

neely's

ACCOUNTING

BRANDING

An established accounting business with a fantastic local reputation for offering highly personalized service to small businesses and entrepreneurs reached out for a new look and brand identity. Their logo and website dated back to the start of the business which began at the CEO and President's kitchen table. After nearly 15 years, it was time for a brand refresh that reflected the personality of the Neely's Accounting staff. Our approach was to provide an elevated look that the team could be proud of and would serve the organization well into the future, for the next 15 years.

ICON



COLOR PALETTE



BRAND APPLICATIONS

