

KROST

Brand Guidelines

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For any questions regarding the contents of this document please contact Anna Chen at anna.chen@KROSTCPAs.com.

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About KROST

Established in 1939 in Pasadena, California, KROST, is a full-service Certified Public Accounting and Consulting firm serving clients across various industries. Our focus is recognizing opportunities and creating value for our clients by equipping them with the tools to make better business and financial decisions for the future. As trusted advisors, our clients depend on us to provide timely information, innovative solutions, and result-driven teamwork to ensure success.

Simplifying the Complex

Here are the
design guidelines
for KROST.

Follow these
guidelines
carefully to ensure
brand continuity.

01 Logo

Final Logo



01 Logo

Final Logo



**RESTAURANT
ACCOUNTANTS.COM**

01 Logo

Final Logo



02 Usage

Which logo where

A. Full Logo | Print quality full-color KROST logo B. Black outline
| High quality 1-color print logo, giveaway items C. Grayscale |
Grayscale for black and white prints. ex b&w memos, fax sheet
D. Digital | Logo created with a .PNG or .JPEG file format for web
uploads, not print quality.

A



B



C



D



02 Usage

Which logo where

A. Full Logo | Print quality full-color KROST logo



02 Usage

Which logo where

A. Full Logo | Print quality full-color KROST logo B. Black outline | High quality 1-color print logo, giveaway items C. Digital | Logo created with a .PNG or .JPEG file format for web uploads, not print quality.

A



B



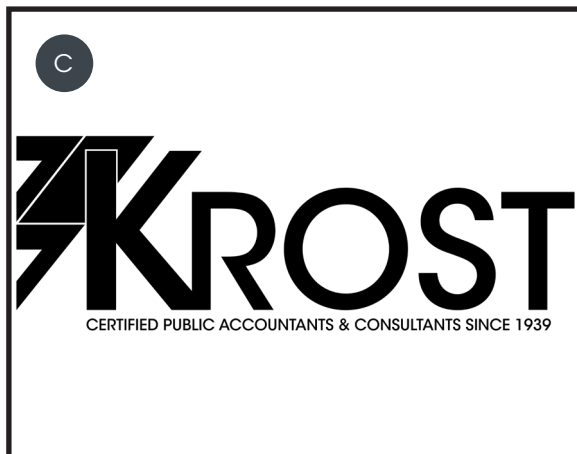
C



03 Colors

Logo color placement

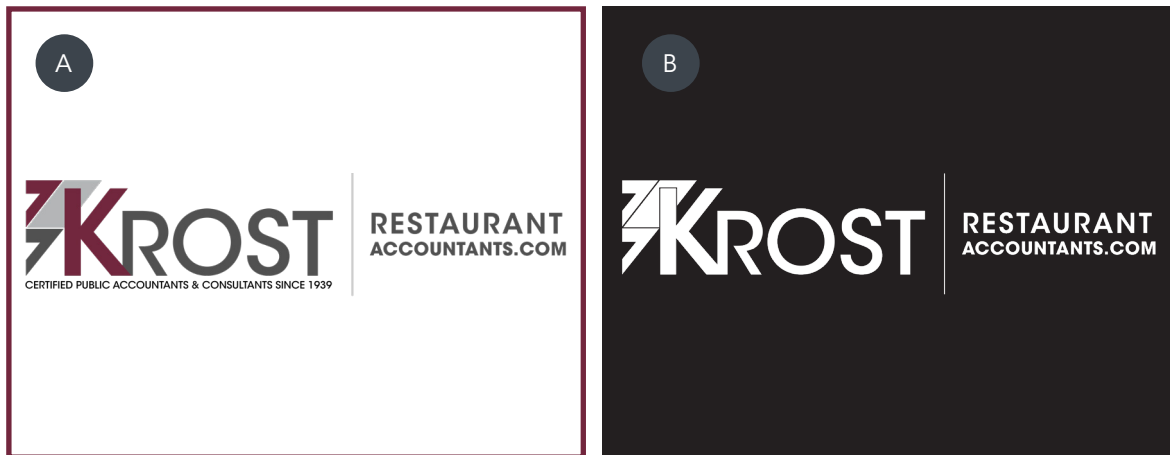
A. Maroon | full-color logo B. Gray | Used on envelopes, black and white memos
C. Black | Used for 1-color prints with light background
D. White | Used for 1-color print with dark background



03 Colors

Logo color placement

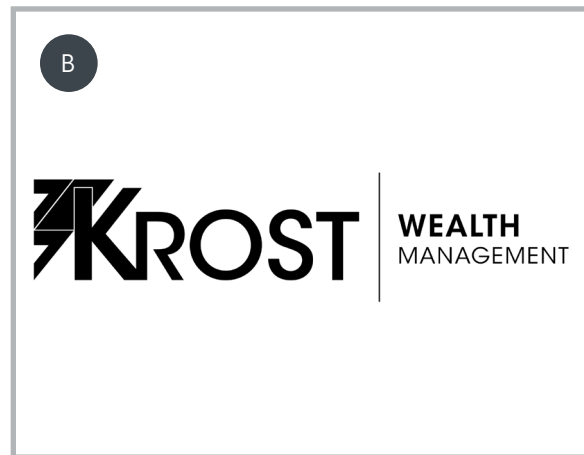
A. Maroon | full-color logo B. White | Used for 1-color print with dark background



03 Colors

Logo color placement

A. Maroon | full-color logo B. Black | Used for 1-color prints with light background C. White | Used for 1-color print with dark background



04 Errors

Ensure not to do the following

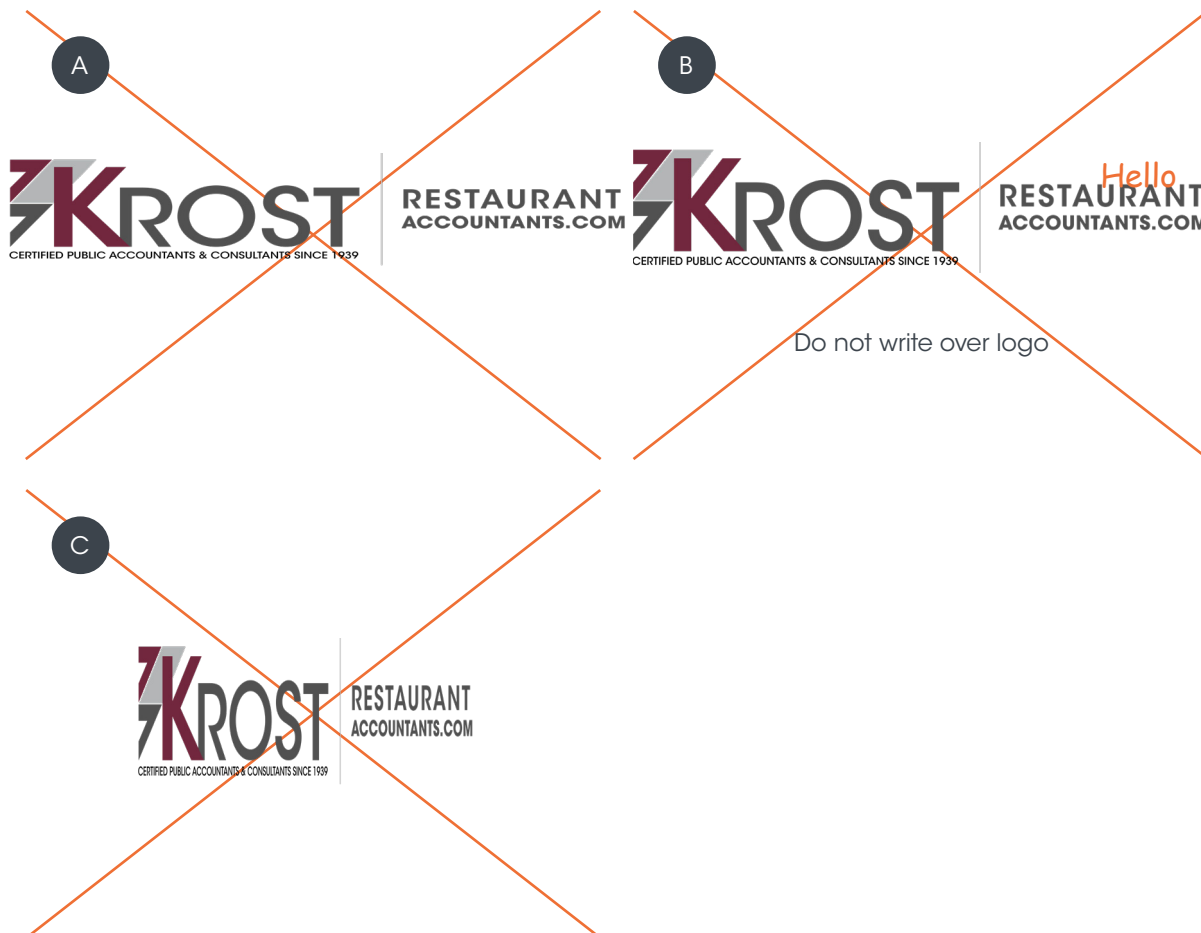
A. Stretch | Example of stretched logo B. Write over | Do not write over the logo with text. C. Distort | Example of distorted logo.



04 Errors

Ensure not to do the following

A. Stretch | Example of stretched logo B. Write over | Do not write over the logo with text. C. Distort | Example of distorted logo.

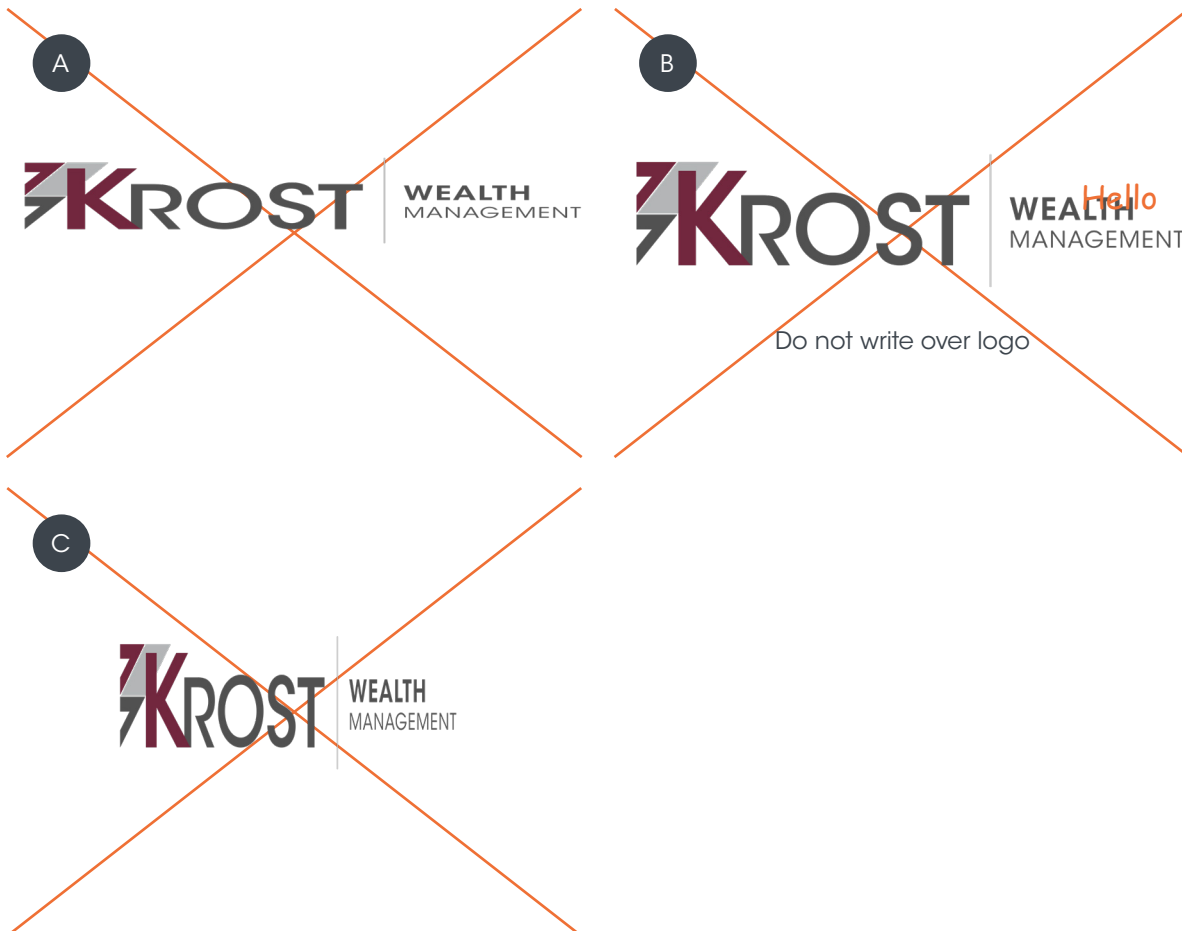


Do not write over logo

04 Errors

Ensure not to do the following

A. Stretch | Example of stretched logo B. Write over | Do not write over the logo with text. C. Distort | Example of distorted logo.



05 Fonts

ITC Avant Garde Gothic Std Medium - Logo font

KROST

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

ITC Avant Garde Gothic Std Book - Tagline

CERTIFIED PUBLIC ACCOUNTANTS & CONSULTANTS SINCE 1939

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Calibri Regular - Body font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

06 Palette

Maroon: C39 M90 Y57 K38 / Pantone 209c / Web #72273E / R114 G39 B62



Light Gray: C31 M23 Y23 K00 / Web #B3B6B7 / R170 G175 B173



Dark Gray: C65 M57 Y65 K34 / Web #515151 / R70 G72 B63



Black: C00 M00 Y00 K100 / Web #000000 / R18 G18 B18



07 Type

H1 Header

ITC Avant Garde Gothic Std
Medium

Header

Sub-Header

ITC Avant Garde Gothic Std
Book
24pt / 30pt leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BC (Body Copy for KROST proposals and documents)

Calibri

Bold & Regular

11pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BC (Header/Footer Copy for KROST proposals and documents)

Calibri

Regular

9pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

08 Print

Stationery - Letterhead full-color

The KROST letterhead example is below:

KROST Logo: 2" wide, left aligned to margin (in line with text).

Margin of document: 1" all around

Body text: Calibri, font size 11



PrimeGlobal Logo:

Logo must include PG tagline
2.5" wide, right aligned to
right-side margin

Header Standard & Font:

Calibri (Body), size 9, 0.5"
header from top

Footer Standard & Font:

Calibri (Body), size 9, 0.3" footer
from bottom

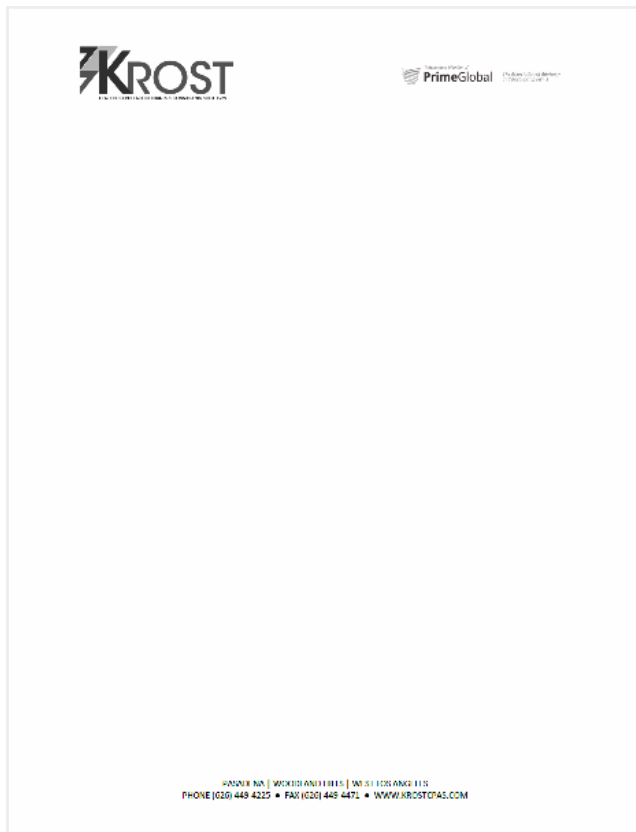
Stationery - Letterhead - Black and White

Black and white version of KROST letterhead.

KROST Logo: 2" wide, left aligned to margin (in line with text).

Margin of document: 1" all around

Body text: Calibri, font size 11



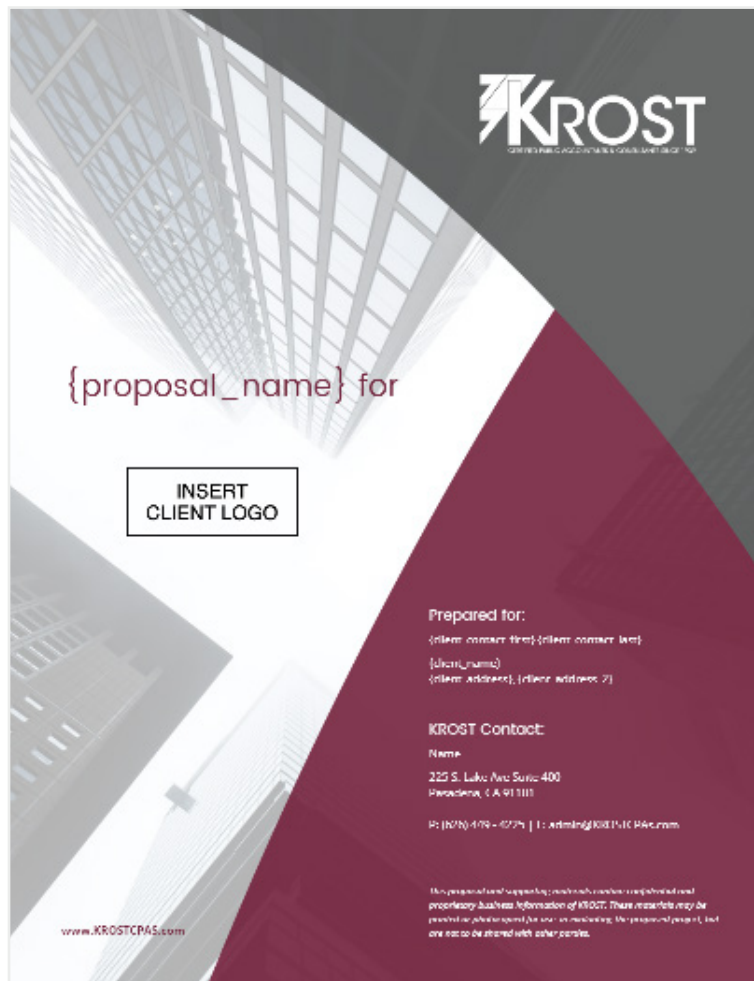
09 Print

Stationery - KROST Proposals propositify

KROST Proposal cover sheet below.

Logo size - 2" width, upper right corner

Website - bottom left corner



09 Print

Stationery - KROST Proposals continued

KROST Services below.

Logo - center bottom footer

Website - bottom left corner

Corporate Services

In today's fast-paced, technology-driven environment, business is more complex, which means that you need a partner that is flexible and capable of handling the working needs of your business. At our core, we believe that better information leads to better decision making. That's why we provide a comprehensive service package with our clients' needs in mind.



Accounting & Write-up Services

KROST's accounting solutions help you to make sound decisions while focusing on the direct needs of your business. Our accounting department is staffed with experienced professionals who understand how to prepare and analyze financial information, identifying opportunities and challenges faced by your organization and ways to address them. From standard bookkeeping to complex compliance and financial statements, our goal is to provide you with valuable insight into the results of your business operations.



Client Accounting Services (CAS)

CAS can be a cost-effective way to have high-level financial reporting without having to hire a team of Certified Public Accountants and accounting professionals. CAS will allow you to focus on business growth, while your KROST team provides the financial data you need. At KROST, we provide analysis and clarity regarding the management of cash and reporting to help you manage your business at a glance.



Assurance & Advisory Services

We understand your business, the amount of time it takes to finish your work and the challenges faced throughout the year. Armed with this knowledge, we work with our clients to provide assurance that their numbers are reasonable, and to advise the right course of action when those numbers aren't painting the best picture of their business. The ultimate goal is to add value to our clients, and to do that we use innovative technology and time-tested procedures to systematically tackle each of the engagement steps. We believe in teamwork and proactive communication, which allows us to consult the engagements smoothly and achieve a mutually desired end goal.

09 Print

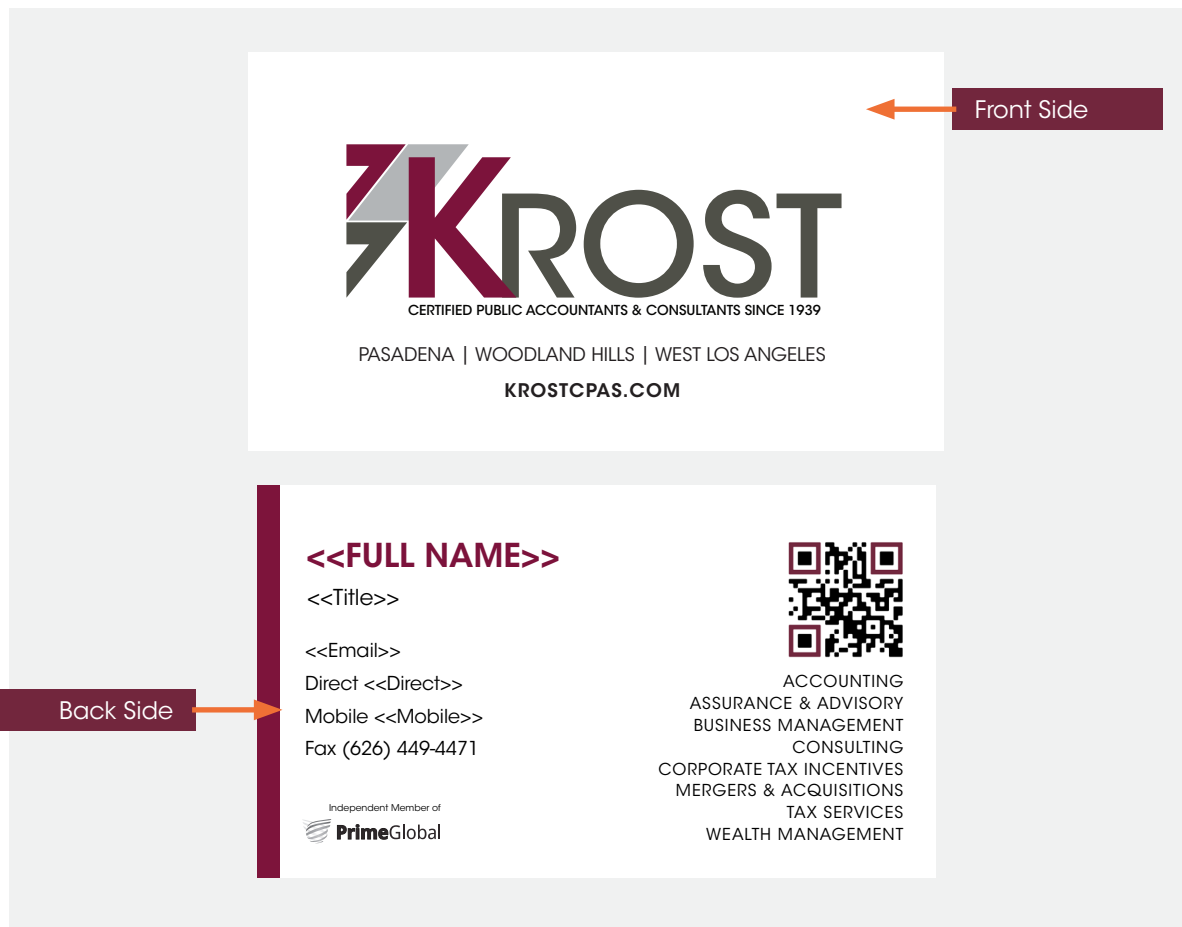
Differences between the Business cards:

All cards have Full Name, Email, Direct info

Principals contains mobile number; *only Principals are allowed mobile numbers on their business card and email signature.*

Restaurant contains RestaurantAccountants.com on front of cards, no fax number

Business Card - Principals

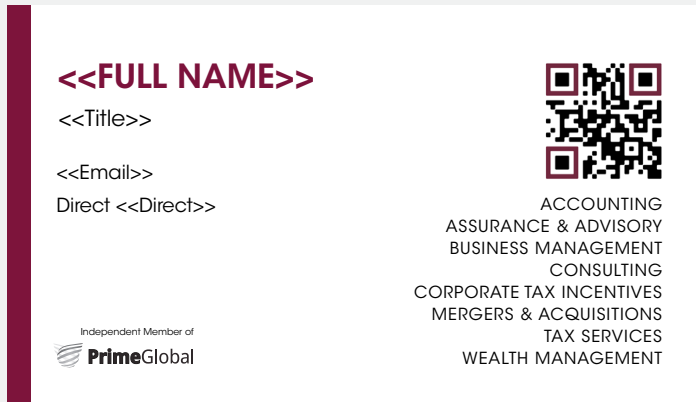


Business Card - Restaurant



Front Side

Back Side



Business Card - Staff



Front Side

Back Side

