

# THE POWER OF BRANDING & DIGITAL MARKETING



**BRAND & DELIVER.**

**MAKING THE MOST OF  
YOUR INTANGIBLE ASSETS**

  
milestone

Milestone Brand & Deliver

getting under the skin of

**BRANDS**

Milestone Brand & Deliver



A BRAND IS A PROMISE,

**DELIVERED.**

I DON'T LIKE  
BRANDS, I BUY  
MARKS & SPENCERS.

**Some brands are easy to recognise from just their typeface and colour.**

Like this.

The best identities own a simple  
set of branding cues...

FOR EXAMPLE

ORGANIC  

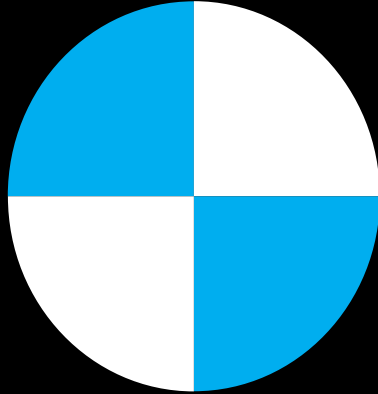
---

  
& DELICIOUS

AND TH>RE'S MORE >



***Symbols are another brand element***



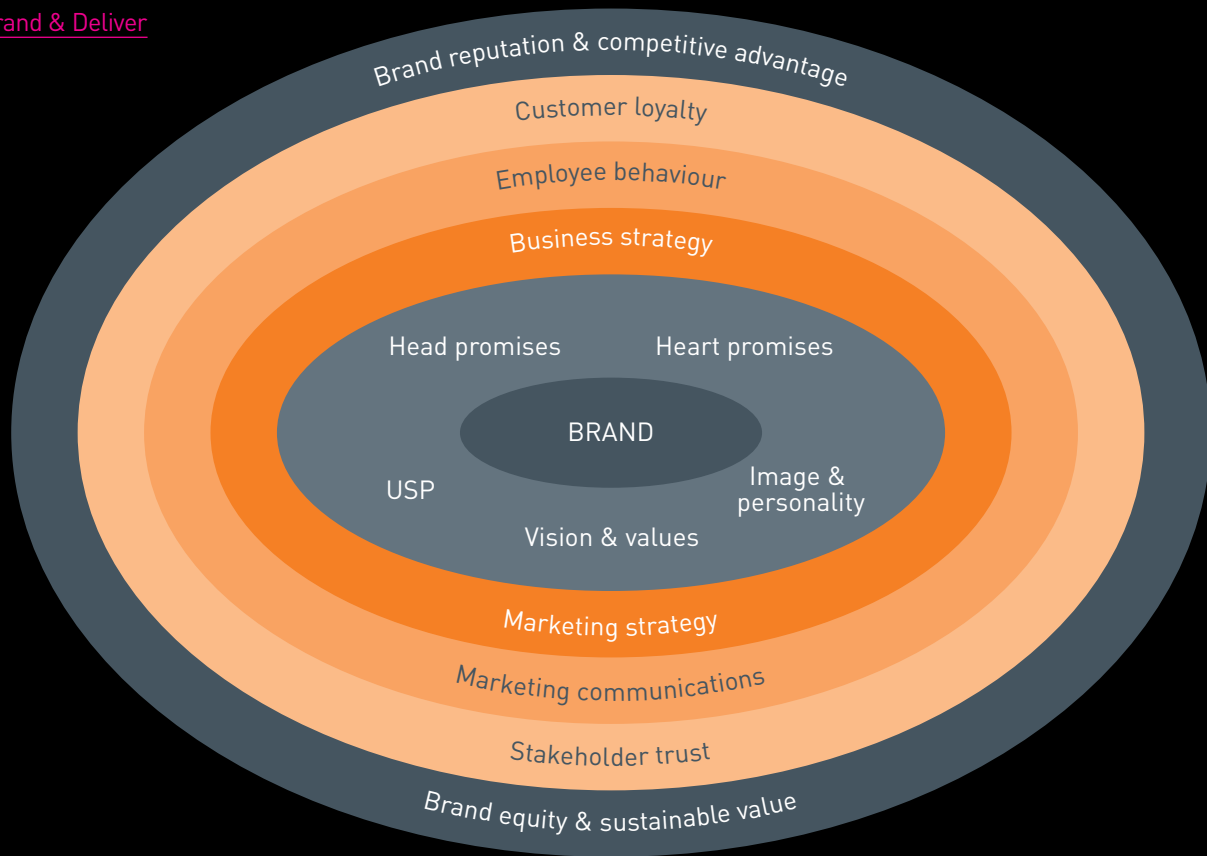
And even in their most basic form, trigger instant emotions connected with the brand.

You don't have  
to be an Economist  
to understand the  
value of brands.

Milestone Brand & Deliver



**LOGOS**  
[NOT ACTUALLY A RECENT IDEA]



## Milestone Brand & Deliver

The screenshot shows a web browser window displaying the website for Rouse Chartered Accountants. The browser's address bar shows the URL <http://www.rousepartners.co.uk/about.htm>. The website has a blue header with the Rouse logo and the tagline "solutions for a better future". A navigation menu includes links for HOME, ABOUT US, SERVICES, RESOURCES, EVENTS, NEWS, and CONTACT US. A search bar is located in the top right corner. The main content area is titled "Working with us" and contains several paragraphs of text describing their services and approach. On the right side, there are three promotional boxes with images and text: "Have You Registered?", "Personal Changes Ahead", and "Detailed Summary of the Tax Changes Ahead". The footer includes a navigation menu, copyright information for Rouse Partners, and contact details.

Chartered Accountants in Beaconsfield | Accountants in Chalfont St Giles | Rouse Partners

<http://www.rousepartners.co.uk/about.htm> Google

Chartered Accountants in Beaconsfield

Home | About Us | Contact Us | Site Map

search this site... Search

**rouse**  
chartered accountants  
solutions for a better future

HOME | ABOUT US | SERVICES | RESOURCES | EVENTS | NEWS | CONTACT US

### Working with us

**Our promise** is to work with you to understand your business in order that we can provide a professional service tailored to your needs.

We deliver on our promise by

- Understanding your ideas, needs and aspirations
- Clear thinking to help you improve your business or personal wealth
- Communicating with you effectively

**Professionalism** delivered by a team that embrace excellence

**Our approach** is to be your trusted business adviser, by establishing a strong open relationship which facilitates an understanding of your business goals and providing solutions to achieve them.

You will be supported by a dedicated team, led by a partner who will manage and take responsibility for your affairs. Each service line you require will have an assigned manager who is empowered to proactively respond to your enquiries.

**Require more information?**

If you would like more information or would like to ask us a question then call us on 01494 675321. To ask us a question online [click here](#).

**Have You Registered?** If you then [click here](#) to login and access our full website, if not then [click here](#) to find out why you should register.

**Personal Changes Ahead.** [Click here](#) to find out more.

**Detailed Summary of the Tax Changes Ahead.** [Click here](#) to find out more.

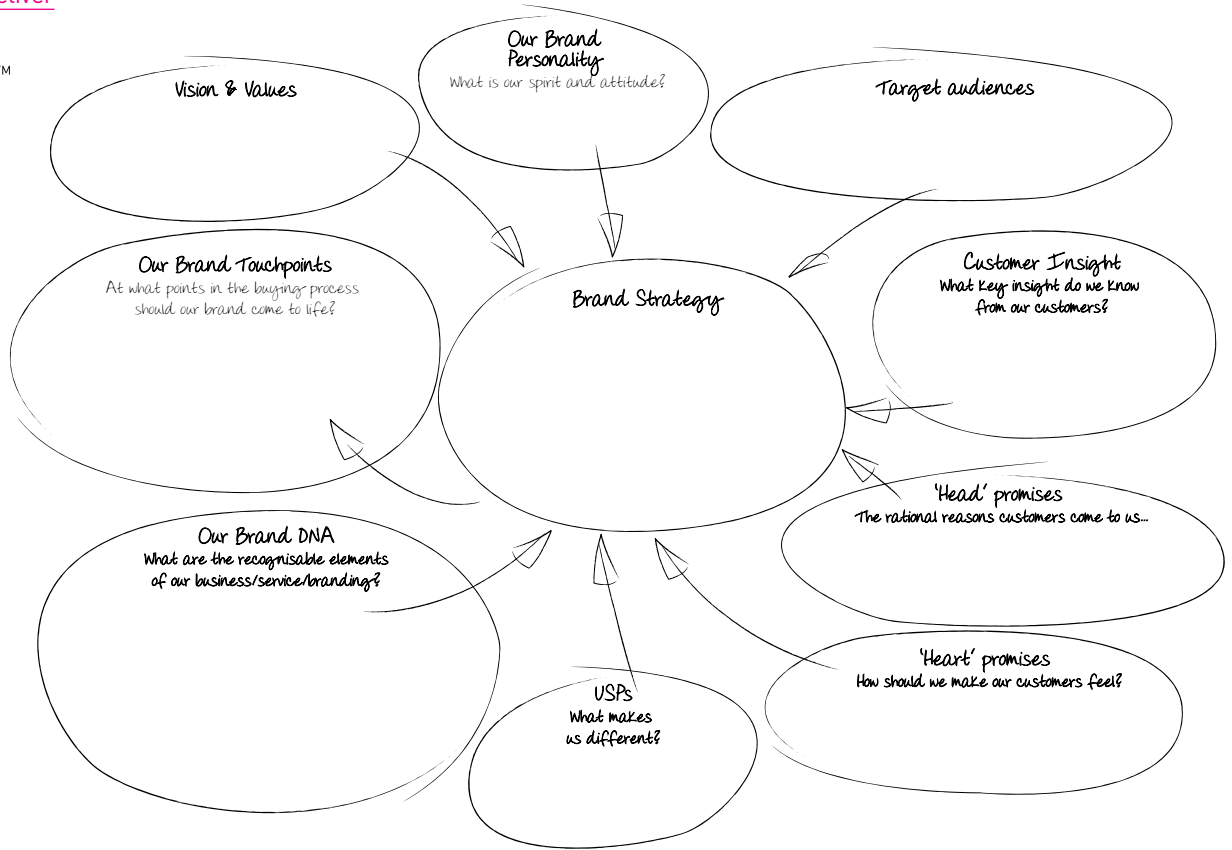
**Information Factheets.** [Click here](#) to access over 60 clear and concise factheets.

Home | Site Map | Practitioner | Help | Text Only | Legal

© 2011 Rouse Partners. All rights reserved.  
13 Station Road, Beaconsfield,  
Buckinghamshire, HP9 1QL  
powered by [InfoSOLUTION](#)

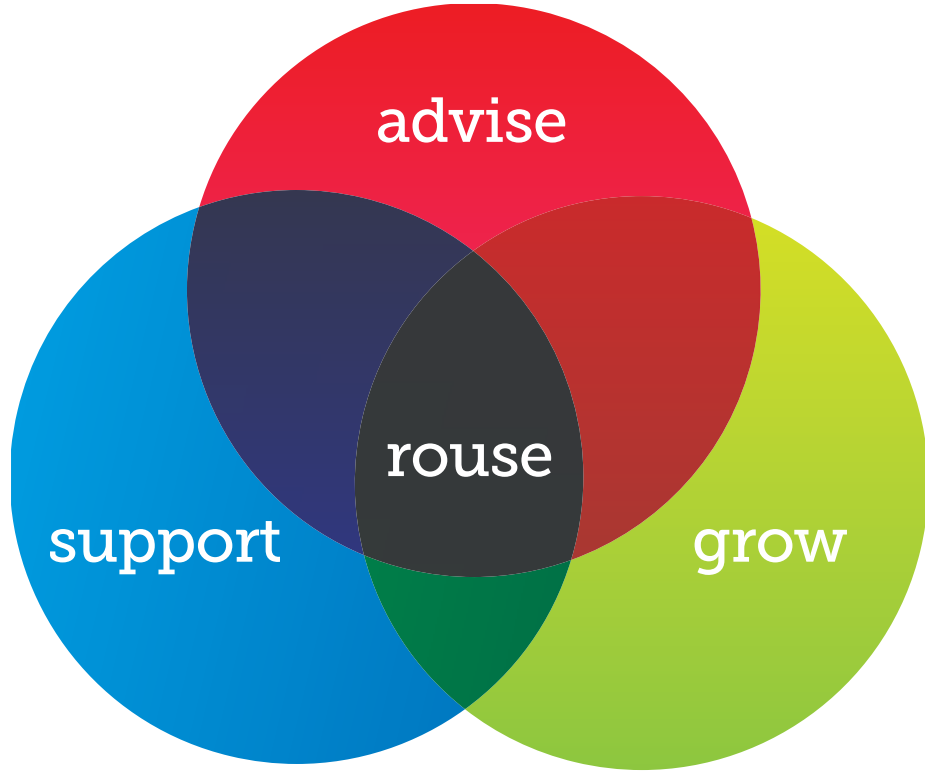
**rouse**  
chartered accountants  
Tel: 01494 675321  
Fax: 01494 672190  
Email: [info@rousepartners.co.uk](mailto:info@rousepartners.co.uk)

BRANDSTORM™



At Rouse we're different from other Chartered Accountants. Of course, we're experts in tax and all aspects of business finance. But above all, our aim is to support you and your business. We're here to help you make the right decisions to achieve your goals in life.











Advise support grow

rouse  
strategic solutions



A large graphic consisting of a blue circle partially overlapping a red circle.



## Welcome to Rouse Chartered Accountants

We are one of Buckinghamshire's largest independent firms of chartered accountants, auditors and tax specialists, providing all the advice and support you need for your business and personal finances under one roof.



### Latest News

#### Charity, not for profit and education update

Here is an update on ... [More >>](#)

#### Pay less personal tax

Our top tax tips to reduce your personal ... [More >>](#)

#### Welcome to our new website

New features, resources, and useful information ... [More >>](#)

### Advise

Expert advice to reduce your tax, identify business opportunities and develop strategic plans.

[More >>](#)

### Support

Release the burden of time consuming tasks and ensure you and your business are efficient and compliant.

[More >>](#)

### Grow

Unlock your growth potential. We can help increase your business performance and personal wealth.

[More >>](#)

### How do you compare?



### Register now for our free online resources:

- Over 70 business and personal finance factsheets
- The latest news via our monthly eNEWS email newsletter
- Market data, calculators, budget information and more

What do you think about our new website?  
Take our 60 second survey >>

Stay in touch for regular updates, news and events.





## From start-up to maturity, expert advice at every step

Our aims are simple; to increase your personal wealth, increase your business performance and to save you time and money. Our commitment to you is unrivalled.

1 | 2 | 3 | 4

### Latest News

#### Charity, not for profit and education update

Here is an update on ... [More >>](#)

#### Pay less personal tax

Our top tax tips to reduce your personal ... [More >>](#)

#### Welcome to our new website

New features, resources, and useful information ... [More >>](#)

### Advise

Expert advice to reduce your tax, identify business opportunities and develop strategic plans.

[More >>](#)

### Support

Release the burden of time consuming tasks and ensure you and your business are efficient and compliant.

[More >>](#)

### Grow

Unlock your growth potential. We can help increase your business performance and personal wealth.

[More >>](#)

### How do you compare?



### Register now for our free online resources:

- Over 70 business and personal finance factsheets
- The latest news via our monthly eNEWS email newsletter
- Market data, calculators, budget information and more

What do you think about our new website?  
Take our 60 second survey >>

Stay in touch for regular updates, news and events.



## Managing and protecting your personal and family finances

Whatever your financial goals, you need a trusted advisor by your side. We are proactive in maximising your opportunities and offer unique services including advanced tax strategies and financial health-checks.

1 | 2 | 3 | 4



### Latest News

#### Charity, not for profit and education update

Here is an update on ... [More >>](#)

#### Pay less personal tax

Our top tax tips to reduce your personal ... [More >>](#)

#### Welcome to our new website

New features, resources, and useful information ... [More >>](#)

### Advise

Expert advice to reduce your tax, identify business opportunities and develop strategic plans.

[More >>](#)

### Support

Release the burden of time consuming tasks and ensure you and your business are efficient and compliant.

[More >>](#)

### Grow

Unlock your growth potential. We can help increase your business performance and personal wealth.

[More >>](#)

### How do you compare?



### Register now for our free online resources:

- Over 70 business and personal finance factsheets
- The latest news via our monthly eNEWS email newsletter
- Market data, calculators, budget information and more

What do you think about our new website?  
Take our 60 second survey >>

Stay in touch for regular updates, news and events.



## Helping your business succeed on a global scale

If you're looking to grow beyond the UK or increase the efficiency of your international operation, we can help. As members of Praxity international alliance of firms you can benefit from access to high quality accounting and audit services worldwide.



1 | 2 | 3 | 4

### Advise

Expert advice to reduce your tax, identify business opportunities and develop strategic plans.

[More >>](#)

### Support

Release the burden of time consuming tasks and ensure you and your business are efficient and compliant.

[More >>](#)

### Grow

Unlock your growth potential. We can help increase your business performance and personal wealth.

[More >>](#)

### How do you compare?



### [Register now](#) for our free online resources:

- Over 70 business and personal finance factsheets
- The latest news via our monthly eNEWS email newsletter
- Market data, calculators, budget information and more

What do you think about our new website?

[Take our 60 second survey >>](#)

Stay in touch for regular updates, news and events.



### Latest News

#### [Charity, not for profit and education update](#)

Here is an update on ... [More >>](#)

#### [Pay less personal tax](#)

Our top tax tips to reduce your personal ... [More >>](#)

#### [Welcome to our new website](#)

New features, resources, and useful information ... [More >>](#)

- > Advise
- > Support
- > Grow
- > Individual
- > Business

Ask an accountant 

All individuals appearing  
in our photography are  
members of the Rouse  
team.

## Grow

Increase business performance  
and personal wealth



Whether you are considering moving into new markets, raising capital to fund growth or need to manage your personal wealth more effectively, you will face new opportunities and challenges at every step.

We have the skills, resources and specialist services to help you plan and achieve your business and personal goals.

From benchmarking your business against others in your industry, to wealth management for you and your family, we will develop an integrated plan and work with you throughout to achieve your goals.

### Grow your business

Business benchmarking  
International services  
Corporate finance  
Outsourcing  
Tax strategies

### Grow your personal wealth

Wealth management





## Rouse Partners

**@RousePartners** Incorporated. Home office: 10000 Woodloch Forest Dr, Suite 1000, Fairfax, VA 22031. <http://www.rouse.com>

[Follow](#) [Unfollow](#) [Retweet](#) [Like](#)

**Home** [Timeline](#) [Following](#) [Messages](#) [Lists](#)

**RousePartners** Twitter 15:42  
Great opportunity to make thousands of dollars in the

months and high level planning services & other benefits

[@RousePartners](#)

15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

15:42

**RousePartners** Twitter 15:42  
Have you got a forthcoming Resolution year-end? We offer a very

competitive annual 2012, helping service in [LA 2012](#) [@RousePartners](#)

## Stay in touch with Rouse Partners

[Join Twitter right now!](#)

## Join @RousePartners

[175](#) [402](#) [204](#) [7](#)

[Home](#) [Timeline](#) [Following](#) [Lists](#)

[About This Page](#) [Block](#) [Block user](#) [Show Photo](#)

[Unsubscribe](#) [Report Abuse](#) [Block](#) [Report](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

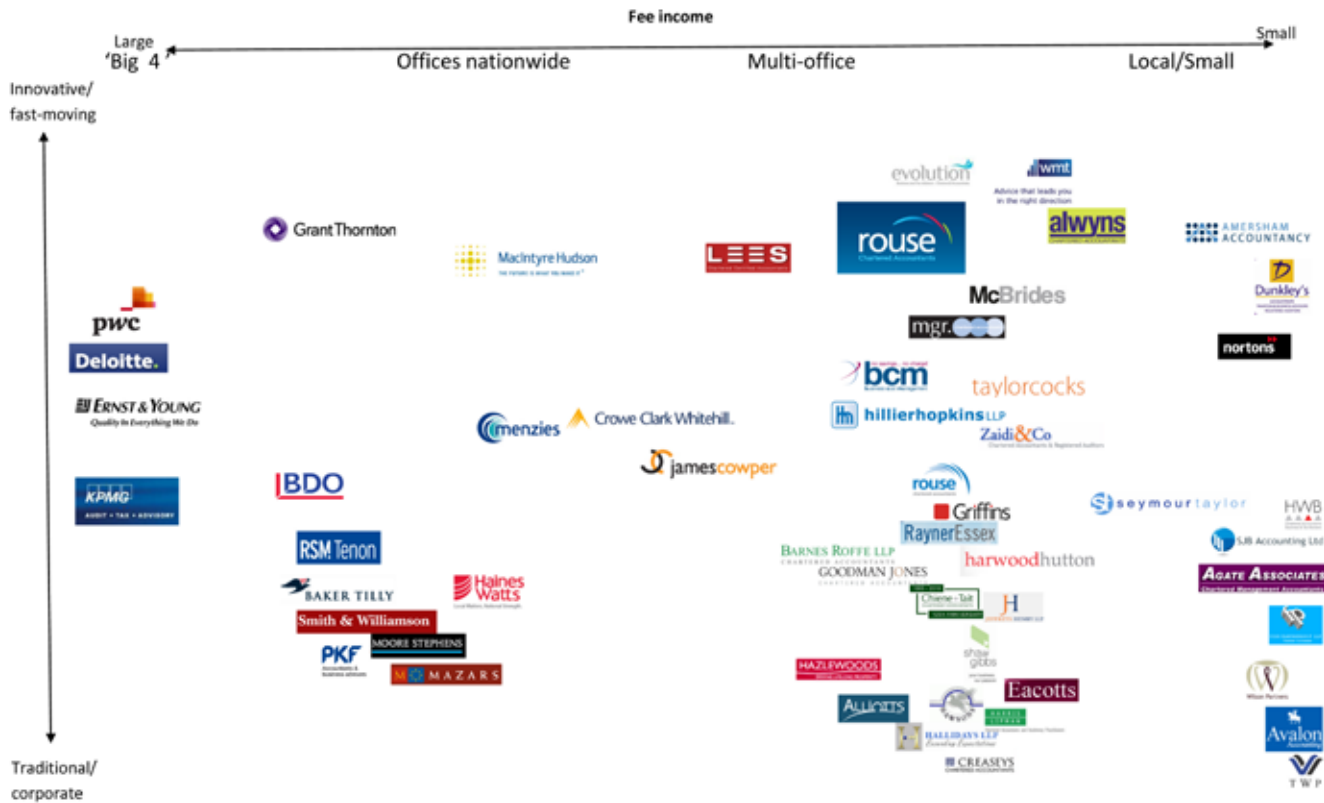
[Report Abuse](#)

[Report Abuse](#)

[Report Abuse](#)

Milestone **Brand & Deliver**

Rouse Partners Brand Positioning and Market Map





iXBRL SUPPORT

Are you ready  
for iXBRL?

Rouse can  
help you  
make the  
change...



Advise > Support > Grow



Milestone [Brand & Deliver](#)

