-use tools and comprehensive deduction finder ensure customers get the maximum refund while paying the least in fees. TaxSlayer filed 10 million federal and state tax returns in 2017.



## TaxSlayer Pro

Designed by and for professional tax preparers, TaxSlayer Pro gives tax professionals the tools they need to complete their clients' returns with accuracy and ease. TaxSlayer Pro is used by over 100,000 tax preparers, including the members of the IRS VITA and TCE programs. The product is offered in three tiers, including a new web-based cloud option that includes usage of the proprietary TaxesToGo mobile app for client document capture at home.

The logo for LegalSpark\* features the word "Legal" in a black serif font, "Spark" in a yellow sans-serif font, and an asterisk in a black serif font.

## LegalSpark

LegalSpark\* is an online platform that connects you with legal advice on your schedule, with a local attorney, for a fixed cost. The LegalSpark platform allows you to choose your legal topic and get matched with the right attorney in real time. A lawyer will call you within minutes to answer your questions — no subscriptions, no obligations. LegalSpark is your shortcut to trusted legal advice.

The logo for workful features the word "workful" in a bold, lowercase sans-serif font. The "w" is blue, and the "o" is yellow. A small trademark symbol (TM) is located at the top right of the "l".

## Workful

Workful is an all-in-one small business solution for human resources, payroll and point of sale. Workful streamlines business functions including timesheets, employee onboarding, document storage and business tax forms into one cloud-based tool. Businesses' employees also have access to the Workful app for easy and transparent internal company communications. Currently in beta, Workful will officially launch in November 2017.

## Is the information...

- Compelling, relevant to our customers?
- Presented in a way that captures & keep readers attention?
- Consistent with our branding (how we act/speak, and be sure to act confidently)?
- Easily readable by average person? Optional: Flesch Reading Ease Test score > 70  
<http://www.readability-score.com/>

## Keywords/phrases

- Request keyword list from search team (include)
- Repetition: 2-3X on short pages, 4-6X on longer ones and never more than makes sense in the context of the copy
- Headline
- In first paragraph
- 1-2 usage variations
- Density > 1.0% - <http://tools.seobook.com/general/keyword-density/>

## The usual suspects

- Spelling, grammar, punctuation

## Trademarks

- Properly used

## Strong, clear CTA (call to action)

- For conversion with tracking id

## Unique content

- Vs. the Web: <http://www.copyscape.com/>
- Vs. DDO websites – what % of content is shared between two pages:  
<http://www.webconfs.com/similar-page-checker.php>

## Headline

1. Always write/review the content BEFORE writing the headline
2. Uses keywords/phrases but not at expense of quality headline
3. Attention-grabbing. 80% of readers won't make it past the headline. Consider these types & examples:
  - Normal (Ways to Make Drinking Tea More Delightful)
  - Question (What are Ways to Make Drinking Tea More Delightful?)
  - How to (How to Make Drinking Tea More Delightful)
  - Number (30 Ways To Make Drinking Tea More Delightful)
  - Reader-Addressing (Ways You Need to Make Drinking Tea More Delightful)

## Links in content (vs. footer or sidebar) to related content such as:

- Blog posts
- FAQs
- Product Pages
- Other content
- External sites if appropriate

## If any content will expire

- Create reminder

## Optimize information architecture

- As few clicks as possible

## URL structure

- Includes primary keyword/phrase as close to domain name as possible (<90 chrs)
- Keep them short

## HTML header

- If appropriate, canonical tag (tells engines that multiple pages should be considered as one without redirecting to new URL) or 301 (stronger signal to engines than canonical and is cross-domain functional)
- Page title tags – include primary keyword/phrase in first few words (<75 chrs)
- Meta description – include keyword/phrase (<160 chrs)
- On rare occasions: add no index, no follow (may need to discuss with content owner)

## Add to sitemap file if appropriate

## Body

- Primary keyword/phrase in subheadings (h1, h2, etc.)
- Image alt attributes using keywords/phrases (description & file name)
- Add schema.org (assigns page elements and content with descriptions for in-depth article rankings): <div itemscope itemtype=http://schema.org/Article>CONTENT GOES HERE</div>
- If needed, Google Analytics event tracking
- Add social sharing options
- Bold/italicize/size keywords as appropriate

## Most important content at top of responsive design

- For mobile viewing

## Test that tracking id passes to next page

SECTION FOUR

# Logo Assets

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## The Helmet Icon

The TaxSlayer helmet icon is our symbol. The knight imagery is a nod to our heritage. The hidden "T" form in the mask helps communicate our brand. A symbol was created to better represent the company in social and digital formats. It's a beacon of our future.

Using the icon as a stand-alone graphic is strictly prohibited without the consent of the Marketing Division of TaxSlayer.

## Social Media Usage

The icon should be used for all social media avatars. If the platform uses an avatar shape other than a circle, please fill the space with red and leave the helmet symbol centered with the appropriate scale.



## Our Logo

This mark is the embodiment of everything TaxSlayer. It represents our mission and our customers. It stands for our history and future. It is crucial our use of this logo be consistent. The following rules concerning its application aim to ensure we deploy the logo appropriately every time.

## Registered Symbol

In written documents – articles, press releases, promotional materials, and the like – it is only necessary to use a symbol with the first instance of the mark, or with the most prominent placement of the mark. It is a common misconception that each and every instance of the mark should bear a trademark symbol. Overuse creates visual clutter and may detract from the aesthetic appeal of the piece. Provided there is at least one conspicuous use of the ® on the face of the writing, do not be afraid to eliminate superfluous markings.

**ICON**  
The enclosure containing  
the representation of the  
TaxSlayer helmet.



**WORDMARK**

The company signature is custom artwork based on a modified typeface. TaxSlayer communications should never use this original typeface for any reason unless otherwise approved. It should never appear alone or separated from the icon unless previously approved by the Marketing Division.

## Logo Components

The TaxSlayer logo has two primary components – the icon and the wordmark. The icon is a custom illustrated representation of the TaxSlayer helmet. Its form within the shield creates a "T" initial. The wordmark is custom typography designed specifically for this use. No other TaxSlayer communication should use this typeface or font. Limiting its usage to the logo will give the mark strength.

## LOGO ON DARK BACKGROUNDS



## Secondary Usage

It is encouraged to use the combination of a white wordmark on 100% TaxSlayer gray when placing the logo on a background color.

### BACKGROUND COLORS

When the logo is placed on a background that is darker than 60% of the brand gray, use the white fill in the icon to acquire maximum contrast and impact.



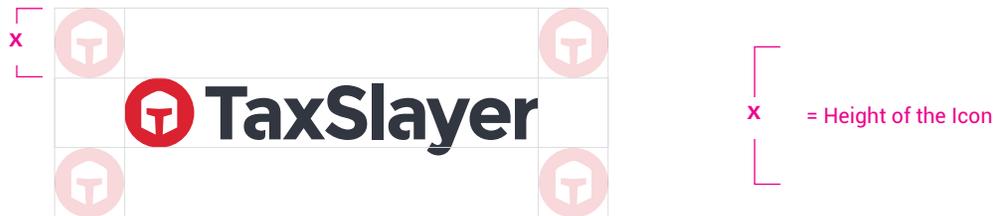
## PRIMARY ONE COLOR USAGE



## One Color Usage

Please use the "all red" version of the logo when a one color option is necessary. If a white logo is necessary, it is best for it to be placed on the TaxSlayer red background. If the use of color is not an option, it may be placed on the TaxSlayer gray background.





**MINIMUM PRINT SIZE**

1" width



**MAXIMUM PRINT SIZE**

2.5" width



## Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the height of the icon.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Marketing Division.



## Tagline Lockup

When appropriate, please use the tagline lockup of the TaxSlayer logo. The scale and composition of the tagline in relationship to the logo should not be altered in any way.

Tagline pending trademark and approval.



ORIGINAL IMAGE ABOVE



## Use on Images

When placing the logo on top of an image in print or video, attempt to find a photo or footage that isn't too busy. It is appropriate to use the reversed version. To generate contrast, please darken the photo or use a field of TaxSlayer red with the opacity reduced.

### LOGO ON BACKGROUNDS

The photo below has a field of TaxSlayer red with the multiply effect added.



## TaxSlayer Professional

This logo represents our TaxSlayer Pro products and customers. Our symbol, icon and wordmark remain consistent. We incorporate a new color (Pro blue) and the signifier, "PRO" under the wordmark.



## LOGO ON DARK BACKGROUNDS



## Secondary Usage

It is encouraged to use the combination of a white wordmark on 100% TaxSlayer gray when placing the logo on a background color.

### BACKGROUND COLORS

When the logo is placed on a background that is equal to or darker than 60% of the brand gray, use the white fill in the wordmark to acquire maximum contrast and impact.



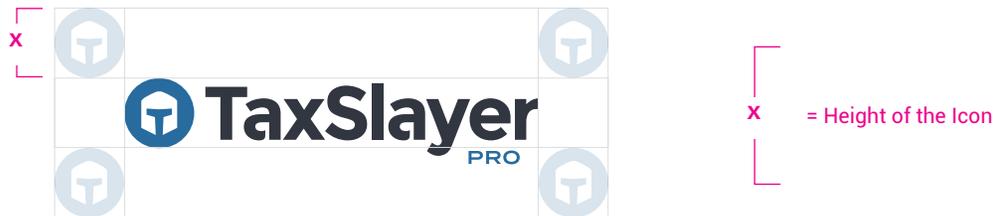
## PRIMARY ONE COLOR USAGE



## One Color Usage

Please use the "all blue" version of the logo when a one color option is necessary. If a white logo is necessary, it is best for it to be placed on the TaxSlayer blue background. If the use of color is not an option, it may be placed on the TaxSlayer gray background.





### MINIMUM PRINT SIZE

1" width



### MAXIMUM PRINT SIZE

2.5" width



## Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the height of the icon.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Marketing Division.

## TaxSlayer Corporate

This logo represents our TaxSlayer Corporate communications. Our symbol, icon and wordmark remain consistent. We incorporate the signifier, "CORP" under the wordmark.



## LOGO ON DARK BACKGROUNDS



## Secondary Usage

It is encouraged to use the combination of a white wordmark on 100% TaxSlayer gray when placing the logo on a background color.

### BACKGROUND COLORS

When the logo is placed on a background that is equal to or darker than 60% of the brand gray, use the white fill in the wordmark to acquire maximum contrast and impact.



## PRIMARY ONE COLOR USAGE



## One Color Usage

Please use the "all red" version of the logo when a one color option is necessary. If a white logo is necessary, it is best for it to be placed on the TaxSlayer red background. If the use of color is not an option, it may be placed on the TaxSlayer gray background.





## Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the height of the icon.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Marketing Division.

### MINIMUM PRINT SIZE



### MAXIMUM PRINT SIZE



# TaxSlayer

# TaxSlayer

## Usage

The wordmark should only be used when in close proximity, but not locked up with the icon. The wordmark should never be used out of context with the TaxSlayer brand. In most cases, the wordmark will appear on TaxSlayer communication like signage, print, promotional or digital advertising where the icon is placed in a separate location.



**PROPER WORDMARK USAGE**



## Our Logo

This logo is only to be used on communications specifically associated with our arena sponsorship.

## Registered Symbol

In written documents – articles, press releases, promotional materials, and the like -- it is only necessary to use a symbol with the first instance of the mark, or with the most prominent placement of the mark. It is a common misconception that each and every instance of the mark should bear a trademark symbol. Overuse creates visual clutter and may detract from the aesthetic appeal of the piece. Provided there is at least one conspicuous use of the ® on the face of the writing, do not be afraid to eliminate superfluous markings.

## ARCHITECTURAL GRAPHIC

The addition of the arena's structural architecture has been added to a venue-specific wordmark treatment.

## WORDMARK

Venue-specific treatment with "CENTER" under the TaxSlayer brand wordmark.



## Logo Components

The architectural graphic and wordmark should only be separated on exterior building signage. All other instances should include the full mark.

## LOGO ON DARK BACKGROUNDS



## Secondary Usage

It is encouraged to use the combination of a white wordmark on 100% TaxSlayer gray when placing the logo on a background color.

### BACKGROUND COLORS

When the logo is placed on a background that is darker than 40% of the brand gray, use the white fill in the shield to acquire maximum contrast and impact. Do not place the logo on a color that is similar in tone to 80% brand gray.



## PRIMARY ONE COLOR VERSION



## One Color Usage

Please use the "all red" version of the logo when a one color option is necessary. If applicable, it is preferred to use a white logo on a red background.



# TaxSlayer Center Logo



## Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the height of the icon.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Marketing Division.

### MINIMUM PRINT SIZE



### MAXIMUM PRINT SIZE





## Our Logo

This logo is only to be used on communications specifically associated with the Foundation's charitable events, sponsorships or donations.

## LOGO ON DARK BACKGROUNDS



## Secondary Usage

It is encouraged to use the combination of a white wordmark on 100% TaxSlayer gray when placing the logo on a background color.

### BACKGROUND COLORS

When the logo is placed on a background that is darker than 40% of the brand gray, use the white fill in the shield to acquire maximum contrast and impact. Do not place the logo on a color that is similar in tone to 80% brand gray.



## PRIMARY ONE COLOR VERSION

**One Color Usage**

Please use the "all red" version of the logo when a one color option is necessary. If applicable, it is preferred to use a white logo on a red background.



# TaxSlayer Foundation Logo



## MINIMUM PRINT SIZE



## MAXIMUM PRINT SIZE



## Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the height of the icon.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Marketing Division.

## Horizontal Lockup

In the case the primary logo is not the best solve for a specific application, the horizontal lockup may be used.



LOGO ON DARK BACKGROUNDS



## Secondary Usage

It is encouraged to use the combination of a white wordmark on 100% TaxSlayer gray when placing the logo on a background color.

### BACKGROUND COLORS

When the logo is placed on a background that is darker than 40% of the brand gray, use the white fill in the shield to acquire maximum contrast and impact. Do not place the logo on a color that is similar in tone to 80% brand gray.



## PRIMARY ONE COLOR VERSION



## One Color Usage

Please use the "all red" version of the logo when a one color option is necessary. If applicable, it is preferred to use a white logo on a red background.



# TaxSlayer Foundation Logo



## Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the height of the icon.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Marketing Division.

### MINIMUM PRINT SIZE



### MAXIMUM PRINT SIZE





## TaxSlayer Bowl Logo

The TaxSlayer Bowl logo is to be used specifically for the bowl event and its promotion. Usage of the logo is reserved for TaxSlayer and the TaxSlayer Bowl committee.

## LOGO ON DARK BACKGROUNDS



## Secondary Usage

When placed on a background color, the white outer stroke will ensure integrity of the mark. This stroke is included in the logo file and should not be altered or modified.



# TaxSlayer Bowl Logo



## MINIMUM PRINT SIZE



## Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the height of the icon.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Marketing Division.

## PRIMARY ONE COLOR VERSION



## One Color Usage

Please use the "all red" version of the logo when a one color option is necessary. If a white logo is necessary, it is best for it to be placed on the TaxSlayer red background. If the use of color is not an option, it may be placed on the TaxSlayer gray background.



## Horizontal Bowl Logo

This simplified version of the logo should be used where the layout dictates that a horizontal lockup either fits best or looks best. It should be used less frequently than the primary mark.

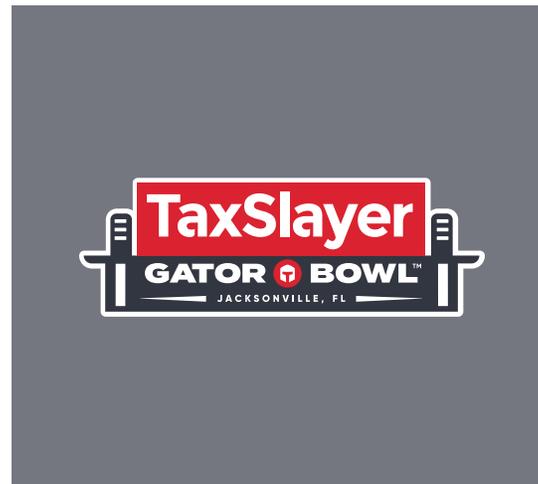


## LOGO ON DARK BACKGROUNDS

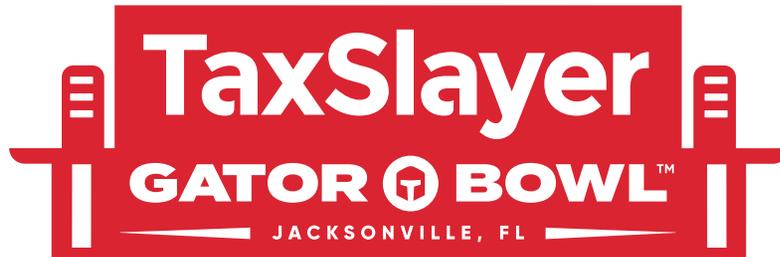


## Secondary Usage

When placed on a background color, the white outer stroke will ensure integrity of the mark. This stroke is included in the logo file and should not be altered or modified.



## PRIMARY ONE COLOR VERSION



## One Color Usage

Please use the "all red" version of the logo when a one color option is necessary. If a white logo is necessary, it is best for it to be placed on the TaxSlayer red background. If the use of color is not an option, it may be placed on the TaxSlayer gray background.





### Simple Bowl Logo

This simplified version of the logo should be used where the medium requires a very basic design, such as embroidery.





## One Color Usage

Please use the "all red" version of the logo when a one color option is necessary. If a white logo is necessary, it is best for it to be placed on the TaxSlayer red background. If the use of color is not an option, it may be placed on the TaxSlayer gray background.





## TaxSlayer Terrace Logo

This logo is only to be used on communications specifically associated with our our ballpark sponsorship.

## Registered Symbol

In written documents – articles, press releases, promotional materials, and the like -- it is only necessary to use a symbol with the first instance of the mark, or with the most prominent placement of the mark. It is a common misconception that each and every instance of the mark should bear a trademark symbol. Overuse creates visual clutter and may detract from the aesthetic appeal of the piece. Provided there is at least one conspicuous use of the ® on the face of the writing, do not be afraid to eliminate superfluous markings.

LOGO ON DARK BACKGROUNDS



## Secondary Usage

It is encouraged to use the combination of a white wordmark on 100% TaxSlayer gray when placing the logo on a background color.

### BACKGROUND COLORS

When the logo is placed on a background that is darker than 40% of the brand gray, use the white fill in the shield to acquire maximum contrast and impact. Do not place the logo on a color that is similar in tone to 80% brand gray.



## PRIMARY ONE COLOR VERSION



## One Color Usage

Please use the "all red" version of the logo when a one color option is necessary. If a white logo is necessary, it is best for it to be placed on the TaxSlayer red background. If the use of color is not an option, it may be placed on the TaxSlayer gray background.



# TaxSlayer Bowl Logo



## Size and Clear Space

When the logo appears on its own, it requires a fixed amount of clear space around it. Text, photos or other graphic elements should never encroach on this space. There are no standardized placement guidelines for the logo. Designers should use discretion and follow clear space guidelines.

All variations of the logo's clear space are determined by the height of the icon.

It is also encouraged to follow these size guidelines when using the logo. If the logo is too small, it loses legibility. When too large, it overwhelms the design and loses graphic integrity.

If you have a question or specific need regarding size, color, usage or application of the logo that falls outside of these parameters, please contact the Marketing Division.

### MINIMUM PRINT SIZE



### MAXIMUM PRINT SIZE





**GRADIENT VERSION**  
Online Use Only



**FLAT VERSION**  
Print Use

## refundNOW Logo

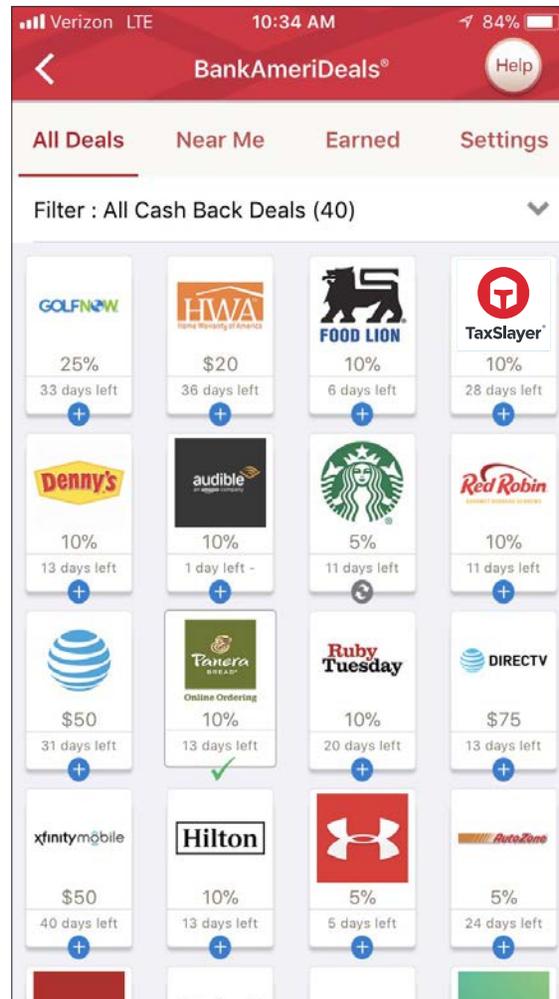
This logo is only to be used on communications specifically associated with our refundNOW product.



# Vertical Lockup



128 px X 128 px



## Vertical Lockup

In certain digital applications, like the Cardlytics partnership, the vertical lockup may be necessary for visibility. Decisions on when to use this logo are reserved for the Marketing Division.

## NAMING EXAMPLE

**TAXS.REG.2c.primary.Pantone.uncoated.eps**

## FILE TYPES

**.eps**

Vector format.

**.pdf**

Print ready. Maintains vector format.

**.tif**

High resolution print format.

**.jpg**

Web use only. File will have a white background.

**.png**

Web use only. File will have a transparent background.

## GLOSSARY

**1c**

One color version.

**2c**

Two color version.

**REG**

Includes registration symbol.

**Primary**

Primary TaxSlayer logo.

**Pantone**

Spot color for offset printing.

**RGB**

Red, Green, Blue, Web-based color format.

**CMYK**

Cyan, Magenta, Yellow, Black. Process color format.

**Coated**

Color selected for printing on glossy paper/surface.

**Uncoated**

Color selected for printing on flat or matte paper/surface.

# Dos and Don'ts

---

DO NOT STRETCH OR CONDENSE



DO NOT TILT OR ROTATE



DO NOT STACK



DO NOT USE UNAPPROVED COLORS



DO NOT ALTER COLOR COMBINATIONS



DO NOT ALTER IN ANY WAY



SECTION FIVE



# Visual Assets

---

## PRIMARY PALETTE

**TAXSLAYER RED**

SPOT: Pantone 1797C

CMYK: 2 / 97 / 85 / 7

RGB: 216 / 38 / 49

HEX: D82631

**TAXSLAYER GRAY**

SPOT: Pantone Cool Gray 11

CMYK: 44 / 34 / 22 / 77

RGB: 51 / 55 / 64

HEX: 333740

80%

60%

40%

20%

## SECONDARY WEB PALETTE

**TAXSLAYER JADE**

HEX: 00A575

**TAXSLAYER WESTAR**

HEX: D7D4CF

**TAXSLAYER ANZAC**

HEX: E2C044

## PRO PALETTE

**TAXSLAYER PRO BLUE**

SPOT: PMS 2192C

CMYK: 93 / 58 / 18 / 2

RGB: 39 / 105 / 155

HEX: 27699B

## TAXSLAYER BOWL PALETTE

SPOT: PMS 1545C

SPOT: PMS 153C

SPOT: PMS 1815C

## Primary Use

Red as the primary color with secondary cool gray positions TaxSlayer as a premium, first-rate service. Tertiary colors are to be used only as an accent to primary and secondary colors and should be used sparingly, that is, in less than 10 percent of the palette.

Address questions about approved colors to the Marketing Division.

**PRO BLUE**

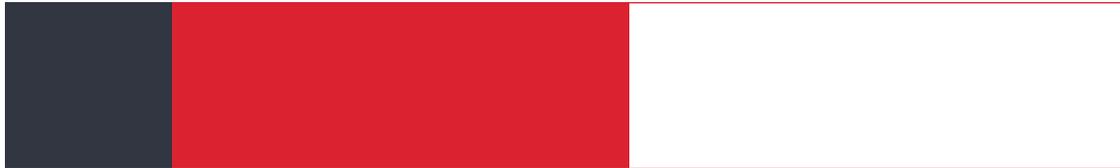
This color is only to be used on TaxSlayer Pro specific communications. Do not use blue in any other case.

**TAXSLAYER BOWL PALETTE**

These colors are only to be used on TaxSlayer Bowl specific communications. Do not use in any other case.

# Color Palette

## FORMAL



## CASUAL / SPIRIT / ONLINE



## PRO



## Using Color

Please use the appropriate balance of TaxSlayer brand colors in all communications. Use the grid to the left as a guide to understanding how to use color based on audience or communication type.

### WHITESPACE

Please incorporate white space into any communication. As a guideline, try to have at least 30% white or "negative" space.

## PRIMARY CORPORATE TYPEFACE

# Roboto

## 1. Regular

Lorem ipsum dolor sit amet, purus a ut, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim.

Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.

## 2. Italic

*Lorem ipsum dolor sit amet, purus a ut, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.*

## 3. Bold

**Lorem ipsum dolor sit amet, purus a ut, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim.**

**Nunc curae quis, nulla id. Orci aenean dolor auctor nulla. Arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.**

## 4. Roboto Characters

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## 5. Webfont

**Roboto** (Google Fonts)

## 6. System Font Substitute

Helvetica  
abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

ELIGENDI SUSPENDISSE MAURIS

# Lorem Ipsum Sum.

## Estas Vonostras.

### **Metus at vivamus sit vitae.**

*Lorem ipsum dolor sit amet, purus a ut, integer non pede erat urna facilisi ipsum. Cras felis lacus pulvinar ante etiam dignissim. Nunc curae quis, malesuada nulla id.*

Lorem ipsum dolor sit amet, purus a ut, integer non facilisi ipsum. Cras felis lacus ante etiam dignissim. Nunc curae quis, malesuada nulla id. Orci aenean dolor auctor nulla. Sed amet felis luctus sollicitudin in, arcu amet nunc, pede nulla nunc mauris mi nec. Ipsum sed vivamus, turpis feugiat integer eu magna nisl sed, quos amet, class proin, vitae vitae.

Massa posuere cras libero, at pharetra sem risus sed, justo in arcu aptent vitae. Auctor ac eros ut eu ut in. Ut convallis vel, mollis sit in justo in leo sodales, facilisis non lacinia lorem consequat, nihil duis non nunc, orci scelerisque ipsum telluelerisque. Quam tristique,

architecto lobortor, ultricies et facilisis, aenean mauris pulvinar, odio nunc tempor morbi.

Mauris magna eget congue in amet eget, at mi lobortis. Ut feugiat odio, pede neq ultrices turpis, in justo sed tincidunt at vivamus sit vitae, amet fringilla dolor pellentesque, id integer, sapien laoreet amet etiam senectus, mollis odio non.

Note: Always set paragraph styles to unjustified text (ranged left), with hyphenation turned off.

#### HEADER SETUP

Roboto Black  
Size: 10/14 pt  
Kerning: Metrics  
Tracking: 0

#### HEADLINE

Roboto Black or Light  
Size: 36/48 pt  
Kerning: Metrics  
Tracking: 0

#### SUBHEAD

Roboto Bold Italic  
Size: 18/28 pt  
Kerning: Metrics  
Tracking: 0

#### INTRO COPY

Roboto Condensed Italic  
Size: 16/22 pt  
Kerning: Metrics  
Tracking: 0  
Leading: 6 pts over size

#### BODY COPY

Roboto Regular  
Size: 8/12 pt  
Kerning: Metrics  
Tracking: 0  
Leading: 6 pts over size



## Selecting Stock Photos

Our customers are vibrant and diverse. It's important to select images that are rich in color with diverse subjects.

As a general rule, subjects should appear satisfied or happy without looking "ecstatic".

Photos should be neutral in color tone. Not too warm or too cool in tonality.

To tie into the brand, select photos that incorporate the color red in the image.

When selecting stock photography, please consider which part of the customer journey your communication falls under. See the next page for customer journey examples.

# Stock Photography: Customer Journey

- 1. GETTING STARTED
- 2. W2 ARRIVES
- 3. EVALUATING OPTIONS



- 4. CHOOSING A PARTNER
- 5. GATHERING FILES



- 6. COMPLETING RETURN



- 7. WAITING FOR REFUND
- 8. GETTING REFUND





**AVOID EXCESSIVE LENS FLARE**



**AVOID UNNATURAL OR STAGED POSES**



**AVOID PHOTOS THAT FEEL FADED**

## Images to Avoid

Please consider these guidelines when selecting stock photography.



**AVOID SUBJECTS THAT LOOK CONFUSED OR STRESSED**



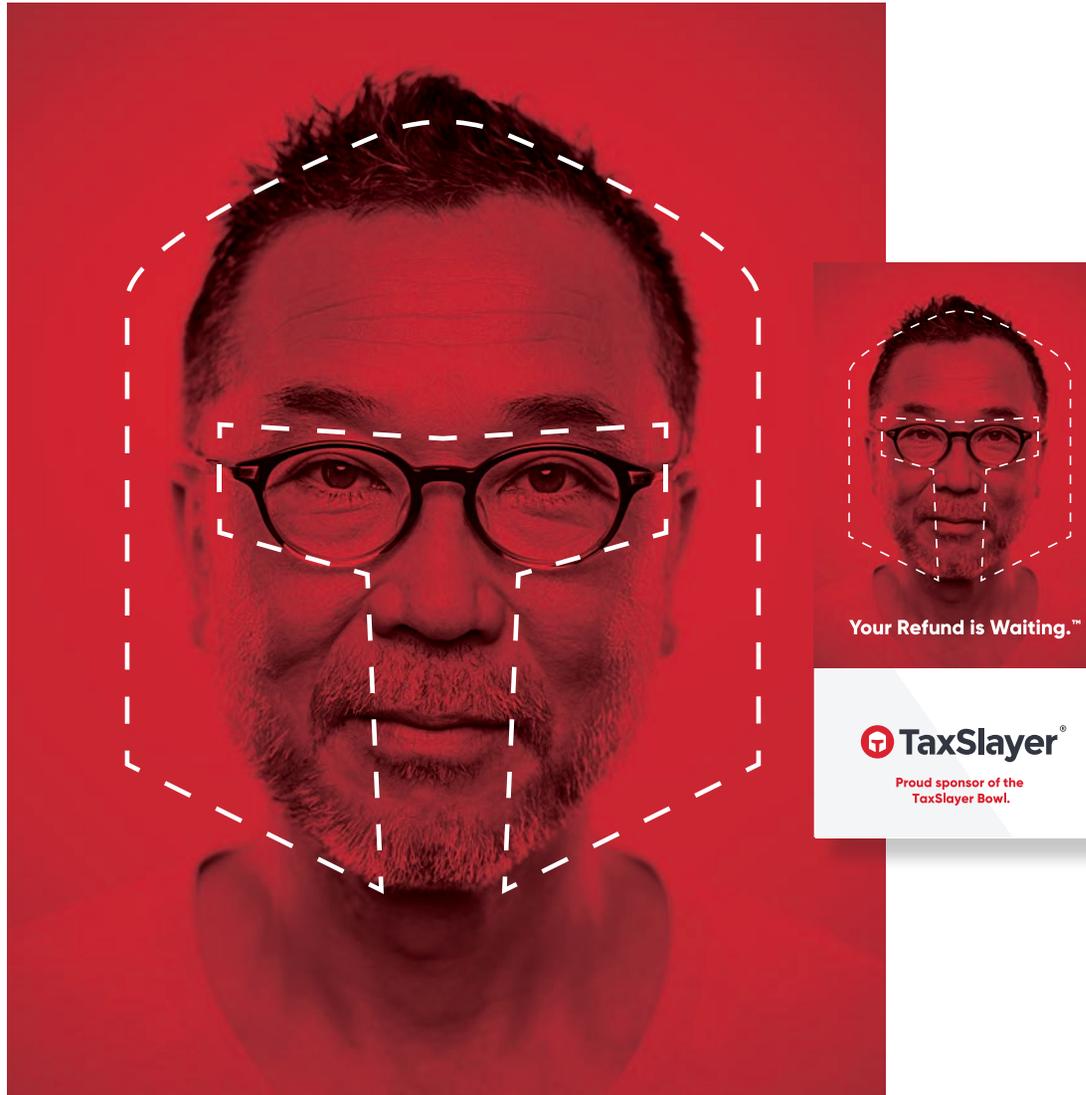
**AVOID SITUATIONS OBVIOUSLY NOT TAX RELATED**



**AVOID EXTRA HAPPY OR AWKWARD EXPRESSIONS**

## Images to Avoid

Continued.



## Primary Use

To achieve the Slayer treatment, please use the PSD template provided. The top red layer is set to "multiply" in the effects panel.

Desaturate and adjust the contrast on your selected subject to achieve the appropriate look and feel.

Never use the Slayer treatment on military imagery or children.

This treatment should only be used on TaxSlayer approved custom images.

Do not resize the dotted helmet graphic.

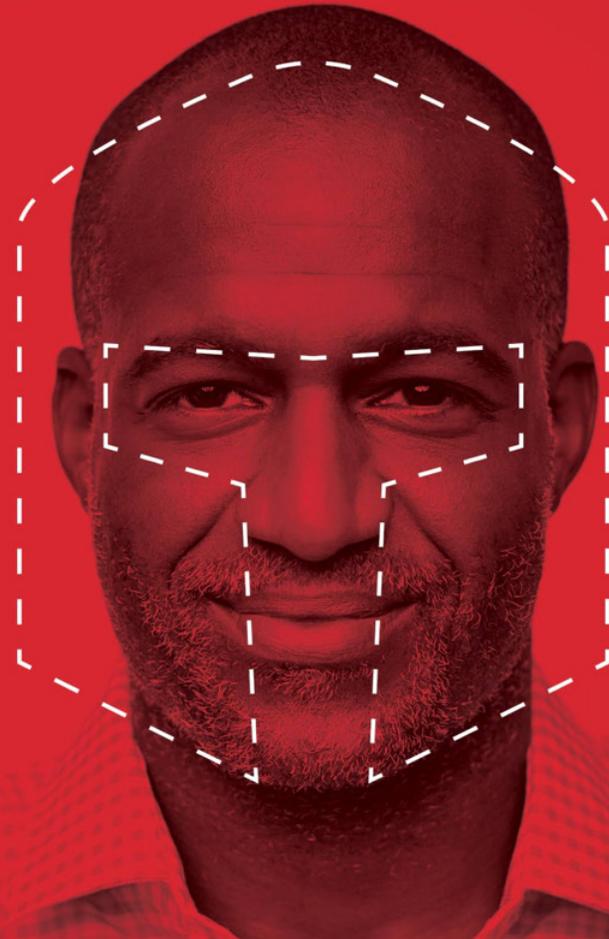
### EXAMPLE

The image to the left is the ad on the reverse of the 2018 TaxSlayer Bowl ticket.

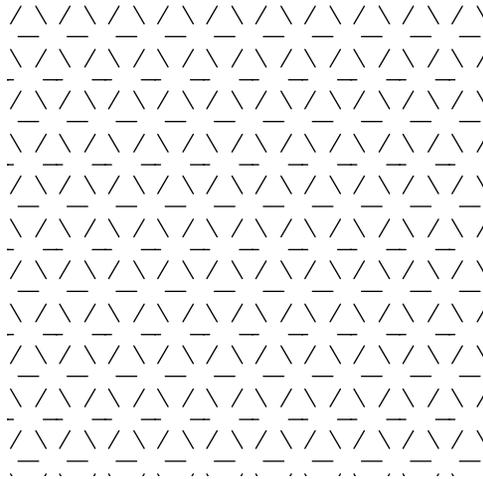


## Meet the New TaxSlayer(s)

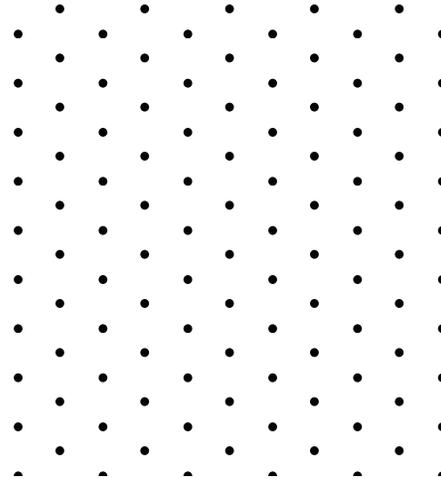
TaxSlayer, as always, is evolving. A pioneering thought and brand in its space, the company is continuing to push the envelope, creating new platforms and products. Recently, TaxSlayer rebranded to emphasize their customer-focused culture and mission: turning tax payers into tax slayers.



## DASHES

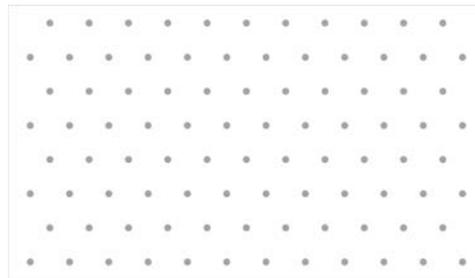
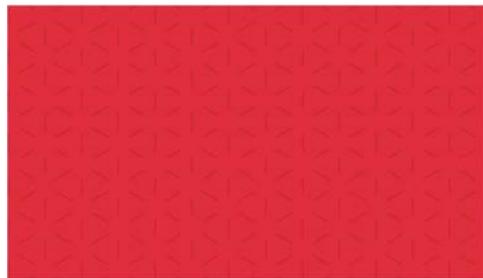


## DOTS



## Pattern Use

There are two graphic support patterns to use in design and layout. Both the "dashes" and "dots" patterns are to be used sparingly in support. When using patterns in design, please adjust opacity as needed to achieve the subtle look and feel from the examples at left.



### EXAMPLE

Opacities should be adjusted to around 20% to achieve a subtle look and feel.

SECTION SIX

# Collateral

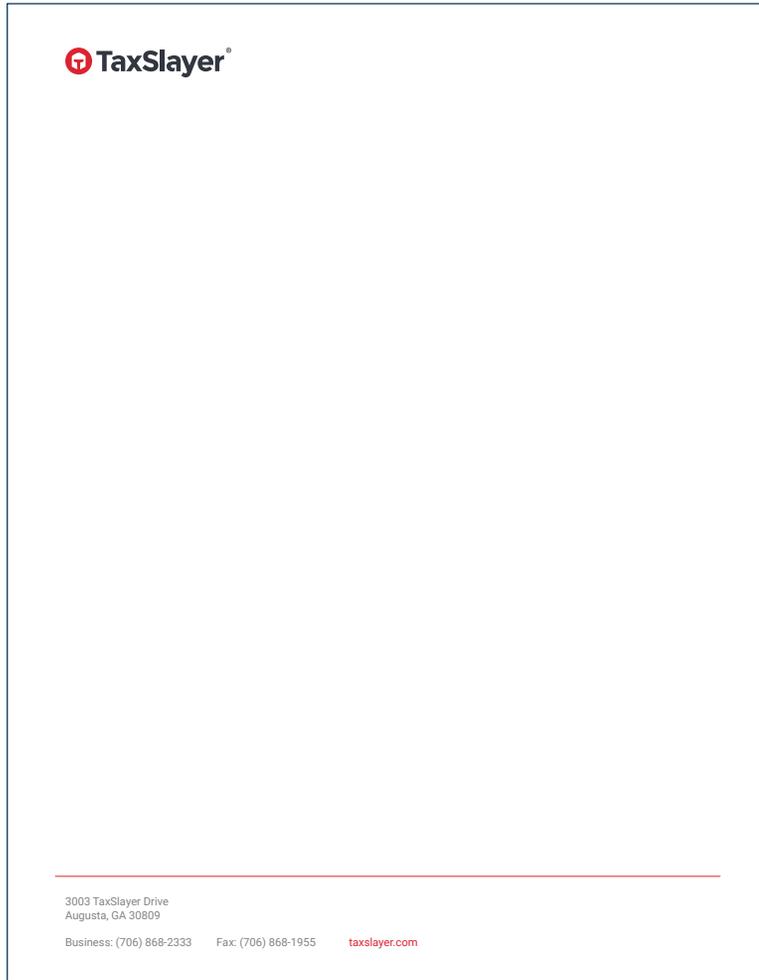
---



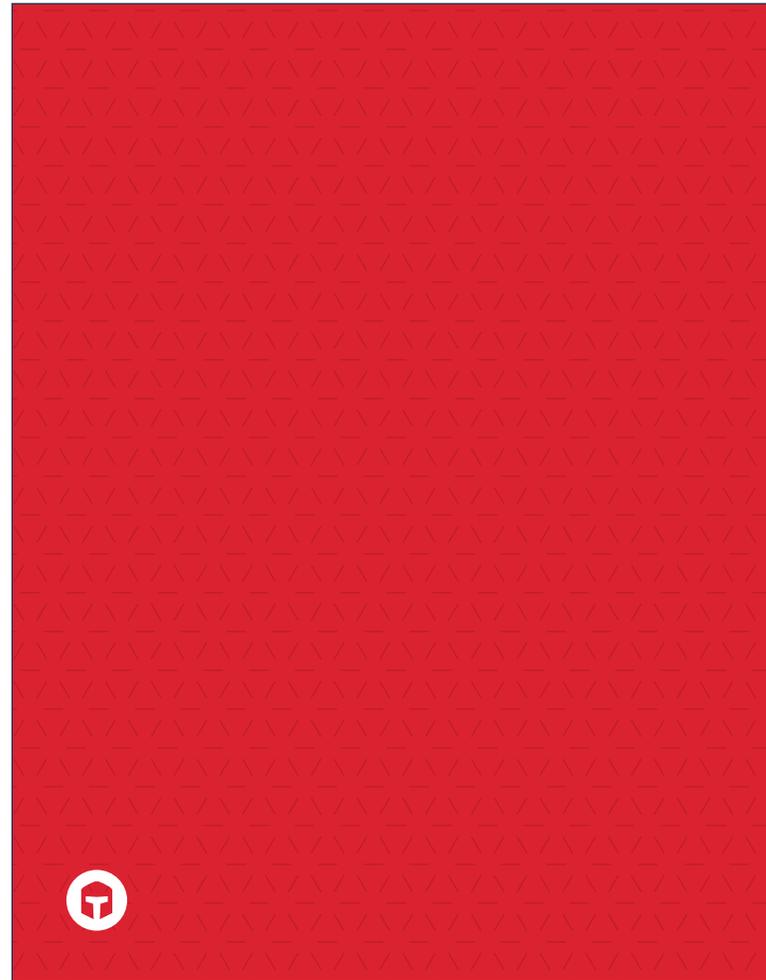


## Stationery System

The TaxSlayer stationery system is the most widely used communications tool available to the company and presents an opportunity to convey a positive image every time it is used. Each component, from business cards to letterhead and envelopes, represents TaxSlayer and works to strengthen the visual identity of the institution.



**LETTERHEAD FRONT**



**LETTERHEAD BACK**



**BUSINESS CARD BACK**



**BUSINESS CARD FRONT**



---

3003 TaxSlayer Drive    [taxslayer.com](https://taxslayer.com)  
Augusta, GA 30809

---

## No. 10 ENVELOPE

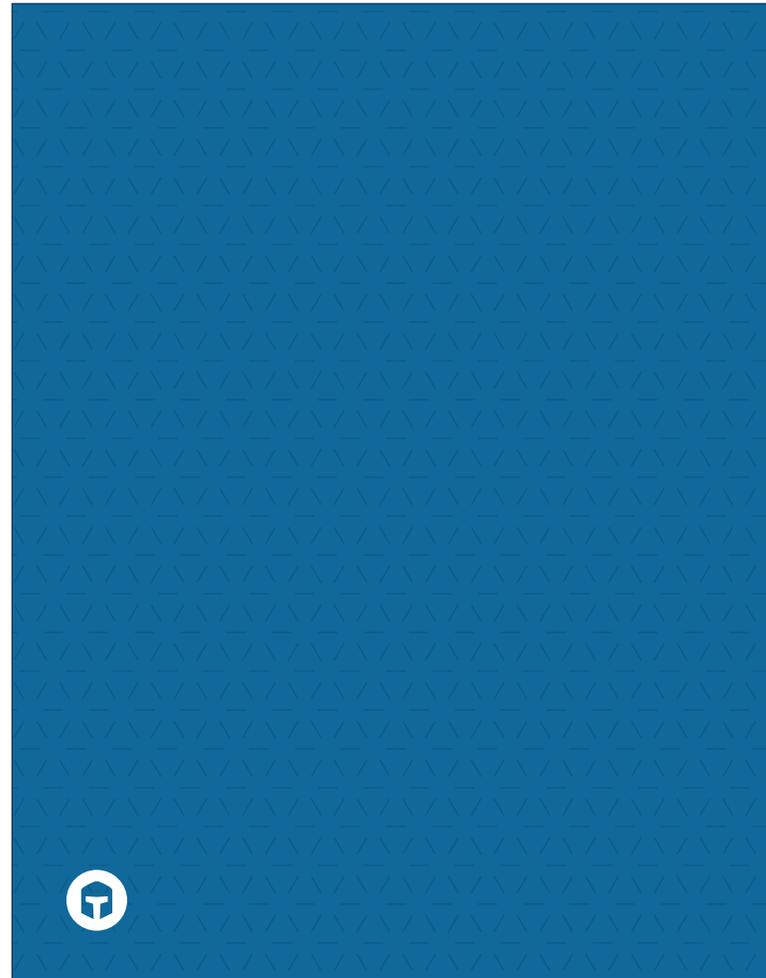


## Pro Stationery System

The TaxSlayer Pro stationery system follows the same guidelines, with the Pro logo replacing the primary logo and Pro blue replacing TaxSlayer red.



**LETTERHEAD FRONT**



**LETTERHEAD BACK**



**BUSINESS CARD BACK**



**BUSINESS CARD FRONT**

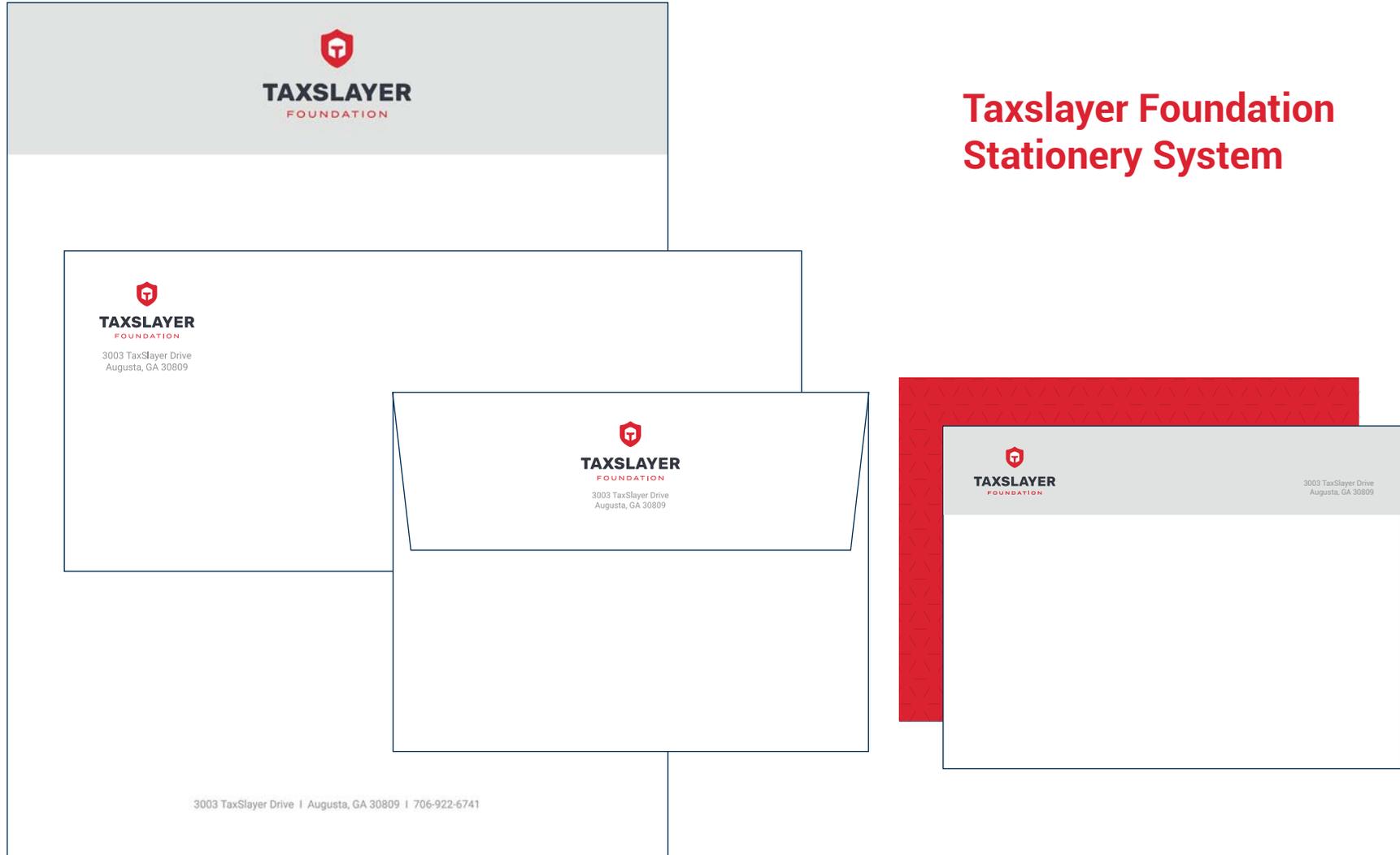


---

3003 TaxSlayer Drive    taxslayerpro.com  
Augusta, GA 30809

---

## No. 10 ENVELOPE



## Taxslayer Foundation Stationery System

# Branded Merchandise

PENS

**LOGO IMPRINT SIZE**

1.5"



## Branded Merch

All branded merchandise and promotional products should abide by logo guidelines.

NOTEPADS



**LOGO IMPRINT SIZE**

2"

MOUSEPAD



**IMPRINT SIZE**

Fill Imprint Area with Icon

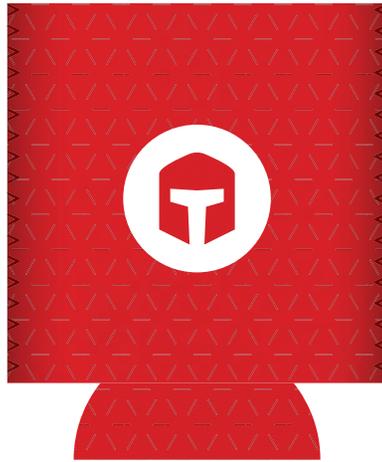
DEBOSSED NOTEBOOK



# Branded Merchandise

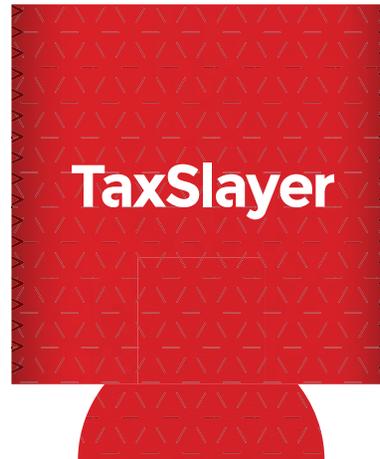
## ICON IMPRINT SIZE

1" width



## WORDMARK IMPRINT SIZE

2" width



## Branded Merch

All branded merchandise and promotional products should abide by our logo guidelines. Always use products that are in brand colors. Do not select promotional products for imprint that are outside of the company color palette.

## LOGO IMPRINT SIZE

6" width



## ICON IMPRINT SIZE

1-2" width

## Wearables

When selecting promotional wearables, abide by our guidelines and select products that are within our brand color palette.

Only internal employee wearables like polo shirts may be outside of the palette.



### T-SHIRT IMPRINT SIZE

8" - 10" width

### HAT ICON EMBROIDERY SIZE

2" width



### MINIMUM EMBROIDERY SIZE

2.5" width



### RECOMMENDED ICON EMBROIDERY SIZE

1" width



### MADEIRA THREAD COLORS

RED: 1147

GRAY: 1239

PRO BLUE: 1497

WHITE: White



### ONE COLOR VS. FULL COLOR EMBROIDERY

Depending on style, you may choose either the one color or full color mark for embroidery.

**BUSY PATTERNS**

Use the icon at a width of 1" when the shirt pattern is complicated or busy.



**PRIMARY VS. REVERSED LOGOS**

Depending on the shirt pattern, it may be appropriate to use either the primary or reversed logo. Use proper judgment so that there is contrast between the logo and the shirt.

**USAGE ON STRIPES**

Do not select busy striped patterns where the logo will be illegible.

**USAGE**

DO NOT USE THIS VERSION OF THE LOGO FOR ANY APPAREL APPLICATION OTHER THAN PGA SPONSORSHIP.



**LOGO SIZE**

The logo should be embroidered 3.5" in width.



**PRIMARY VS. REVERSED LOGOS**

Depending on the shirt pattern, it may be appropriate to use either the primary or reversed logo. Use proper judgment so that there is contrast between the logo and the shirt.

**ICON**

The icon should always be embroidered two color with the helmet in white, enclosed by the red circle.

# Color Coded Icons

FOR INTERNAL USE ONLY



**BLACK**  
HEX: #000000



**BLUE**  
HEX: #27699B



**GREEN**  
HEX: #88BE49



**ORANGE**  
HEX: #DE6B00



**PURPLE**  
HEX: #640083



**RED**  
HEX: #D82631



**YELLOW**  
HEX: #FFBB1D

SECTION SEVEN

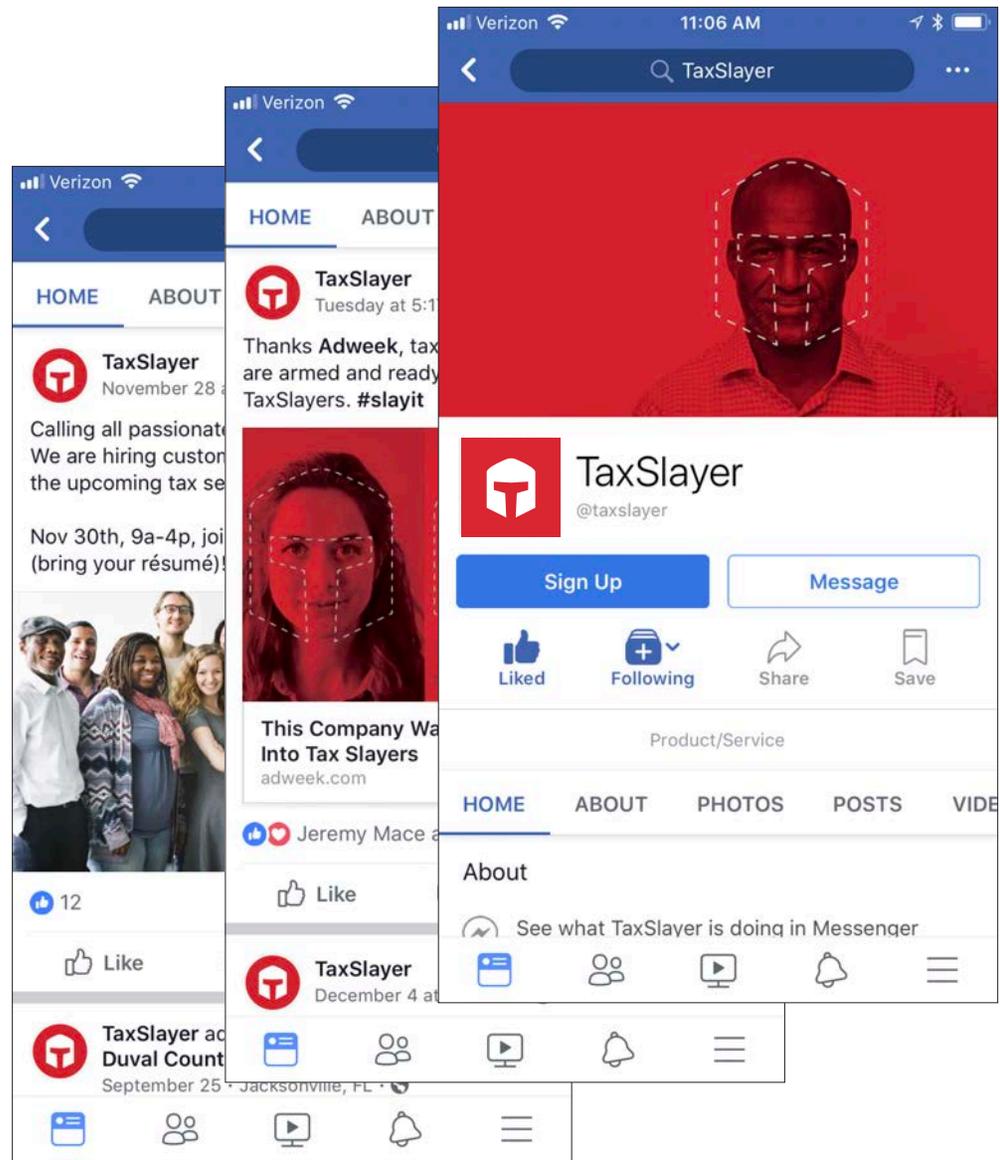
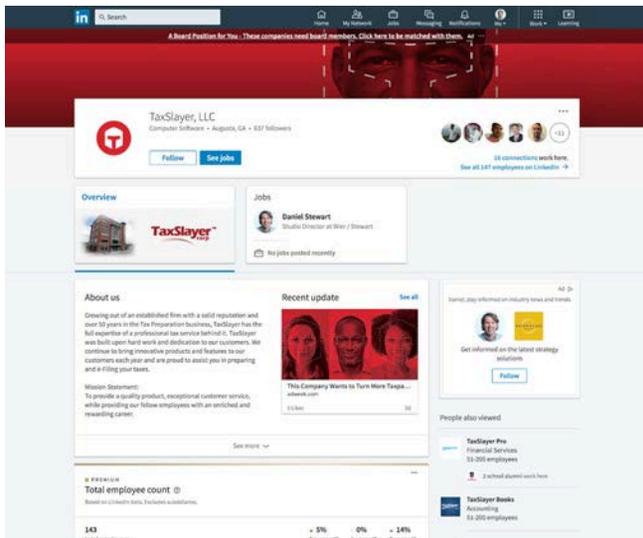
# Digital Assets

---



## Profile Photos

Use the TaxSlayer icon for all social media platform profile photos. For platforms with circle newsfeed displays, you can upload a square treatment of the icon to achieve the appropriate look.



FACEBOOK / TWITTER / LINKEDIN



## Branded Headers

All branded headers should remain consistent with the guidelines. Avoid busy layouts and adding text to header photos.

YOUTUBE / GLASSDOOR



## Branded Headers

All branded headers should remain consistent with the guidelines. Avoid busy layouts and adding text to header photos.

## GOOGLE PLUS



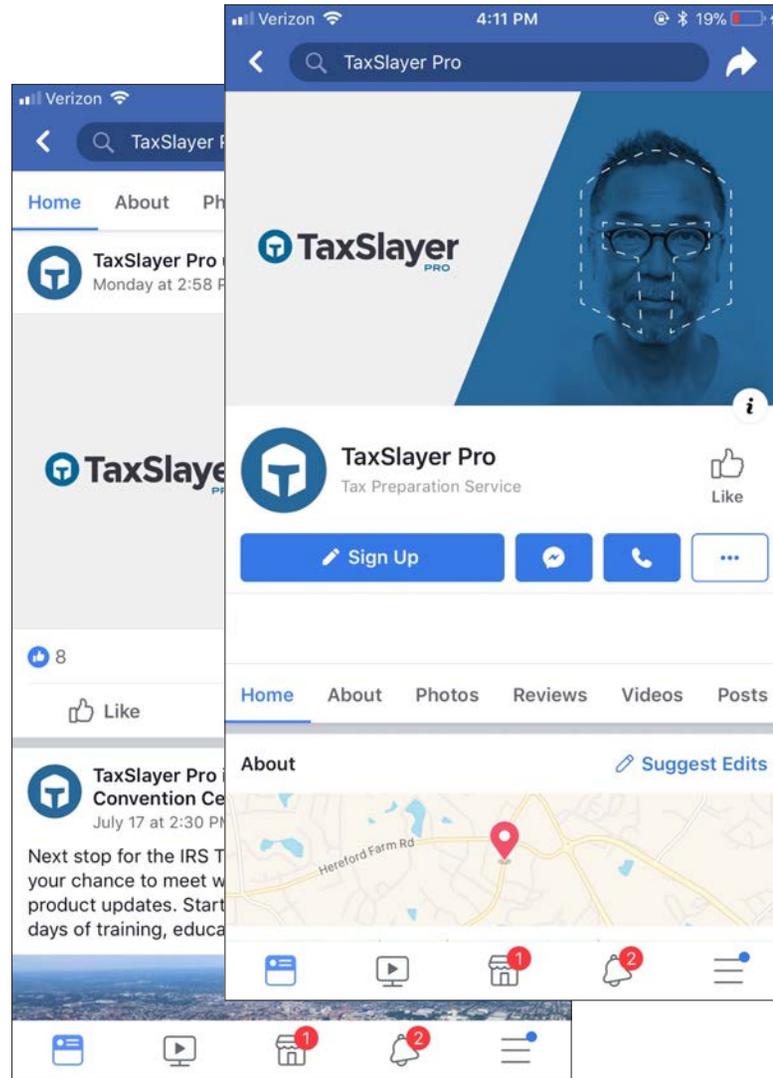
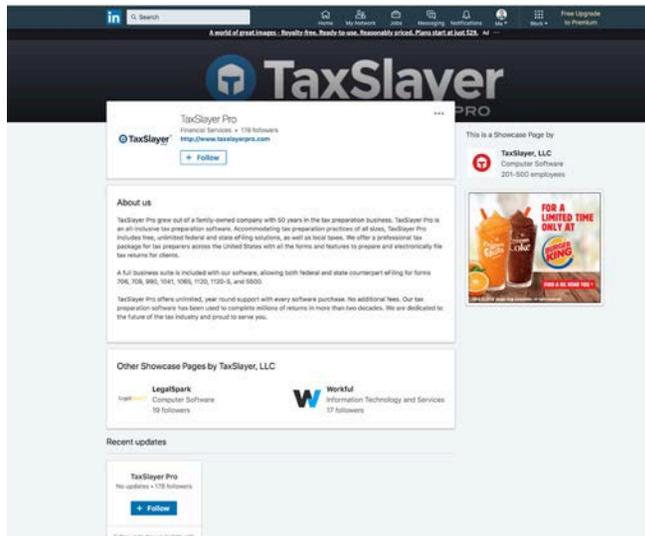
## Branded Headers

All branded headers should remain consistent with the guidelines. Avoid busy layouts and adding text to header photos.

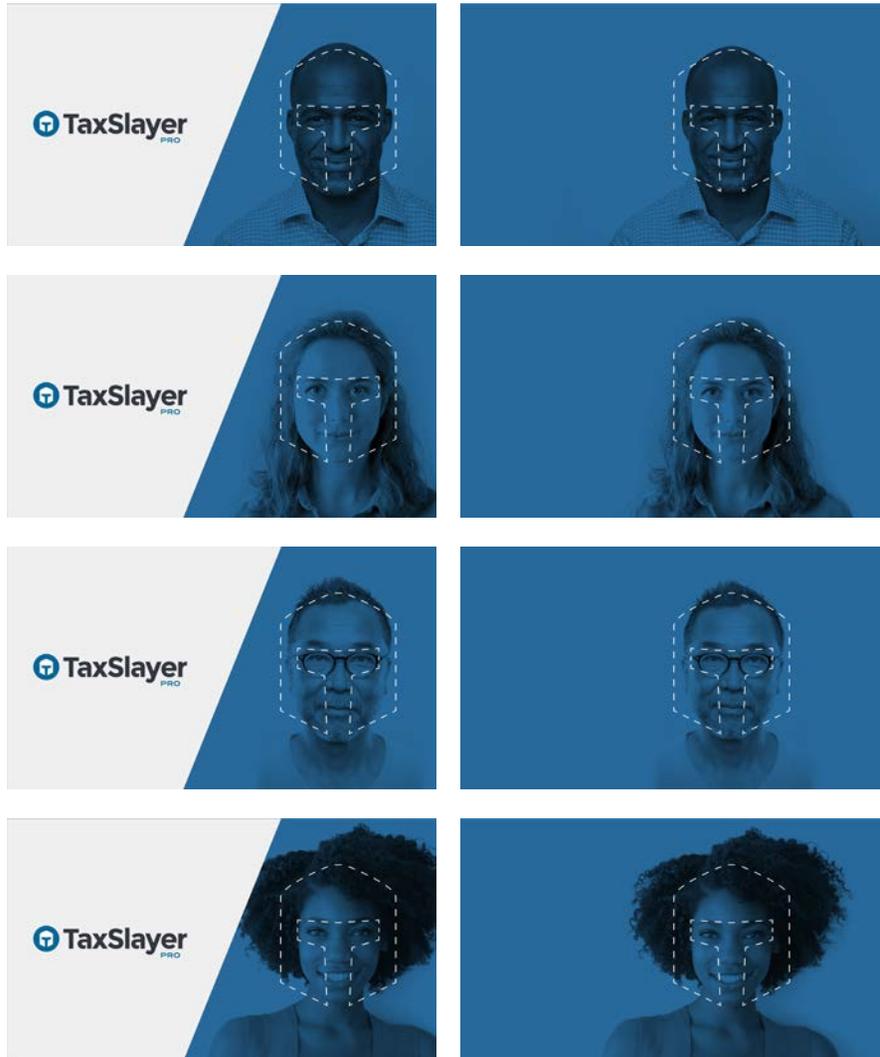


## Profile Photos

Use the TaxSlayer Pro icon for all social media platform profile photos. For platforms with circle newsfeed displays, you can upload a square treatment of the icon to achieve the appropriate look.



FACEBOOK / TWITTER / LINKEDIN



## Branded Headers

All branded headers should remain consistent with the guidelines. Avoid busy layouts and adding text to header photos.

YOUTUBE / GLASSDOOR



## Branded Headers

All branded headers should remain consistent with the guidelines. Avoid busy layouts and adding text to header photos.

## Approved Signatures

Team members must use one of our two approved e-mail signature designs.

### EMPLOYEES WITH OFFICIAL HEADSHOTS



**Barry LaCroix**

Chief Marketing Officer

**O** 706-555-555 **M** 706-555-555

**A** 3003 TaxSlayer Drive, Augusta, GA 30809

**W** taxslayer.com **E** blacroix@taxslayer.com

*Maximum Refund by Research Now.*

Top claim or marketing message

### EMPLOYEES WITHOUT OFFICIAL HEADSHOTS



**Barry LaCroix**

Chief Marketing Officer

**O** 706-555-555 **M** 706-555-555

**A** 3003 TaxSlayer Drive, Augusta, GA 30809

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### EMPLOYEES WITH OFFICIAL HEADSHOTS



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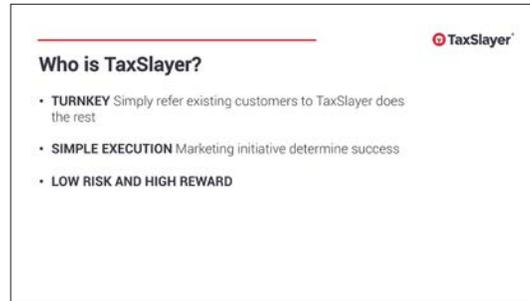


**Barry LaCroix**

Chief Marketing Officer

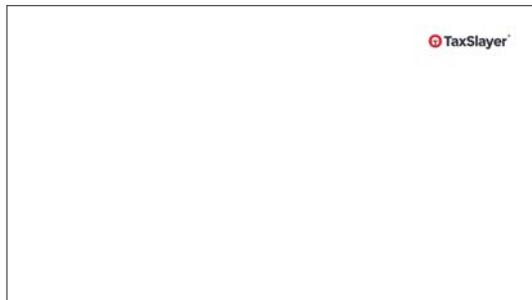
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## PowerPoint Template

All decks and powerpoints should be built from our master template. Example of page layouts here.





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**MARKETING DIVISION**

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