

Davis Grant Brand Guidelines

Logo

Corporate Masthead



CHARTERED CERTIFIED ACCOUNTANTS | REGISTERED AUDITORS | TAX & BUSINESS ADVISORS

Bare-logo (use sparingly as ident)



*Eg. Merchandise, email sig, social media watermark.
Stacked logo under review. Please do not use.*

With Positioning



Clear short message. Highly targeted client segments.

Mission Statement

“Your personal advisors giving trusted, expert, proactive tax and business advice.”

Core Values

- Personal
- Helpful
- Trusted
- Relevant
- Timely

Personality

- Knowledgeable
- Friendly
- Expert
- Professional

Positioning

Chartered Certified Accountants

Anyone can call themselves an Accountant, using the controlled terms *Chartered Certified* demonstrates a substantial commitment to training, qualification and ongoing regulation by the ACCA.

Think Ahead



Trainee Development - Gold

~~Chartered and Certified~~

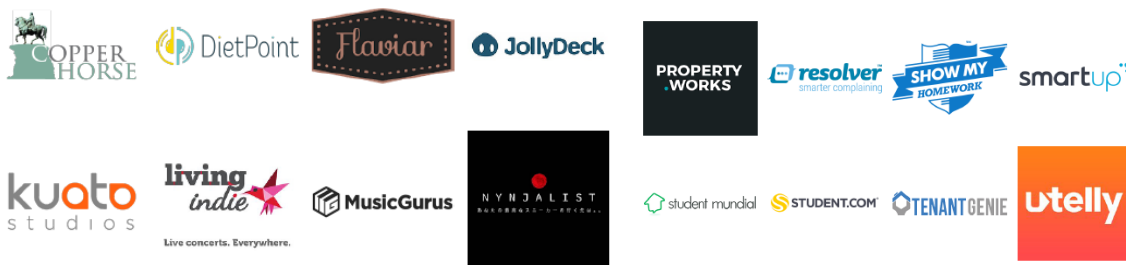
NB. **do not** use the terms separately or in other forms.

Tax & Business Advisors

It's not all about last year and what you *have* to do to keep the taxman and authorities happy. We are about getting to know you and helping to find solutions and achieve your **business and personal goals**.



Specialists in the Tech Sector



What Our Clients Say

"When you need a strong support structure for your startup, look nowhere else"

Frank Meehan, Founder and CEO SmartUp



smartup⁺

Colour Palette

Davis Grant Blue (#008aaf)

0 138 175	RGB	0, 138, 175	CSS	rgb(0, 138, 175);
	HSL	193, 100, 34	CSS	hsl(193, 100%, 34%);
	HSB	193, 100, 69	Hex	#008aaf
	CMYK	100, 21, 0, 31	Websafe	#009999

Pantone Solid Coated 2209 C	Pantone Solid Uncoated 7704 U
Pantone Metallic 8222 C	Pantone Pastels Neons Coated 801

Complementary Colour (#af2500)



Aside Background #ecf2f6

Typography

Logotype



Literature

Document Title

Futura PT, Heavy, 30pt, #14b6ea

Section Header

Futura PT, Heavy, 17pt, #14b6ea

Body Text. Futura PT, Book, 12pt.

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Correspondence

Letters, Arial 11pt

Email, Calibri 11pt

Web Font

PT Sans, Sans Serif

Letterhead



Date:

Our Ref:

<LMCLPartnerIdentifiers>/122

CHARTERED CERTIFIED ACCOUNTANTS REGISTERED AUDITORS • TAX AND BUSINESS ADVISORS

Client Ref:

Troxel House, 106-110 High Road, Third, Essex, SS21 1LR

Tel: 020 8477 0000

Fax: 020 8477 0001

Email: info@davisgrant.co.uk

www.davisgrant.co.uk

<LMCLMCTitles> <LMCLMInitials> <LMCLMCSurnames>

<LMCLName>

<LMCLAddr1>

<LMCLAddr2>

<LMCLAddr3>

<LMCLTown>

<LMCLPostcode>

Dear <LMCLMCFormalSalutation>

Engagement Letter - <LMCLName>

Thank you for engaging us as your tax consultant. This letter and the attached schedule of services together with our standard terms and conditions set out the basis on which we will act.

Who we are acting for

We are acting for <LMCLName> ('you') only. Where you would like us to act for anyone else such as one of your directors we will issue a separate engagement letter to them.

Period of engagement

This engagement will start immediately.

Scope of services

You have engaged us to provide tax advisory services and the detail of those services is contained in the attached schedule. This states your and our responsibilities in relation to the work to be carried out. If we agree to carry out additional services for you, we will provide you with a new or amended engagement letter. Only the services which are listed in the attached schedules are included within the scope of our instructions. If there is additional work that you wish us to carry out which is not listed in the schedules, please let us know and we will discuss with you whether they can be included in the scope of our work.

Fees

Our fees will be charged in accordance with our attached standard terms and conditions. Please review these to ensure you understand the basis of our charges and our payment terms.

Kind Regards

Yours sincerely

<LMCLPartnerForenames> <LMCLPartnerSurnames>

<LMCLPartnerForenames> <LMCLPartnerSurnames>

For <LMCLAgentNames>

Director: Gary G. Chartered FCA & AICFIA - FRSA, John VOA FCA & AICFIA, CIMA

Manager: Jenny Cassels FCA & Chartered GIBFA & AICFIA - BSc, David Gifford FCA & Chartered BSc(BA) GIBFA & AICFIA, John FCA

Registered as Auditors and registered for a range of company services regulated by the Association of Chartered Certified Accountants

John Gifford is a limited company registered in England No. 10498542



Business Card



CHARTERED CERTIFIED ACCOUNTANTS • REGISTERED AUDITORS • TAX & BUSINESS ADVISORS

Nick Van de Weyer
Marketing and Business Development

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Email Signature

Thanks

Ben

Ben Chernoff ACCA
Senior Manager

Email: ben@davisgrant.co.uk
Direct: 020 8477 0042 Office: 020 8477 0000

www.davisgrant.co.uk Feedback > Chat Support > [!\[\]\(88dc589df8ebf77e733d408d7c00b47f_img.jpg\)](#) [!\[\]\(63432a4ff562ddf8e5709bd8921efd0e_img.jpg\)](#) [!\[\]\(ca63d96ca3ff0953cfb16b549ebeac5b_img.jpg\)](#) [!\[\]\(7978f8381950d9ab045193a7ebc33a88_img.jpg\)](#)

Davis Grant, Treviot House, 186-192 High Road, Ilford, Essex IG1 1LR. [View Map](#)

 **PRACTICEexcellence**

Specialist Team of the Year

SHORTLISTED
2017



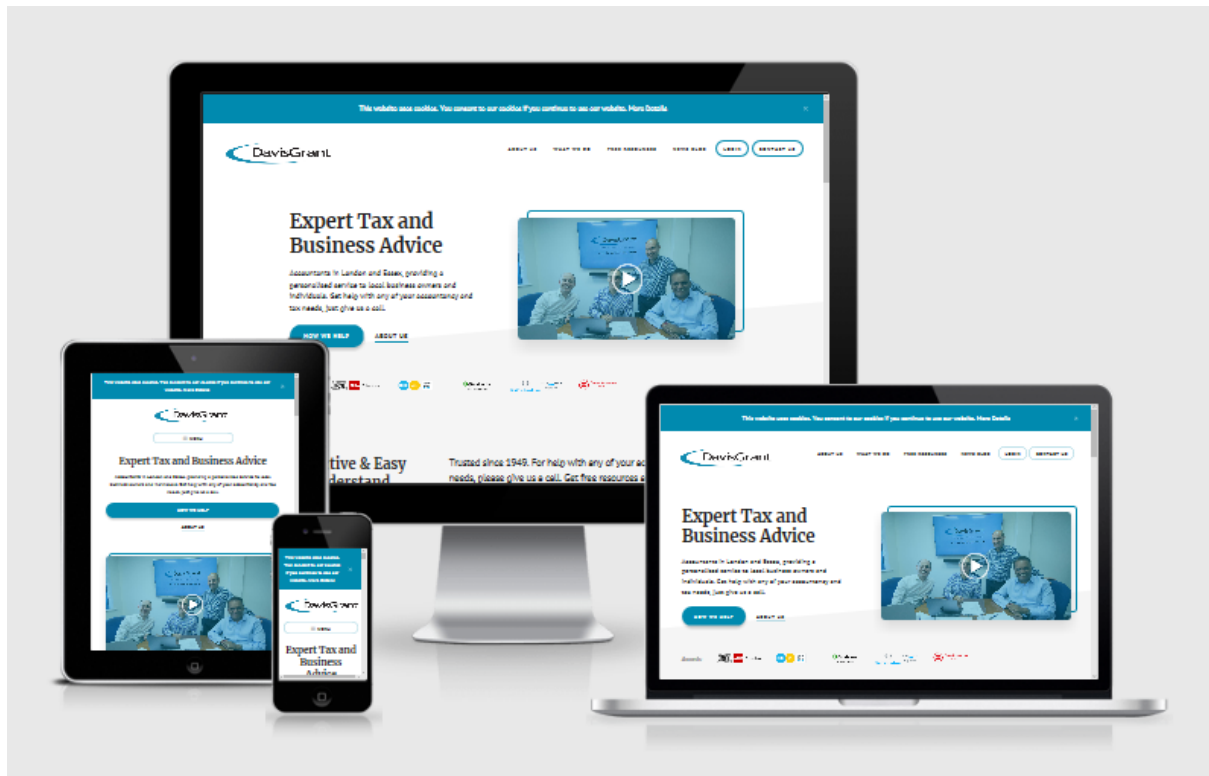
Books and Guides



Help-sheets




Website




Social Media Cover




Email Newsletters



This Month's Tax News







Automatic Enrolment for Pensions

All employers are now required to offer workplace pensions to eligible workers.

Tax Free Savings

Although interest rates for savings generally remain low, there are still a few tax-efficient savings opportunities on offer.





Changes to VAT Flat Rate Schemes


Whilst the scheme continues to operate, many businesses will no longer find it economical to use.

Get More Info...

Explore these issues and more with our detailed article designed to keep you one step ahead of the taxman.

[Read Now →](#)

www.davisgrant.co.uk
Davis Grant is the trading name of Davis Grant Limited.
Treviot House, 186-192 High Road, Ilford, Essex IG1 1LR.
Registered in England & Wales with company number 07113456 - VAT Reg. Number GB 985 8616
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Fake HMRC emails, texts and tax scams

Davis Grant are constantly working to protect you and deal with the government on your behalf. This week our team have reported a rise in fake texts and emails claiming to be from HMRC regarding tax refunds.

HM Revenue and Customs (HMRC) will never use text or email to:

- tell you about a tax rebate or penalty
- ask for personal or payment information.

Never give out private information (such as bank details or passwords), reply to text messages, download attachments or click on any links in emails if you're not sure they're genuine.

What to do if you are suspicious...

If you are not sure, there is [official guidance](#) available. If you have definitely received a suspicious message you can forward it to HMRC and automatically report it.

We recommend that you [contact HMRC](#) if you think that you've already have given any personal information in reply to a suspicious email or text. If you have any further concerns on this subject, please contact us to discuss them further.

[More Info →](#)

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