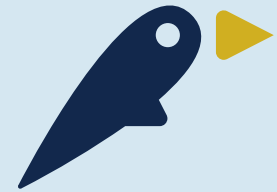


PenPen Accounting Process Book



PENPEN

ACCOUNTING

Client Description & Project Overview

PenPen Accounting is a regional certified public accounting firm which provides an array of accounting solutions for new and pre-existing businesses. These include bookkeeping, taxation, consulting, and more. Their goal is to help their clientele stay organized and make grounded decisions that will allow them to grow with financial clarity and avoid financial ruin.

I'm responsible with creating a corporate identity for PenPen Accounting from scratch which will exude their core values to possible clients.

Once the identity has been approved I then have to create branding and promotional material, as well as an online platform where PenPen Accounting's customers can interact with them.

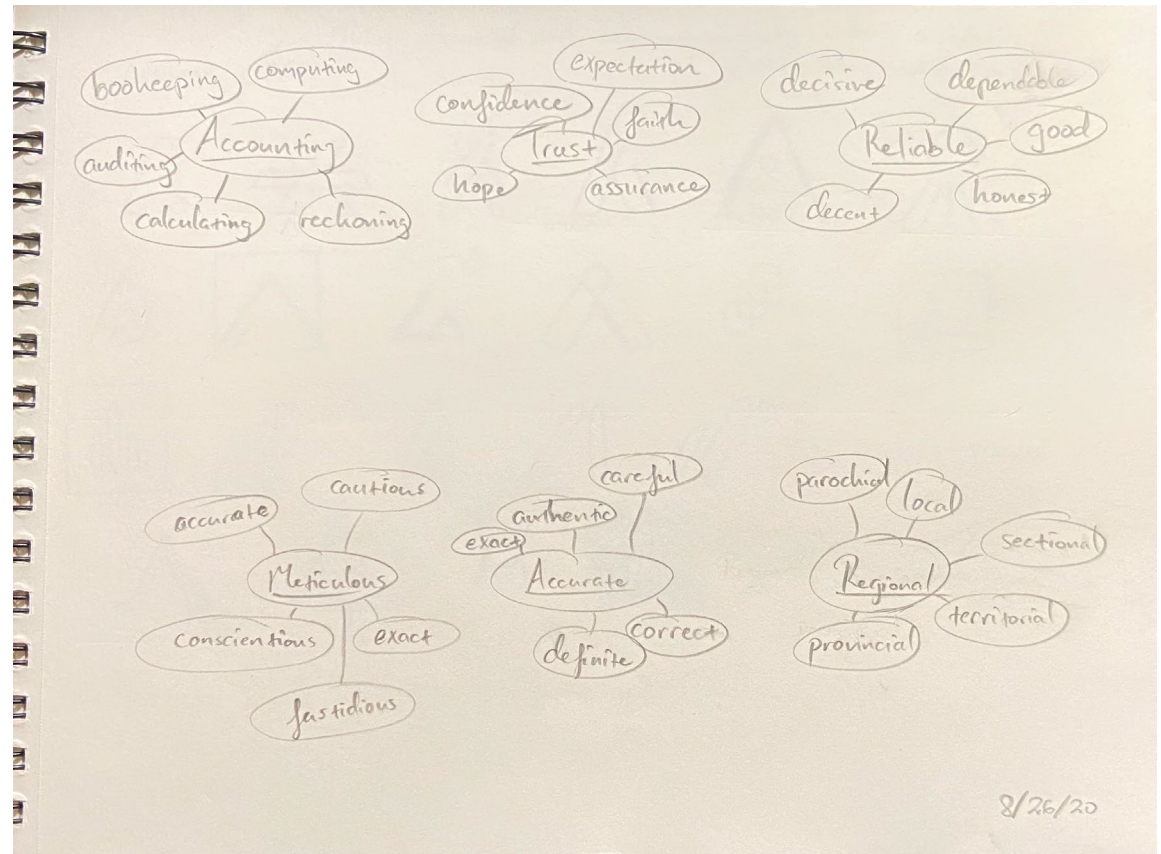
- A creative one/two word name that relates to the accounting service they provide and is memorable to their audience, avoiding the owner name cliché
- A mission statement that reflects their values and goals
- Portray a sense of reliability and trust with being meticulously accurate when it comes to working with client affairs

Audience & Competitors

- Middle market companies
 - Established business with more than 50 employees that value an accounting firm that offers comprehensive business planning services
 - Growing businesses that need accounting services now and will rely on them to a greater extent as their businesses and requirements grow
 - Non-profit/Charity organizations that may fall into dire financial straits
 - Public companies that are required to produce annual reports and or filings advising shareholders
-
- Dimov Tax Specialists
 - Markum LLP
 - MSL CPAs and Advisors

Branding

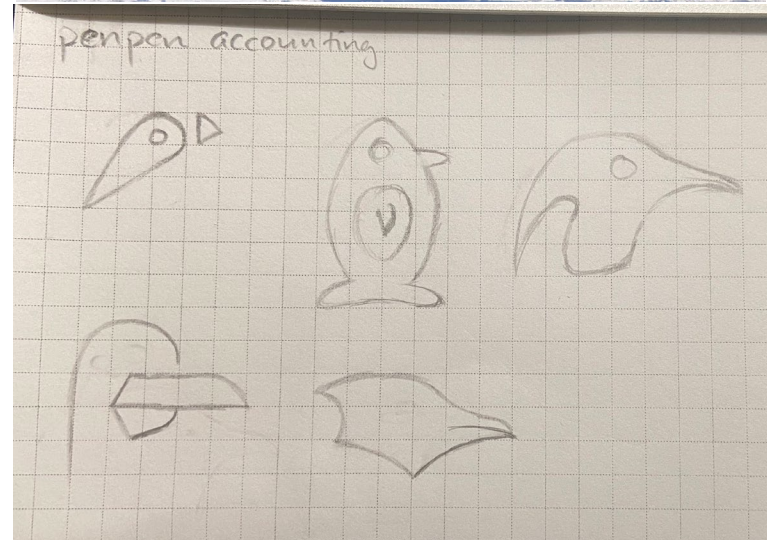
Before creating a name, I wanted to have an idea of what the common goals of accounting firms are. After looking into the different types, the services they can provide, and their values, I was able to come up with my own take on an accounting firm with their own insight and objectives. With this I moved on to word association. We want to assure you that you're being taken care of by an accounting firm you can rely on.



Looking at the adjectives I associated with the firm, I looked for "animals that are meticulous" and found the emperor penguin to be a good choice.

The male emperor penguin could be considered Father of the Year when you consider the lengths this Antarctic animal goes to for his hatchling [...] Traveling an average of 50 miles the father sits on the egg for around 64 days until it hatches (80 kilometers) from the ocean to a hatching ground.

The idea is that PenPen Accounting will take care of your finances the same way an emperor penguin does for his hatchling. Could be a slogan?



PENPEN ACCOUNTING



PENPEN ACCOUNTING

Combining a modern and sans-serif and a slab-serif giving the brand somewhat serious yet friendly look

Titles

Arvo
Arvo
Arvo
Arvo
Arvo

Body

Lato

Aruptiasperum repudae nestis aut venimodion
endam natquatur reped mos estioriae reped
quaspriet ulpa volorerchit qui dusapidi aut pelenim
hictibus eatum quosam, iundus cum sum fuga.
Aximil imus aribea dis simi, tem. Itaqui re cusciis-
que incid quiatio. Ab ipsamus dessitatatem ex es
alitia dolupta



Revision

Font: Playfair Display and Rubik



Font: Playfair Display and Rubik



Font: Playfair Display and Rubik



Vangoa & Co.
2920 East Robinson St
Orlando FL 32803

Dear Vangoa & Co.

September 9, 2020

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Sincerely,

Eugene Ivory
Regional Partner-in-Charge

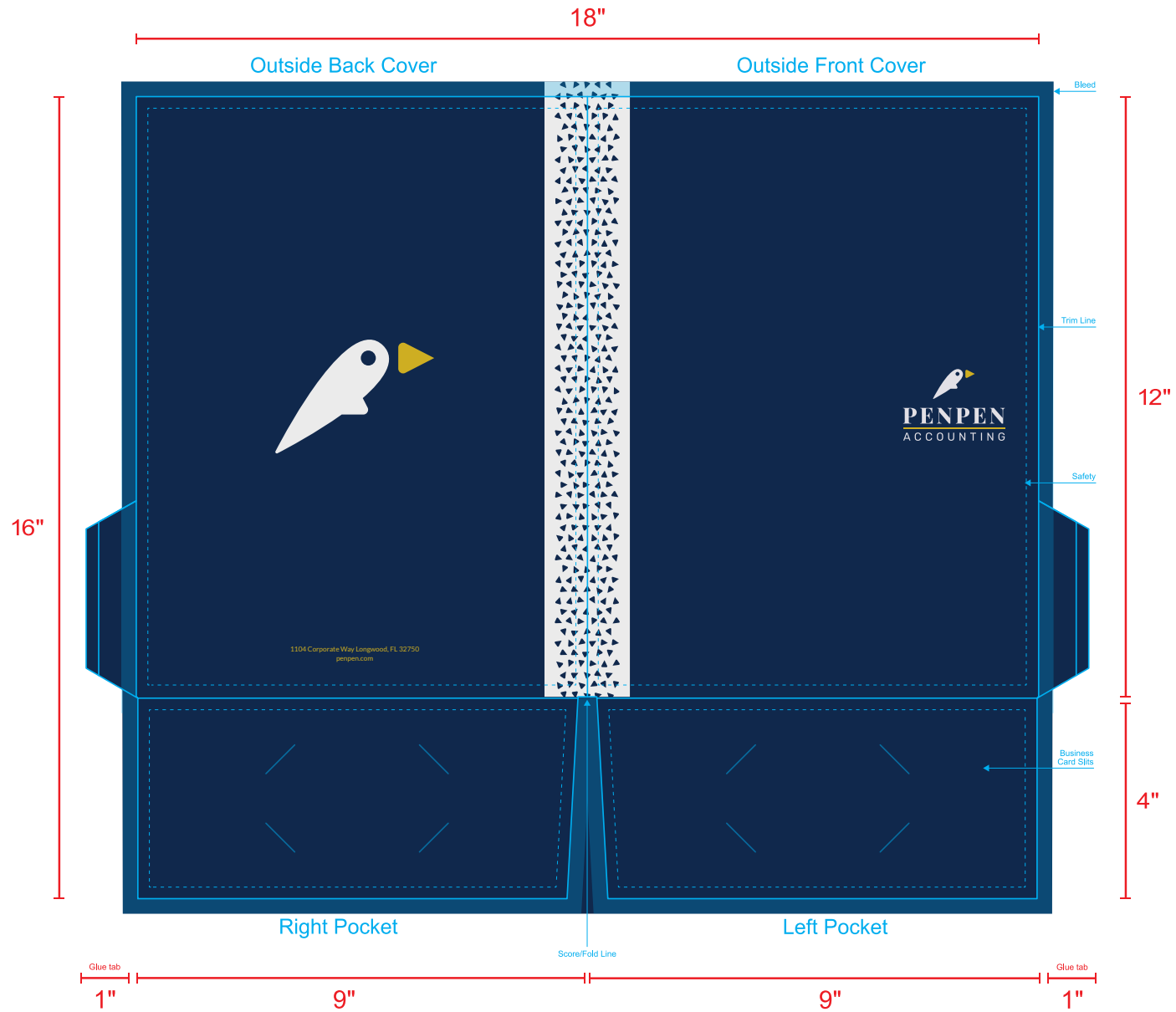
penpen.com
760-411-2939
1104 Corporate Way Longwood, FL 32750



Font: Playfair Display and Rubik

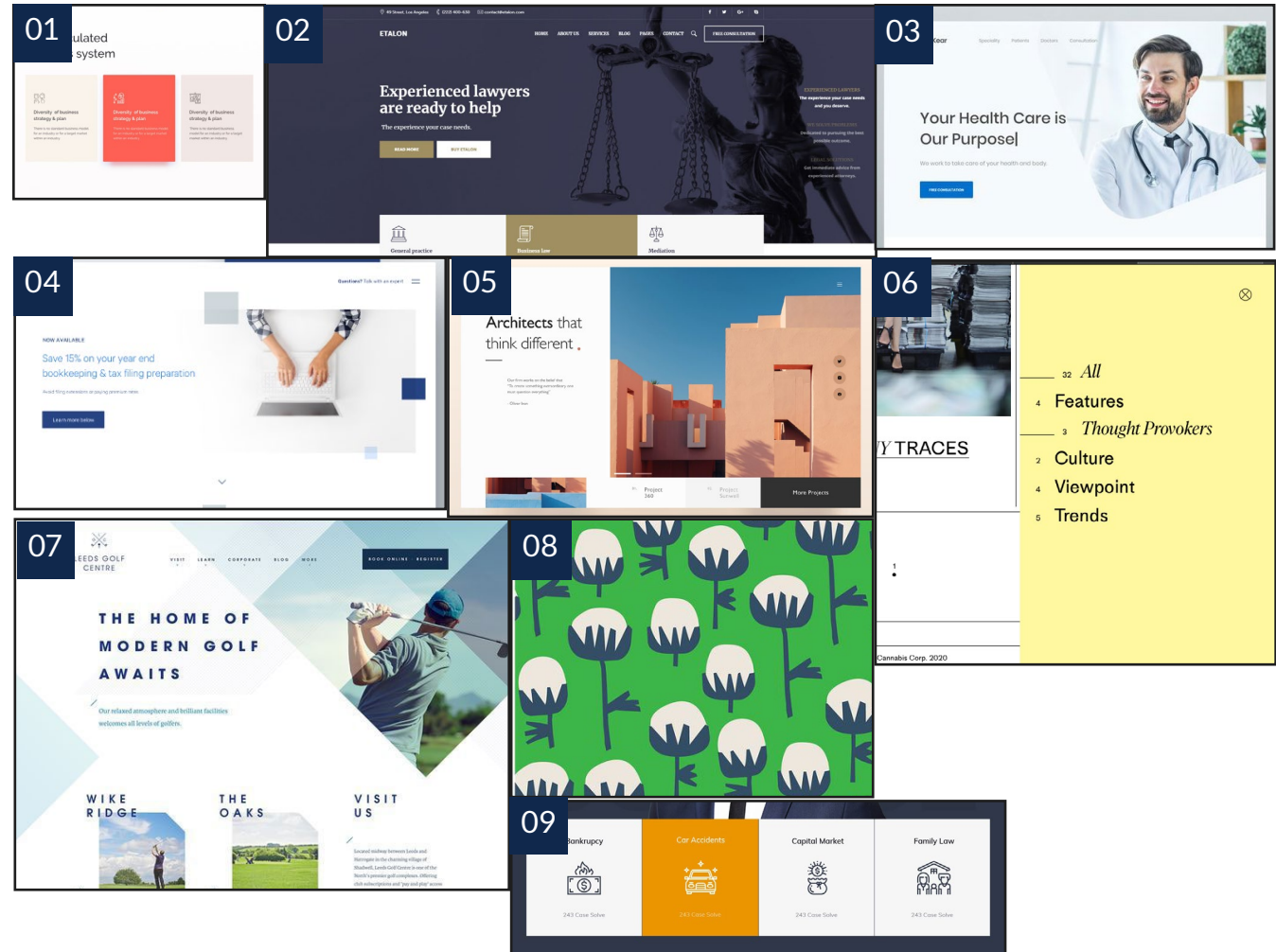


Font: Playfair Display and Rubik



Digital Presence

- 01 Drop shadow on cards
- 02 Duotone colors on photos
- 03 Masked frames on hero and other images
- 04 The beak shape scattered in some way like these squares
- 05 Composition of hero image taking up 70% and text taking up the rest
- 06 A sticky menu on the product page where on hover and active it changes to italics
- 07 Shapes with different blend modes
- 08 Using a relevant icon pattern on the top of each product info
- 09 Relevant icons for the services cards on the homepage



- 01 Top nav
- 02 Hero section
- 03 Services cards that take the user to the specific service page
- 04 Insight/News section
- 05 Interactive map that has an office location
- 06 Contact section where user fills out form about what service they're interested in or if they have questions
- 07 Footer

01 Top nav

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04 Insight/News cards

05 Contact form

06 Office location map

07 Footer

- 01 Top nav
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01

Top nav

- Services
- Industries
- Insights
- People
- Offices
- About
- Contact
- Client Portal

02

Services

PenPen offers an extensive range of professional services and a high degree of specialization.

03

File layout maybe with alternating background colors to see nested services (product)

Accountancy

PenPen's Tax & Business Services division offers all forms of accounting and regulatory compliance services.

[Learn more](#)

Tax & Legal

A disciplined, integrated approach to corporate tax requires experienced tax professionals who understand the distinct tax concerns of corporations and partnerships.

[Learn more](#)

Corporate Finance

We assist you in selling your business, with acquisitions, financial operations and investments. We offer strategic financial advice and act as a sounding board for entrepreneurs and management boards.

[Learn more](#)

Specialized Services

Business valuations, forensic accounting, litigation support. Our expertise can ensure all facets of these services are handled professionally and legally.

[Learn more](#)

04

Get in touch (include contact number/ email and map below)

See which one of our offices are near you or get in touch.

Write a question or comment

[Next](#)

05

Footer

We are regional firm specializing in accountancy, tax and legal advice, and corporate finance. We have committed in-house experts in each of these fields who work together on a continuous basis so you can focus on your business.

©PenPen Accountinc

Services

- Accountancy
- Tax & Legal
- Corporate Finance
- Audit & Assurance
- Mergers & Acquisitions
- Analytics

Offices

- Tampa
- Longwood
- Fort Lauderdale
- Jacksonville

Connect

- LinkedIn
- Facebook
- Twitter
- Instagram

Accessibility
Privacy Policy
Terms of Use

- 01 Top nav
- 02 Hero section
- 03 Individual product content section with a sticky nav on the side
- 04 Contacts with CPA's
- 05 Interactive map and contact form
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01

Top nav

[Services](#)
[Industries](#)
[Insights](#)
[People](#)
[Offices](#)
[About](#)

[Contact](#)
[Client Portal](#)

02

Corporate Finance

We want to contribute to the creation of value. We want to stand by your side when crucial decisions are made. Our corporate Finance team is this partner.

03

Growth & Expansion

Growing and expanding takes a lot more than just a good idea or a desire to go farther—and we are ready to provide guidance to make it happen.

Growing a business starts with identifying trends based on data and brainstorming ideas on how to make it happen. And quite often business owners may find themselves stuck without options when attempting to grow without support.

Before attempting to expand your business, consider speaking with a knowledgeable accounting professional at PenPen Accounting. We can help business owners explore options that make financial sense, particularly depending on your business stage.

Whether you are in the fundraising stage gathering seed money or looking to sell off a division to grow into another market, PenPen will work with you to define what it takes to grow and expand.

1. Growth & Expansion
2. Tax Strategy
3. Financial Management
4. Entrepreneur Support Services
5. Bookkeeping
6. Tax Controversy Resolution

04

Contacts by Region

Eugene Ivory

Regional Partner-in-Charge
Longwood, FL

Daniel Reylan

Partner
Tampa, FL

Rose Mazza

Director
Fort Lauderdale, FL

Tori Bauaux

Office Managing Partner
Jacksonville, FL

05

Get in touch

See which one of our offices are near you or get in touch.

Are You a current or former PenPen client?

Yes
 No

Submit

Footer

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©PenPenAccounting

Services

Accountancy
Tax & Legal
Corporate Finance
Audit & Assurance
Mergers & Acquisitions
Analytics

Offices

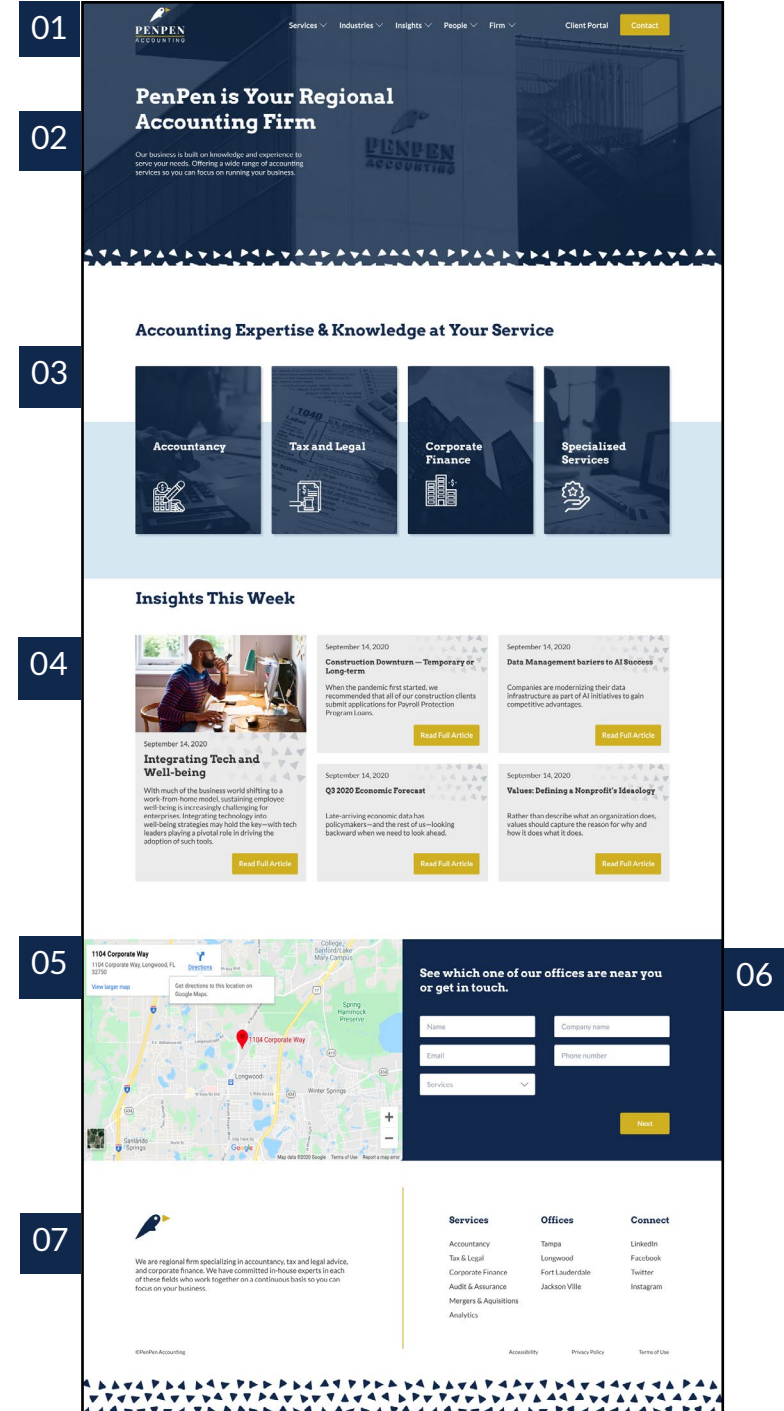
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Longwood
Fort Lauderdale
Jacksonville

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- Services ▾
- Industries ▾
- Insights ▾
- People ▾
- Firm ▾

[Client Portal](#)
[Contact](#)

Services

PenPen offers an extensive range of professional services and a high degree of specialization.

In addition to domestic and international tax planning and preparation, the Firm's professional services include mergers and acquisition planning, family office services, forensic accounting, business valuation and litigation support. The Firm has developed several niche practice areas serving private equity partnerships; hedge funds; SEC registrants; real estate companies; government, public and not-for-profit sectors; manufacturing companies; construction companies; healthcare practices; food and beverage companies, and more.

Accountancy

PenPen's Tax & Business Services division offers all forms of accounting and regulatory compliance services.

[View Service](#)

Tax and Legal

A disciplined, integrated approach to corporate tax requires experienced tax professionals who understand the distinct tax concerns of corporations and partnerships.

[View Service](#)

Corporate Finance

We assist you in selling your business, with acquisitions, franchise operations and investments.

[View Service](#)

Specialized Services

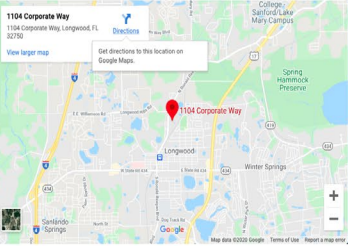
Business valuations, forensic accounting, litigation support. Our expertise can ensure all facets of these services are handled professionally and legally.

[View Service](#)

1104 Corporate Way

1104 Corporate Way, Longwood, FL 32750


[View larger map](#)



See which one of our offices are near you or get in touch.

Write a question or comment

[Next](#)



We are regional firm specializing in accountancy, tax and legal advice, and corporate finance. We have committed in-house experts in each of these fields who work together on a continuous basis so you can focus on your business.

Services	Offices	Connect
<ul style="list-style-type: none"> Accountancy Tax & Legal Corporate Finance Audit & Assurance Mergers & Acquisitions Analytics 	<ul style="list-style-type: none"> Tampa Longwood Fort Lauderdale Jacksonville 	<ul style="list-style-type: none"> LinkedIn Facebook Twitter Instagram

[Accessibility](#)

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02

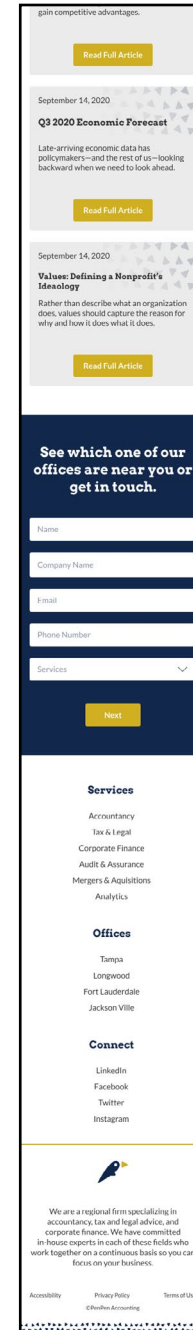
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04

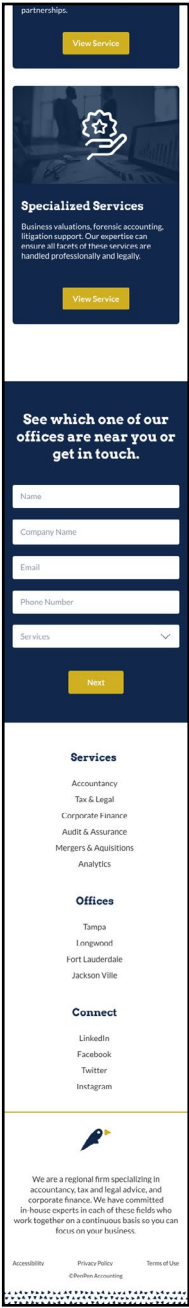
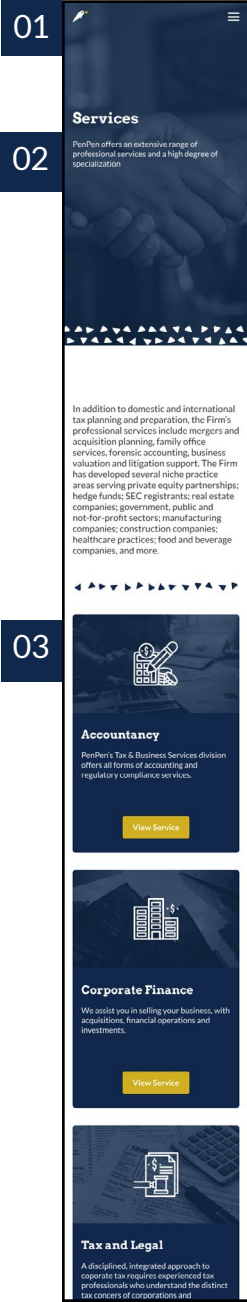
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2. Tax Strategy
3. Financial Management
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04 **Contacts by Region**



06


Accountancy
Tax & Legal
Corporate Finance
Audit & Assurance
Mergers & Acquisitions
Analytics

Offices

Tampa
Longwood
Fort Lauderdale
Jacksonville

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LinkedIn
Facebook
Twitter
Instagram



We are a regional firm specializing in accountancy, tax and legal advice, and corporate finance. We have committed in-house experts in each of these fields who work together on a continuous basis so you can focus on your business.

Accessibility Privacy Policy Screen-Accessibility Terms of Use

05 **See which one of our offices are near you or get in touch.**

Name:

Company Name:

Email:

Phone Number:

Services:

Services

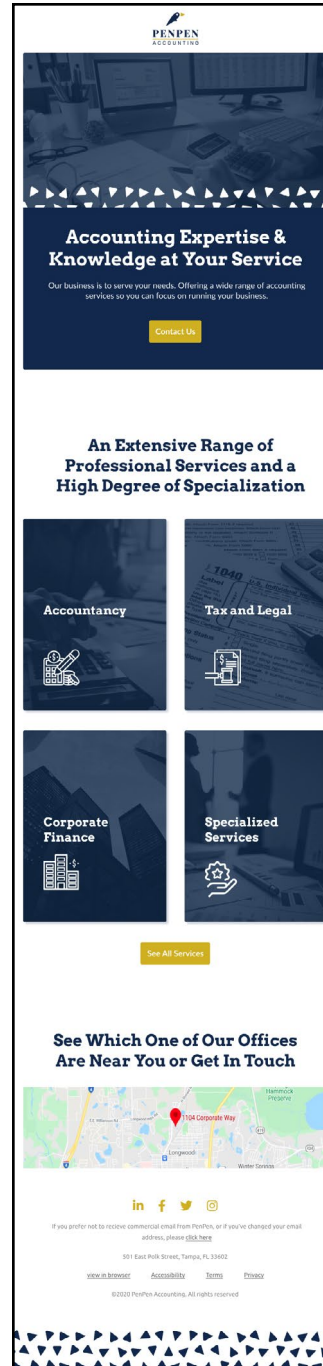
	<p>Eugene Ivory, CPA <i>Regional Partner-in-Charge</i></p>	
<p> 760-411-2939</p>	<p> penpen.com</p>	
<p> eugenel@penpen.com</p>	<p> 1104 Corporate Way Longwood, FL 32750</p>	

Marketing

Email | T-shirt | Notepad

Informational email users get after filling out the contact form.

Wanting users to contact the firm or see the services they provide.



Promotional Mailer letting people know what PenPen Accounting is, and prompting people to get in touch.

PENPEN
ACCOUNTING

**Taking Care of You
Like an *Emperor*
Penguin Does For
It's Hatchling**

Our business is built on knowledge and experience to serve your needs. Offering a wide range of accounting services so you can focus on running your business.

Get In Touch

📞 1-760-387-2952
✉ hello@penpen.com
🌐 penpen.com
📍 5430 NW 33rd Ave Suite 106
Fort Lauderdale, FL 33309

**Accounting Expertise
& Knowledge at
Your Service**

- Accountancy**
- Tax & Legal**
- Corporate Tax**
- Specialized Services**

Visit our site to see more details on the services we provide.
penpen.com

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PAID
PenPen
Accounting

S328 AUTO**SCH 5-DIGIT 31875
F1R3-333005 21 2 132/6828/1938
George Vansire
6421 NE 20th Way
Fort Lauderdale, FL 33308

Thank You

Link to a working version of the website:

<https://penpen.randymunroe.com>