Accounting Seed Brand & Messaging Guide

Version: 1.2 – updated October 2023

Contents

General Information:

- Brand Owner: Kate Reefe (kreefe@accountingseed.com)

- PR and Partner Contact: Shannon Canzanella (scanzanella@accountingseed.com)

- For the latest marketing resources, visit the Partner Center Website https://www.accountingseed.com/support/partner-center/

- Prior to using the Accounting Seed logo, brand or likeness - or for further information - we ask that all partners please contact the marketing department at [marketing@accountingseed.com.](mailto:marketing@accountingseed.com)

- Thank you for your support in upholding our brand and messaging system.

Messaging Platform

Mission statement

Accounting Seed enables organizations to connect finance to every department within a single platform, reducing cost and complexity while accelerating growth and productivity.

Positioning statement

Accounting Seed is a flexible accounting solution built on Salesforce that connects your entire business from sales to finance providing one source of data, informing business decisions, and driving growth and efficiency.

Who we serve

Accounting Seed serves small to mid-sized companies on the Salesforce platform across the globe in a wide variety of industries.

Messaging pillars

Benefit	One source of truth	Productivity & efficiency	Performance insights	Point & click customization
Product capability	Accounting on Salesforce	Accounting Automation	Financial reporting & analysis	Flexible accounting solutions
Description	Access one data source across your entire business. From initial sales inquiry to billing and revenue – connect your data in real-time across departments, eliminating data inaccuracy while freeing up time to focus on your business.	Automate recurring tasks and drive efficiency. From recurring billings to journal entries and more, cut manual and redundant activities. Power through faster close cycles with less manual reconciliation and focus on strategic business objectives rather than paperwork.	Gain a real-time view of performance. Get an accurate view of your business and understand profitability with simple dashboards and reports. Easily connect sales, operations, and finance data for a 360-degree view of performance.	Accounting that scales with your business. Flexibility is key for growing companies looking to drive scale and efficiency. Businesses need tools that adapt and support rapid changes—with simple clicks versus code and development.

Persona's

Role	Motivations	Top feature(s)	What wins them over
CFO	Led by efficiency, productivity, and total cost of ownership.	Dashboards and KPI's, real-time reporting—everything that can give them info across the business, so they know what to focus on—especially "actionable insights" (the ability to analyze data across the entire business).	More than P&L and balance sheet—they want to really understand the business and the why's to help inform decision making. They need one source of truth.
Controller	Motivated by trust, data accuracy, process, and core accounting principles	Strong internal controls (security built into SF), real-time reporting, and automated journal entries and accruals with easy reconciliations.	A software that will help stay in compliance. Efficient month-end close processes.
AP Staff	Motivated by intuitive user interface, easy and fast, and automation.	Accounts Payable: • Record and pay bills • Manage purchasing process • Create email and PDF templates • Reconcile AP • Run AP reports	Automation—help me get my bills in easily as well as record and pay quickly. Simplicity/ease of use - Create payables; find and pay bills; reconcile outstanding payables at end of each month. Looking to optimize cash flow by paying bills by discount date. If using PO's, want to be able to do "3-way match" (match PO to receipt of goods to vendor
AR Staff	Driven by intuitive user interface, easy and fast, and automation.	Accounts Receivable • Create and email customer billings	Automation—easily create and send out billings; collect and record payments; and reconcile.

		• Collect payments online and automatically record and reconcile payments and fees. • Reconcile AR • At month end, send notices to customers with outstanding billings. • Run AR reports.	Wants to automatically create and email billings to customers; easily send notices and reconcile outstanding receivable at the end of each month.
IT/SF Admin	Technology driven, interested in a suite of products that work well together	• User administration • Profiles and permission sets • Workflows • Custom reporting • Validation rules • Integrations	Robust security. Easily supported business processes. Robust API's. Easy to configure and tailor to business needs. Natively built Salesforce application. Broader company-wide Salesforce adoption centralizing IT management.

Boilerplate

Press boilerplate

75 Words | Updated: 03/05/2023

Headquartered in Columbia, Maryland, Accounting Seed was published on the Salesforce AppExchange as a native accounting solution in 2011, effectively bringing Accounting and Customer Relationship Management (CRM) securely under one roof. The native sharing of data on the Salesforce Platform gives all departments a real-time view of business performance from sales to operations to finance—while enabling greater efficiency through automation and paving the way for financial growth. Learn more at accountingseed.com.

Marketing boilerplate

48 Words | Updated: 4/10/2023

At Accounting Seed, we empower our customers with access to accurate and timely financial data to make better business decisions resulting in greater profitability. As the #1 accounting software built on Salesforce, Accounting Seed connects your entire business from sales to operations to finance within a single platform.

Alt boilerplate

36 Words | Updated: 4/10/2023

With over 50,000 users globally, Accounting Seed is built on Salesforce enabling customers to connect data across sales, operations, and finance. Businesses gain a complete view of business performance, using one centralized system without costly integrations.

Visual Identity System

Logo treatment

Primary Logo

This is the primary version of the logo. This version of the logo should be used whenever possible for both printed and digital collateral. The logo has been carefully crafted and should be used exactly as seen here. Do not add, alter, or remove any graphic elements as this would sacrifice the integrity of the mark. Do not create or add additional characters to this mark.

One Color Primary Logo

This is the one color primary logo. This version is meant to be used when a limited color palette is presented, and should only be used as the primary blue, or reversed out in white.

accountingseed

accountingseed

One Color Secondary Logo

This is the one color secondary logo. This version is meant to be used when a limited color palette is presented, and should only be used as the primary blue, or reversed out in white.

accountingseed

accountingseed

Logo Versions

In the event that the full color logo may not be used, the primary and secondary logos may be used reversed out or in grayscale to fit the project needs.

It is recommended to use - whenever possible, the full color logo. The full color works best on a white or light colored background while the reverse works best on dark color backgrounds. If the use of the full color and reversed logo is not possible, use the appropriate grayscale option.

If you are unable to use more than one color swatch, the one color logos are also an option.

accountingseed
PRIMARY LOGO REVERSED

accountingseed
PRIMARY LOGO GRAYSCALE

accountingseed
SECONDARY LOGO REVERSED

accountingseed
SECONDARY LOGO GRAYSCALE

accountingseed
ONE COLOR STACKED
LOGO REVERSED

accountingseed
ONE COLOR STACKED
LOGO REVERSED

accountingseed
ONE COLOR HORIZONTAL
LOGO REVERSED

accountingseed
ONE COLOR
HORIZONTAL LOGO

Brand Typography

To help provide a consistent, unified look in the Accounting Seed brand's use of typography, only the approved typefaces should be used on all collateral and communications. IBM Plex Sans is the primary typeface for the Accounting Seed brand, while Gotham is the secondary typeface.

Each of these typefaces can be used in all weights and styles to allow for a variety of uses such as headlines, callouts, quotes, and subheads.

PRIMARY TYPEFACE

IBM PLEX SANS
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
AaBbCc123

SECONDARY TYPEFACE

GOTHAM
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
AaBbCc123

Color Palette

Updated: 4/10/2023

Note, secondary color 502-#1AA2DC is the core blue color used in logo, alongside, POO #287488

Global Colors

PRIMARY

P00 - #2874BB   P01 - #F6F4F1   P02 - #E4F4FB

SECONDARY

S00 - #414042   S01 - #FFFFFF   S02 - #1AA2DC

TERTIARY

T00 - #208F1D**   T01 - #003458   T02 - #085EB1**

GRAPHIC ACCENTS

G00 - #C3694C   G01 - #F29C70   G02 - #F4B372   G03 - #FAD369   G04 - #4CB748   G05 - #036676

* Adjusted slightly from brand guidelines for ADA compliance
** Additional variations of brand base colors for ADA compliance

Image style

Where possible, we utilize custom graphics to highlight the most important concepts that demonstrate our core value proposition. Images are people and UI focused to create a connection to our audience and show our solution "in action."

UI treatment

Where possible, we utilize a "stencil treatment" when showing the user interface (UI) to focus on highlighting the value versus the detail of how our technology works. Utilize familiar, relevant Salesforce screens to reinforce our "opportunity to revenue" message.
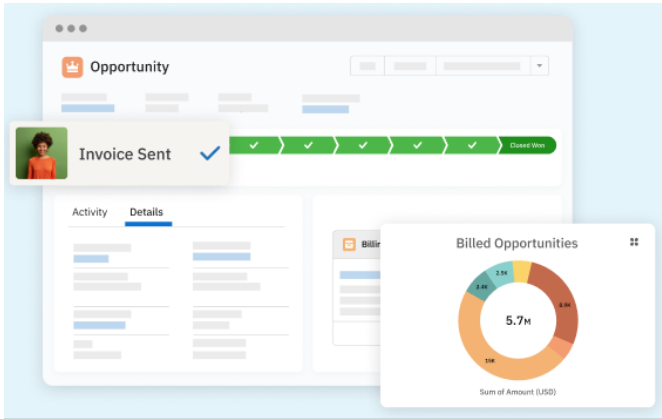
Examples:

Photo style

Our photography images should be people and real-life focused. Because our offering is relevant to most industries, we want to demonstrate people at work across a variety of industries while leveraging colors that match our brand palette as much as possible. We do not typically use abstract image styles.

Examples:

Iconography

We leverage custom iconography to highlight social proof and key functionality related to our software.

Examples:

50K+ Active users	**Project accounting**	**Salesforce connectors**

Tone of voice

Clear, direct, uncomplicated, informal but not overly casual. We use less buzzwords and speak the language our customers speak to communicate our value in a concise manner.

Our customers are real people, our tone should be real too. Avoid use of business jargon and acronyms. Instead write in a friendly and conversational tone using plain speak; layman's terms that are tangible, real, and have feeling. When someone visits our home page, we want them to immediately be able to tell what we do!

Style Guide

Our name:

First Reference	Second Reference	Internal Reference
Accounting Seed	Accounting Seed	AS

- Do not abbreviate "Accounting Seed" (example "AS") externally.

- Where possible, avoid possessive form of Accounting Seed.

  - example:

    - Incorrect: Accounting Seed's robust platform helps you…

    - Correct: The robust platform from Accounting Seed helps you…

Grammar

- Headlines are sentence case.

- The "em dash" is permissible. It is the long dash with no spaces on either side.
  Reference: https://www.grammarly.com/blog/why-you-should-love-the-em-dash/

- Serial commas (also known as "Harvard" or "Oxford" commas) are preferred in our writing.
  Reference: https://www.grammarly.com/blog/what-is-the-oxford-comma-and-why-do-people-care-so-much-about-it/

- Front office / Back office: dash or no dash?

- Single vs Double Quotes: Single quotes are only used when quoting within a quote.
  Reference: https://www.grammarly.com/blog/single-vs-double-quotes/

Social Media

Accounts

Channel	Handle
Facebook	https://www.facebook.com/accountingseed/
Twitter	https://twitter.com/AccountingSeed
LinkedIn	https://www.linkedin.com/company/accounting-seed/
YouTube	https://www.youtube.com/user/AccountingSeed

Thank you for your support in upholding the Accounting Seed brand and messaging platform. For further information or access to creative resources, please contact the marketing department at marketing@accountingseed.com.

SEO Best Practices for Partners

1) It's always best practice for Partners (or anyone creating content) to ensure any of your content is original content that has been created by you.
2) If you are referencing Accounting Seed's blogs, guides, or website pages—even if the keywords within the content are the same—your content should be written in a way that is not word-for-word or otherwise plagiarized from the Accounting Seed website.
3) Partners should link to Accounting Seed blogs, pages, or guides for additional information versus putting that content directly on your website.
   a) It's a good SEO practice to link on keyword-rich words.
      i) *This:* Learn more about native Salesforce accounting software from Accounting Seed.
      ii) *Not this:* Learn more about native Salesforce accounting software from Accounting Seed here.
4) Use Accounting Seed's resource library for content inspiration and look for opportunities to link content back to the Accounting Seed website. a. Tip: Use the site search to find relevant topics on things like "accounting automation" or "financial dashboards."