



MADE FOR FOWLER'S VIEW  
BOOKKEEPING SERVICES



Fowler's View  
Bookkeeping Services

Brand  
Guidelines



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## Fowler's View Bookkeeping Services Motto

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“  
Fowler’s View aims to help you worry less about your books and focus more on what you do best because bookkeeping is what we do best.

—Kristi Fowler, Founder



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## BRIEF OVERVIEW

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## ABOUT FOWLER'S VIEW BOOKKEEPING SERVICES

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## OUR SERVICES

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Fowler's View Bookkeeping Services is a professional and thorough brand with sharply defined services and simple visuals.

The overall tone for FVBS is calm and straight to the point. This brand knows exactly what it is and has no problem showing the world what it does.

One key aspect of this brand is its unique logo design which holds a lot of meaning for Kristi Fowler as it has the bird's eye which represents the Fowler name, a check mark to show clients that FVBS knows what they're doing, and an arrow pointing upwards to show that FVBS can help their clients elevate their business with clean professional bookkeeping.

Fowler's View Bookkeeping Services specializes in books clean up for Texas businesses in various industries.

Each service and additional add-ons can be found on FVBS's website.



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## MAJOR HIGHLIGHTS

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## FOWLER'S VIEW BOOKKEEPING SERVICES

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### BEHIND THE BRAND

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Fowler's View aims to help you worry less about your books and focus more on what you do best because bookkeeping is what we do best. Kristi Fowler is an experienced bookkeeper with a demonstrated history of working in the accounting industry. Working at American Express Travel Business Service Accounting headquarters started a love for all things accounting. At only 28 years old she became the controller for a commercial refrigeration company and has since worked for many small businesses in the Texas hill country.

In the fall of 2020 Fowler's View Bookkeeping Services teamed up with Cam Fowler designs to create the FVBS brand completely from scratch. After several months of strategizing and design, and a fresh new design update in 2021 the new branding for Fowler's View Bookkeeping Services is now ready.



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## FOWLER'S VIEW BOOKKEEPING SERVICES

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Fowler's View Bookkeeping Services' brand voice/tone can be described as being Clear, Professional, and Personable. When implementing FVBS's brand in copy and in style it is important to keep these three aspects in mind.

These guides to FVBS's branding will help to ensure that the brand stays consistent across all platforms and mediums. From our own brand assets to social media to third party usage Fowler's View Bookkeeping Services is to remain recognizable and uniform.

### CLEAR

Kristi understand that the best way to help clients is with clear communication that is swift and easy to understand.

### PROFESSIONAL

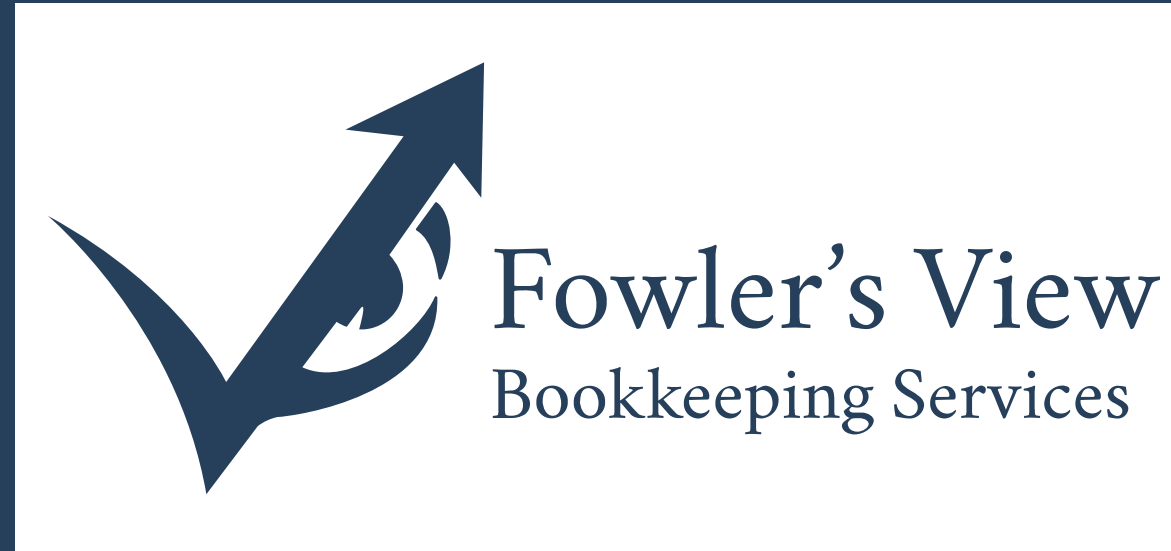
The experience and knowledge that comes with Fowler's View Bookkeeping Services is to be expressed throughout the rest of the brand in a professional manner regardless of setting.

### PERSONABLE

Fowler's View Bookkeeping Services is not only professional but personable as well. Each project receives great attention to detail and each client is treated with the kind of customer service that lets them know they are in good hands.



MAIN LOGO



The main logo for Fowler's View Bookkeeping Services is a combination of the upwards arrow, check mark, and bird eye. The concept for this logo was created by Kristi Fowler and designed by Cam Fowler Designs according to the concept shared by Kristi. This logo is to not be copied or taken and used by any other businesses for their own logo. All rights are reserved to Fowler's View Bookkeeping Services.

LOGO ICON



The icon for Fowler's View Bookkeeping Services was designed by Cam Fowler Designs using a combination of various inspiration photos which were compiled into the current icon shape. All rights to this icon are reserved to Fowler's View Bookkeeping Services.

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**PROPER LOGO USE**

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**LOGO DO'S & DON'TS**

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Do not change the color of the logo to any color outside the branded colors



Do not rotate the logo



Do not add a drop shadow to the logo



Do not change the opacity of the logo



Do not vertically stretch the logo



Do not horizontally stretch the logo



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## FONT GUIDE

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This font is mainly used for the logo and any other assets that require the name of the business.

## PRIMARY

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**Headings, subheadings, titles, and large areas**

# Crimson Pro

Aa

Crimson Pro Low  
Crimson Pro Upper Case

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0



## FONT GUIDE

This font is to be used in print and web design for any element that does not fall under the primary font used in the FVBS logo.

## SECONDARY

**For subheadings, subtitles, website, and print**

### Crimson Roman

Aa

Crimson Roman Pro

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Crimson Roman Bold

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ



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## FONT GUIDE

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This font is mainly to be used in print and digital for large paragraphs and bodies of text.

## PRIMARY

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**Paragraphs and large blocks of text**

Inter

Aa

Poly Lower Case  
Poly Upper Case

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1 2 3 4 5 6 7 8 9 0

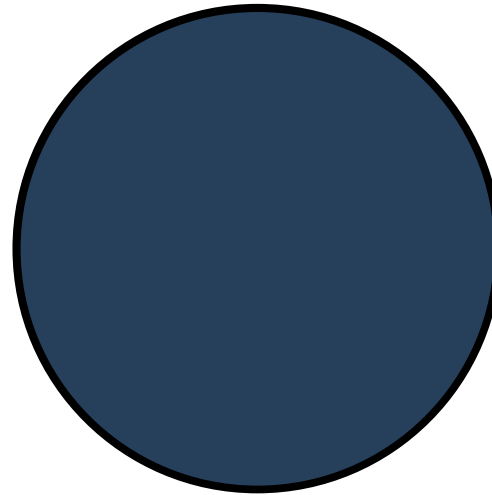


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## COLOR PALETTE

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These are the colors that can only be used in Fowler's View Bookkeeping Services branding. Any color outside of this palette and that is not black or white is not permitted for use.



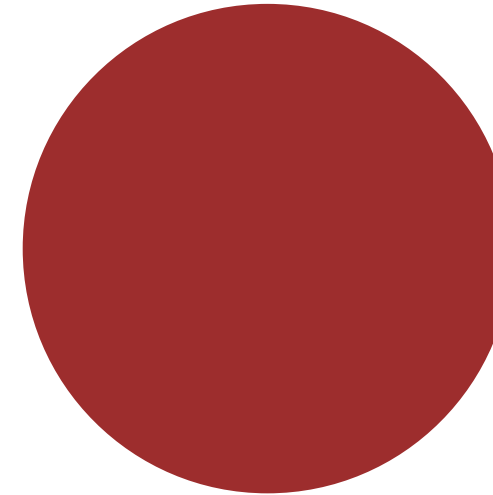
HEX CODE  
#263F5B

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CMYK:  
21% 11% 0% 64%

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RGB:  
038 063 091



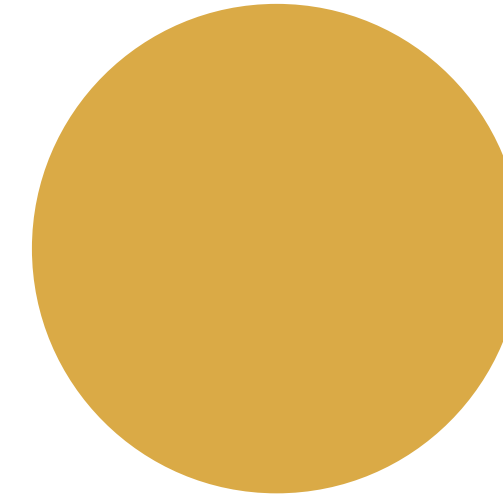
HEX CODE  
#9D2D2D

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CMYK:  
0% 44% 44% 38%

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RGB:  
157 045 045



HEX CODE  
#DAAA46

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CMYK:  
0% 19% 58% 15%

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RGB:  
218 170 070



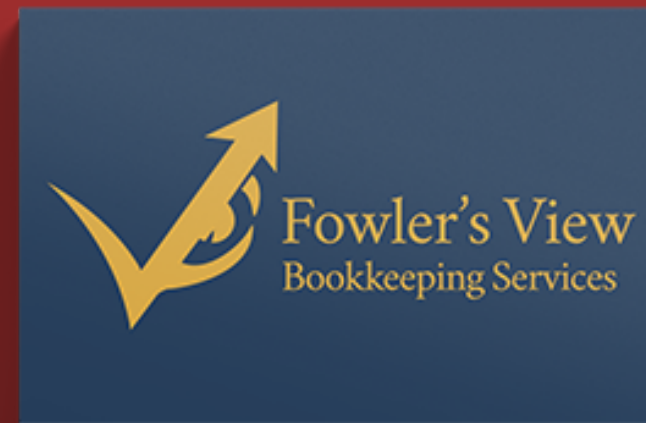
**REMEMBER: CLEAR,  
PROFESSIONAL, & PERSONABLE**

Each photo used in marketing materials should be consistent with the brand's values to look clear, professional, and/or personable. To the right is a collage of example pictures. Remember to achieve this it is important that the photos are clean, uniform, and crisp.

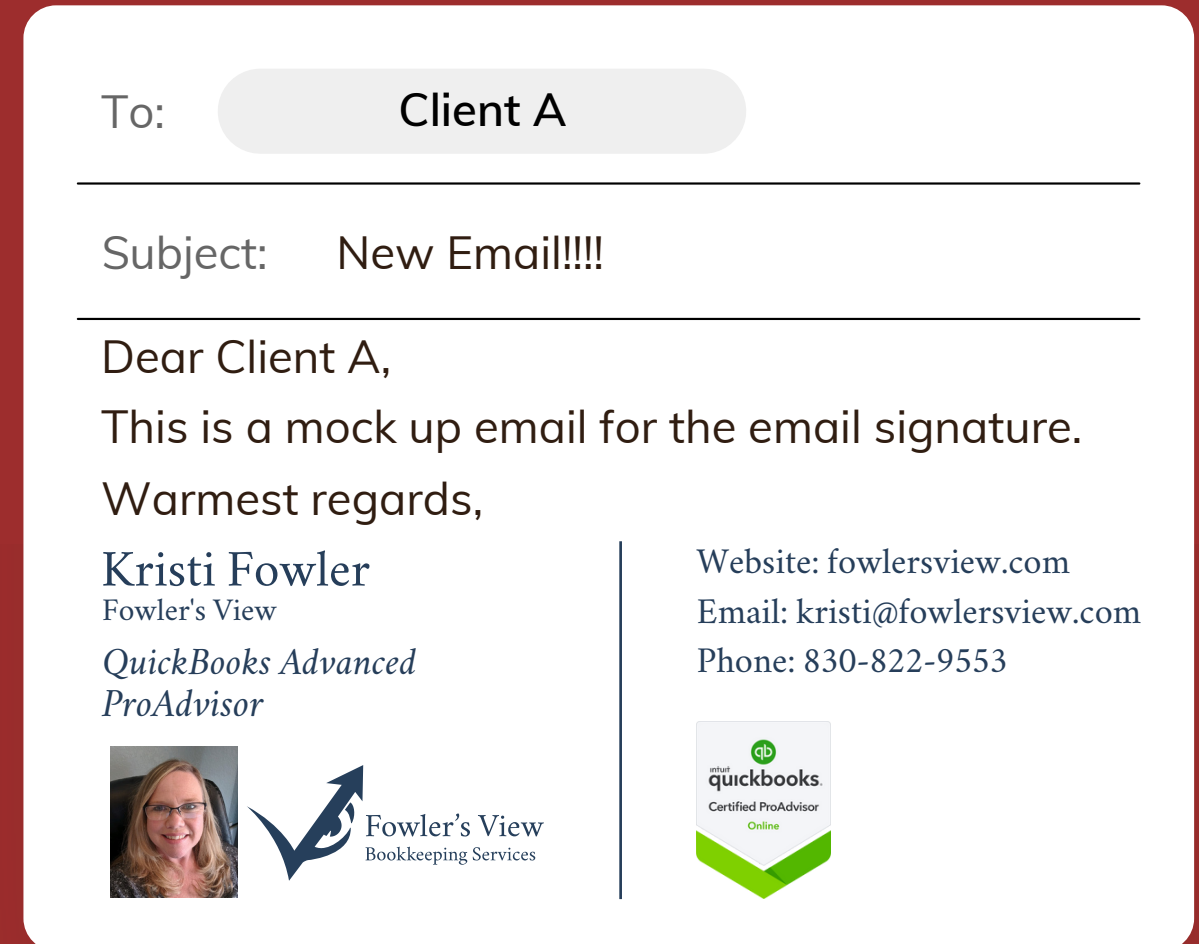


## SECONDARY VISUAL ASSETS

These are the secondary visual assets for the Fowler's View Bookkeeping Services brand as designed by Cam Fowler Designs.

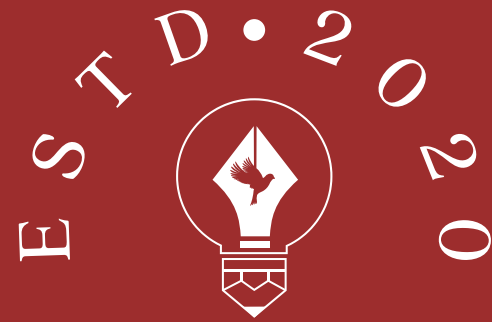


BUSINESS CARDS



EMAIL SIGNATURE





# Cam Fowler Designs

MICRO & SMALL BUSINESS BRANDING

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## BRANDING CONTACT INFORMATION

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This brand was designed by Cameron Fowler with Cam Fowler Designs. CFD retains rights to use these designs for the portfolio and promotion of Cam Fowler Designs in both print and digital media.

All rights to the brand are retained by Kristi Fowler with Fowler's View Bookkeeping Services.

The copying and re-use of this branding for any business other than FVBS and CFD are strictly prohibited and violators will be prosecuted to the fullest extent of the law.

For any questions regarding the design of this brand please contact Cameron Fowler at Cam Fowler Designs.

### PHONE NUMBER

830-822-2627

### EMAIL ADDRESS

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### WEBSITE

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