

# BRAND GUIDELINES

Larson Gross 

# Brand Guidelines

## PRIMARY LOGOTYPE



The Larson Gross logo reflects our brand and lays a solid foundation for our future. Its consistent look across all applications utilizes a cohesive color palette and reflects our vision: *To be connected in genuine relationship with our team members, clients, and community to create shared success.*



## MONOGRAM

The monogram has been designed to provide flexibility for specific applications such as:

- social media
  - favicon
  - app icons
- email signatures
  - merch/promotional items
  - internal docs
- small scale print materials
  - website elements
  - event & conference materials



NOTE: only the **Primary Logotype** or the **Monogram** may be used for marketing purposes such as sponsorships, swag, signage, etc.

## LARSON GROSS ASSURANCE LOGO



**IMPORTANT:** the **Larson Gross Assurance logo must be used** on all collateral and client-facing materials associated specifically with Larson Gross Assurance, PLLC and in tandem with the disclosure copy provided below.



## LARSON GROSS ADVISORS LOGO



**IMPORTANT:** the **Larson Gross Advisors logo must be used** on all collateral and client-facing materials associated specifically with Larson Gross Advisors, LLC and in tandem with the disclosure copy provided below.



## DISCLOSURE COPY

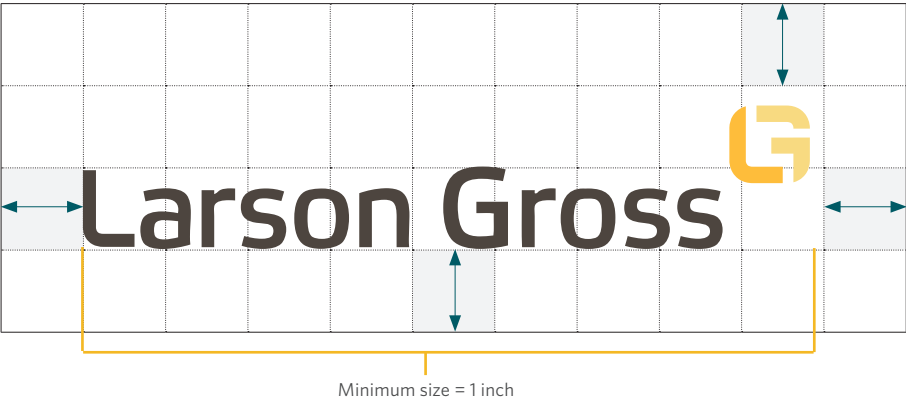
“Larson Gross” is the brand name under which Larson Gross Assurance, PLLC and Larson Gross Advisors, LLC (and its subsidiaries) provide professional services. Larson Gross Assurance, PLLC and Larson Gross Advisors, LLC practice as an alternative practice structure in accordance with the AICPA Code of Professional Conduct and applicable laws, regulations, and professional standards. Larson Gross Assurance, PLLC is a licensed independent CPA firm that provides attest services to its clients, and Larson Gross Advisors, LLC provides tax and business consulting services to their clients. Larson Gross Advisors, LLC is not a licensed CPA firm. The entities falling under the Larson Gross brand name are independently owned and are not liable for the services provided by any other entity providing services under Larson Gross brand. Our use of the terms “our firm” and “we” and “us” and terms of similar import, denote the alternative practice structure conducted by Larson Gross Assurance PLLC, and Larson Gross Advisors, LLC (and its subsidiaries).

# Brand Guidelines

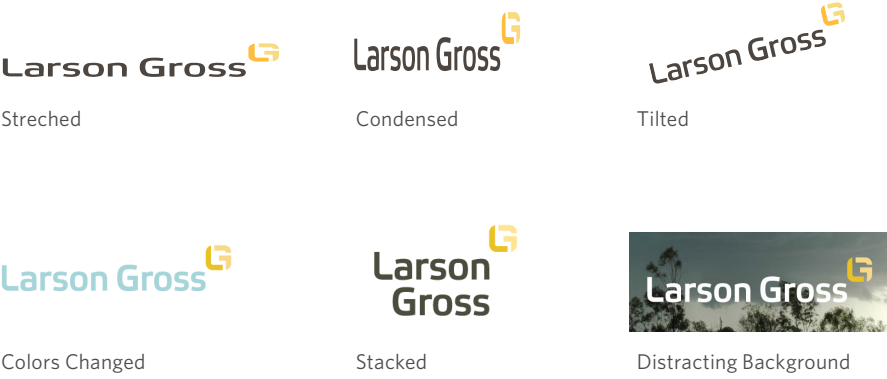
larsongross.com  
marketing@larsongross.com  
360 734 3946

## CLEAR SPACE

Minimum clear space is equal to the cap height of the text.



## IMPROPER USE OF LOGO



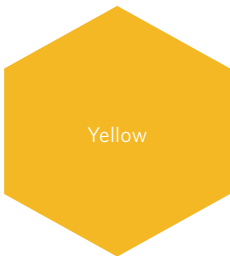
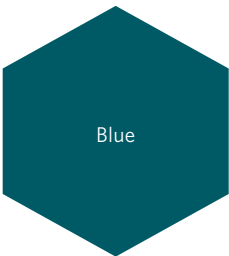
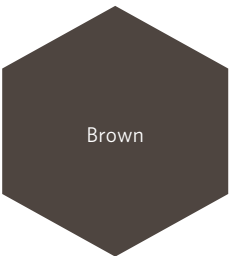
## TYPOGRAPHY

**Whitney:** This typeface chosen to reflect our brand works with the voice and the impressions given by the color palette and other brand elements to create a mood. Readers will come to associate that feeling with the character of Larson Gross. Both **Arial** and **Proxima Nova** are great alternatives in instances where Whitney is not available (such as email).

Whitney	Arial	Proxima Nova
Book	Regular	Regular
Medium	<b>Bold</b>	<b>Bold</b>
<b>Semibold</b>		

<b>Whitney</b> Book	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 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
<b>Whitney</b> Medium	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 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
<b>Whitney</b> Semibold	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 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
<b>Figures</b>	1 2 3 4 5 6 7 8 9 0 ? ' ! " ( % ) [ # ] { @ } / & \ < - + ÷ × = >

## COLORS

Color			
	Yellow	Blue	Brown
<b>CMYK</b>	C04 M29 Y98 K00	C92 M50 Y49 K25	C60 M60 Y63 K44
<b>RGB</b>	R244 G184 B36	R0 G90 B101	R78 G69 B64
<b>HEX</b>	#f4b824	#005a65	#4e4540
<b>PMS</b>	7406 C	323 C	7519 C

## COLOR VALUES & GRADIENTS



## ABOUT US

With a 75-year history of excellence, Larson Gross has built a reputation as a trusted accounting and consulting firm dedicated to strong client relationships and strategic advisory services. Led by 18 partners and supported by a team of over 200 professionals, we provide tailored solutions that go beyond the numbers—offering practical advice and innovative approaches to help clients thrive. We value long-term partnerships built on trust, integrity, and a shared vision for the future. Whether advising businesses or individuals, Larson Gross remains dedicated to fostering meaningful relationships and providing thoughtful solutions for every client.

## WHAT SETS US APART

### We dig deep.

Individual relationships are the heart of our work. Our approach to service means building a genuine relationship with you. Communication throughout the year. A deep curiosity for your business's operations. More asking and less telling. Understanding what keeps you up at night. Collaborating and co-developing solutions. That's what you can expect from our high-touch, highly personal team.

### We provide a dedicated & invested team.

We have 200+ team members with expertise in a wide variety of areas. We approach client service as a team, while paying thoughtful attention to matching your specific needs with our best suited team members. This means more resources and horsepower without losing accessibility and personal service. We understand the importance of maintaining these client teams from year to year because we believe it is the best way to develop a long-term relationship with you. This continuity provides reliability for you and efficiency for both of us.

### We go beyond the compliance.

We don't simply run your numbers and check boxes. Our highest and best use is to serve as your advisory team to spearhead discussion of key business topics, facilitate conversations regarding financial issues that are important to you, and grow a relationship that allows us to help you achieve your goals. You receive this level of service without additional cost to you because we believe in investing in the success of our clients.

### We think differently.

If we have the opportunity to work together, you'll notice that we're not thinking about your tax return, financial statement or bookkeeping needs in silos. Instead, our unique approach integrates services to provide you a cohesive experience for greater understanding. Our team will take a practical approach when providing services, offering only those services you need and delivering them efficiently and thoroughly. Our firm has a proven process of client service supported by innovative systems, technology, and accountability to help us think differently and help our clients.

### We believe in communication.

With over 75 years of experience, we know that honest, timely communication is fundamental in growing lasting relationships and providing excellent service to our clients. We always encourage open and sincere dialogue, making you aware of our requests or findings as soon as possible. With us, you won't be caught off-guard by something because it's our mission to continuously keep you informed as we perform our services.

## CLIENTS & INDUSTRIES



### Agribusiness:

We've been helping agribusinesses since 1949 and have had the privilege to work with a variety of farms and food processors, including large complex enterprises and smaller family-owned and operated entities. And regardless of size, we know that environmental regulations, labor costs, land availability and scalability are just some of the things on your mind.

Our team of agriculture specialists have years of experience and understanding of the specialized environment in which you operate. We can help create clarity around your future while staying true to your values and protecting the legacy of your business.



### Construction:

Our construction team takes the time to truly understand your unique concerns — regulatory issues, finding and keeping great workers, job profitability, job bidding and cash management. We also work alongside the key industry players like lenders and bonders while proactively educating ourselves on the latest standards and trends.

Whether you're a general contractor, specialty contractor or a multi-entity complex enterprise, we dig it all. (See what we did there?)



### Individuals & Families (Gifts, Estates & Trusts):

Want to ensure your wealth goes to your grandkids equally? Planning to knock some things off your bucket list in retirement? Whatever your personal journey looks like, we want to help get you there. When we work with individuals and families, we take the time necessary to truly understand short and long-term goals, family dynamics and what success looks like for you.

We're privileged to offer custom estate, personal financial and retirement plans to fit the needs of each of our unique clients. And the deep relationships we gain are truly the cherry on top.



### International:

For 75 years, we've been helping individuals and businesses in the United States and Canada navigate the maze of tax, management and operational issues encountered when living, investing, or doing business across the border.

Beyond U.S. tax planning and preparation, we offer consulting services in areas such as business formation, operational considerations and financing requirements.

We serve non-resident individuals with interests and assets in the U.S., expatriates living in Canada, Canadian-owned businesses expanding into the U.S. and U.S.-owned businesses expanding into Canada. Additionally, we have a robust network of professional relationships including immigration attorneys, business attorneys, cross border tax law attorneys as well as Canadian accountants to assist in serving our clients holistically and seamlessly.



### Nonprofit:

Sometimes it can feel impossible to focus on your mission when you're trying to stay in compliance, diversify your revenue streams, cultivate relationships with your donors and maintain board harmony.

With an extensive history in serving nonprofit organizations, we have the industry knowledge that allows us to understand your issues and co-develop solutions. We know how important it is to have a resource you can utilize throughout the year in your operations and fulfillment of your mission. We'd be honored if that was us.

## OUR CULTURE FRAMEWORK

### Our Purpose

Making Lives Better and Businesses Stronger.

### Our Vision for Success

To be connected in genuine relationship with our team members, clients, and community to create shared success.

### Our Success Formula

Team Experience x Client Relationships x Community Impact = Shared Success



### Our Values and Shared Commitments

#### We comit to our team.

- We support our temmates and help them grow.
- We are caring, conscientious, & collaborative.
- We communicate in a clear & honest way.

#### We cultivate genuine relationships.

- We build relationships with curiosity, empathy, and humility.
- We take care of one another.
- We take an interest in each other's personal lives and seek to build authetnic connections.

#### We create shared success.

- We take a proactive approach to understanding challenges and providing solutions.
- We recognize and congratulate others on their good work.
- We celebrate our teammates, clients, and community.