



Brand Guidelines

Specifications for CPA.com, RIVIO and OnPoint PCR
July 10, 2019

Guidelines directory

Brand System Introduction

- 3 Welcome
- 4 Brand Attributes
- 5 Empowering CPAs
- 6 The CPA.com Logo
- 9 Iconography
- 10 Typography
- 11 Imagery
- 13 Copy Direction

14 Products and Services Branding

- 15 OnPoint PCR Brand Elements
- 19 RIVIO Brand Elements



CPA.comTM

Welcome to the creative team

Your work will contribute to our effort to build the CPA.com brand. We're glad you're on board and look forward to seeing how your talent will expand our brand awareness in a multitude of channels.

The purpose of this document is to provide overall creative direction and strategic positioning for the CPA.com creative assignments that you're about to participate in.

It's designed to help you maintain continuity as you contribute to our series of external and internal communications. You'll be applying this thinking to every communication touch point from web to print, video to 3-D displays.

Our goal is to provide you with the tools you'll need to design and message a seamless and consistent brand experience anywhere – on any platform. This guide will help get you there. Have fun, explore these pages and put your energy into smart ideas.

The CPA.com Brand Guidelines has the basics covered.

Brand attributes

It's worth repeating that CPA.com's mission of empowering CPAs and businesses in the digital age is at the core of the CPA.com brand.

Key offerings and attributes include:

- Trusted advisor – technology, strategy and vision
- First point of access for professional advice
- eCommerce and SAAS solutions
- Thought leadership
- Value added distributor of third party solutions
- CPA.com private label offerings
- Leaders in security
- Curator and strategic partner
- Go-to-market strategies
- Experts at cloud based workflow
- Professional services to assist with software adoption
- Digital curriculum with live classes
- Bundled pricing on partner programs
- Account managers that know the profession
- The Annual Digital CPA Conference (DCPA)

In addition, CPA.com brings a high level of added value to the accounting community with practice development resources such as:

- Firm Marketing Resources
- Blog
- Infographics
- Podcasts
- Success Stories
- Testimonials
- Whitepapers
- Webinars
- Videos

Although there are many competitors in the marketplace, it's CPA.com's clear understanding of both technology and accounting that truly sets the brand apart.

CPA.com: The accounting authority teamed with leading edge technology

Strategic: Concepts, resources and access to help manage and grow business

Visionary: Anticipating change and knowing what's next

Best of Breed: Teaming up with leading providers of the best accounting solutions



Empowering the accounting profession for the digital age

The CPA.com brand celebrates the change agent that exists within every firm – the modern accounting professional who wants to move their business forward.

Our brand persona is represented by three core elements:

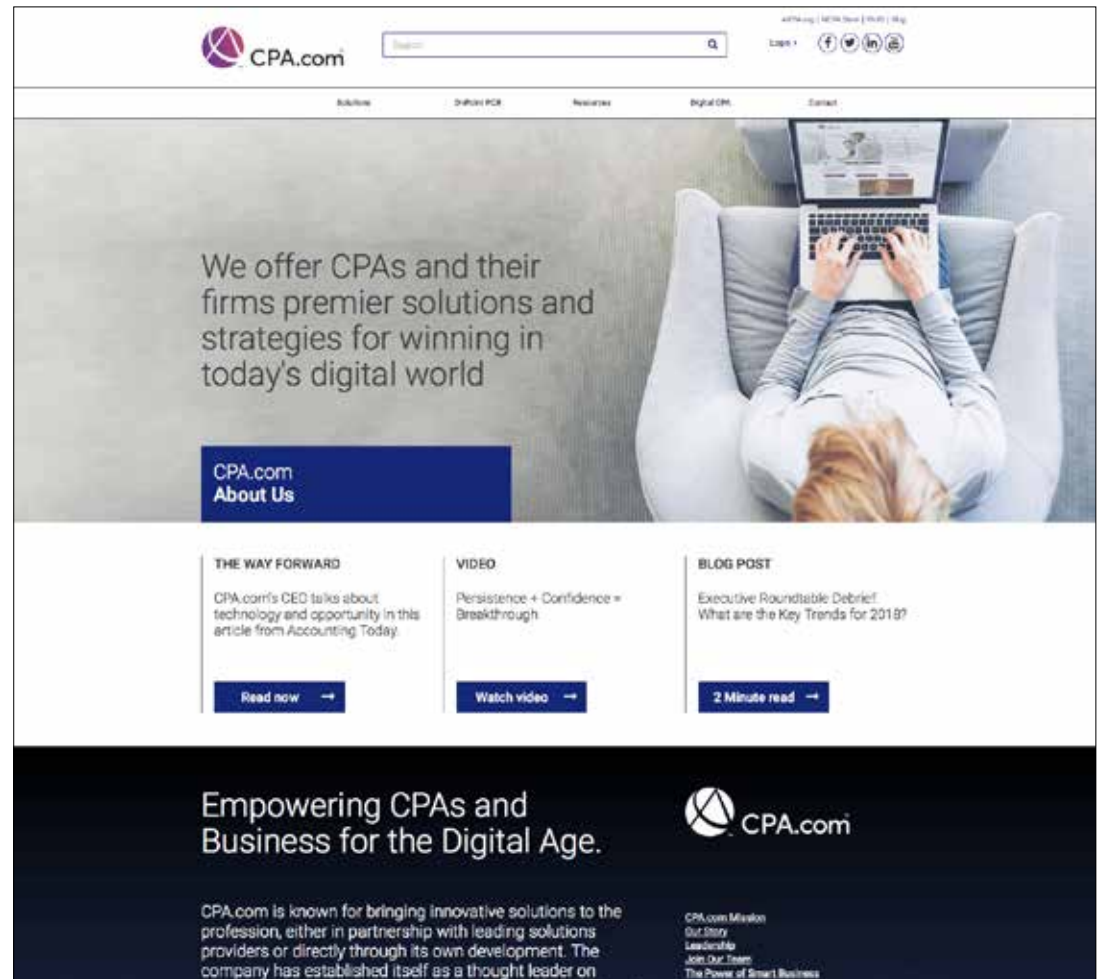
- Engaging photographs of individuals who are smart, self-assured and contributing to their firm's success.
- Headlines and body copy are benefit oriented, immediate and written in a voice that's conversational – not impersonal business jargon.
- A full graphics system developed by the AICPA Brand Team

The CPA.com brand embraces the look and feel of the AICPA's Brand Style Guide while standing out as its own unique entity.

It's a persona that conveys confidence, wit and positions CPA.com as the authority when it comes to the needs of CPAs, their firms and their clients.

"Empowering the accounting profession for the digital age"

This is the CPA.com mantra for guiding the accounting profession into the 21st century.



The CPA.com logo

Our logo is an integrated part of the AICPA Brand Family. Its structure and make-up fully align with the symbol and wordmark developed by the Association.

Only use the approved logo artwork as shown in this document and the AICPA's Brand Standards. Do not create it or the globe artwork yourself.

Our logo is made up of two elements: the globe symbol and the CPA.com name (wordmark). In rare cases, the symbol may be used alone (e.g., on business cards, multimedia, confined spaces and small print areas).

The structure shown at right is the only configuration for our mark. Stacking or repositioning the elements in any other form as well as modifying the font or typography is prohibited.

The logo can appear two ways:

- In positive form as shown against a white or light-colored background. Remember in positive form the logo should be in full color
- In negative form the logo is all white. Use this mark when it's placed over a dark color



←
• Logo in positive form



←
• Logo in negative form

Logo incorrect usage

Shown here are some (but not all) examples of what not to do with our logo. To avoid making these or similar off-brand mistakes, simply use one of the two logo options provided on the previous page – in its complete form.

 Do not change the logo's color scheme	 Do not add special effects	 Do not alter the logo structure	 Do not change the logo font
 Do not scale disproportionately	 Do not lock-up with tag line	 Do not use the logo font in isolation	 Do not introduce new graphic elements
 Do not change the globe color or design	 Do not use the color globe when knocking out	 Do not outline the logo	 Avoid using the all black logo

The CPA.com service logos

In addition to our core logo, there are two service logos that accompany specific communications that play a key roll in the overall brand ecosystem. These logos are used when sharing brand space with another brand.

CPA.com has developed specific products and services either independently or in conjunction with another organization which fall under CPA.com Products and Services. These offerings are supported by the service logo. The brands that carry “a service of” mark are:

- Digital CPA Conference
- OnPoint PCR
- RIVIO
- Mail@CPA.com

A service of



Iconography

We've adopted the iconography style of the AICPA. By doing so we're able to share these graphic elements as well as create a single, integrated look for all of our communications.

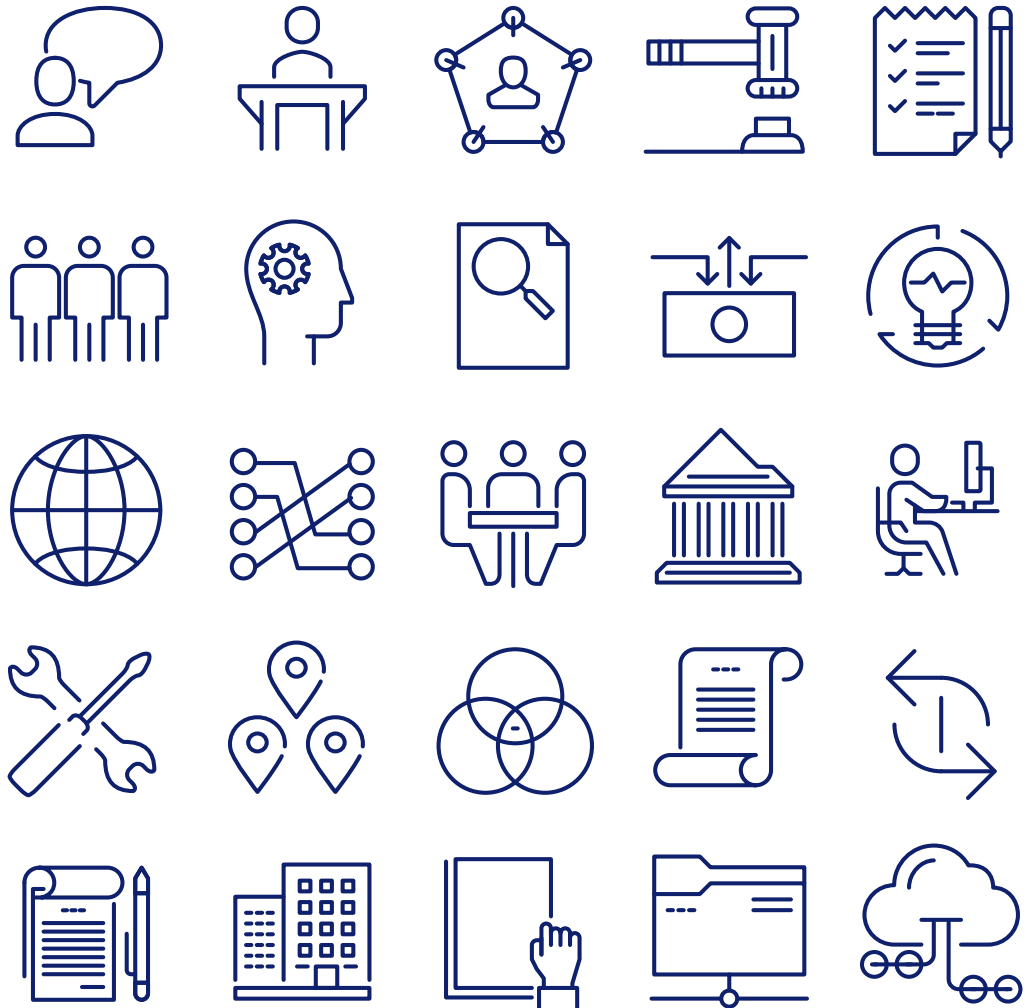
The approach is simple. We utilize a linear style that's one color, created with a single line. You'll note on the examples at right, that each image tells or supports a bigger story.

Use this design option when:

- You're communicating features in a small space
- Your overall concept requires additional support
- You want to add visual interest to the page

When using iconography make certain:

- The design element has a role in the communication
- It's simple, clear and uncomplicated
- It integrates with the overall look through color scheme and execution style
- Line weights and colors are consistent



Typography

CPA.com’s typographic direction has been sourced from the AICPA Guidelines. Roboto is an open source font that comes in many styles and weights.

We utilize three different weights from a core font to maintain simplicity and to add impact when needed.

Our primary font is Roboto Light. This should be considered the default choice simply because it works well in different mediums and a full range of sizes.

A key support font is Roboto Medium. This weight adds impact to a call to action and clarity to a banner ad. Keep in mind that this contrasting font works best when it’s utilized at a minimum.

Roboto Thin is considered our display font. It’s best when used large as a tasteful design element. Think of it as a solution to a unique communication or a special event.

As mentioned earlier, Roboto is an open source font designed by Christian Robertson. It’s available free of charge at: <https://fonts.google.com/specimen/Roboto>

!@#\$%^&*()_=
QWERTYUIOP[]\
ASDFGHJKL;’
ZXCVBNM,./
1234567890-=
qwertyuiop[]\
asdfghjkl;’
zxcvbnm,./

**Roboto Light
Primary Font**

!@#\$%^&*()_=
QWERTYUIOP[]\
ASDFGHJKL;’
ZXCVBNM,./
1234567890-=
qwertyuiop[]\
asdfghjkl;’
zxcvbnm,./

**Roboto Thin
Display Font**

!@#\$%^&*()_=
QWERTYUIOP[]\
ASDFGHJKL;’
ZXCVBNM,./
1234567890-=
qwertyuiop[]\
asdfghjkl;’
zxcvbnm,./

**Roboto Medium
Secondary Font**

Imagery

It's important that our imagery represents what today's firms and accounting professionals really look like. That's why it's essential that we portray the profession as a modern and tech-savvy.

Typical photos of posed and overly-happy professionals staring into the camera comes across as unauthentic.

As the category leader, we must change this trend and offer a clear point of view. Using the correct imagery allows CPA.com to do just that – lead the profession in a contemporary way.

Our photography shows the empowered CPA. Their body language and facial expressions need to define confidence and “in charge”. These individuals generally appear alone for partner communications and in groups for corporate initiatives.

The setting and execution should look and feel realistic. They should appear in and around professional environments. The lighting should feel natural.



Imagery examples

Our accounting professionals are well-dressed, attractive and modern. They should range in age, gender and ethnicity.

Their overall stance, pose and gesture relates to both the headline and the brand solution or service they're representing.

Avoid toothy smiles or anything that looks overly posed. Keep in mind that the CPA.com client should never be represented in a way that suggests humor or irony.

The CPA.com empowered CPA photo should always portray a persona that conveys confidence, success and supports CPA.com's overall mission.

It's worth noting that CPA.com's partners have identified specific individuals that best represent their brand in our marketing environment. The follow pages will help define how each is represented.



Copy direction

When writing headlines and body copy for CPA.com it's key that the language get to the heart of the real benefit to the CPA or the firm. Instead explaining what the product or service does, you'll need to grab your audience with an emotional trigger that will pull them in.

For example, this is an ad about the Sage Intacct Accountants Program. This program offers firms with high value engagements such as virtual CFO-level outsourced accounting services for their clients.

Instead of going into detail about of industry leading resources, tools, education and support, this headline pinpoints the true benefit to the CPA firm and their clients:

Achieve extraordinary growth in outsourced accounting

This tweet-sized headline efficiently gets to the heart of the offering and delivers it in the form of a true benefit. Keep this language smart and simple while saying it as efficiently as possible. Keep your solution positive, upbeat and free of jargon.

Headlines should appear in sentence case. Avoid punctuation at the end of single sentence headlines.



A service of

 CPA.com™

 CASEWARE

A smarter way to do preparation, compilation, and review engagements

 OnPoint PCR™

OnPoint PCR combines AICPA methodology and guidance with CaseWare's dynamic new cloud platform, to transform how preparation, compilation, and review engagements are done. Custom-built for firms, OnPoint PCR enables you to enhance engagement quality and efficiency through interactive checklists, integrated PBC request templates, and linked engagement letters and financials that update automatically as engagement information is updated.

Request a demo or register for a webinar at
CPA.com/OnPoint
or call 855.855.5CPA

CPA.com and CaseWare
OnPoint PCR

©2018 The Globe Design is a trademark owned by the Association of International Certified Professional Accountants and licensed to CPA.com.

Products and services communications elements

A service of

CPA.com™

CASEWARE

CPA.com services logo

Contributor logo

Benefit oriented headline

A smarter way to do preparation, compilation, and review engagements

Hero image specific to the product or service

Product or service logo

OnPoint PCR™

Short, efficient body copy that provides enough information for the reader to want to know more

Light blue to dark blue blend

Request a demo or register for a webinar at
CPA.com/OnPoint
or call 855.855.5CPA

Call to action that drives to a phone number and/or a specific page on CPA.com

Licensing information

CPA.com and CaseWare
OnPoint PCR

CPA.com Blue tab which includes the name of the product or service

CPA.com partner branding

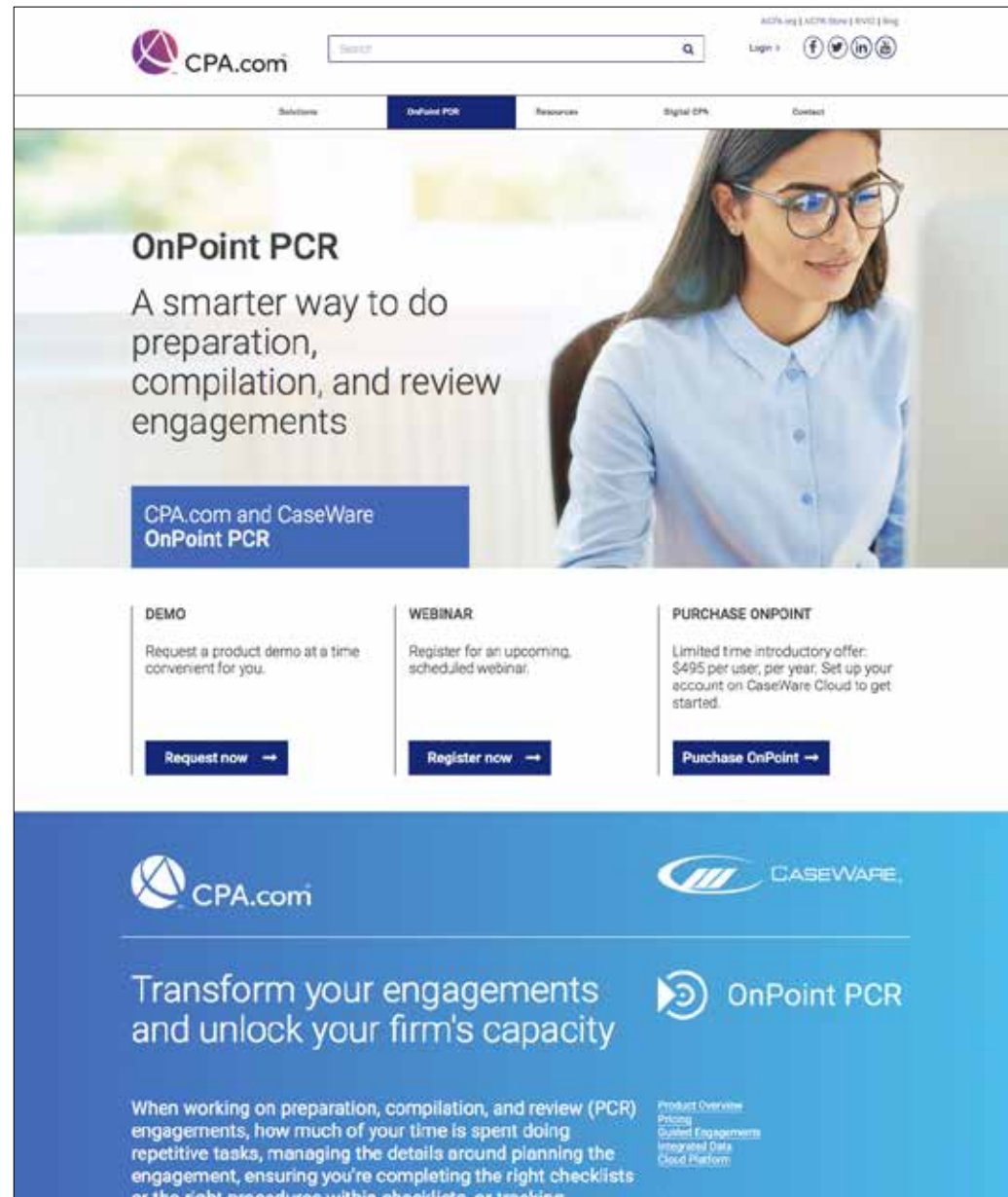
OnPoint PCR brand elements



OnPoint PCR Firms Hero Images



OnPoint PCR Logo



OnPoint PCR Web Site

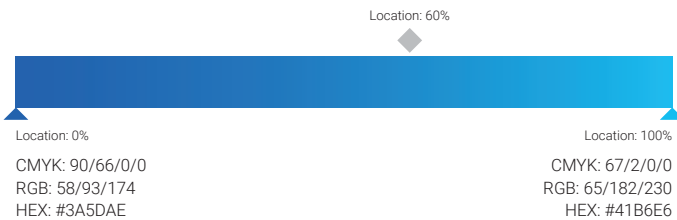
CPA.com products and services branding

OnPoint PCR brand elements

CPA.com Blue

Pantone 2756C
CMYK: 100/96/27/20
RGB: 15/32/108
HEX: #0F206C

OnPoint PCR Color



OnPoint PCR Blend

CPA.com and CaseWare
OnPoint PCR

OnPoint PCR Tab

A service of



A smarter way to do preparation, compilation, and review engagements



OnPoint PCR combines AICPA methodology and guidance with CaseWare's dynamic new cloud platform, to transform how preparation, compilation, and review engagements are done. Custom-built for firms, OnPoint PCR enables you to enhance engagement quality and efficiency through interactive checklists, integrated PBC request templates, and linked engagement letters and financials that update automatically as engagement information is updated.

Request a demo or register for a webinar at
[CPA.com/OnPoint](https://cpa.com/OnPoint)
or call 855.855.5CPA

©2018 The Globe Design is a trademark owned by the Association of International Certified Professional Accountants and licensed to CPA.com.

CPA.com and CaseWare
OnPoint PCR

OnPoint PCR Ad

CPA.com partner branding

OnPoint PCR brand elements

A service of

 CPA.com™

 CASEWARE.

 OnPoint PCR™


A smarter way
to do preparation,
compilation,
and review
engagements


The display pod features a dark blue header with the CPA.com and CASEWARE logos. Below the header is a large image of a woman in a light blue shirt looking thoughtfully at a globe. The OnPoint PCR logo and tagline are overlaid on the image.

Display Pod


Pre-header to go in this area.

A service of

 CPA.com™

 CASEWARE.

OnPoint PCR

 OnPoint PCR™

A smarter way to do
preparation, compilation,
and review engagements


[Learn more →](#)


A1 (text with no images)

Natur, ad et et eatem quam eatis quis conse et es maxim ea nim comien
tionsendae od mil moluptas reperor enisque dolor audant ipsandu ciliquibus
min esere vollit, sequis sunt. Um facid qui iumquam lat pligendis rendand ella
citus aut et quia solendipsum aliquid untes ut dolum quisciam, que vol or em
poratii sciatem oluptas eos parum res accae similu pienducia que dolor aud
ant ipsandu ciliquibus min esere vollit, sequis sunt. Um facid qui iumquam lat
pligendis rendand ellactius aut et quia solendipsum aliquid untes ut dolum
quisciam, que volorem.

Koitius aut et quia solendipsum aliquid untes ut dolum quisciam, que vol or
em poratii sciatem oluptas eos parum res accae similu pienducia que dolor
aud ant ipsandu ciliquibus min esere vollit, sequis sunt. Um facid qui
iumquam lat pligendis rendand ellactius aut et quia solendipsum aliquid
untes ut dolum quisciam, que volorem.


[Learn more →](#)

 OnPoint PCR™

CPA.com/onpoint 

You are subscribed to webcasts mailing list
[Manage your preferences](#)
[Unsubscribe](#)
[Add to address book](#)
[Private policy](#)
[Contact us](#)

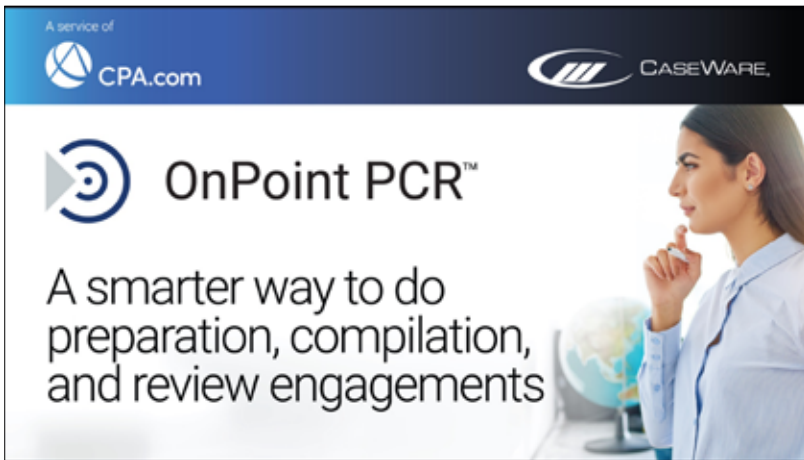
1211 Avenue of the Americas, 10th floor
New York, NY 10036-8775
(888) 777-7077

A service of  CPA.com

The email template mirrors the display pod layout. It includes a pre-header, CPA.com and CASEWARE logos, the OnPoint PCR logo and tagline, a 'Learn more' button, a section of placeholder text, another 'Learn more' button, the OnPoint PCR logo again, social media icons, a mailing list subscription notice with links, contact information, and the CPA.com logo at the bottom.

Email Template

OnPoint PCR brand elements



Digital Poster Brand 1



Digital Poster Brand 2



Digital Poster Webinar



Digital Poster Published Content

RIVIO brand elements



RIVIO Hero Images



RIVIO Logo

The screenshot displays the RIVIO website interface. At the top left is the RIVIO CLEARINGHOUSE logo, followed by the text "A service of CPA.com" and a search bar. On the top right, there are links for "Sign Up" and "Login". Below the header is a navigation menu with links for "About", "Users", "Trends", "Benefits", "Resources & Support", and "Contact". The main content area features a large hero image of a person standing in a circular opening, looking out at a city skyline. The text "Pave the way to secure delivery of financial documents." is overlaid on the image. Below this is a blue button labeled "CPA.com and Confirmation RIVIO Clearinghouse". The page is divided into three columns: "DISCOVER THE BENEFITS" with a "Learn more" button, "WEBINAR" with a "View Webinar" button, and "SUCCESS STORY" with a "See success story" button. The footer contains the CPA.com logo, the CONFIRMATION logo, and the RIVIO CLEARINGHOUSE logo. The main headline in the footer reads "Streamline financial information exchange."

OnPoint PCR Web Site

CPA.com products and services branding

RIVIO brand elements

CPA.com Blue

Pantone 2756C
CMYK: 100/96/27/20
RGB: 15/32/108
HEX: #0F206C

RIVIO Color



RIVIO Blend

CPA.com and Confirmation.com
RIVIO Clearinghouse

RIVIO Tab

A service of
CPA.com™

CONFIRMATION™

RIVIO
CLEARINGHOUSE

Pave the way to
secure delivery of
financial documents.

Bringing more control, efficiency and security to financial document exchange, RIVIO Clearinghouse provides an advanced, digital platform to collect and distribute information. Designed for three different users - CPA firms, private businesses and third-parties, RIVIO protects shared documents from unauthorized alteration.

Learn more at RIVIO.com

The Globe Design is a trademark owned by the Association of International Certified Professional Accountants and licensed to CPA.com. Bill.com and the Bill.com logo are registered trademarks of Bill.com, Inc. in the United States.

CPA.com and Confirmation.com
RIVIO Clearinghouse

OnPoint PCR Ad

RIVIO brand elements

A service of
 **CONFIRMATION**

Pave the way
to secure delivery
of financial
documents.




RIVIO
CLEARINGHOUSE

Display Pod

Pre-header to go in this area.

RIVIO
CLEARINGHOUSE

A service of  CPA.com


Digital, authenticated
financial information
that you can trust.


A1 (text with no images)

Natur, ad et et eatem quam eatis quia conse et es maxim ea nim comien lionsendae od mil moluptas reperor enisque dolor audant ipsandu ciliquibus min esere vollit, sequis sunt. Um facid qui lumquam lat pligendis rendand ellia citius aut et quia solendipsum aliquid untes ut dolum quiscliam, que vol or em poratii sciatem oluptas eos parum res accae simillu pienducia que dolor aud ant ipsandu ciliquibus min esere vollit, sequis sunt. Um facid qui lumquam lat pligendis rendand ellacitius aut et quia solendipsum aliquid untes ut dolum quiscliam, que volorem.

Kcitus aut et quia solendipsum aliquid untes ut dolum quiscliam, que vol or em poratii sciatem oluptas eos parum res accae simillu pienducia que dolor aud ant ipsandu ciliquibus min esere vollit, sequis sunt. Um facid qui lumquam lat pligendis rendand ellacitius aut et quia solendipsum aliquid untes ut dolum quiscliam, que volorem.


[Learn more →](#)

 **CONFIRMATION**

<https://www.cpa.com/RIVIO> 

You are subscribed to webcasts mailing list
[Manage your preferences](#)
[Unsubscribe](#)
[Add to address book](#)
[Private policy](#)
[Contact us](#)

1211 Avenue of the Americas, 19th floor
New York, NY 10036-8775
888.777.7077

A service of  CPA.com

Email Template

RIVIO brand elements



Digital Poster Brand 1



Digital Poster Brand 2



Digital Poster Webinar



Digital Poster Published Content