

FREE CONSULTATION FOR SMALL/MEDIUM SIZED BUSINESSES

Contact; Leighton, Via; Facebook/ Twitter/ Instagram
Tel.....
Email;.....

AFFORDABLE ACCOUNTING AND BOOK-KEEPING SERVICES

Let us show you what our team of professionals
can do for you and your business.

LPF ACCOUNTACY AND BOOKKEEPING

No matter what business you have,our team can do everything from scratch.

small business compliance payroll
return filing income tax planning
ACCOUNTING
profit and loss **SERVICES** budget
taxes bookkeeping financial statements
cash flow analysis



I have designed my poster around Accountancy and Book-keeping based on the analysis from the questionnaire, as it identified that 67% of respondents were interested in our services. I have designed the poster in a simple color scheme, in view of the fact that I have a decreased ability to distinguish colours. Totally color blind. Colours have emotions attached to them and each colour that we use attract emotional responses in us. It is vital to understand how people perceive colours as the psychology for colour advertising is very important. Depending on what the business is and what products and services are offered a selected colour scheme could be in place based on that business or product.

I have used the Script font to add elegance and class. Furthermore, used the Serif font to add luxury, moreover, is good for headings. Also, it was appropriate used the Slab Serif font to perceive a vintage look. There is a city in the background which shows real estate and growth with a hope to attract entrepreneurs and small/medium business owners. The colour green is present to represent growth, money and development.

The poster is offering a free consultation which gives the opportunity to connect one-on-one with possible customers and have the chance to build a personal connection and to demonstrate what the business can do. Also, the poster states "Affordable" due to the fact that the analysis from the questionnaire showed 58% of respondents were happy to pay £40 an hour. Taking that valuable information into account the business will aim to target the other 47% by using a guide price of £30 to £40 an hour as the data from the questionnaire shows that the price is affordable.