

## **Logo Design Brief:**

### **The Logo:**

1. Logo should contain letters “**Acountify**”. The tagline is “**It all adds up**”.
2. The logo should be minimalist and should signify our business activities.
3. The colors of the logo is upto the convenience of the designer.
4. You are free to try your own imagination but it should look professional.

### **About the Company:**

1. Acountify is the one stop solution for all the accounting, taxation and compliance requirements with just a click of a button for the professionals who cannot get registration.
2. We have innovative pricing mechanism so that you can get what you want at your own convenience pricing methods.

### **Target Customers:**

1. Small Businesses and startups who cannot afford full time accounting staff.
2. Individuals businesses.

### **Tone/Image:**

1. The image should be professional and miniamlist and should show or reflect our business.

### **How success will be measured?**

1. Success will be measured as to how the logo builds trust in the heart of small businesses.