

# Neo.Tax

A Complete Brand Guide for Neo.Tax

# Welcome

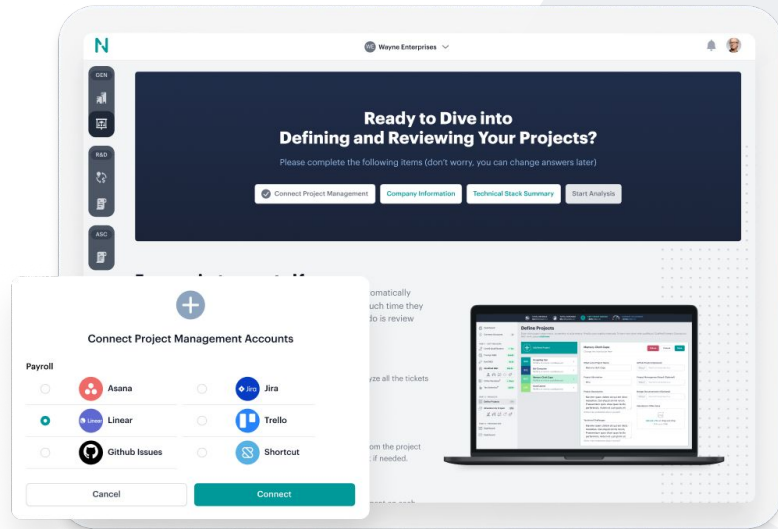


Since you are holding this guide and reading these words, we're trusting you with our very identity: our brand.

The following pages are full of guidelines, rules, and handy tips that we hope will help you communicate our values, realize our vision, and reinforce our brand.

It is impossible to predict every situation, brand execution, or implementation, but this guide will help refine your approach.

Please refer back to this guide often. We believe that our style guide is a living document. It should evolve over time, just as our brand inevitably will.



# What's Inside

## Introduction

- 2. Welcome
- 3. What's Inside
- 4. Intent of this guide

## About Neo.Tax

- 6. Who We Are
- 7. Our Mission & Vision

## About The Brand

- 9. Our Brand Strategy
- 10. Brand Personality
- 11. Brand Values
- 12. The Feel
- 13. The Mood

## Logo

- 15. Primary Logo

- 16. Logo Icon
- 17. Clear Space
- 18. Logo Placement
- 19. On a Website
- 20. On Merchandise
- 21. On Social Media
- 22. Letter

## Color

- 24. Primary Color
- 25. Secondary Color
- 26. Black (almost) & White
- 27. Accents
- 28. Neutrals
- 29. Primary Tints & Shades
- 30. Accents Tints & Shades
- 31. Neutrals Tints & Shades
- 32. Color Application
- 33. Color Blindness Test
- 34. Color in Software
- 35. Color Meaning in Software

## Typography

- 37. Typeface
- 38. Hierarchy & Weight
- 39. Caveat Font
- 40. The Six Type Commandments
- 41. Paragraph Example
- 42. Lists

## Imagery

- 43. Different Types of Imagery
- 44. Photography
- 45. Photography-People
- 46. Photography-Objects
- 47. Photography-Office
- 48. Clay Devices
- 49. Screenshots
- 50. The Recipe
- 51. KPI in Ads
- 52. Shapes
- 53. Icons

- 54. Illustrations

## Visual Style

- 56. Presentation
- 57. Letter
- 58. Website

## Closing

# Intent of This Guide

This style guide is a reference for our internal design team, vendors, and others who are authorized to work with the Neo.Tax brand.

Our intent with this guide is not to restrict creativity and innovation: far from it. We believe in the creative spirit, and innovation is one of our core values.

What we strive for is a coordinated, consistent, and effective brand presence in everything we create. If we make something, we want to make sure that people know where it came from.

Excellent design in our eyes:

- Solves problems
- Explores what's possible
- Enables new experiences
- Expands human potential
- Ignites a spark in the consumer

While some of our brand executions and graphics have been standardized—like business cards, letterhead, and envelopes—these are not intended as the focus of this guide. Each one of our execution templates have internal documentation that is easier to update, follow and implement in today's digital environment.

Instead, the focus of this guide is to empower you, the creative, with the elements you need to create. By utilizing these tools, resources, and adhering to the guidelines within, you'll make things that look like the Neo.Tax brand, every time.

“Branding is a feeling  
that lives in everything  
that a brand does”

- Neo.Tax

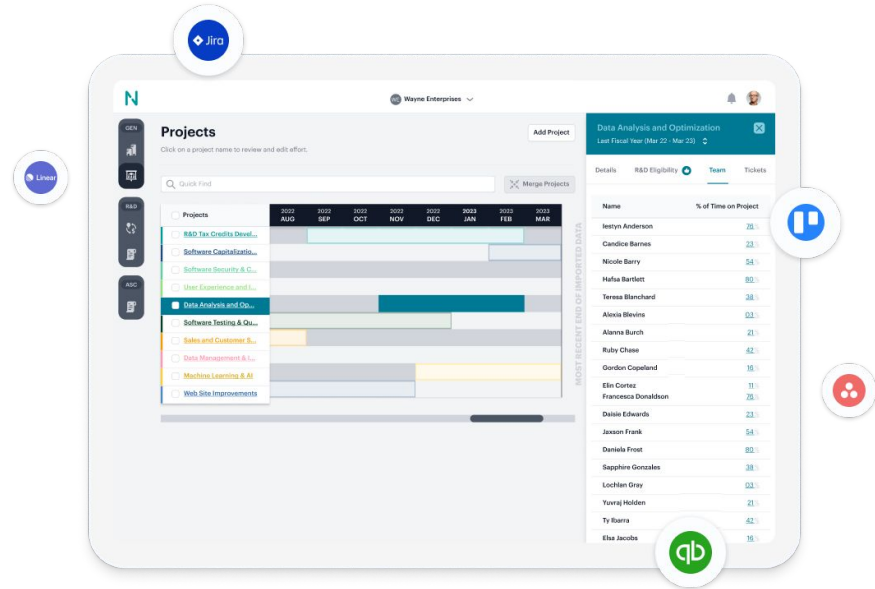
# About Neo.Tax

Who we are? What is our mission and vision?

# 1

# Who We Are

Neo.Tax is an innovative company that redefines tax processes and accounting by using the newest technology and unique solutions that solve and improve complicated tax filings.



# Our Mission & Vision



Neo.Tax is democratizing the ability to claim valuable tax credits. Extending access to businesses of all sizes, but especially for small businesses and start-ups. They typically lack the resources to file for many tax credits.

Neo.Tax is software that cuts through centuries of Congress lobbied tax complexity. In mere minutes, Neo.Tax can uncover every available tax advantage for your business.

You provide accurate and transparent information. Neo.Tax does the rest. It's simple, 100% secure and guaranteed accurate.



# About The Brand

We are professional, smart, positive, innovative, forward thinking and empowering. We are creating advanced technological solutions that will improve lives of many. We want to know our customers, just like we want them to know us.

Our goal was to create a brand that reflects what we stand for and this is why we took extra time to create a unique identity that you are getting familiar with in this brand book.

# 2

# Our Brand Strategy

Our brand was carefully designed to facilitate our communication with the target consumer. It was created to have a distinct style, which carries the same feeling of the brand across all platforms and touch points.

In the modern branding world it was important for us to focus on a full experience rather than just one piece of it. Our Brand Identity & Technology is what sets us apart. Our aim was to be **UNIQUE & RECOGNIZABLE** .



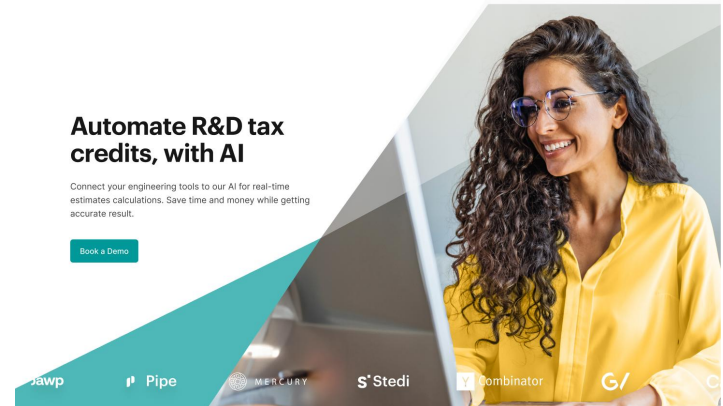
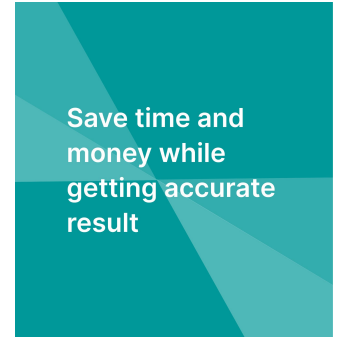
# Brand Personality



Above all else, we put people first. Whether we're speaking to our customers or our team, we place the utmost importance on treating them with kindness and respect. We strive to create a friendly and welcoming experience to all who we cross paths with.

Whenever we speak to our customers, we do so honestly and earnestly. We'll never blow smoke. We push back on fake in favor of real, authentic experiences and relationships.

Our earnestness and welcoming do not, however, come at the cost of quality. We are immensely passionate about our Software, and proud of what we create. We use this passion to educate anyone who is interested in learning about Neo.Tax, R&D, and accounting automation in general.



# Brand Values



## **SIMPLIFYING THE COMPLEX**

Simplifying the complex via progressive reveal.

## **SUCCESS THROUGH KINDNESS**

Humans intrinsically trust humans, so let's be humane as possible.

## **TRUST VIA TRANSPARENCY**

Security, Privacy and Reliability — always and at any expense.

## **LEVERAGING OUR STRENGTHS**

We abstract away the complexity between our customers and the IRS.

## **CUSTOMER OBSESSED**

Let's design a system that rewards us for saving time & money for our customers.

## **TIME TO VALUE**

Security, Privacy and Reliability — always and at any expense.

# The Feel

- EMPOWERED
- WELCOMED
- HEARD
- SUPPORTED
- UNDERSTOOD
- REFRESHED



# The Mood

- CONFIDENT
- TRUSTWORTHY
- INCLUSIVE
- POSITIVE
- EFFICIENT
- FORWARD THINKING
- INNOVATIVE
- EMPOWERING



# Logo

The heart, soul, and center of our brand identity.

Our logo is how our customers tell us apart from a crowded industry. It's a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

# 3

## Primary logo

Our most common logo display comes in black, white or our Brand Turquoise.

Our logo signifies the following brand values: strength, trust, innovation and growth.

Our logo, as the most visible and recognizable symbol of the brand, it allows us to present our identity consistently across all communications and media.

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

The image shows the word "NeoTax" in a large, bold, black sans-serif font. The "T" has a horizontal bar that extends to the right.The image shows the word "NeoTax" in a teal-colored sans-serif font. The "T" has a horizontal bar that extends to the right.The image shows the word "NeoTax" in a black sans-serif font. To the right of the text is a vertical line, followed by the text "0.75" or 50 px".

# Logo Icon

When subtlety is desired, the Neo.Tax icon can be used in place of a full brand logo lockup.

When this mark is used, ensure that our brand name is visible near or in relationship with the icon. For example, If we are using the icon on a brand video, let's make sure that full logo is displayed in the beginning or end or on the website where the video resides.

Don't overuse the full logo at all times as it implies insecurity.



## SPECIAL COLOR USAGE

When the icon is used as a standalone element, it will accommodate any acceptable combination of our color

## MINIMUM SIZE

At small sizes, ensure the line weight is legible and that the negative spaces do not close. The minimum height is .75" for print and 50px for digital applications.

# Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the Neo.Tax logo on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.



# Logo Placement

Where our logo is placed communicates a great deal about our brand's visual style. In this chapter, you will find high-level guidance on how the logo should be positioned on a variety of touchpoints and media.

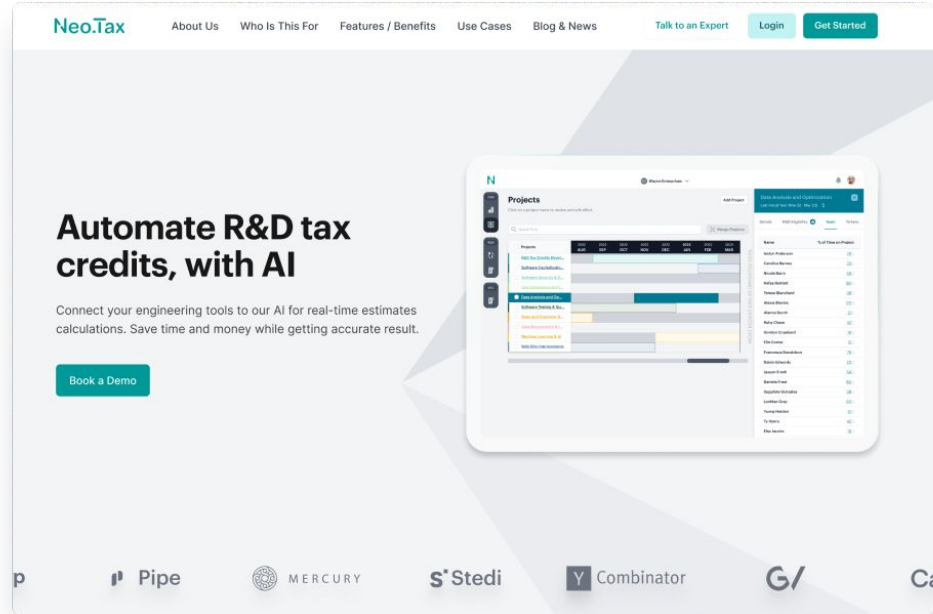
As a general rule, our logo should not be centered in an area. We typically favor a left-aligned layout with the logo aligned to the primary grid line—the spine.

Exceptions to this rule will inevitably surface. When in doubt, connect with a member of our team to review your situation.



# On a Website

On a website, the logo should be placed in the upper left-hand corner of the navigation bar. Do not center the logo on screen, even on small screens.



# On Merchandise



Branded merchandise like t-shirts, hats, and coffee mugs should all follow a left-aligned logo placement if possible.

If possible, look for unique and uncommon imprint areas to utilize. Areas like t-shirt sleeves are rarely used and can make a striking visual statement.

Each piece of merchandise will carry unique limitations. Use the images on the right as general guidance.

Most importantly remember to add a unique accent that is still clean looking but will make everyone love wearing the merchandise!



Left align the logo when possible. Use the icon for centering, or if brand subtlety is desired.

## On Social Media

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides.

We have developed two approved avatar images found here on this page. They are each approved for both circular and square avatars shapes of all sizes.

While the layout of these avatars should not be altered in any way, approved secondary brand colors may be used to address special events, holidays, and seasonal changes.



### SIZE

Default size of container: 200 px x 200 px

Icon height: 91 px

# Letter

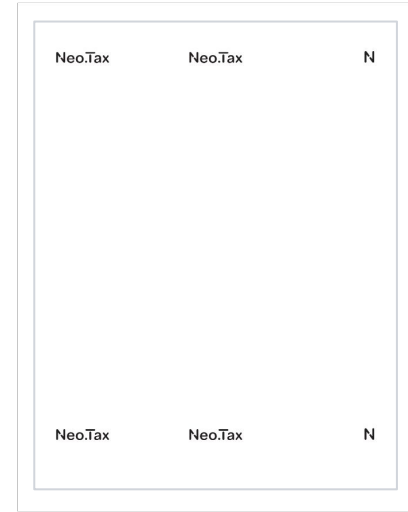
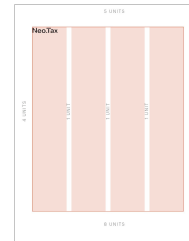


Align the logo to the left, upper corner. If the space is not available or the layout dictates a centered or right-aligned mark, use the icon or logo.

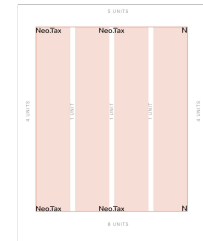
The grid system is explained on the page 58 of this document.



PREFERRED LAYOUT



ALTERNATE OPTIONS



# Color

Color sets us apart & helps to invoke emotion.

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

# 4

# Primary Color

Our Turquoise is meant to invoke the feeling of trust, strength, and confidence.

While our turquoise is always a safe color to use for the brand, consider it a starting point. Use the hue to inspire a palette of secondary colors that invoke the perfect emotion.

When reproducing this color, please ensure accuracy.



PMS 7716 C  
CMYK 81, 20, 42, 1  
RGB 0, 153, 153  
HEX 009999

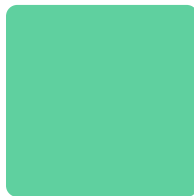
## Secondary Colors

Color evokes emotion in a composition. Use the primary color to convey trust and confidence: our brand voice. Or use the brighter hues to draw attention and invoke curiosity.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

This palette is best used with restraint in combination with the neutral palette.

When reproducing these colors, please ensure accuracy on every touchpoint or execution.



PMS 346 C  
CMYK 58, 0, 51, 0  
RGB 95, 208, 159  
HEX 5FD09F



PMS 7687 C  
CMYK 98, 78, 24, 8  
RGB 27, 74, 128  
HEX 1B4A80



PMS 7687 C  
CMYK 98, 78, 24, 8  
RGB 27, 74, 128  
HEX 1B4A80

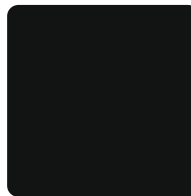
# Black & White

Black and white are vital components to the brand palette. Whenever possible, avoid true black and true white in favor of these subdued tones.

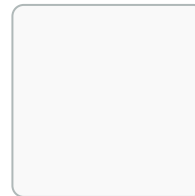
Both white and black are used to define space on the page, on the package, and on the website.

Create high contrast by combining both: perfect for legible typography. This guide serves as an excellent example of this.

We recommend an expansive use of negative space in brand executions, which can be created using either white or black.



PMS6C  
CMYK 74, 67, 66, 81  
RGB 18, 20, 20  
HEX 121414



PMS 663 C  
CMYK 2, 1, 1, 0  
RGB 249, 249, 249  
HEX F9F9F9

# Accents

We get it: one color is not enough for many situations. While the brand logo should only be represented in our primary colors, this palette can be used for other executions that require a different emotional approach.

Each color on this page is approved for use, but this list is not comprehensive or restrictive. We recognize executions may require additional colors.



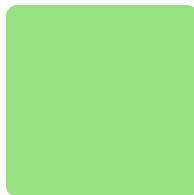
PMS 122 C  
CMYK 0, 18, 89, 0  
RGB 255, 207, 51  
HEX FFCF33



PMS 137 C  
CMYK 2, 45, 100, 0  
RGB 245, 155, 0  
HEX F59B00



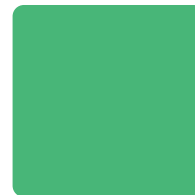
PMS 183 C  
CMYK 0, 51, 12, 0  
RGB 255, 153, 175  
HEX FF99AF



PMS 359 C  
CMYK 42, 0, 67, 0  
RGB 150, 244, 128  
HEX 96E080



PMS 627 C  
CMYK 87, 46, 93, 58  
RGB 6, 61, 30  
HEX 007994



PMS 3145 C  
CMYK 88, 41, 31, 5  
RGB 20, 121, 148  
HEX 48B678

# Neutrals



Our neutral palette is vital to balance our Primary, Secondary and Accent colors.

They will provide us with contrast and help different design elements stand out.



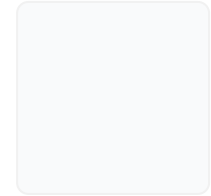
PMS 4 C  
CMYK 29, 31, 28, 0  
RGB 184, 169, 169  
HEX 111827

Use for Headers



PMS 430 C  
CMYK 55, 42, 43, 7  
RGB 122, 129, 129  
HEX 4B5563

Use for Body  
Copy



PMS 427 C  
CMYK 15, 13, 13, 0  
RGB 213, 211, 211  
HEX F9FAFB

Use to create  
space, to let the  
design “breath”

# Tints & Shades

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our website, using a tint change can help confirm their action.

On the next 3 pages you can find our Tints and Tones for each of our brand colors. Use the Hex codes provided on top of each color.

Our full Figma color library can be found here:



# Accent Tints & Shades



Our Tints & Shades of accent colors.

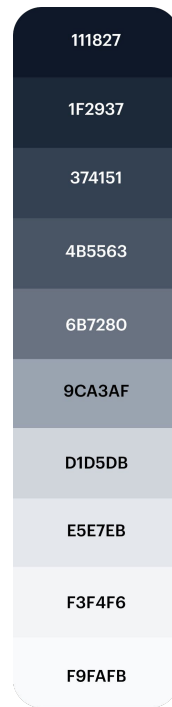
Our full Figma color library can be found here:



# Neutrals

Our Tints & Shades of neutral colors.

Our full Figma color library can be found here:

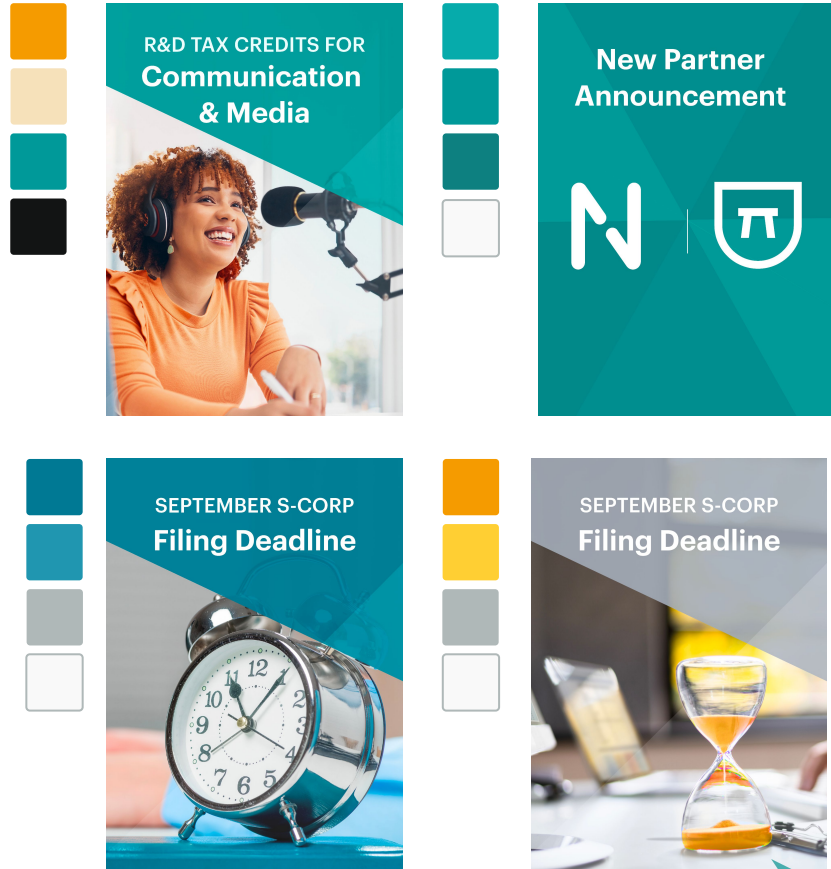


HEX 9CA3AF

# Color Application

Our Brand colors should be always applied across all of our assets, weather digital or print.

On the right you can see examples of how our brand colors have been applied. Stick to the colors and brand guide, but never limit your creativity.



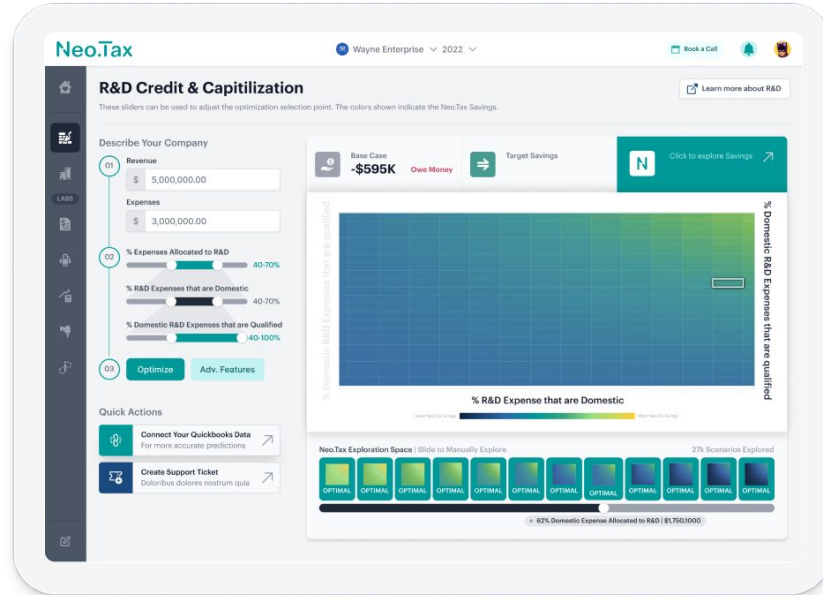
# Color Blindness Test

We performed a Color Blindness Test of our brand colors for highest visibility using Color Oracle that lets us see colors in the same way as a color blind person. <https://colororacle.org>



# Color in Software

Our Brand Turquoise is a dominant color in our software as it encapsulates Neo.Tax values and is meant to invoke the feeling of trust, strength, innovation and confidence.

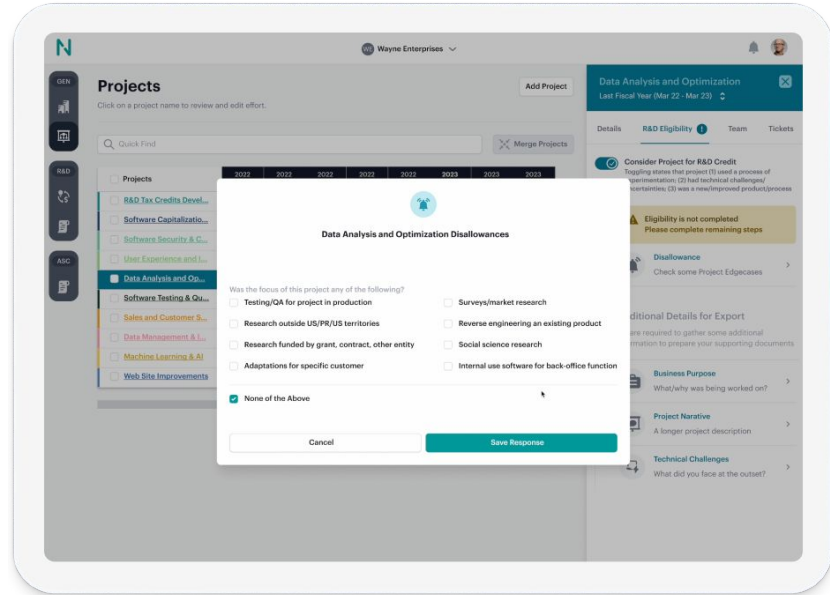


# Color Meaning in Software



Our primary Turquoise is our Action Color in the Neo.Tax Software. It represents all of the clickable buttons.

Green and Blue are the colors that call for attention and highlight important information.



# Typography

We are obsessed with the beauty of typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

# 5

# Typeface

Our fonts have been chosen carefully to reflect the spirit of the Neo.Tax brand.

Graphik works great for tech designs and is an interesting sans serif typeface as it communicates a feel of being modern, yet playful.

Graphik is a very clean font that looks great on any kind of design; be it print or digital.

Graphik should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans-serif fonts should be used: Inter and Lato, respectively.

Note: this should not occur frequently.

# Graphik

# Hierarchy & Weight

Graphic is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

## Graphik Regular

aåbcçdðeéffghiiijklmññoøppqærstuüvwxyz  
 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTU-VWXYZ  
 0123456789o(.,'" -:;)?&© ☒ ☒π®†≈◇TM£φ∞§•ao

## Graphik Medium

aåbcçdðeéffghiiijklmññoøppqærstuüvwxyz  
 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTU-  
 VWXYZ 0123456789o(.,'" -:;)?&© ☒ ☒π®†≈◇TM£φ∞

## Graphik Semibold

aåbcçdðeéffghiiijklmññoøppqærstuüvwxyz  
 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTU-  
 VWXYZ 0123456789o(.,'" -:;)?&© ☒ ☒π®†≈◇TM£φ

## Graphik Bold

aåbcçdðeéffghiiijklmññoøppqærstuüvwxyz  
 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÕPQRSTU-  
 VWXYZ 0123456789o(.,'" -:;)?&© ☒ ☒π®†≈◇

# Six Type Commands

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

## 1. Stay Left-Aligned

Legibility and clarity are vitally important to great typographic layouts. Since most people read from left to right, we should align our type accordingly in most cases.

## 2. Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

## 3. Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines or align the x-heights. This helps align each line visually.

## 4. Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

## 5. Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

## 6. Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font sizes increase or decrease.

# Headings

Graphik is a variable-weight typeface, which means you are able to customize weights and angles to create an infinite number of weights. That being said, we typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

## Heading Example

Omnibus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorporos quam, si quos intiusciate sitas millabo reicita mus.

Dolorro **videnis poresequi doluptat** liasita tincium debit, seque landae ligenda musdae verum haria luptassi sendera velliquas dolla quatur, ut et squasin [necuscipsam volesci mendae](#) et inctem eos sundi reptaquia porepudio inctem.

# Lists

List styling is another important element of digital typography. Typically, lists are found in the body of blog articles, pages, and product descriptions.

Styling for both ordered lists (ol) and unordered lists can be found on this page.

## Unordered Lists

- South America
- North America
- Asia
- Europe

## Ordered Lists

1. South America
2. North America
3. Asia
4. Europe

# Imagery

Photographs: worth more than 1,000 words.

In this section, you will find guidelines on photography, icons and illustrations. Standardizing these facets will ensure a consistent look and feel across our entire image library.

# 6

# Different Types of Imagery

## Photography

People respond to images and process them regardless of what language they speak. Photographs are very effective images that can convey stories very quickly. Think how less effective advertisements would be if they used only words.

## Icons

Icons are an essential part of many user interfaces, visually expressing objects, actions and ideas. When done correctly, they communicate the core idea and intent of a product or action, and they bring a lot of benefits to user interfaces, such as clarity and ease of navigation.

## Illustrations

Illustrations are a visual way to portray or illustrate a written text. They might help explain an idea or process, tell a story or provide decoration. Graphic illustrations keep creative expression at the forefront, while also making sure to adhere to our marketing strategy and design elements. They are a great chance to build a deeper connection between our users and products or ideas.

## Shapes

Shapes are a powerful way to communicate. Designers use shapes to:

- Organize information through connection and separation
- Create movement, texture and depth
- Convey mood and emotion
- Lead the eye from one design element to the other
- Create focal points

# Photography

A great photograph can change the entire trajectory of our business. In other words, photography is vital to the success of our brand and should be treated as an essential part of our brand executions.

Our primary focus is on photography captured in office settings, with a deliberate emphasis on a color accent, whether it be on an object or a piece of clothing.

Brand photographs should feel clean, original, intriguing, and dynamic.

We use images that can be found on such platforms as Adobe Stock Images, Envato & Unsplash using the following keywords: "accounting", "business", "office", "business", etc.



# Photography People

When incorporating photography featuring people, adhere to the following guideline:

Use photography of individuals in office spaces wearing a vibrant accent, colorful piece of clothing like shirts or jackets.

For best results try using the following keywords: “accountant”, “businessman”, “people”, “business”, etc.

Eg.

[https://stock.adobe.com/pl/search?k=office+people&search\\_type=usertyped](https://stock.adobe.com/pl/search?k=office+people&search_type=usertyped)



# Photography

## Physical Objects

When incorporating photographs of objects, our aim is for the object to effectively convey the accompanying message. |

The object should be situated within an office setting, and prominently feature our brand color to capture attention.

For best results try using the following keywords:, "accountant", "calculator", "computer", etc.

[https://stock.adobe.com/pl/search?k=caculator&search\\_type=usertyped](https://stock.adobe.com/pl/search?k=caculator&search_type=usertyped)



# Photography Office Spaces

Another style of photography embraced by our brand revolves around office spaces. We predominantly feature empty environments, and when people are present, we opt for shots that exclude facial expressions, focusing instead on activities like typing or pointing.

Generally, we prefer photographs that minimize the prominence of faces, showcasing the essence of the workspace.

For best results try using the following keywords: “empty office”, “workspace”, “desk”, etc.

[https://stock.adobe.com/pl/search?k=empty+office&search\\_type=usertyped](https://stock.adobe.com/pl/search?k=empty+office&search_type=usertyped)

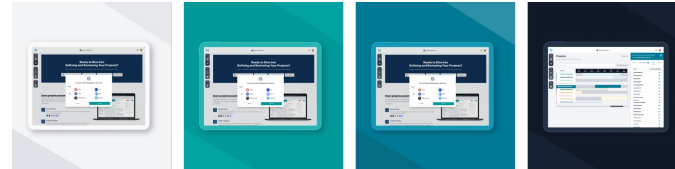
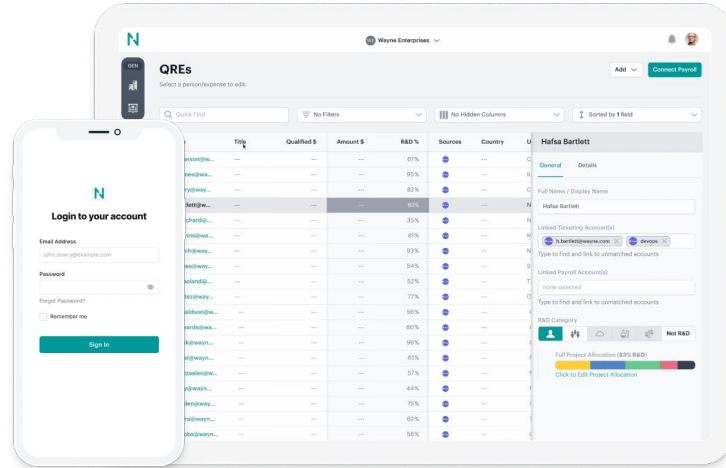


# Clay Devices



When incorporating screenshots of the Neo.tax product, we consistently present them within clay devices.

These clay devices seamlessly blend with their background, maintaining a slight difference in brightness. Typically, they appear slightly brighter than the background, and in the case of a white background, they transition into a subtle shade of gray.





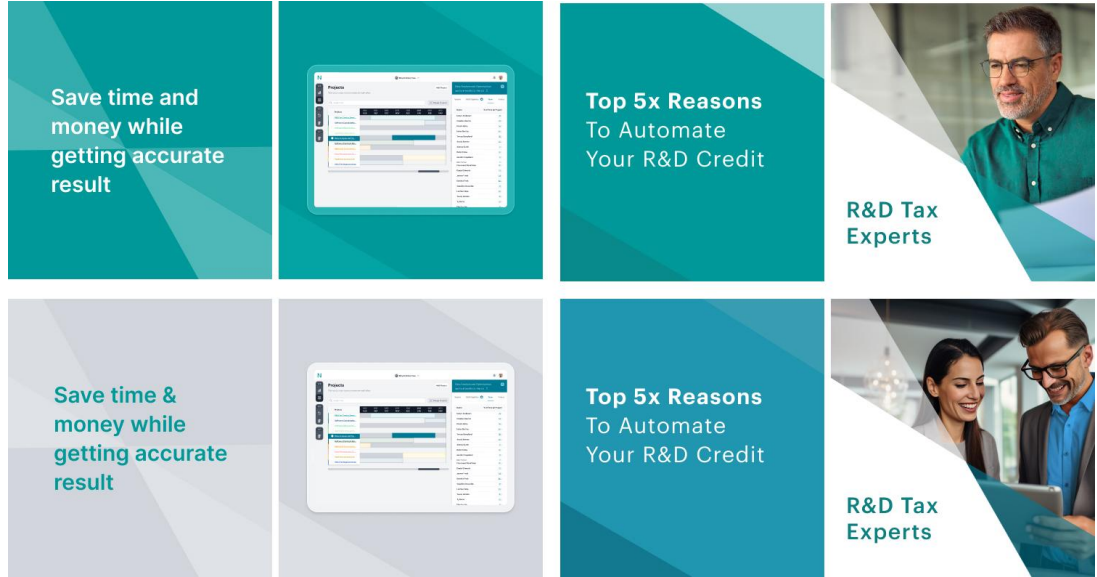
# The Recipe



Our secret is in combining our brand colors with semi-transparent triangles and with brand imagery.

Every image will require a different treatment and a unique approach. depending on the content.

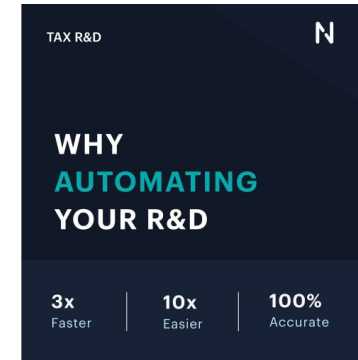
The more original composition and use of color, the better. Each image should be treated with care and attention to detail.



# KPIs in Ads



When showcasing statistics on graphics, our preference is to arrange them in a well-organized manner, employing our primary colors and varying font sizes for a visually appealing presentation.

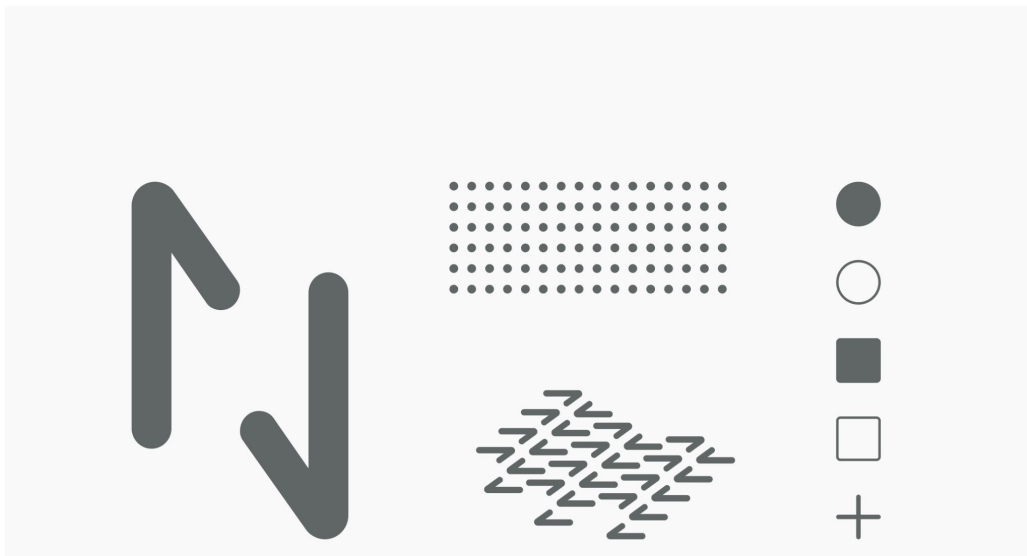


# Shapes

Drawing inspiration from the shape of our logo icon, several standard and abstract geometric shapes can be used in graphic compositions in a variety of ways.

Use the shapes on this page as inspiration to create new elements.

Whenever possible, avoid using curved shapes in favor of straight lines and geometric angles.



## Iconic Arrow

Our brand arrow derived from Neo.Tax logo is our unique shape that is used for our identity emphasis

## Patterns

While our design motif is typically very minimal, the use of some standard shapes as graphic elements or grouped into patterns can enhance a layout.

## Circles

Circles imply inclusivity, friendliness, confidence and harmony.

## Squares

Squares symbolize order, trust, stability, and being grounded.

Our Squares are “softened” with round edges for a cleaner and more friendly look.

# Icons

Iconography is integral part of our merchandising, packaging, website, and wayfinding. We have developed a library of approved icons that may be used in any brand execution.

When it comes to iconography style, we like thick outlines and geometric shapes. If you need to construct new icons, keep the overall shape simple. Reduce the subject matter down to its essence.

When placing icons in a layout, they should never be partially cut off. The icons shape, line weights, and construction should not be altered. Do not use the icons in place of or as an element within our logo. Ensure enough clear space is used so that the subject matter is legible.

<https://www.streamlinehq.com/icons/streamline-bold>

<https://www.figma.com/file/OFSExPM0qAEaVsk0x1beeY/Neo.Tax-%7C-Icons?node-id=0%3A1>



# Illustrations

We use our Icons as illustrations whenever we want to portray or illustrate a written text. Graphic illustrations keep creative expression at the forefront, while also making sure to adhere to our marketing strategy and design elements. They are a great chance to build a deeper connection between our users and products or ideas.



## AI Computing

Using cutting-edge technology for efficiency accuracy.



## Fast Processing

Unlocking the greatest return on effort (ROE) for your time.



## Cost Effective

Save money and grow your business.

# Visual Style

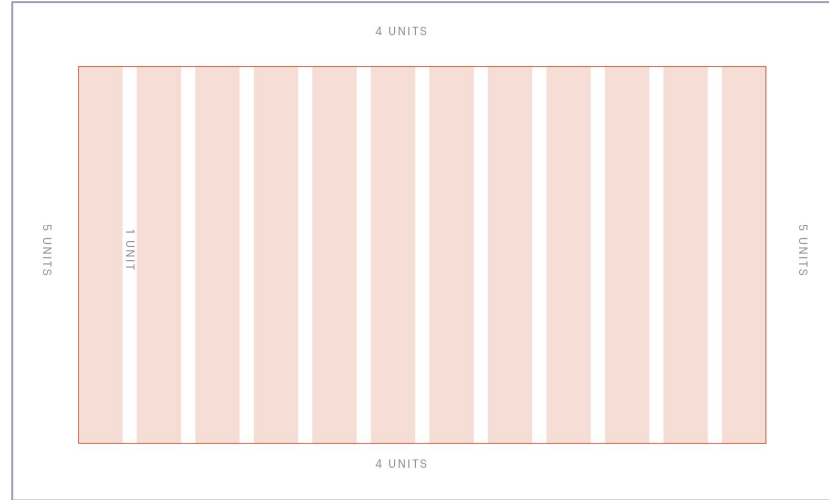
Letter, presentation and website spacing and formats.

# Presentation

Landscape orientation grids are typically 12-columns, with equally generous margins that reflect the golden section.

The type and content area is off-center, with the largest margin on the left side of the screen/page.

Gutters are typically one unit of measurement when compared to margins

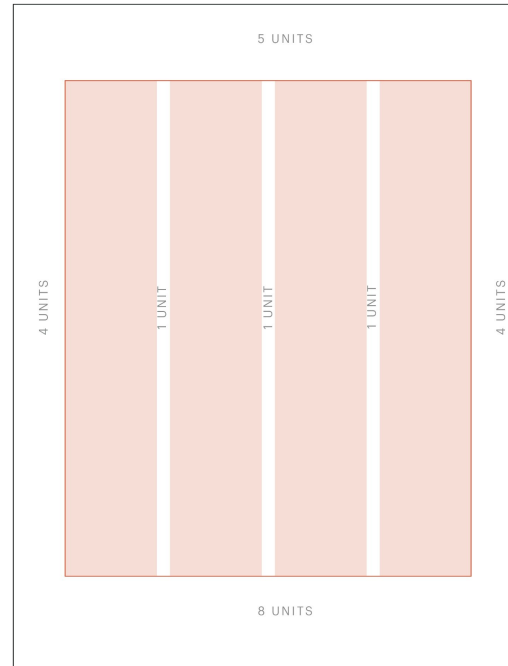


# Letter

Portrait orientation grids are typically four-columns, with generous margins that reflect the golden section.

The type area is always centered, with the largest margin on the bottom of the page.

Gutters are typically one unit of measurement in comparison to the margins.

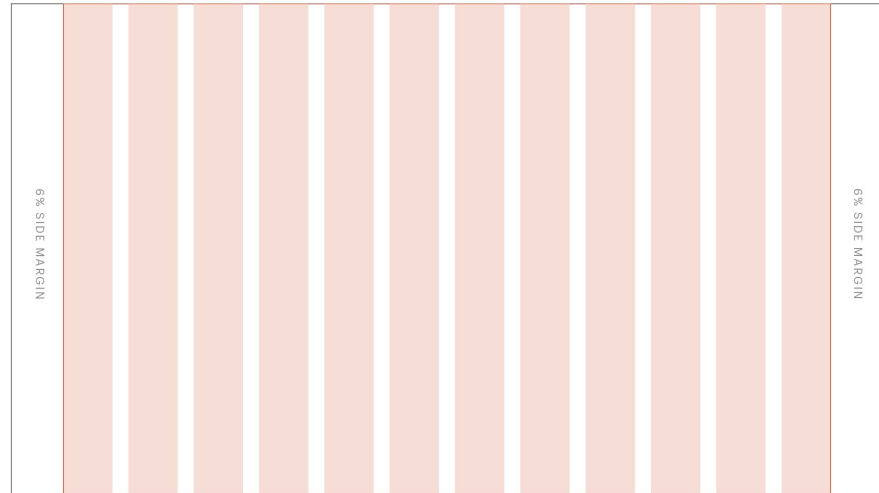


# Website

In order to maximize compatibility across all devices and to ensure flexibility of layout, the website grid is symmetrical and centered in the browser.

On the desktop version of the grid, there are 12 full columns. The number of columns decrease as the browser window gets smaller, until finally arriving at a single column layout on mobile devices.

Gutter widths and side margins are calculated as a percentage of the user's window size, and vary depending on column quantity. There are no top and bottom margins.



NeoTax

The background is a solid teal color. On the right side, there are several overlapping geometric shapes, primarily triangles and quadrilaterals, in various shades of teal, creating a dynamic, abstract design.