



EAGLE TAX
Hommerding Global

Branding Book

Eagle Tax | Hommerding Global
2024

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Brand best practices

Overview

In a dynamic scenario of accounting services in the United States, Eagle Tax emerges not only as a provider of financial solutions, but as a symbol of commitment, seriousness and patriotism. Eagle Tax positions itself as an essential ally in the management of personal and business finances.

In addition to its deep roots in the local community, Eagle Tax embraces a progressive outlook, constantly seeking improvements and updates to ensure its practices are aligned with the latest trends and regulations. This dedication to innovation not only strengthens its position in the market, but also ensures that its customers receive the best services tailored to their constantly evolving needs.

Finally, Eagle Tax is not just an accounting company, but a promise of trust and efficiency, committed to the financial success of each individual and company that chooses to walk alongside it.



Usage and application

Logo

For Eagle Tax, creating its visual identity goes beyond simply choosing a unique logo. We chose to develop three distinct variations that complement each other and adapt to different graphic and digital needs and contexts.

The first variation is the icon (item i), designed especially to be used on social media and in printed artifacts that require reduced space. This icon is essential to maintain brand visibility in a clear and recognizable way, even in small formats.

The second variation is the brand (item ii), which takes the lead role as the most prominent and recognizable representation of Eagle Tax. This version carries with it the weight of the company and its values, making it ideal for use on medium to large sized materials , such as brochures, banners and presentations.

Finally, we have the logo (item iii), designed to be used on printed items such as letters and official documents.



Icon



Mark

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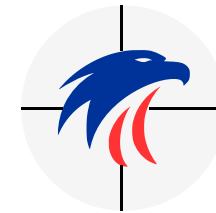


Logotype

Usage and application

Safe space

Having a breathing space is crucial for a successful visual identity, as it allows the brand's visual elements to breathe and stand out appropriately in different contexts. This area of empty space around the logo, typography, and other visual elements not only helps avoid the feeling of visual clutter, but also contributes to brand clarity and readability.



Icon



Mark



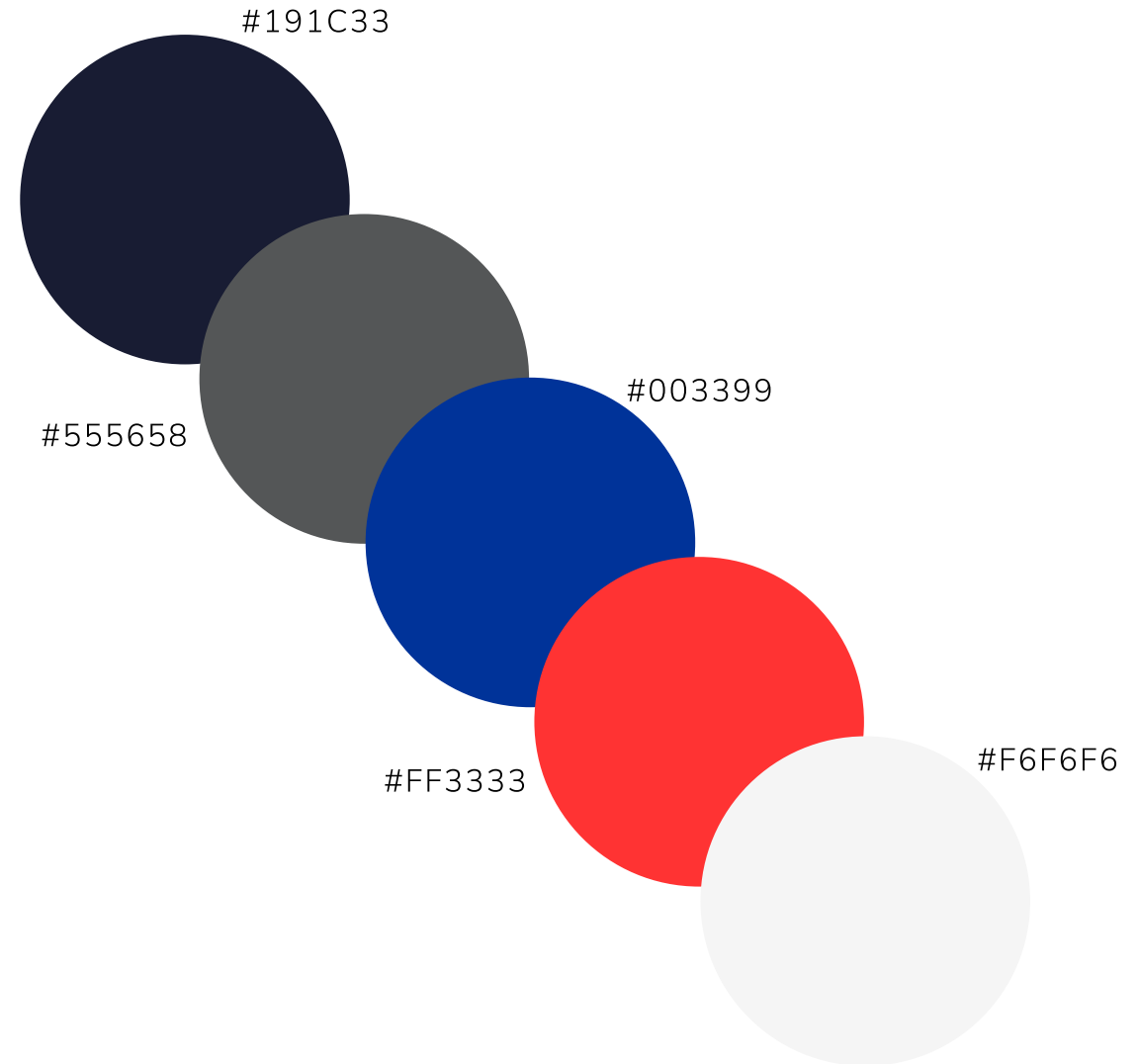
Logotype

Using the brand palette

Colours

To create an impactful and meaningful visual identity for Eagle Tax, careful choice of color palette plays a crucial role. The colors of the American flag - red, white and blue - form the basis of the chosen palette. These colors not only evoke a feeling of patriotism and confidence, but are also intrinsically linked to Eagle Tax's history and identity. Additionally, the use of complementary gray and white tones adds a layer of sophistication and gravitas to the brand, ensuring a professional appearance on all materials and platforms.

The strategic combination of these colors not only reinforces Eagle Tax's connection with its US client base, but also projects an image of stability, trust and commitment to excellence in financial services. This palette isn't just aesthetic; It is a visual representation of the company's core values, creating a memorable and distinctive identity in today's competitive market.



Usage and application

Logo Variations

Brand variations are essential to offer the company more than one version of its logo. Typically, we develop two or more variations from the main logo, and it is crucial to include a neutral black and white version. These variations are flexible and can be applied in various ways, depending on the company's specific preference in each usage context.



Using the brand palette

Typography

Primary

Futura - Bold

Choosing a primary typography for a brand is of paramount importance, as typography not only communicates the textual message, but also creates a cohesive and memorable visual identity, strengthening the brand's presence in the market and reinforcing customers' trust in its image. and professionalism.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Using the brand palettee

Typography

Secondary

Frank Ruhl Libre - Regular

Having a secondary typography as support for a visual identity is essential to increase the brand's flexibility and adaptability in different contexts and materials. While primary typography establishes the basis of the visual identity, secondary typography complements and enriches this basis, offering variations that can be used in different situations without compromising the consistency of the brand. It allows you to highlight additional information, such as subheadings, technical information or specific details.

Aa

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii
Jj	Kk	Ll	Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
01	02	03	04	05	06	07	08	09

Usage and application

Visual board

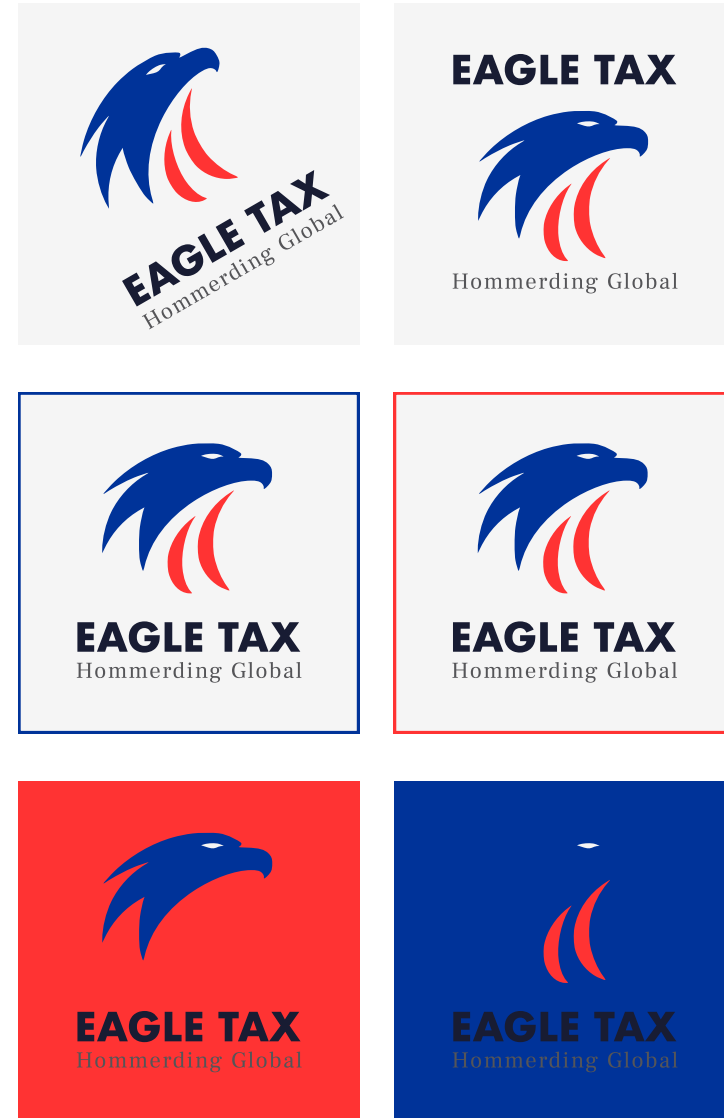
By consistently applying its visual identity across these areas, Eagle Tax not only builds a strong and recognizable image, but also reinforces the values of trust, professionalism and excellence that are fundamental to the company.

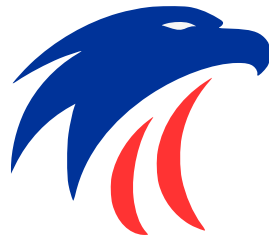


Usage and application

Don't do it

When building a brand, it is crucial to consider what should not be done with it. Paying attention to this aspect is essential, as ignoring it can result in inadequate exposure of the brand to the public.





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