



baker ***affleck***
moffrey

STYLE GUIDELINES

VERSION 2.0
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Who We Are

Baker Affleck Moffrey Chartered Accountants has been established on the Gold Coast since 1957. In addition to over 50 years of providing traditional accounting services, Baker Affleck Moffrey is renowned for its specialist focus in the areas of:

- Compliance Services;
- Corporate Advisory Services;
- Tax Consulting;
- Strategic Wealth Advisory; and
- Business Development.



Baker Affleck Moffrey clients benefit from a completely fresh approach to accounting advice. Our team has a passion for helping businesses grow by understanding their financial position and seeking opportunities to build a more sustainable and profitable future.

Baker Affleck Moffrey clients are typically business people who are looking for more than just an annual visit from their accountant. Whilst we have worked with clients across many industries, our team is well known for having long term experience and focus in the following industries:

- accommodation and management rights;
- manufacturing and distribution;
- property development;
- financial services; and
- medical and aged care.

What We Do

Compliance Services

From one-off advice to a more in depth service, our compliance team keeps up with changes to tax law ensuring you are running your business in accordance with the latest legislation as well as meeting your obligations regarding income tax, stamp duty, capital gains tax, FBT and GST.

Baker Affleck Moffrey compliance service includes:

- auditing;
- company secretarial; and
- taxation.

Corporate Advisory

Your business can benefit from Baker Affleck Moffrey's experience in servicing corporate clients – from verification and due diligence to long term structure and planning. Our clients benefit from a range of services including assistance to identify, analyse, structure, price, negotiate, market and effect transactions.

Corporate Advisory and assist you with:

- buying a business;
- selling your business;
- expanding your business including tax considerations for overseas ventures;
- capital restructuring or raising capital advice;
- advice on acquisitions and disposals;
- setting up group structures – companies or trusts;
- sourcing of equity partners;
- business re-engineering;
- projected financial statements;
- business plans; and
- benchmarking analysis.

Tax Consulting

There is so much more to tax than just compliance and a well planned strategy can make all the difference to the long term success of your business. Baker Affleck Moffrey's experienced advisory team offers taxation advice to individuals, companies, and related entities.

The team is led by Juris Stega, who has over 25 years experience in tax consulting. Juris has built a reputation as the "tax consultant to the professionals". His high degree of specialisation is a valuable source of knowledge for many accounting and legal professionals who seek specific advice for their clients.

Areas of specialty:

- specialist tax advice;
- international tax advice;
- GST;
- indirect taxes; and
- corporate and business structures and tax planning.

What We Do

Strategic Wealth Advisory

It is only natural that your accountant forms a close professional relationship with your financial adviser in order to gain a full understanding of your current cashflow and taxation position combined with your short and long term financial and lifestyle goals.

Baker Affleck Moffrey clients benefit from strategic and holistic advice and enjoy the confidence of a secure financial future. Our qualified and experienced team can guide you through the process of building and protecting your financial future. We adopt individualised strategies that suit your objectives and our service remains client focused.

Contact the Baker Affleck Moffrey team today to arrange an obligation free consultation to discuss:

- wealth accumulation and planning for compliance and tax minimisation;
- investment strategies for your retirement, including the effective use of your superannuation;
- asset and wealth protection;
- succession planning including how to exit your business and help create a work/lifestyle balance;
- superannuation strategies, including Self Managed Super Funds;
- superannuation management and administration; and
- risk management.

Business Development

Baker Affleck Moffrey really does approach things differently; we not only consider your basic financial requirements but will work with you to accelerate profitable growth. Our team combines academic training with commercial experience to enable us to work with your business every step of the way.

We can assist your business by offering the following value-added services:

- attending board meetings to discuss financial situation and strategies for growth;
- tracking your financial statements on a periodic basis and identify opportunities for improvement;
- marketing planning and consultancy;
- business mentoring;
- financial management including profit and cashflow forecasting and benchmarking;
- risk management; and
- boardroom education sessions and opportunities to meet other business owners.

Logo Usage



Minimum Clear Space

The clear space surrounding the Baker Affleck Moffrey logo is an integral part of its design. Always keep the area around the logo clean and uncluttered. The clear space should measure at least x on all sides, where x equals the height of the logo box. Do not place any other trademark, logo, logotype, graphic, text, photograph, or illustration in the minimum clear space area.



Minimum Size

For a clear reproduction of the Baker Affleck Moffrey logo on all printed material, the logo should never be reproduced smaller than 10mm high.



Minimum Size - 'Services' Logo

For a clear reproduction of the Baker Affleck Moffrey 'Services' logo on all printed material, the logo should never be reproduced smaller than 13mm high. At this height, the 'Services' text is 5.35pt.

Logo Variations



'Services' Logo

For website or eNewsletter use only.



'Health' Logo

New Variations

Please do not create new variations of the Baker Affleck logo.

For further assistance please contact:

Georgia Lane

Business Development Manager

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Font Usage

Special Documents

Helvetica Neue Thin

Helvetica Neue Thin Italic

Helvetica Neue Light

Helvetica Neue Light Italic

Helvetica Neue Roman

Helvetica Neue Italic

Helvetica Neue Medium

Helvetica Neue Medium Italic

Helvetica Neue Bold

Helvetica Neue Bold Italic

Helvetica Neue Heavy

Helvetica Neue Heavy Italic

Helvetica Neue Black

Helvetica Neue Black Italic

In-house Documents

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

On-line Documents

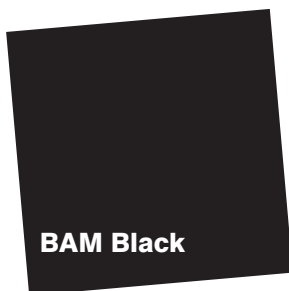
Verdana Regular

Verdana Italic

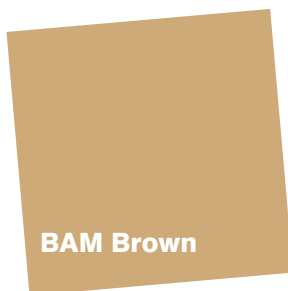
Verdana Bold

Verdana Bold Italic

Colour Palette



Process: c100 m0 y0 k0
Spot: Pantone Black C
Screen: r0 g0 b0
Web: #000000

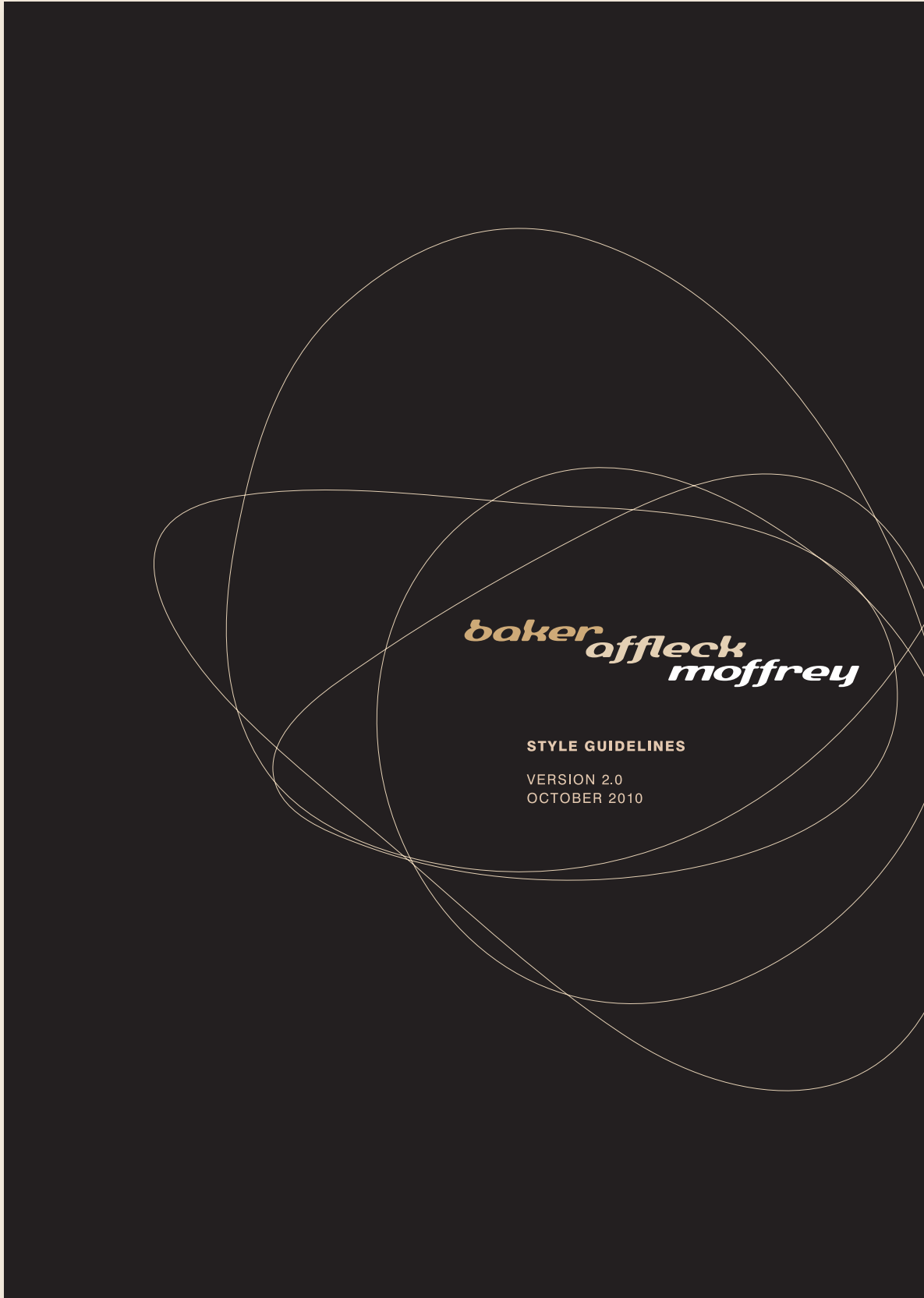


Process: c20 m32 y58 k0
Spot: Pantone 465 C
Screen: r196 g169 b124
Web: #C4A97C



Process: c10 m16 y29 k0
Spot: 50% Pantone 465 C
Screen: r222 g207 b180
Web: #DECFB4

Document Covers



Letterhead

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PARTNER



**Chartered
Accountants**



Liability limited by
a scheme approved
under Professional
Standards Legislation

With Compliments Slip

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e admin@BAMoffrey.com
w www.BAMoffrey.com

Business Card



Front



Back

Logo File Names

The following logo files are available for download at:
www.bakeraffleck.com/marketing/



BAM-Logo-CMYK.eps
BAM-Logo-CMYK.pdf
BAM-Logo-2PMS.eps
BAM-Logo-300dpi-RGB-9cm.jpg
BAM-Logo-300dpi-RGB-20cm.jpg
BAM-Logo-EMAIL.gif
BAM-Logo-WEB.gif



BAM-Logo-MONO.eps
BAM-Logo-MONO.pdf
BAM-Logo-600dpi-MONO-9cm.tif
BAM-Logo-600dpi-MONO-20cm.tif

EPS

Size can be reduced or enlarged. Vector art. Best for high quality offset printing or signage.

JPG

Size can be reduced not enlarged. 300dpi Pixel image. Best for in-house colour laser printing.

TIF

Size can be reduced not enlarged. 300dpi Pixel image. Best for in-house laser printing or faxing.

GIF

Do not resize. 72dpi Pixel image. Best for email signatures and websites.