

# BRAND AND DESIGN GUIDELINES



These guidelines describe the visual elements that represent the KAUFMAN ROSSIN identity. This includes our name, logo, colors, typography, layout and identifying graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

Use these guidelines and help us build our brand.

# THANK YOU

## TABLE OF CONTENTS

Brand attributes	03
Logo	05
Color	12
Typography	21
Photography	26
Layout	33
Web style-guide	38
Applications	51
Contacts	57



KR provides relief which gives me JOY

EMOTIONAL  
BENEFIT

At KR I'm surrounded by smart people who are looking out for me. (Internal: KR is dedicated to employee satisfaction)

UNIQUE POINT  
OF DIFFERENCE

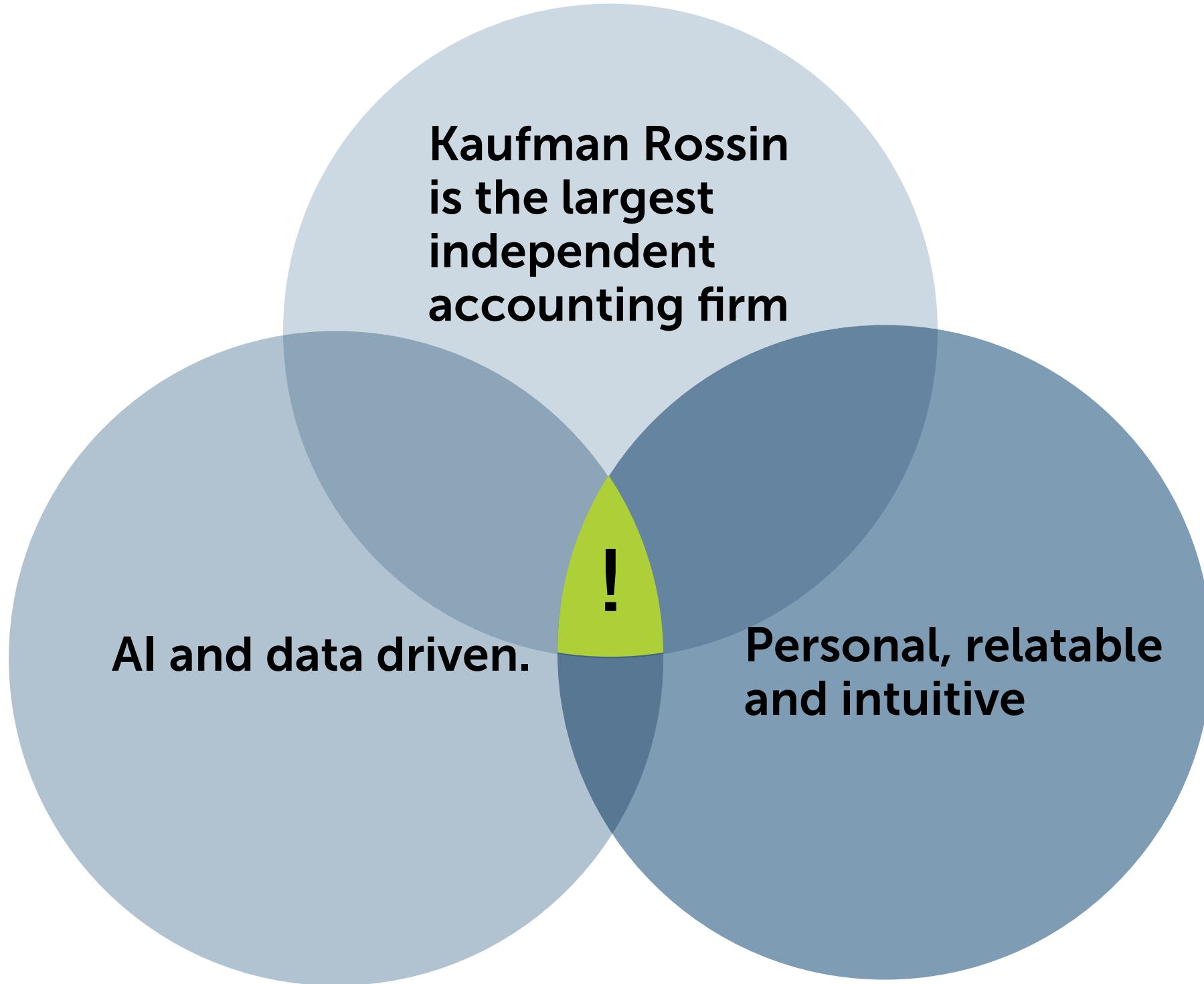
Big enough to get the big picture and can act on new opportunities. Small enough to be innovative, relatable, intuitive, and personable. Agile. Partner access. Local and global presence/understanding.

FUNCTIONAL  
BENEFIT

KR covers a wide variety of services and industries; traditional, advisory and protection. Analytical. Data-driven. Problem solvers. 400 employees. Multiple locations. Independent.

FEATURES  
(Cost of entry)

Accreditations. Offices. Equipment. Website. Computers. Software. Processes. Online filing abilities. Rational and professional.





## **FUNCTIONAL VALUE PROPOSITION:**

**Kaufman Rossin expertise across industries combined with the use of the latest technology and risk tools, allows them to provide optimal, customized and personalized solutions.**

## **EMOTIONAL VALUE PROPOSITION:**

**Joy and relief.**



# MANIFESTO

JOY is not a term normally attributed to accounting and consulting. But it should be.

Joy follows the relief of incontrovertible data. It follows the certainty of expert guidance.

It's a by-product of independence, from one-on-one solutions.

Joy is the removal of doubt, a side effect of the proven best path, the result of blazing new trails.

It's the tingle of a grand slam swing, the vibration of the game-winning ace, draining the net at the buzzer, and nailing a hole in one.

Joy is defying the odds, and watching naysayers disappear in your rear view mirror.

Kaufman Rossin  
joy is your bottom line

# BRAND ATTRIBUTES

These functional and emotional personality traits associate with our brand. They are the basic elements for establishing our brand identity.





LOGO

## LOGO LOCK-UP

Our logo is an essential visual element and our primary identifier.

The logo is designed with two different typefaces, one for KAUFMAN and one for ROSSIN, this gives the logo distinctiveness. The vertical line represents “and” and is incorporated into the graphic language. See more on this on page 34.

There are three types of lock-ups. Refrain from altering proportions or creating new versions without first consulting the KAUFMAN ROSSIN marketing team.

See color combinations on page 12-20.

A: Primary logo. Use this version as often as possible.

The primary logo consists of the word "KAUFMAN" in a bold, blue, sans-serif font, followed by a vertical green line, and then the word "ROSSIN" in a blue, sans-serif font.

B: This stacked version is typically used when the logo needs to be smaller due to horizontal constraints.

The stacked logo features the word "KAUFMAN" in a bold, blue, sans-serif font, followed by a horizontal green line, and then the word "ROSSIN" in a blue, sans-serif font.

C: The logo mark is considered a graphic element and should **not** be used as an alternative logo to A and B.



## GROUP LOGOS

There are four main groups and multiple sub-groups and sub-names (Not shown here). They follow the same color variations as the main logo. See examples here. See page 9 for design directions.

**KAUFMAN** | ROSSIN  
cpa + advisors

**KAUFMAN** | ROSSIN  
cpa + advisors

**KAUFMAN** | ROSSIN  
insurance

**KAUFMAN** | ROSSIN  
wealth

**KAUFMAN** | ROSSIN  
alternative investment services

**KAUFMAN** | ROSSIN  
cpa + advisors

**KAUFMAN** | ROSSIN  
cpa + advisors

**KAUFMAN** | ROSSIN  
cpa + advisors

**KAUFMAN**  
ROSSIN  
cpa + advisors

**KAUFMAN**  
ROSSIN  
cpa + advisors

**KAUFMAN**  
ROSSIN  
cpa + advisors

**KAUFMAN**  
ROSSIN

## LOGO AND TAGLINE

The lowercase tagline provides a nice juxtaposition to the all-caps logo. The tagline is right justified and will always line up with "N" in ROSSIN.

The tagline can be used independently, but when used together with the logo please use one of these lock-ups and note the following:

- Tagline is always lowercase
- Tagline can be a different color but never more prominent than the logo color. See examples on page 16-18.

**KAUFMAN** | **ROSSIN**  
joy is your bottom line

**KAUFMAN** | **ROSSIN**  
joy is your bottom line

2 inches

*If logo is less than 2 inches wide, tagline starts at the M.*

**KAUFMAN**  
**ROSSIN**  
joy is your bottom line

*Stacked logo version: The tagline is the same width as KAUFMAN*

joy is your bottom line

*Tagline is Museo Sans 300*

~~  
joy is your bottom line~~

*Never use the tagline with the logo mark*

~~**KAUFMAN** | **ROSSIN**  
cpa + advisors | joy is your bottom line~~

*Don't use tagline with group logos*

## LOGO SAFE SPACE AND COMPUTATION

Whenever you use the logo, it should be surrounded with clear space to ensure maximal impact. No graphic elements should invade this zone.

Computation is the minimum clear space surrounding the logo. This is to give the logo breathing room and to ensure the logo has optimal visibility.

At a minimum, the clear space surrounding the logo should be equivalent to the width of the "O" in ROSSIN.



### Minimum Logo Sizes

KAUFMAN | ROSSIN

1.5 inches

KAUFMAN  
ROSSIN

1 inch

K | R

0.5 inch

## GROUP LOGO DESIGN

Groups, names, and titles will be needed. Please follow these simple rules when designing a new group logo.

**KAUFMAN | ROSSIN**  
e  
university

*Name is always lower-case.*

*The group name size varies based on the length of the name.*

*The height of a lower-case determines where the name is placed underneath the logo.*

**KAUFMAN**  
**ROSSIN**  
e  
help desk

Minimum Logo Sizes

**KAUFMAN | ROSSIN**  
university

1.5 inches

**KAUFMAN**  
**ROSSIN**  
help desk

1 inch

university

Group name gray color:  
CMYK: 0/0/0/60  
RGB: 130/130/130  
HEX: 828282

~~**KAUFMAN | ROSSIN**  
university~~

*Group name never appears in any other color than gray, green or white.*

~~**KAUFMAN**  
**ROSSIN**  
cpa + advisors~~

*Group name should never appear 100% black*



*Only use green color when there's appropriate color and contrast*

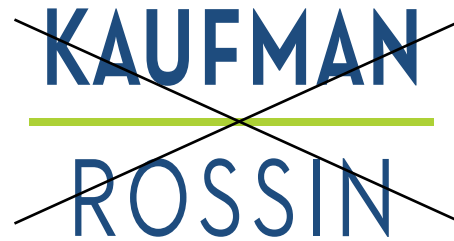
## LOGO DON'Ts

The logo is never meant to be altered in any way.  
Only use lock-ups provided and help us keep the brand consistent.

*Do not change scale, skew or rotate the logo.*



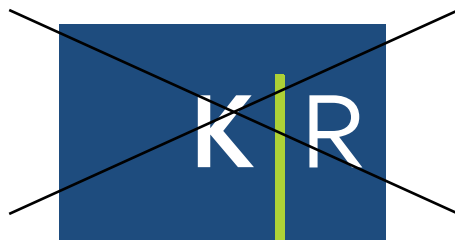
*Do not horizontally or vertically distort the logo.*



*Do not create a custom logo for specific purposes.*



*Do not change the proportion of the logo mark and the name.*



*Do not outline the logo.*



*Do not change the typeface or manipulate the word-mark and symbol.*





# COLORS



## COLOR SYSTEM

Color plays an important role in the corporate identity program. A palette of primary colors has been developed to reflect KAUFMAN ROSSIN's brand personality and attributes.

Consistent use of these colors will contribute to the cohesive and harmonious look of the brand identity across all media.

It will also add to our forward momentum, helping our brand becomes increasingly recognizable.



McKinsey  
& Company



KAUFMAN|ROSSIN



mazars



accenture



KEARNEY



DHG



Deloitte.



# Industry Color Palette

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## COLOR PALETTE

Our new color palette is brighter and bolder and reflects the energetic and joyous company we are. The main colors are Apple Green, Midnight Blue, and Charcoal Grey and can be used individually or together. You'll see examples of this throughout these guidelines. These colors are in addition to black and white.

# 01

## APPLE GREEN

### PRINT

CMYK 37 / 0 / 100 / 0  
Pantone 2291 C

### WEB

RGB 174 / 209 / 54  
HEX aed136

# 02

## MIDNIGHT BLUE

### PRINT

CMYK 100 / 82 / 33 / 0  
Pantone 7693

### WEB

RGB 30 / 76 / 126  
HEX 1d4c7e

# 03

## CHARCOAL GRAY

### PRINT

CMYK 0 / 0 / 0 / 90  
Pantone Cool Gray 11

### WEB

RGB 60 / 60 / 60  
HEX 3c3c3c

## BACKGROUND GRAY

### PRINT

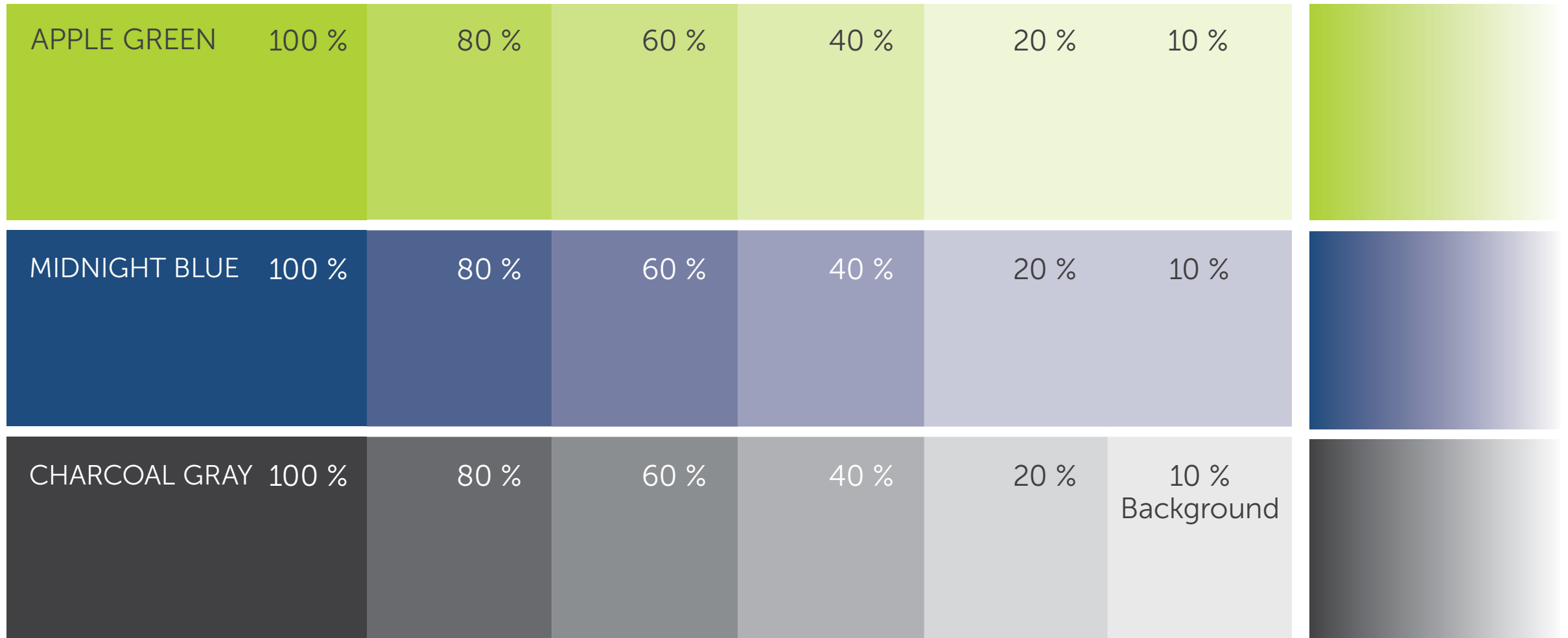
CMYK 0 / 0 / 0 / 9  
Pantone 10% of Cool Gray 11

### WEB

RGB 249 / 249 / 249  
HEX f9f9f9

## COLOR TONES AND GRADATIONS

Using various shades or gradations of the colors are a nice way to add variety to the design while staying on brand. Make sure the shade of a color is never the prominent color.



## LOGO COLORS

The logo comes in black, white, and 2 primary colors: midnight blue and charcoal gray.  
The vertical line can be black, white, or any of the primary colors.  
See different color combinations on the following pages.

KAUFMAN | ROSSIN

KAUFMAN | ROSSIN

KAUFMAN | ROSSIN

KAUFMAN | ROSSIN



## LOGO ON PRIMARY COLORED BACKGROUND

Please follow these simple guideles of do's and don'ts.

*How logo and background colors can be combined.*

KAUFMAN | ROSSIN

KAUFMAN | ROSSIN

KAUFMAN | ROSSIN

KAUFMAN | ROSSIN

KAUFMAN | ROSSIN

*White logo (or any text) should never appear on green background.*

*Green logo (or any text) should never appear on white or bright background.*

*Green logo does not exist as a lock-up and therefor should not appear on any background.*

## DON'T

KAUFMAN | ROSSIN

KAUFMAN | ROSSIN

KAUFMAN | ROSSIN

KAUFMAN | ROSSIN

## LOGO COLORS AND TAGLINE

The logo colors follow the guidelines from page 12. The tagline can only appear in primary brand colors.

**KAUFMAN** | **ROSSIN**  
joy is your bottom line

**KAUFMAN**  

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**ROSSIN**  
joy is your bottom line

**KAUFMAN** | **ROSSIN**  
joy is your bottom line

**KAUFMAN**  

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**ROSSIN**  
joy is your bottom line

**KAUFMAN** | **ROSSIN**  
joy is your bottom line

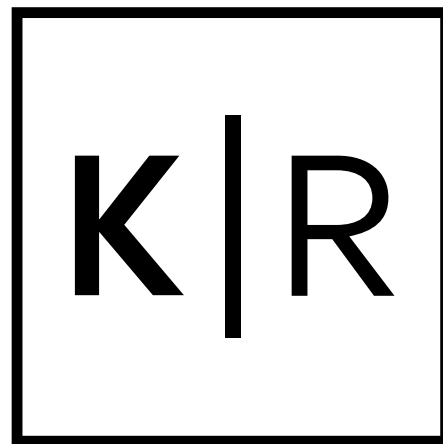
**KAUFMAN**  

---

**ROSSIN**  
joy is your bottom line

# LOGO MARK

Example of color combinations available.



## LOGO AND SPLIT COLORS

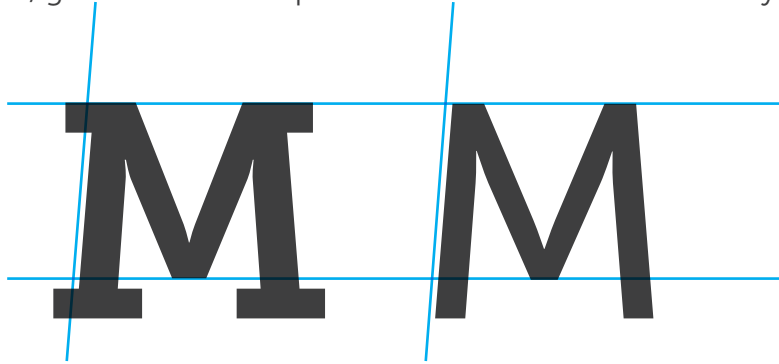
The split layout concept described on page 31 allows for the logo to be integrated into the design. The use of logo colors on page 12 still applies.



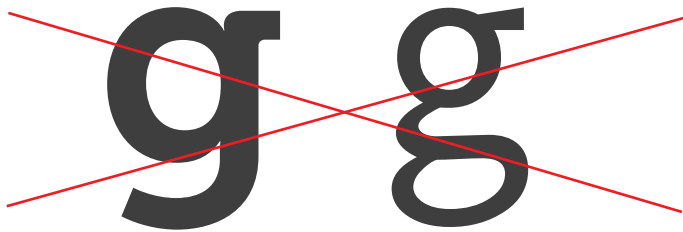


# TYPOGRAPHY

Using fonts where the headline and body copy have same design structure, gives a unified impression and increases readability.



Unlike fonts where letters aren't from the same family.



**Mellon**  
Mellon

**great**  
great

**fjord**  
fjord

Museo is our official font. The consistent use of this font helps establish typography as a recognizable brand identity element, while reinforcing a unified family appearance among all communication materials.

Stylistically, Museo is a hybrid, modern version of classic fonts with sans and sans-serif faces that have humanistic proportions and a modern geometric look.

**MUSEO SLAB 700 (BOLD)**

Museo Sans 300 (Regular)

*Museo Slab 300 Italic*

# MUSEO - THE CORPORATE FONT

For headlines use Museo Slab. You can use all caps for single words and very short sentences.

For body copy and longer text paragraphs, use Museo Sans 300 in uppercase and lowercase.

Museo Sans and Slab 300 Italic can be used with body copy to emphasize paragraphs, call-outs, etc.

## Museo Sans + Museo Slab

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<b>Museo Slab</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>G</b>	<b>H</b>	<b>I</b>	<b>J</b>	<b>K</b>	<b>L</b>	<b>M</b>	<b>N</b>	<b>O</b>	<b>P</b>	<b>Q</b>	<b>R</b>	<b>S</b>	<b>T</b>	<b>U</b>	<b>V</b>	<b>W</b>	<b>X</b>	<b>Y</b>	<b>Z</b>
<b>700</b>	<b>a</b>	<b>b</b>	<b>c</b>	<b>d</b>	<b>e</b>	<b>f</b>	<b>g</b>	<b>h</b>	<b>i</b>	<b>j</b>	<b>k</b>	<b>l</b>	<b>m</b>	<b>n</b>	<b>o</b>	<b>p</b>	<b>q</b>	<b>r</b>	<b>s</b>	<b>t</b>	<b>u</b>	<b>v</b>	<b>w</b>	<b>x</b>	<b>y</b>	<b>z</b>
	<b>0</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>@</b>	<b>#</b>	<b>\$</b>	<b>%</b>	<b>&amp;</b>	<b>?</b>										

---

Museo Sans	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
300	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p	q	r	s	t	u	v	w	x	y	z
	0	1	2	3	4	5	6	7	8	9	@	#	\$	%	&	?										

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<i>Museo Slab</i>	<i>A</i>	<i>B</i>	<i>C</i>	<i>D</i>	<i>E</i>	<i>F</i>	<i>G</i>	<i>H</i>	<i>I</i>	<i>J</i>	<i>K</i>	<i>L</i>	<i>M</i>	<i>N</i>	<i>O</i>	<i>P</i>	<i>Q</i>	<i>R</i>	<i>S</i>	<i>T</i>	<i>U</i>	<i>V</i>	<i>W</i>	<i>X</i>	<i>Y</i>	<i>Z</i>
<i>300 Italic</i>	<i>a</i>	<i>b</i>	<i>c</i>	<i>d</i>	<i>e</i>	<i>f</i>	<i>g</i>	<i>h</i>	<i>i</i>	<i>j</i>	<i>k</i>	<i>l</i>	<i>m</i>	<i>n</i>	<i>o</i>	<i>p</i>	<i>q</i>	<i>r</i>	<i>s</i>	<i>t</i>	<i>u</i>	<i>v</i>	<i>w</i>	<i>x</i>	<i>y</i>	<i>z</i>
	<i>0</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>	<i>9</i>	<i>@</i>	<i>#</i>	<i>\$</i>	<i>%</i>	<i>&amp;</i>	<i>?</i>										

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## TEXT - EXAMPLES

Headline  
Museo Slab 700 (Bold)  
Upper lower case

**JOY is not a term normally  
attributed to accounting and  
consulting. But it should be.**

Headline  
Museo Slab 700 (Bold)  
All upper case is only to be  
use with short sentences

**PUT YOUR NUMBERS  
TO WORK.**

Body copy  
Museo Sans 300 (Regular)

Lorem ipsum dolor sit amet est sed  
phasellus non nec eget, fringilla necet  
sita tibus varius mus lorem diam  
socis sit nulanteo vitae mauris vivero.  
Gravida proin nulla libero vel nunc,  
mutis esttortor etc. Arcu volutpatol nel  
fringilla hendrerit euismod diamos.

Museo Sans 300 Italic

*Learn more at [KaufmanRossin.com](http://KaufmanRossin.com)*

Museo Slab 300 Italic

*Learn more at [KaufmanRossin.com](http://KaufmanRossin.com)*

## SECONDARY FONT

In addition to our primary fonts, you can use these but only for short text, effects, numbers, or button text.

You might want a sub-headline to be semi-bold or need an extra bold sans-serif word as a part of your design. Go for it, but keep it clean and simple.

Museo Slab 900  
(Extra Bold)

# SURVEY

*Should only be used for one word or numbers*

Museo Sans 700  
(Bold)

**JOY is not a term normally attributed to accounting and consulting. But it should be.**

*Use for sub-headlines, paragraph intros, or text call-outs*

Museo Sans 900  
(Extra Bold)

# SURVEY



SMALL BUSINESS PLANNING

**You speak produce.  
We speak numbers.**

**What you do with seedlings, we do with numbers.**

Lorem ipsum dolor sit amet est sed phasel  
lus non nec eget, fringilla necessita tibus  
varius lorem, diam sociis sit, nulanteo vitae.  
Esto necessita tibus nedha. Vari diam  
socis sitol conti. Mauris viverra a ultricies.

Museo Slab 700

Museo Slab 700

Museo Sans 700

Museo Sans 300



# PHOTOGRAPHY

## **LIFESTYLE. NOT BUSINESS STYLE.**

Our photography celebrates the result of what we do for our clients more than the process itself.

The style is authentic and honest. We use “real” people in relatable situations with lots of natural light.

No studio photography or people photographed on white background.

The coloring is warm and inviting to reflect heartfelt emotion.

Black and white photography can be used in collages and combined with color photos, but never alone or as a main image.

Request access to the image library at [xxxxxx@KaufmanRossin.com](mailto:xxxxxx@KaufmanRossin.com)





## PHOTOGRAPHY - COLOR CORRECTION

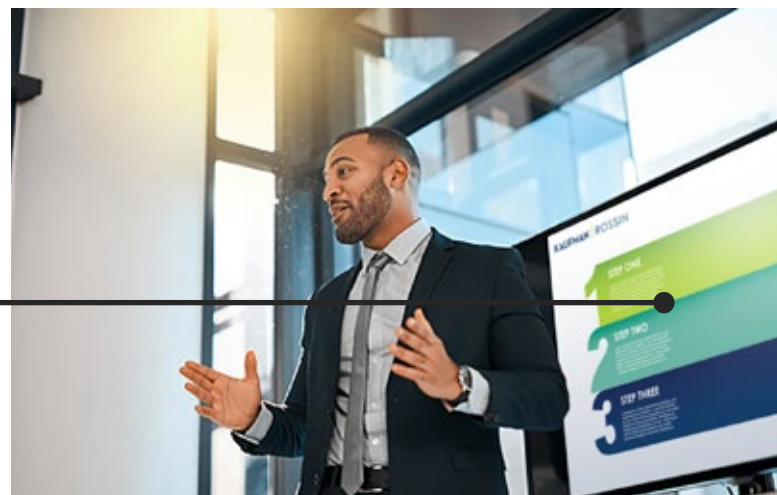
All photography should be color adjusted for a warm, welcoming look. Together with choosing the right stock imagery, this is an easy way to make our images look and feel authentic to our brand, which help enhance brand recognition.

- Enhance contrast
- Warm colors

*Some images will benefit from blurring the background to emphasize the subject. This gives a natural, documentary look.*

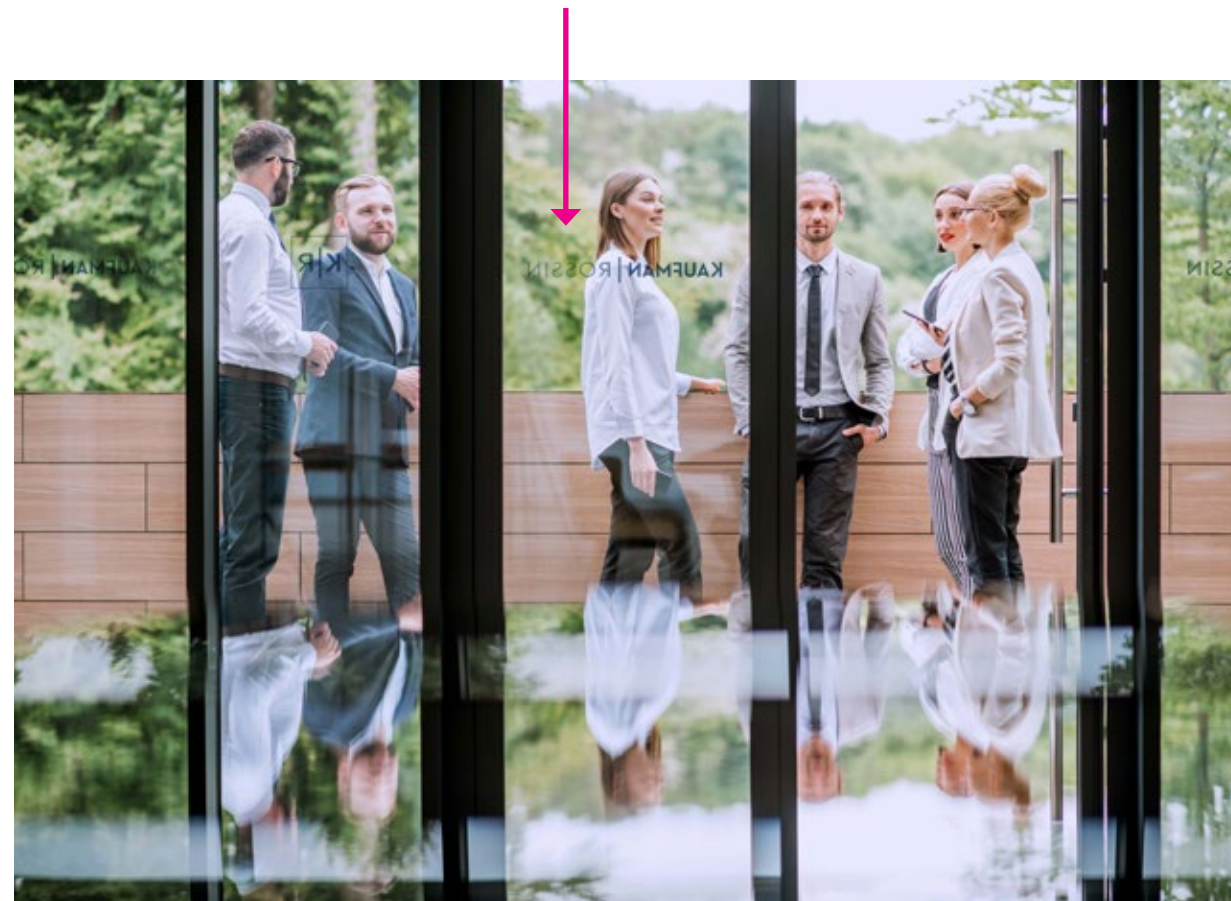


*When there's an opportunity to customize the image, do so with logo, colors, or customized graphics. See more on next page.*



## BRANDED PHOTOGRAPHY

When possible, retouch subtle Kaufman Rossin branding details into the photography. This will add authenticity.



## BRANDED PHOTOGRAPHY - JOY LINE

If the image and design allow it, a vertical or horizontal JOY line can be added to the photography. It incorporates the brand into the image – and adds a little joy.



## TEXT ON PHOTOGRAPHY

Text on photos can look really good, or very bad. To make sure the text is readable, please follow these simple guidelines, and for digital, make sure it complies with ADA rules.



Lorum ipsum conti  
estral vel porus contin  
gallo deru inginta.

LEARN MORE

Use colored box behind text. Box can be primary colors (green, blue, gray) or white. Not black.



HOW TO  
REWARD YOUR  
WORKFORCE

Text can be used on an image without a colored box but only if the background provides sufficient contrast – either dark or very light.

It's recommended to use short all-caps text for optimal readability.



What gardeners do

with produce,

we do with numbers.

What

W  
W

The height of the bar is twice the height of the W. The length of the bar is determined by the length of the word or sentence.

Text and bars should always be left justified.



HOW TO  
REWARD YOUR  
WORKFORCE

Avoid using dark transparent overlays or text shadows.



# LAYOUT



## Introducing the “Joy line”

This new brand design concept portrays the two sides of the client vendor relationship. The left side references clients’ businesses, lives, and challenges. The right side represents how Kaufman Rossin improves those things with data, wisdom, and expert guidance. And in between, connecting both sides – the subtle joy thread, an icon for success, for unity, for relieved, and joyous clients.

This “split” layout concept and the Joy line can be used as a design element but is not mandatory.



SMALL BUSINESS PLANNING

# You speak produce. We speak numbers.

What you do with seedlings,  
we do with numbers.

Lorem ipsum dolor sit amet est sed phasel  
lus non nec eget, fringilla necessita tibus  
varius lorem, diam sociis sit, nulanteo vitae.  
Esto necessita tibus nedha. Vari diam  
socis sitol conti. Mauris viverra a ultricies.

MEET YOUR  
TRANSLATOR

## USING THE LAYOUT

The JOY line is based on the vertical line in the logo. Although the logo is a lock-up and should not be altered, the line separating Kaufman and Rossin can be extended to integrate the logo into the layout.

KAUFMAN | ROSSIN

*The width of the joy line is the same as the vertical line in "R".*

*Examples of the logo used with the extended JOY line.*

*Notice how the logo is visible on this darkened background.*



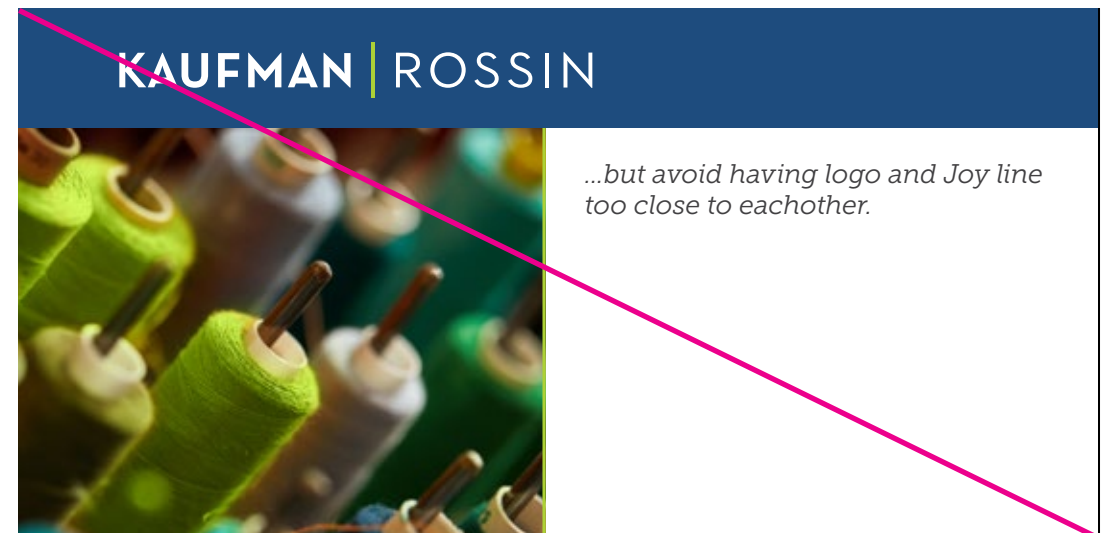
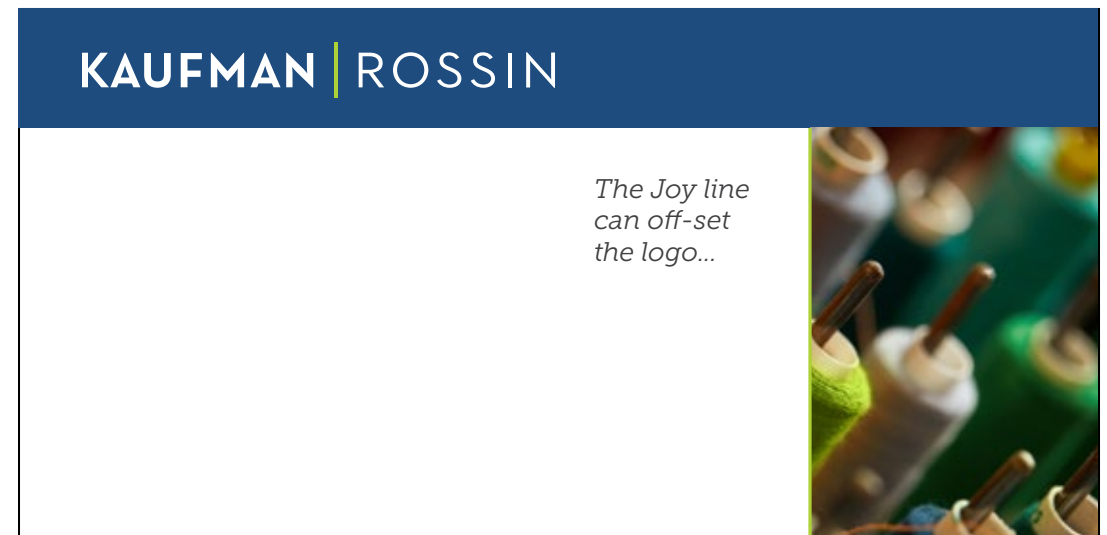
## JOY LINE AND LOGO

When using the logo near the Joy line, make sure they don't conflict. Preferably the Joy line should be an extension of the center line in the logo – as a line that continues to or from the layout or with space,



KAUFMAN | ROSSIN

The Joy line can also be underneath the logo without being an extension.



# USING THE JOY LINE

The split layout and the “JOY line” is not mandatory but a design concept that helps us build uniqueness and recognition. It’s also a design that allows you to have a little fun and be creative. Here’s a few basic guidelines:



**Ceras colonis  
petural perus est.**

Lorem ipsum dolor sit amet  
est sed phasel lus non nec eget,  
fringilla necessita tibus varius  
lorem, diam sociis sit, nulanteo  
vitae. Esto necessita tibus nedha.  
Vari diam socis sitol conti perul.  
Mauris viverra a ultricies.

*One side is typically an image or primary brand color, the other has to be a solid contrasting color.*

*The photo or darker area can be on either side.*

*Where you divide the area is up to you, it doesn't have to be centered.*

## WHEN NOT TO USE THE “JOY LINE”

When two primary colors are used next to each other, a JOY line is not needed.

## UNLESS THERE IS A LOGO.

...then the usual rules apply. In this case, the white horizontal divider lines extends to full width.

**KAUFMAN**  
ROSSIN

*Only primary colors can be used for layouts like these.*

## HEADLINE CAN BE ON ONE SIDE...

*...and the other side can be used for body copy, charts or call-outs.*

*Keep it simple, clean and don't place body copy on both sides.*

*Make sure to add a JOY line in one of the primary colors.*



# WEB STYLE GUIDE

**H1** Header 1  
Museo Slab 700  
Size: 60 points  
Leading: 72 points

**JOY is not a term normally attributed to accounting and consulting. But it should be.**

**H2** Header 1  
Museo Slab 700  
Size: 45 points  
Leading: 52 points

**JOY is not a term normally attributed to accounting and consulting. But it should be.**

ALL-CAPS should not be used for long sentences

**PUT YOUR NUMBERS TO WORK.**

**H3** Header 2  
Museo Slab 700  
Size: 40 points  
Leading: 52 points

**JOY is not a term normally attributed to accounting and consulting. But it should be.**

ALL-CAPS should not be used for long sentence

**PUT YOUR NUMBERS TO WORK.**

**H4** Sub-header 3  
Museo Slab 700  
Size: 30 points  
Leading: 40 points

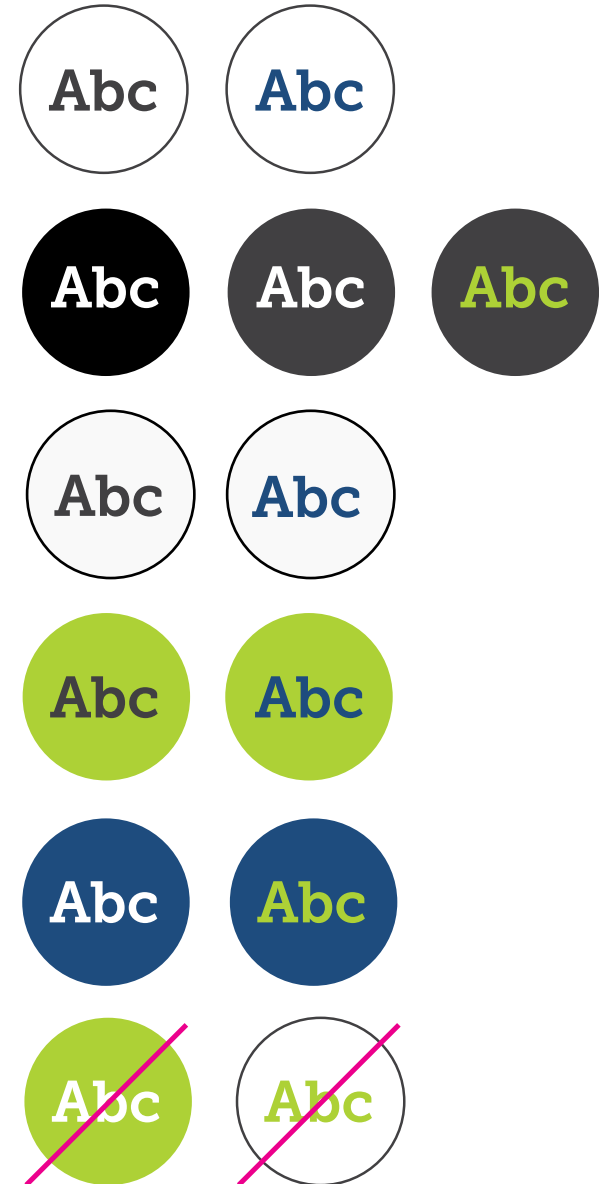
**JOY is not a term normally attributed to accounting and consulting. But it should be.**

**H5** Sub-header 4  
Museo Sans 700  
Size: 21 points  
Leading: 30 points

**JOY is not a term normally attributed to accounting and consulting. But it should be.**

Color usage

Note. Black text in not used on website



# HM1

Header 1  
Primary  
Museo Slab 700  
Size: 32 points  
Leading: 38 points

ALL-CAPS should  
not be used for  
long sentences

JOY is not a term normally  
attributed to accounting and  
consulting. But it should be.

PUT YOUR NUMBERS  
TO WORK.

# HM2

Header 2  
Secondary  
Museo Slab 700  
Size: 22 points  
Leading: 28 points

JOY is not a term normally  
attributed to accounting and  
consulting. But it should be.

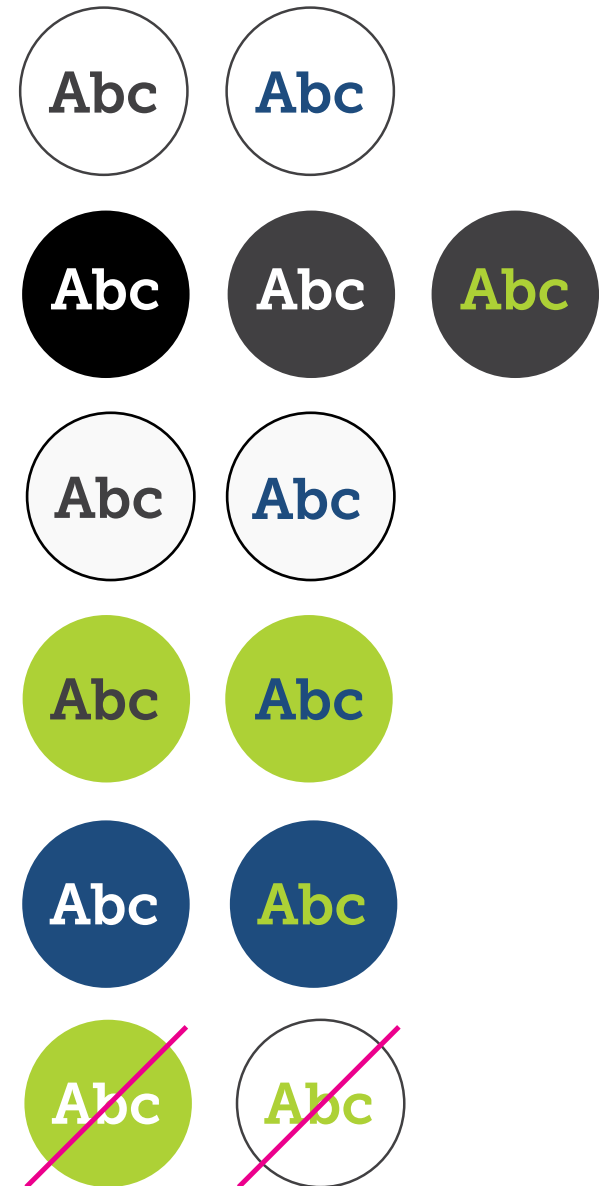
# HM3

Sub-header  
Museo Sans 700  
18 points  
25 leading

JOY is not a term normally attributed  
to accounting and consulting.  
But it should be.

### Color usage

Note. Black text in not used on website



**B1** **Primary Body copy**  
 Museo Sans 300  
 Size: 18 points  
 Leading: 28 points

Lorem ipsum dolor sit amet est sed  
 phasellus non nec eget, fringilla necet  
 sita tibus varius mus lorem diam.

**B2** **Body copy**  
 Museo Slab 300 Italic  
 Size: 18 points  
 Leading: 28 points

*Lorem ipsum dolor sit amet est sed  
 phasellus non nec eget, fringilla necet  
 sita tibus varius mus lorem diam.*

**B3** **Bold body copy**  
 Museo Sans 700  
 Size: 16 points  
 Leading: 24 points

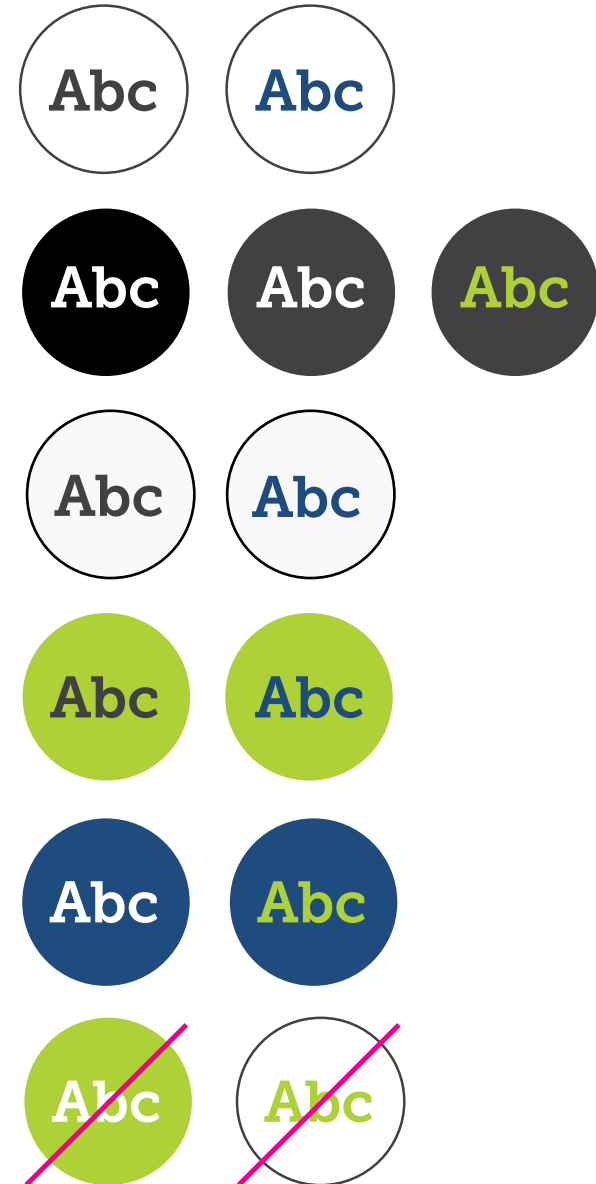
Use in ALL CAPS for:

- Form input fields
- Dates
- Buttons
- Caption text

**LEARN MORE**  
**AUGUST 31, 2021**  
**NAME**  
**ADDRESS**  
**CITY**

**Color usage**

Note. Black text in not used on website



# BM1

**Body copy**  
 Museo Sans 300  
 Size: 16 points  
 Leading: 24 points

Lorem ipsum dolor sit amet est sed  
 phasellus non nec eget, fringilla necet  
 sita tibus varius mus lorem diam.

# BM2

**Body copy**  
 Museo Slab 300 Italic  
 Size: 13 points  
 Leading: 18 points

*Lorem ipsum dolor sit amet est sed  
 phasellus non nec eget, fringilla necet  
 sita tibus varius mus lorem diam.*

# BM3

**Bold body copy**  
 Museo Sans 700  
 Size: 16 points  
 Leading: 24 points

Used in ALL CAPS for:  
 - Form input fiels  
 - Buttons  
 - Caption text

**LEARN MORE**

**AUGUST 31, 2021**

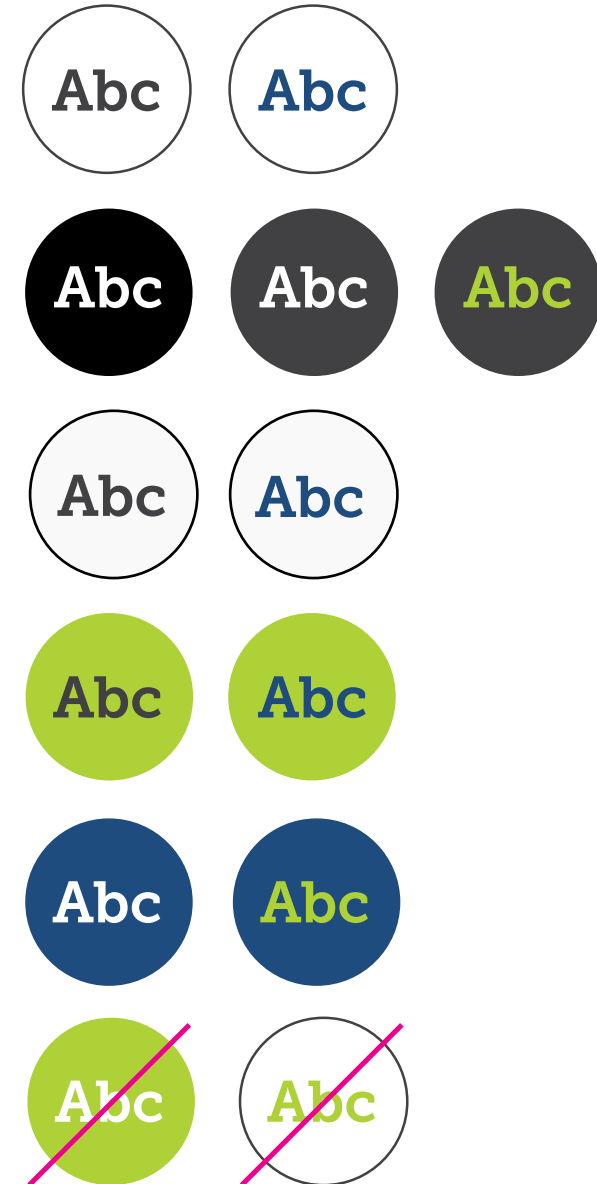
**NAME  
 ADDRESS  
 CITY**

**LEARN MORE**

**See button design on page 43**

## Color usage

Note. Black text in not used on website



## QUOTATIONS

When a quoted text is standing alone and used as a call out or a headline, we treat the quotation mark as a design element and only use one at the beginning of the quote. Use a different color quotation mark than the text if you can it looks better. The text can be Museo Sans or Slab and it can be any brand color.

*Quotation mark has the same height as a capitalized letter.*

“ Actions without

### DESKTOP

*Quotation mark is placed to the right of the text.*

“ Actions without  
a strategy  
is the fastest path  
to failure

### MOBILE

*Because mobiles are vertical, the quotation mark is placed above the quote.*

“

*Actions without  
a strategy  
is the fastest path  
to failure*

“

*Actions without  
a strategy  
is the fastest path  
to failure*

“

**Actions without  
a strategy  
is the fastest path  
to failure**

## CATEGORY INDICATOR

We use these to indicate what the section is about and to help the overall navigation.

When possible, they will start at the left side of the page or by the image/box. These are not buttons.

The diagram illustrates two examples of category indicators. The first example, for 'TECHNOLOGY', shows a long blue bar on the left side of the page. A dashed pink line extends from the right end of this bar to a smaller blue bar labeled 'TECH' on the right. To the right of the 'TECH' bar is a large blue letter 'T' with a dashed pink line extending from its top and bottom to the right edge of the diagram. Below the 'TECH' bar are two lines of text: 'The height of the bar is twice the height of the T.' and 'The length of the bar is determined by the length of the word or sentence.'

The second example, for 'INSURANCE', shows a shorter blue bar on the left side of the page. A dashed pink line extends from the right end of this bar to a smaller blue bar labeled 'INSURANCE' on the right. To the right of the 'INSURANCE' bar are four lines of text: 'Depending on the background and design, the bar and text can be used in different colors.' Below this text are four bars, each labeled 'INSURANCE' in a different color: dark blue, light blue, green, and dark grey.

**TECHNOLOGY**

**Lorum ipsum dolores  
sit amet consectetur  
est adipiscing tempor.**

**TECH**

*The height of the bar is twice the height of the T.  
The length of the bar is determined by the length of the word or sentence.*

**INSURANCE**

**X Lorum ipsum dolores  
sit amet consectetur  
est adipiscing tempor.**

*When text is far away from the left side, use a shorter bar, like this.*

**INSURANCE**

**INSURANCE**

**INSURANCE**

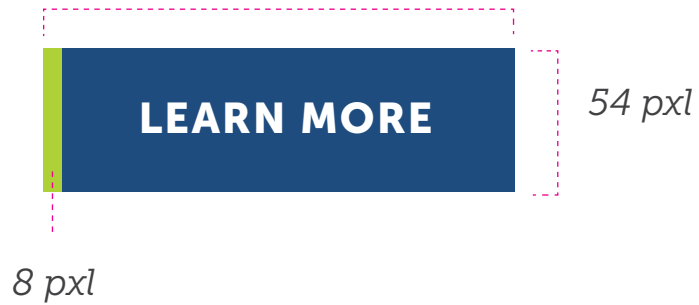
**INSURANCE**

**INSURANCE**

*Depending on the background and design, the bar and text can be used in different colors.*

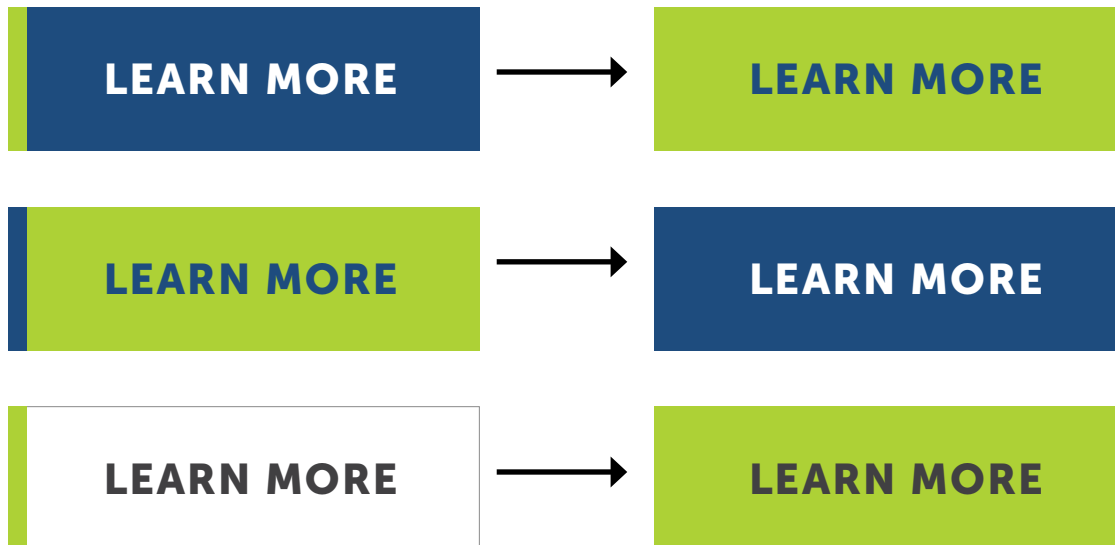
# BUTTONS AND LINKS

Text determines length of button



Font:  
Museo Sans 900  
Size: 16 p

Hover colors



When you don't need a button but still need a link, use all caps text (typography style B3 and BM3) with a 25 px green or white line underneath.

Length of green line is always 25 px

Lorem ipsum dolor sit amet est sed pnon nec eget, fringilla necet sita tibus varius diam. Conti estrol peras filuti con bestos.

**LEARN MORE**

Lorem ipsum dolor sit amet est sed pnon nec eget, fringilla necet sita tibus varius diam. Conti estrol peras filuti con bestos.

**LEARN MORE**

Underlined/hot link text can be use as well. Link is always bold (Museo 700)

Kaufman Rossin's analytic team provides research for **Heross Global Communications**

## BUTTON PLACEMENT

On **DESKTOP** the button will always be left justified and placed underneath the text as shown here.

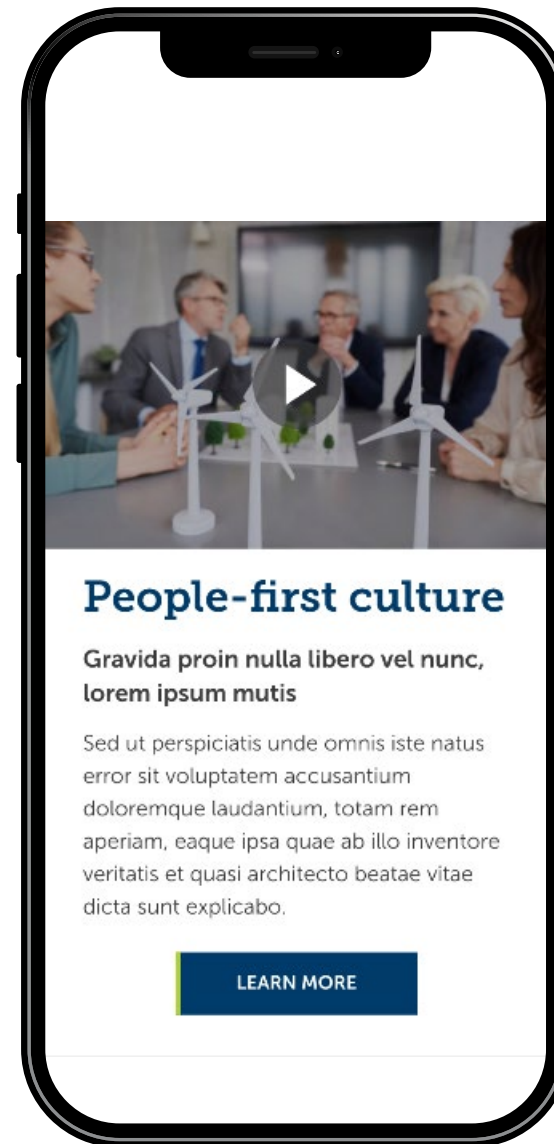


### Robinhood's CEO Is Not Licensed by Wall Street's Powerful Self-Regulator

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

READ MORE

For **MOBILE** the button will always be centered to create balance.



## IMAGE SIZE - DESKTOP

Note the examples are shown here at a smaller size.

Large image box 560 x 300 pxl



Medium image box 495 x 335 pxl



### Robinhood's CEO Is Not Licensed by Wall Street's Powerful Self-Regulator

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

[READ MORE](#)

Square link image: 100 x 100 pxl



MARCH 22, 2021 | HEDGE FUNDS & PRIVATE EQUITY  
**Robinhood's CEO Is Not Licensed by Wall Street's Powerful Self-Regulator**



MARCH 18, 2021 | HEALTHCARE  
Finra Clarifies Sales Contest Restrictions for Proposal to Align Suitability, Reg BI



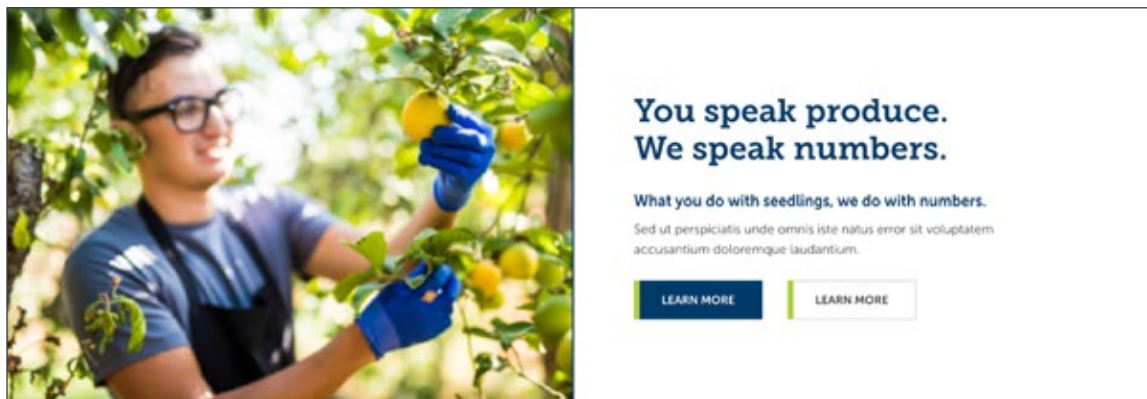
235 x 235 pxl



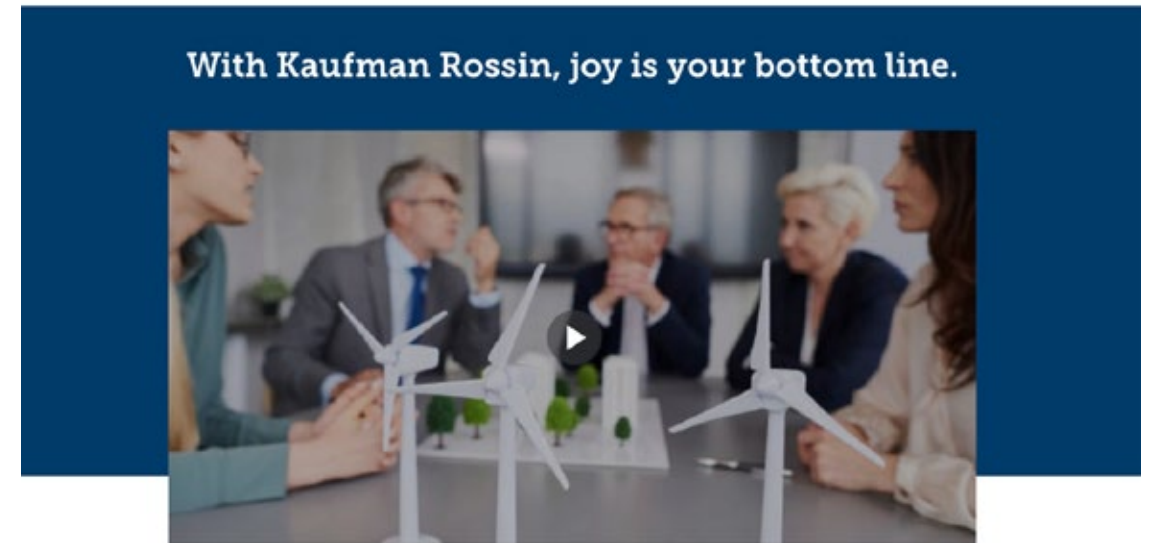
189 x 189 pxl

# IMAGE AND VIDEO SIZES DESKTOP

Hero images are typically full width or split screen.  
The design will determine size.



Video 960 x 500 pxl



Video 520 x 350 pxl



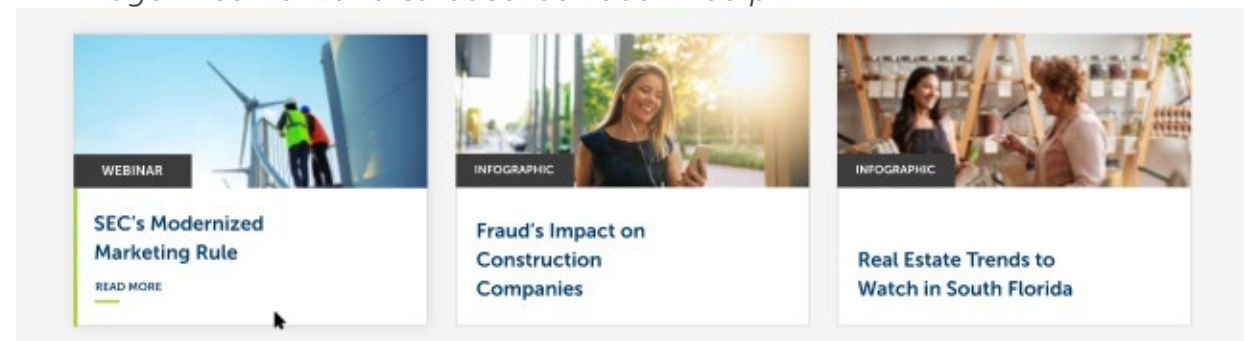
## People-first culture

Gravida proin nulla libero vel nunc, lorem ipsum mutis

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

LEARN MORE

Image in content and carousel box 360 x 160 pxl



# MOBILE RULES

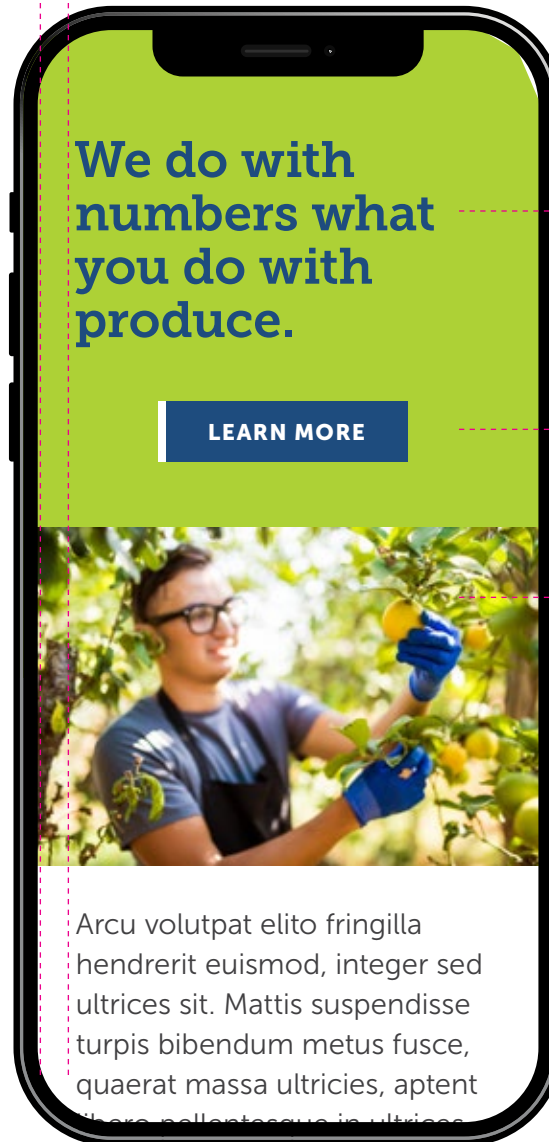
A few general rules to keep in mind when designing for mobile.

30 pxl. margin



Center headline when there's only one line of text.

30 pxl. margin

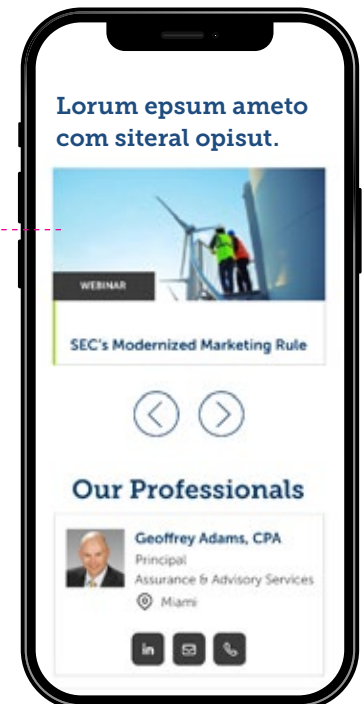
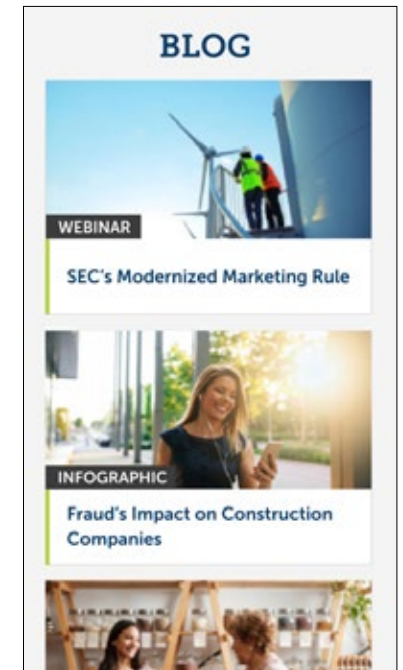


Full width (heroes)  
Margin width 30 pxl

Longer headlines are left justified.

Buttons are always centered on mobile. See size on pg. 43

Images are always full width, unless it's a part of a blog or list.



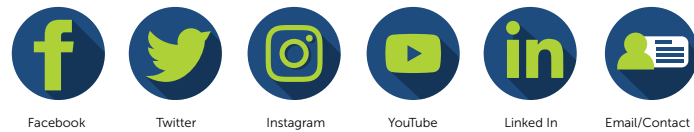
# ICONS

Icons are designed to match the Kaufman Rossin brand. They are available in green, blue, or white.

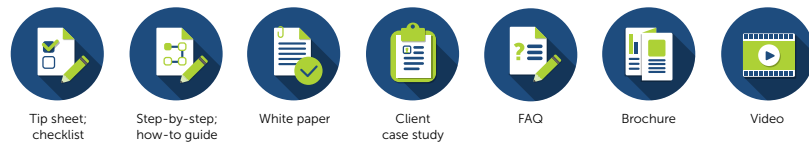
If you have a need for a specific icon, contact the marketing department. See last page.



## SOCIAL MEDIA & EMAIL



## RESOURCES



## INDUSTRY



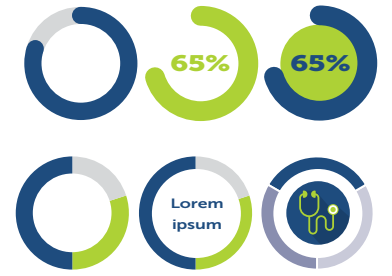
## SERVICES



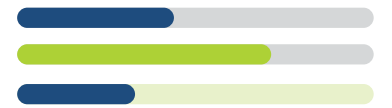
## MISCELLANEOUS



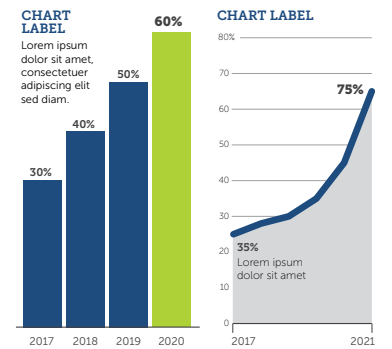
## DATA/CHART STYLES



### PROGRESS BAR

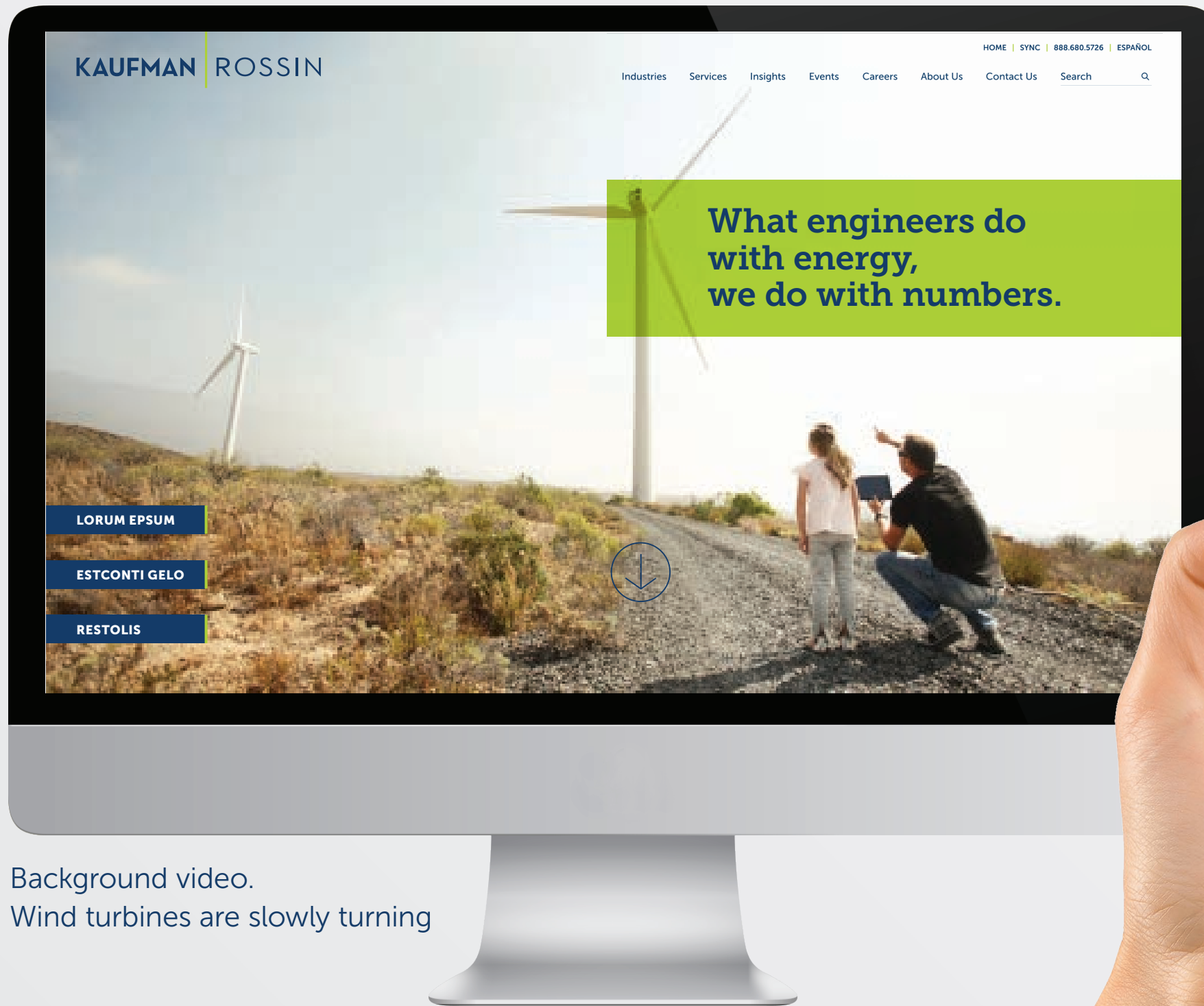


### CHART LABEL





# APPLICATIONS



Background video.  
Wind turbines are slowly turning



SMALL BUSINESS PLANNING

## You speak produce. We speak numbers.

What you do with seedlings,  
we do with numbers.

Lorem ipsum dolor sit amet est sed phasel  
lus non nec eget, fringilla necessita tibus  
varius lorem, diam sociis sit, nulanteo vitae.  
Esto necessita tibus nedha. Vari diam  
socis sitol conti. Mauris viverra a ultricies.

MEET YOUR  
TRANSLATOR



“I see professional growth and career development opportunities for myself in this organization”

Lorem ipsum dolor sit amet, est sed phal osta derum  
 lusal non nec eget, fringilla necessita tibus tresolle  
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Watch interviews at [KaufmanRossin.com/career](http://KaufmanRossin.com/career)

KAUFMAN

ROSSIN  
Go beyond the nu

89  
PERCENT

OF FEMALE  
EMPLOYEES AGREE

Lorem ipsum dolor sit amet, consectetur diam.



Dear client

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aliquet lectus proin nibh nisl. Nullam non nisi est sit amet facilisis magna. Ut aliquam purus sit amet luctus. Mauris ultrices eros in cursus turpis massa. Euismod nisi porta lorem mollis. At urna condimentum mattis pellentesque. Proin sagittis nisl rhoncus mattis rhoncus urna neque viverra justo. Lectus magna fringilla urna porttitor rhoncus. Quisque id diam vel quam elementum pulvinar etiam non quam. Non arcu risus quis varius quam. Eget egestas purus viverra accumsan. Metus aliquam eleifend mi in nulla posuere sollicitudin aliquam ultrices. Viverra vitae congue eu consequat ac felis donec.

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KAUFMAN ROSSIN

ABOUT KAUFMAN ROSSIN

Kaufman Rossin is one of the top 100 CPA and advisory firms in the U.S., bringing clients the knowledge to protect themselves from risk, improve business performance and meet compliance requirements. The Florida-based firm as been serving businesses in the U.S. and internationally for more than 35 years, providing accounting, audit, tax and outsourced services, as well as business, risk and forensic advisory services. Kaufman Rossin has won significant awards, including repeat honors as the Best Accounting Firm to Work For. With more than 400 team members, the firm prides itself on offering the resources of a powerhouse, personally delivered. Go beyond the numbers at [kaufmanrossin.com](http://kaufmanrossin.com)

3310 Mary St., Suite 501, Miami, FL 33133 [kaufmanrossin.com](http://kaufmanrossin.com)

PROFESSIONAL BIOGRAPHY

Adrian Alfonso, CPA  
DIRECTOR, TAX

Adrian Alfonso joined Kaufman Rossin in 2015 and is a director in the tax department. He has more than 15 years of experience providing accounting, business advisory, and tax services to clients, including corporations, high net worth individuals, and family-owned corporate and partnership entities.

He manages engagements for individual, corporate, estate and trust tax returns, as well as financial statements and compilations. He represents clients before the Internal Revenue Service, Florida Department of Revenue and other state agencies, and performs tax research and planning for clients on federal and state issues. In addition, he supervises accounting personnel on tax and financial engagements and offers tax consulting and advisory services.

Adrian is a Certified Public Accountant in the state of Florida, and is a member of the American Institute of Certified Public Accountants (AICPA), the Florida Institute of Certified Public Accountants (FICPA), and the Cuban American Certified Public Accountants Association (CACAPAA). He is also a member of the Christopher Columbus High School Advisory Board, serving on the Executive and Finance Committee. In 2013, he was appointed as board chair by Governor Rick Scott to the Early Learning Coalition.

He earned a Bachelor of Accounting degree and Executive Master of Science in Taxation from Florida International University.



305 646.6065  
[aalfonso@kaufmanrossin.com](mailto:aalfonso@kaufmanrossin.com)

EDUCATION

Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor

INDUSTRIES

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CASE STUDY

LOREM IPSUM SED DO DOLOR SIT AMET CONSECT ADIPIS.



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INSIGHTS

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THE CHALLENGE

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Miami April 12th, 2021

**Michael Kleinman**  
**Insigna Health**  
**Miami, FL**

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Regards,

Chad Brown



K|R

CRUNCHING  
NUMBERS  
IS MY CARDIO



*Design is the  
silent ambassador  
of your brand*

---

## Contact

Kaufman Rossin  
Marketing Department  
[email@KaufmanRossin.com](mailto:email@KaufmanRossin.com)