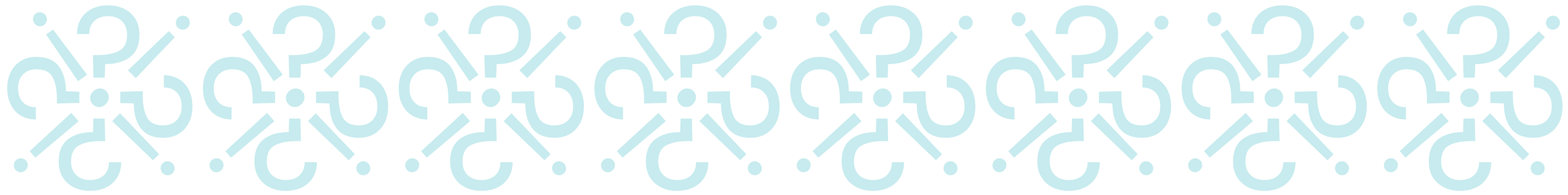




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simplified

| About

Compliance Simplified is a well-established firm based in Mumbai, specializing in providing comprehensive financial services and solutions to clients. Their expertise lies in offering strategic financial guidance and ensuring compliance with regulatory norms.

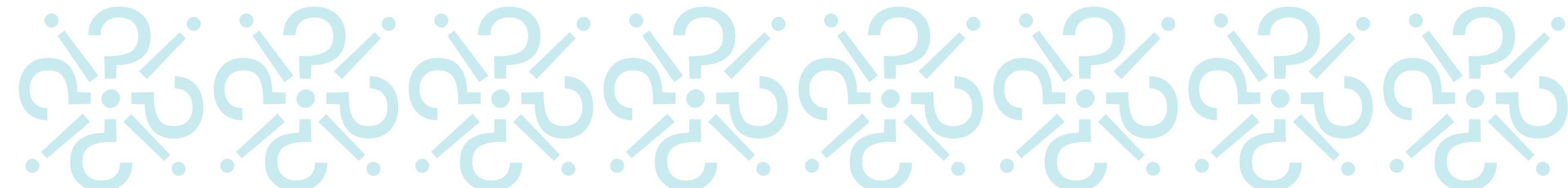




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| Problem

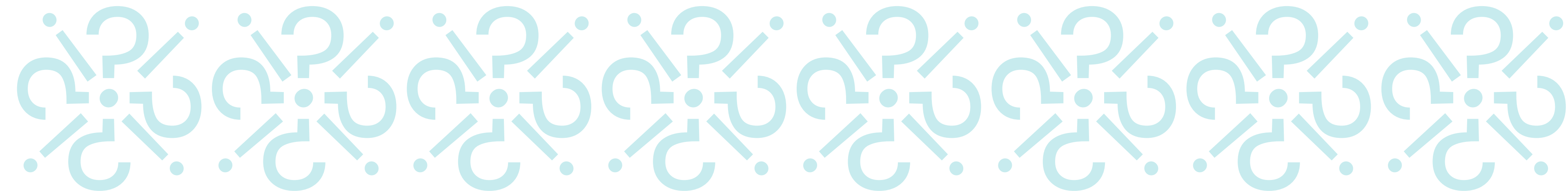
A well-established chartered accountancy and finance firm in Mumbai faced the challenge of reaching their target market without violating advertising regulations. As practicing CAs and firms are prohibited from direct advertising, an alternative approach was necessary.





| Creative Solution

To address this, we developed a unique intellectual property called "Compliance Simplified," focused on conducting free online workshops for businesses. This initiative aims to simplify the ever-changing and dynamic compliance norms for companies, helping them navigate the complexities effectively.





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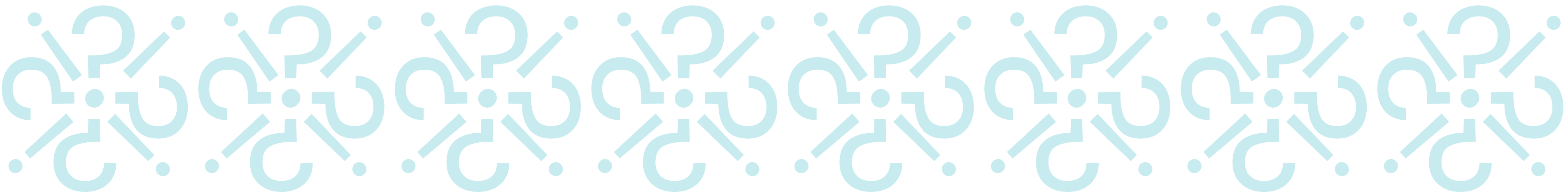
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| Logo Breakdown

“Question mark” represents the
problem statement

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“Exclamation mark” represents the
solution to the problem statement



| Logo Construction

x compliance
x simplified



| Typography

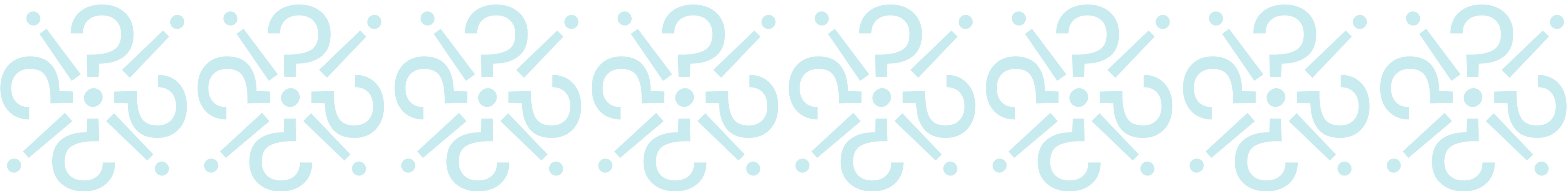
Aa

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#%&\$

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#%&\$



Brand Colors

Hex Code: #0A469E

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G: 70 M: 83%

B: 158 Y: 3%

K: 0%

Hex Code: #1CDEDE

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B: 222 Y: 22%

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| Impact

The initiative has significantly expanded the firm's outreach to both new and existing clientele, providing them with substantial value. It has facilitated new acquisitions while also enabling effective upselling and retention of existing clients.

