



BRAND GUIDELINES

MCC PARTNERS ACCOUNTANTS LIMITED.

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INTRODUCTION

We are proud to present the brand guide of **MCC Partners Accountants Limited**. Our firm is based in Gravesend, Kent, and brings together over 35 years of combined experience in the accounting and financial services industry. Recently, we transitioned from MCC Partners to MCC Partners Accountants Limited to reflect the formation of a wider group, which includes our sister company JB Partners Financial Services. This change marks an important step in our journey to provide a more complete and collaborative service to businesses of all sizes. We are committed to offering more than just traditional accounting. Our goal is to support our clients in every stage of their business growth with honesty, clarity and care.

This guide is designed to help create marketing materials that reflect our brand identity. Whether you are a member of our team or a partner working with us, it is important that everything we produce looks and sounds like it comes from the same trusted source. Our brand is more than a logo or a colour. It is the feeling and message we share through every piece of communication. This guide gives you the tools to keep that message consistent and professional in every space where our brand appears.

Please review this guide carefully before using the logo, colours, fonts or any other visual elements. Every part of our design has been chosen to reflect the values and goals of MCC Partners Accountants Limited. Using these elements the right way helps protect our brand and build trust with the people we serve. Even small changes can make a big difference in how we are seen by clients, partners and the wider community. This guide will help you avoid mistakes and make sure everything you create feels true to who we are.

We also want this guide to be a source of inspiration as well as instruction. You will find clear examples and simple rules that are easy to follow, but also room to be creative within the brand. We believe that consistency and flexibility can work together when everyone understands the foundations of the brand. Use this guide to stay aligned with our identity and to bring our vision to life in your own work. By working together with the same standards, we can present a strong, clear and united brand across all platforms.

LOGO VARIATIONS



ABOUT OUR LOGO

The MCC Partners Accountants Limited logo features a clean and modern design with bold uppercase lettering that gives it a confident and professional presence. The name is clearly structured, with “MCC” and “Partners” standing out, while “Accountants Limited” appears in smaller text beneath to clarify the company’s role. With “MCC” a simple square icon made of double outline adds a sense of structure, progress and balance. This thoughtful layout reflects the brand’s values of clarity, reliability and forward thinking. The logo’s simplicity and strong form help present MCC Partners as a trustworthy and focused business partner.

The logo is displayed on a light gray background with a dashed grid. It consists of a square icon on the left, formed by two concentric squares, containing the letters "MCC". To the right of the icon, the word "PARTNERS" is written in a large, bold, sans-serif font. Below "PARTNERS", the word "ACCOUNTANTS" is written in a smaller, all-caps, sans-serif font.

MCC PARTNERS
ACCOUNTANTS

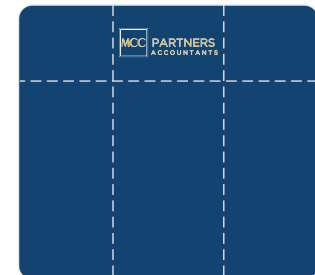
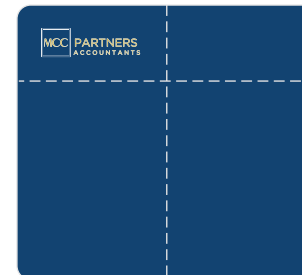
LOGO USAGE

- ✓ Use the logo in its original, unaltered form.
 - ✓ Maintain the correct proportions, colors, and typography.
 - ✓ Provide ample whitespace around the logo to enhance visibility.
 - ✓ Use the icon independently when space is limited.
 - ✓ Place the logo on clear backgrounds for optimal legibility.
 - ✓ Use the logo consistently across all brand materials.
-
- ✗ Don't alter proportions, colors, or typography of the logo.
 - ✗ Don't rotate, flip, stretch, or skew the logo.
 - ✗ Don't place the logo on busy backgrounds that reduce legibility.
 - ✗ Don't add shadows, effects, or outlines to the logo.
 - ✗ Don't crowd the logo with text or images.
 - ✗ Don't use the logo in unauthorized color combinations.

CLEAR SPACE RULE



LOGO PLACEMENT



BRAND COLORS

#124371

ASTRONAUT BLUE

CMYK
99 | 74 | 29 | 16

RGB
18 | 67 | 113

HSB
208 | 83 | 44

PMS* 95%
P 108-8 C

#C6B15A

VEGAS GOLD

CMYK
24 | 24 | 72 | 06

RGB
198 | 177 | 90

HSB
48 | 54 | 77

PMS* 98%
P 5-6 U

TYPOGRAPHY

METROPOLIS

BRAND TYPEFACE

FONT PREVIEW

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SELECTED WEIGHT

EXTRABOLD

SEMIBOLD

REGULAR

- ✓ Free For Commercial Use
- ✓ Available on 1001Fonts for Free

TYPOGRAPHY

RUBIK

WEBSITE HEADLINE TYPEFACE

FONT PREVIEW

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SELECTED WEIGHT

SEMIBOLD (600)

- ✓ Free For Commercial Use
- ✓ Available on Google Fonts for Free

TYPOGRAPHY

NUNITO

WEBSITE BODY TYPEFACE

FONT PREVIEW

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

SELECTED WEIGHT

REGULAR (400)

- ✓ Free For Commercial Use
- ✓ Available on Google Fonts for Free

HIERARCHY

Headlines:

Metropolis Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*(){}[]

Body:

Metropolis Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*(){}[]

Title
30 pt

LOREM IPSUM

Lead
12 pt

Lorem ipsum et sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco ex ea commodo consequat.

Body
12 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.

Footnote
8 pt

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Button
10 pt

GET STARTED

ABOUT US

Link
10 pt

[Learn More](#)

DO'S & DON'TS



The logo design is in perfect proportion.



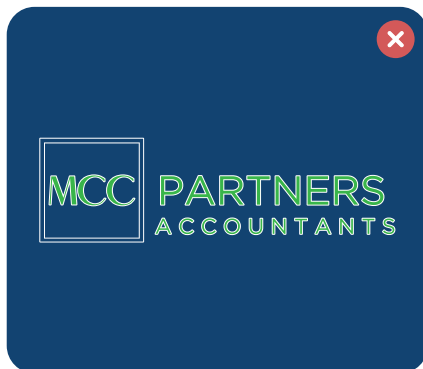
Do not squeeze the logo out of proportion.



Do not stretch the logo out of proportion.



Do not rotate, tilt, or warp the logo.



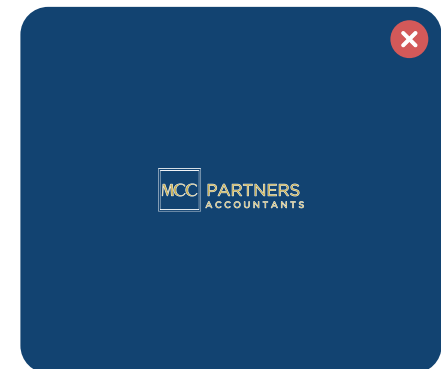
Do not change or swap logo design colors.



Do not use drop shadows or any other effects.



Do not overlap with another logo.



Do not scale down the logo too much.

DO'S & DON'TS



ICONOGRAPHY

The Iconography we present is a carefully curated assortment of sleek and adaptable icons that encapsulate the essence of our brand. These icons are thoughtfully designed to prioritize simplicity and clarity, facilitating smooth integration across diverse platforms. By adhering to the guidelines provided in this brand guide, you can use these icons with assurance to elevate communication and uphold visual consistency across our brand identity.



FILE GUIDELINES

Efficient management of digital assets is essential for preserving the integrity and consistency of our brand identity. Our file guidelines offer instructions on how to handle and utilize digital files associated with our brand, including logos, graphics, and design templates. By adhering to these guidelines, we can ensure that everyone involved in representing our brand has access to the most up-to-date and properly formatted assets.



LOGO USAGE AND FILE FORMATS

For general usage, please utilize the high-resolution PNG transparent file for quality. Vector files (e.g., SVG, Ai, EPS) are highly recommended for scalability.



SOCIAL MEDIA AND ONLINE GRAPHICS

Social media posts and covers should be uploaded in either JPG or PNG file formats in high resolution to ensure optimal display quality across platforms.



PRINT-READY FILE STANDARDS

For print materials such as brochures, posters, and flyers, ensure all files are saved in a print-ready PDF, source, or vector file format for ease of printing.

PRINT GUIDELINES

This section focuses on the use of the brand in printed materials such as brochures, flyers, posters, business cards, stationery, packaging, and signage. It may include specifications for print production, such as color codes (e.g., CMYK or Pantone), print resolution, bleed and trim settings, paper types, and printing techniques. It may also cover guidelines for typography, layout, and design principles specific to print media.

FILE FORMATS

- ✓ Print-ready PDF files
- ✓ Vector or PSD source files (for editing)
- ✓ Include both formats for flexibility

COLOR SPECIFICATIONS

- ✓ CMYK color mode for print
- ✓ Brand-approved color palette
- ✓ Embedded color profiles for accuracy

RESOLUTION REQUIREMENTS

- ✓ High-resolution images (300 dpi)
- ✓ Check image sharpness before finalizing
- ✓ Avoid Low-resolution images

BLEED AND TRIM

- ✓ Include bleed areas to avoid white borders
- ✓ Specify trim marks for accurate cutting
- ✓ Ensures precise final trimming



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