



WOODARDTM

BRAND GUIDELINES

TABLE OF CONTENTS

WOODARD

Woodard exists to empower small business advisors to radically impact the way small businesses operate.

3	OVERVIEW	22	LOGO Partnership Logo
4-8	BRAND MESSAGING	23-25	TYPEFACE
9	COLORS Usage	26-29	BRAND IN USE
10-15	LOGO Anatomy, Spacing, Usage, Taglines, Dont's		
16-19	LOGO Business Unit Logos		
20	LOGO Strategic Partner Logo		
21	LOGO Annual Conference		

OVERVIEW

WOODARD

Woodard exists to empower small business advisors to radically impact the way small businesses operate. Each business unit of Woodard serves to educate, support and connect accounting professionals throughout North America and, increasingly, throughout the world. Led by Joe Woodard, CEO, Woodard Events, LLC, these business units are our pillars of which we operate: Education, Coaching, Resources, and Community.

At Woodard we exist to do the following for small business advisors:

- We educate small business advisors to provide the highest levels of value for their clients and, in the process, strengthen their practices.
- We coach small business advisors to create distinction, standardize processes, transcend accounting, and transform small businesses.
- We inspire small business advisors with on-demand, highly relevant resources.
- We encourage small business advisors through peer-driven communities, accountability, and information exchange.

As an Intuit contracted partner, Woodard Events leads with forward-looking training for QuickBooks ProAdvisors, but in a broader range of offerings Woodard provides value to all accounting professionals. Nationally, Woodard has a powerful reputation as a leading trainer of accounting professionals, equipping them to scale relevant resources, coaching, education and networking opportunities within their own practices. Known for their quality offerings and strong sense of community, Woodard is focused on elevating small business advisors with their comprehensive suite of products and services for the accounting profession.

This book is to be used as a guide for utilizing the Woodard Brand.

If you have any questions about information contained in this book, please contact Woodard™ 404-857-0700.



BRAND MESSAGING

POSITIONING STATEMENT

Woodard has a singular focus: to empower small business advisors to transform the way small businesses operate. Through strategic consulting, technical guidance, customized events, and of-the-moment industry news, Woodard coaches professionals to new levels of success. As the go-to partner for Intuit's QuickBooks ProAdvisors, Woodard is uniquely positioned to equip technology-minded small business advisors to better support their clients.

ELEVATOR PITCH

Woodard is an integrated, accessible community of experts and small business advisors working together to scale new heights. Think of one person standing at the base of a mountain. They're geared up, highly experienced and ready to climb but, nonetheless, alone. At Woodard, we understand the power of strong professional networks and shared experiences. We connect small business advisors with their peers throughout the profession, helping them build their businesses by leveraging technology innovations, discovering and maximizing growth opportunities, and earning relevant certification training. And, we do all of this because we believe that advisors can make a radical impact on the clients they serve. Woodard does more than just train—we equip small business advisors (CPAs, EAs, bookkeepers, financial coaches and management consultants) with the skills, technology and relationships they need to thrive.



BRAND MESSAGING

MESSAGE 1:

Change the world, one small business at a time.

It's easy to get weighed down by the daily grind of to-dos and rules and processes. Easier still to stay at your desk and just get things done rather than seeking new ways to accomplish everyday tasks. But what if you had the resources at your fingertips to significantly impact the future of your clients? With a few intentional steps you could change the world, one small business at a time. Partner with Woodard and do more than just bookkeeping and compliance—transform your practice into a vehicle for small business transformation.

BRAND MESSAGING

MESSAGE 2:

Imagine laser-focused learning that empowers you to transform small business.

OR

Imagine laser-focused learning that creates thriving, high impact practitioners.

There's always more to learn. Continuing education is essential for any growing professional, and you have a choice of qualified trainers. Partner with someone who truly ups your game. Woodard provides cutting edge, dynamic and innovative training that cultivates vibrant practices. Simply put, our training gives you the power to radically impact your clients' businesses. Woodard's strategic consulting, technical guidance and marketing support create laser-focused learning opportunities that elevate your practice. Engage now. Be empowered. Generate small business success.

WOODARDTM

BRAND MESSAGING

MESSAGE 3:

Join a community of professionals that equips you for success.

If you planned to climb a mountain, you'd likely have a detailed list of supplies and a hand-picked team to accompany you on the ascent. Knowing what to take and who to trust would be essential to your success. How do you decide? At Woodard, we envision ourselves as your basecamp team as well as your Sherpas throughout your climb. With Woodard you can more effectively prepare, launch, scale and achieve your business goals. We are a community of master climbers who live to reach the peak, and we bring energy, community and momentum to everything we do. Partner with Woodard. Climb with strength and intention. Reach the peak.

WOODARDTM

BRAND MESSAGING

BUZZ WORDS:

epic
personal growth
investment
opportunity
community
courage
radical impact
expertise
awareness
partnerships
results
value
strength
networking
camaraderie
peer interaction (likes this – better than networking)
loyalty
engagement
momentum
goals
scale
transform (may like this more than radical impact)
transformative
effectiveness (measurement – how effective was the training you experienced today)

COLORS



Pantone 2133C



CMYK
95/73/2/0



RGB
22/87/164

PRIMARY BLUE

Pantone 2133C
CMYK 95/73/2/0
RGB 22/87/164
HEX #1657a4



CMYK
40/0/81/0



RGB
0/111/184

SECONDARY BLUE

CMYK 40/0/81/0
RGB 0/111/184
HEX #006fb8



Pantone
Cool Grey 10



CMYK
61/53/48/19



RGB
100/101/105

GREY

Pantone Cool Grey 10
CMYK 61/53/48/19
RGB 100/101/105
HEX #646569

WOODARD™

LOGO

FONT

is Futura Extra Bold

SPACING

Custom kerning

TRADEMARK

is positioned in the top right corner above the D.

WOODARDTM

Woodard exists to empower small business advisors to radically impact the way small businesses operate. The Woodard logo evokes professionalism, trust, and strength. The bold letters make a ligature that represent the brand.

Woodard is a registered trademark of Woodard Events, LLC

LEGAL LINE

Use where applicable

WOODARDTM

WE EMPOWER SMALL BUSINESS ADVISORS

TAGLINE

is Avenir Oblique, kerned to 220, and all caps

LOGO

Spacing



There should be a ¼ inch of white space around the Woodard logo



*The tagline logo (file) should be used, never recreated

There should be a ¼ inch of white space around the Woodard logo when the tagline version is used

LOGO

Version Usage: Logo Only

This is the primary logo to be used on all branded elements



WOODARD™

1 Spot: 2133C: Use for Business Cards, Collateral, Embroidery, Signs, Promotional Items



WOODARD™

CMYK: Use for Printed Brochures, Postcards



WOODARD™

Black: Use for faxes and when only black ink is available to print



WOODARD™

RGB: Use for website and all digital use



WOODARD™

White: Use on dark color backgrounds such as a PowerPoints or posters

LOGO WITH TAGLINE

Version Usage: Logo with Small Business Advisors Tagline



1 Spot: 2133C: Use for Business Cards, Collateral, Embroidery, Signs, Promotional Items



CMYK: Use for Printed Brochures, Postcards



Black: Use for faxes and when only black ink is available to print



RGB: Use for website and all digital use



White: Use on dark color backgrounds such as a PowerPoints or posters

LOGO WITH SECONDARY TAGLINE

Version Usage: Logo with Small Business Tagline



1 Spot: 2133C: Use for Business Cards, Collateral, Embroidery, Signs, Promotional Items



CMYK: Use for Printed Brochures, Postcards



Black: Use for faxes and when only black ink is available to print



RGB: Use for website and all digital use



White: Use on dark color backgrounds such as a PowerPoints or posters

LOGO

Don'ts

~~WOODARD™~~

Do not change the color of the logo

~~WOODARD™~~

Do not use other fonts for the logo

~~WOODARD™~~

Do not change the angle of the logo

~~WOODARD™~~

Do not stretch the logo

~~CONSULTING
WOODARD™~~

Do not change position of the tagline

~~WOODARD~~

Do not remove the "TM"

BUSINESS UNIT LOGO

Woodard Events



1 Spot: 2133C: Use for Business Cards, Collateral, Embroidery, Signs, Promotional Items



2 Spots: 2133C & Cool Grey 10C: Use for Business Cards, Collateral, Embroidery, Signs, Promotional Items



CMYK: Use for Printed Brochures, Postcards



Black: Use for faxes and when only black ink is available to print



RGB: Use for website and all digital use



White: Use on dark color backgrounds such as a PowerPoints or posters

BUSINESS UNIT LOGO

Woodard Network



1 Spot: 2133C: Use for Business Cards, Collateral, Embroidery, Signs, Promotional Items



2 Spots: 2133C & Cool Grey 10C: Use for Business Cards, Collateral, Embroidery, Signs, Promotional Items



CMYK: Use for Printed Brochures, Postcards



Black: Use for faxes and when only black ink is available to print



RGB: Use for website and all digital use



White: Use on dark color backgrounds such as a PowerPoints or posters

BUSINESS UNIT LOGO

Woodard Groups



1 Spot: 2133C: Use for Business Cards, Collateral, Embroidery, Signs, Promotional Items



2 Spots: 2133C & Cool Grey 10C: Use for Business Cards, Collateral, Embroidery, Signs, Promotional Items



CMYK: Use for Printed Brochures, Postcards



Black: Use for faxes and when only black ink is available to print



RGB: Use for website and all digital use



White: Use on dark color backgrounds such as a PowerPoints or posters

BUSINESS UNIT LOGO

Woodard Institute



1 Spot: 2133C: Use for Business Cards, Collateral, Embroidery, Signs, Promotional Items



2 Spots: 2133C & Cool Grey 10C: Use for Business Cards, Collateral, Embroidery, Signs, Promotional Items



CMYK: Use for Printed Brochures, Postcards



Black: Use for faxes and when only black ink is available to print



RGB: Use for website and all digital use



White: Use on dark color backgrounds such as a PowerPoints or posters

STRATEGIC PARTNER LOGO

Insightful Accountant

Insightful
Accountant

1 Spot: 2133C: Use for Business Cards, Collateral, Embroidery, Signs, Promotional Items

Insightful
Accountant

CMYK: Use for Printed Brochures, Postcards

Insightful
Accountant

RGB: Use for website and all digital use

Insightful
Accountant

Black: Use for faxes and when only black ink is available to print

Insightful
Accountant

White: Use on dark color backgrounds such as a PowerPoints or posters

ANNUAL CONFERENCE LOGO

Scaling New Heights®



1 Spot: 2133C use for Embroidery, Signs



3 CMYK: Use for Printed Brochures, Postcards, Business Cards, Collateral, Promotional Materials



3 RGB: Use for website and all digital use



Black: Use for faxes and when only black ink is available to print



White: Use on dark color backgrounds such as a PowerPoints or posters

PARTNERSHIP LOGO



WOODARD

Partnership Logo must appear secondary to the Woodard logo.

Example of how to treat partner logo



SCALING NEW HEIGHTS®

Partnership Logo must appear secondary to the Scaling New Heights logo.

Example of how to treat partner logo

TYPEFACE

Logo & Tagline Fonts Utilized

WOODARDTM — Futura Extra Bold | custom kerning

WOODARDTM
WE EMPOWER SMALL BUSINESS — Avenir Book Oblique

Business Units

WOODARDTM
EVENTS

WOODARDTM
GROUPS

WOODARDTM
NETWORK

WOODARDTM
INSTITUTE

Insightful — Avenir Medium | kerning -88
Accountant — Avenir Book | kerning custom

 — Montserrat Bold | kerning -40

TYPEFACE

PRINT: Headline, Sub-Headlines, Body Copy

HEADLINE

Lato Regular | 21pt
Leading Autopt

Reach Your Target Audience

Most of our attendees are accounting professionals who have committed some or all of the focus of their practices to supporting clients who use Intuit software. This includes QuickBooks, QuickBooks Online, QuickBooks Point of Sale, QuickBase and QuickBooks for Mac.

SUB-HEADLINE

Lato Bold | 13pt
Leading 16pt

Not Your Typical Accountant

Though many of these accounting professionals provide traditional accounting services (e.g. tax preparation, bookkeeping and assurance services), they have expanded to incorporate accounting technology consulting as well. With some, this is limited to just QuickBooks. But, many others consult (or are open to begin consulting) on products that integrate with QuickBooks.

SUB-HEADLINE BAR

Lato Regular | 13pt
Blue or Grey

2015 Projections

We plan to seat over 1,000 ProAdvisors at Scaling New Heights® 2015. This anticipated attendance is based on our continuing relationship with Intuit and the average growth rate of the conference over the past six years. Intuit will send over 100 executives, directors, product managers, program managers and technical experts to Scaling New Heights 2015. In 2015 we will have 100 sponsors with booths on our exhibit floor. All sponsors are members of the Intuit Ecosystem or have services/products specifically targeted to small businesses or the trusted advisors who support small business.

BODY COPY

Lato Regular | 9pt
Leading 14pt

PAGE FOOTER

Lato Regular | 10pt
Lato Bold | 10pt
Always with 0.5pt line
place above
Page Number
centered on page

TYPEFACE

WEB: Headlines, Sub-Headlines, Body Copy

HEADER

Open Sans

HEADLINE

Open Sans | 35pt
#ffff

TITLE COPY

Open Sans | 18pt

BODY COPY

Open Sans | 14pt
#7777777

SUB-HEADLINES

Open Sans | 25 pt |
all caps



BUTTON

Stroke 1pt
#ffff

GREY BAR

#7777777



BLUE BAR

#0d5eb6

WOODARDTM

BRAND IN USE

Supporting Graphic Elements: Arch

ARCH

Gradient of Primary to
Secondary Blue
Slight gradient overlap



PRIMARY BLUE

95/73/2/0



SECONDARY BLUE

40/0/81/0



GRADIENT

Slight gradient overlap

GRADIENT

100% ---center---100%



ARCH

Typical use of the Arch



ARCH

Used as a
vertical banner



WOODARD™

BRAND IN USE

Layout Examples

IMAGE

Stroke 1pt



NAME

Aller Bold | 11pt

TITLE

Aller Italic | 9pt

Gary DeHart

Publisher, Insightful Accountant

Before joining Insightful Accountant, Gary DeHart enjoyed a long and successful career at SourceMedia (publishers of Accounting Today) where his most recent role was Associate Publisher.

BODY

Lato Light | 9pt



Gary DeHart

Publisher, Insightful Accountant

Before joining Insightful Accountant, Gary DeHart enjoyed a long and successful career at SourceMedia (publishers of Accounting Today) where his most recent role was Associate Publisher.

QUOTATION MARKS

Grey 15%, Blue 90%

QUOTE BODY

Aller Italic | 11pt

"Scaling New Heights® is an excellent venue for interacting with the Intuit Advisors. We met 100's of high quality professionals and made a large number of great contacts. It's a terrific value."

Fred Parrish

– The Profit Experts

"Scaling New Heights is an excellent venue for interacting with the Intuit Advisors. We met 100's of high quality professionals and made a large number of great contacts. It's a terrific value."

Fred Parrish

– The Profit Experts

WOODARD™

BRAND IN USE

Layout Examples

LIST

Lato Bold | 13pt

A

B

C

LIST

Lato Regular | 13pt
Leader (.)

White Paper Promotion Starting at \$500

Web Seminars \$6,500

Wallpaper Call to discuss

TABLE

Lato Bold | 9pt, 13pt
Centered

	Silver	Gold
Investment	\$5,000	\$10,000
Footprint	10x10	10x10
Placement	Standard	Standard
Website Logo	Standard	Standard

STATS

Lato Bold | 34pt
Lato Regular | 16pt
Leading 16pt
Centered

5,000
Attendees

50
Exhibitor
Opportunities

TABLE

Lato Bold | 9pt, 13pt
Justified Left

Options	Size	1-5 Weeks
Investment	\$5,000	\$10,000
Footprint	10x10	10x10

FOOTNOTE

Lato Italic | 8pt

Rates are per week, based on advertising commitment

WOODARD™

BRAND IN USE

Layout Examples

LOGO

Shown in circle is an acceptable graphic treatment



IMAGE

Images can be highlighted by using the arch on the top or bottom



IMAGES

Woodard images represent actual events and event participants. Stock photography that is professional, strong, and relatable. Stock photography should be selected and used in marketing materials where actual images are not available



IMAGE

The use of a circle to crop photography will support the brand



WOODARDTM