



SOXIA

YOUR PARTNER IN TAX & FINANCIAL SERVICES

BRAND GUIDELINES

2021



GUIDELINE OUTLINE



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ABOUT THE SOXIA BRAND

SOXIA is a tax and financial services company that provides a full range of tax optimization and financial services to clients in a wide variety of industries. SOXIA is a comrade, friend and ally and helps its clients grow their business and reach their goals. SOXIA differentiates itself from other tax and financial services brand by being trustworthy and by consistently providing high quality services in a timely and efficient manner. SOXIA's strong brand leads to recognition, advocacy, credibility and loyalty maintaining a long-lasting professional bond with its clients.

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BRAND LOGO

SOXIA's logo uses a vector outline of the brand name, what it stands for and the logo element of its initial 's'. SOXIA represents a trustworthy partner in high-quality tax and financial services. A partner who will take your hand and help you grow and go the extra mile. The logo presents a chic and professional tone.



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BRAND ELEMENTS

SOXIA logo element 1 uses a vector design of SOXIA's initial 's'. Element 2 uses a vector outline of an 'x' crossing symbol representing the unity, bond and interaction of trust between SOXIA and its clients. Element 3 is a line element used to add structure to a page design. The line can be in any color on the brand's color palette.

1



2



3



TYPOGRAPHY | WEBSITE

** APPLY FONT SIZES AS FIT BEST

HEADER
Lato Light Bold

LATO LIGHT BOLD

BODY
Lato Light

LATO regular is the body fonts that should be used for all website content of SOXIA.

SPECIAL
Lato light Italic

SOXIA unites with its clients to reach a common goal

TYPOGRAPHY | COMMUNIQUE

** APPLY FONT SIZES AS FIT BEST

HEADER
Arial Bold

ARIAL BOLD

BODY
Arial regular

Arial regular is the body fonts that should be used for all newsletter and application forms content of SOXIA.

SPECIAL
Arial italic

SOXIA unites with its clients to reach a common goal

TYPOGRAPHY | SOCIAL MEDIA POST

** APPLY FONT SIZES AS FIT BEST

HEADER
Lato Bold

LATO BOLD

BODY
Lato Regular

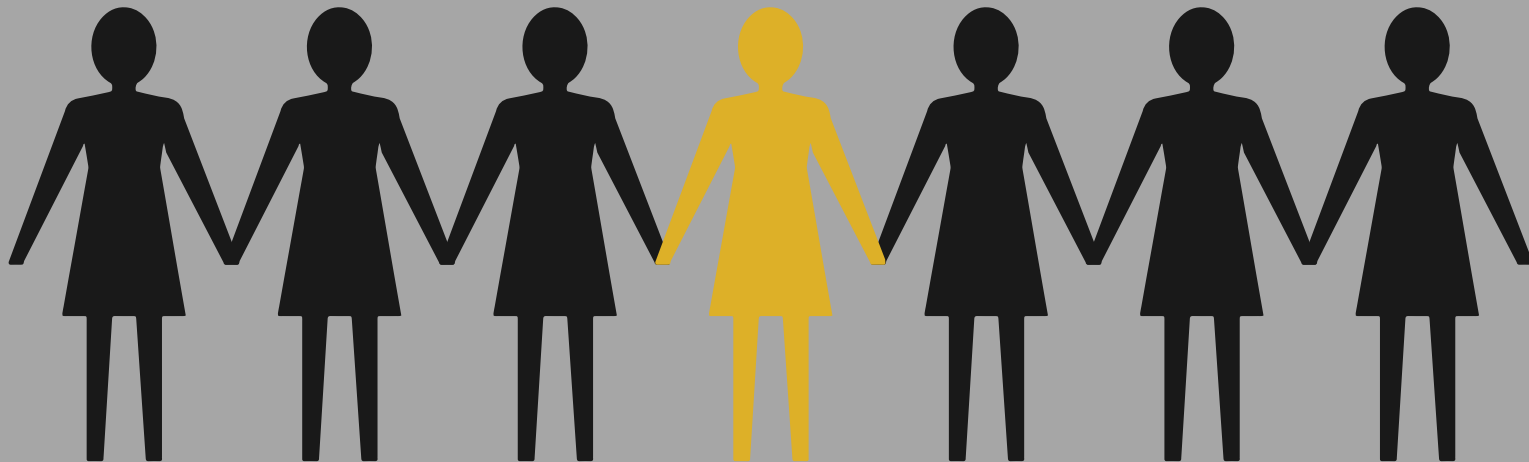
LATO regular is the body fonts that should be used for all social media post of SOXIA.

SPECIAL
Lato Bold Italic

SOXIA unites with its clients to reach a common goal

TONE OF VOICE

SOXIA presents itself as a highly professional, respectful, courteous and trustworthy brand. The brand uses a very calm, reassuring tone that allows the clients to have the confidence that SOXIA will guide them to be in good corporate standing while finding optimization and financial solutions to help them advance their business .



COLOR PALETTE

** LIGHTER AND DARKER SHADES IN THIS COLOR SCHEME ARE ALLOWED WHEN REQUIRED



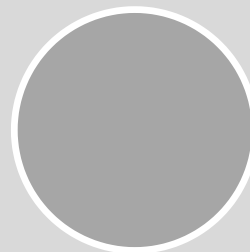
MUSTARD YELLOW
HEX #DDB028



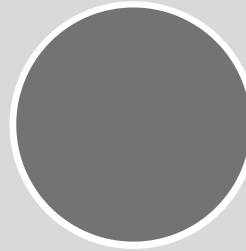
LIGHT MUSTARD YELLOW
HEX ##F6D779



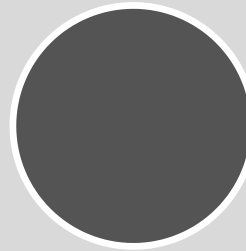
LIGHT GREY
HEX #D9D9D9



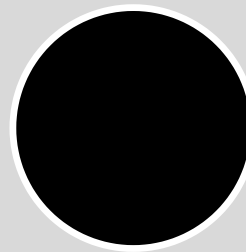
BRIGHT GREY
HEX #A6A6A6



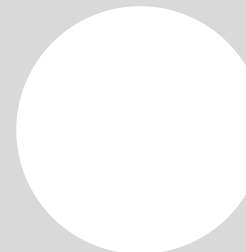
GREY
HEX #737373



DARK GREY
HEX #545454



BLACK
HEX #000000



WHITE
HEX #FFFFFF



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