



SERVICE  
ELEVATION  
ADVISORS

## 01 About

### Paragraph:

Service Elevation Advisors is a professional firm that advises professional services companies on how to increase revenue and margins, and systematically acquire new clients.

Our clients can expect to become strategic partners with their clients rather than just vendors.

We work with executives at professional services firms and institutional investors seeking to increase the value of their investments in services firms.

Website: [www.ServiceElevation.com](http://www.ServiceElevation.com)

Email address: [contact@ServiceElevation.com](mailto:contact@ServiceElevation.com)

### Adjectives

- Experienced
- Knowledgeable
- Valuable
- Dedicated
- Professional

## 02 Logo



## 03 Logo usage



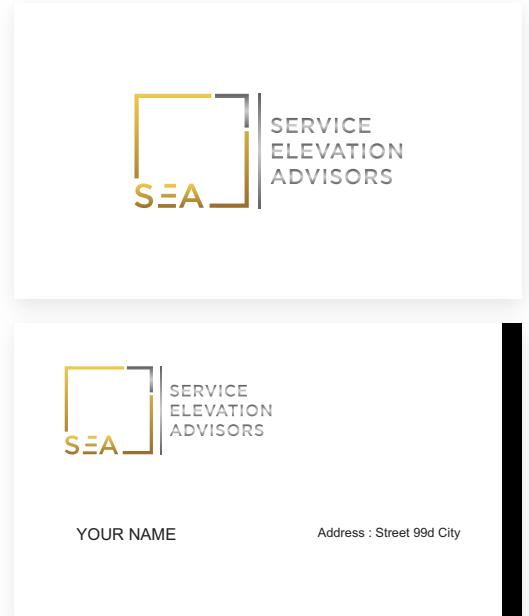
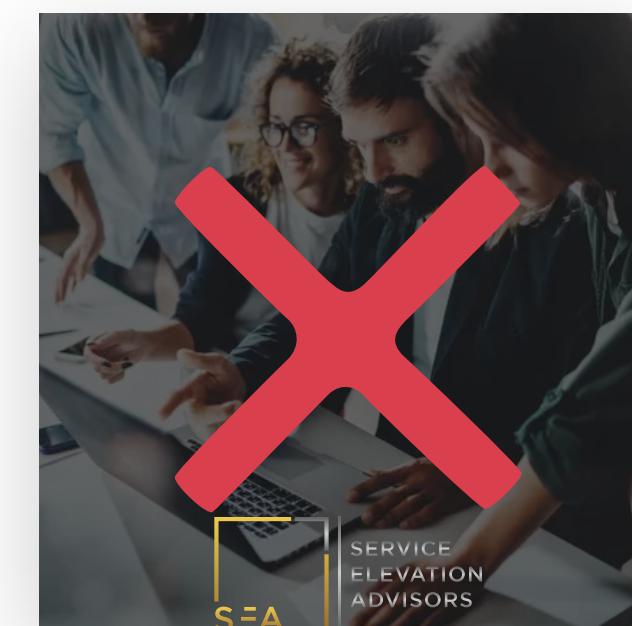
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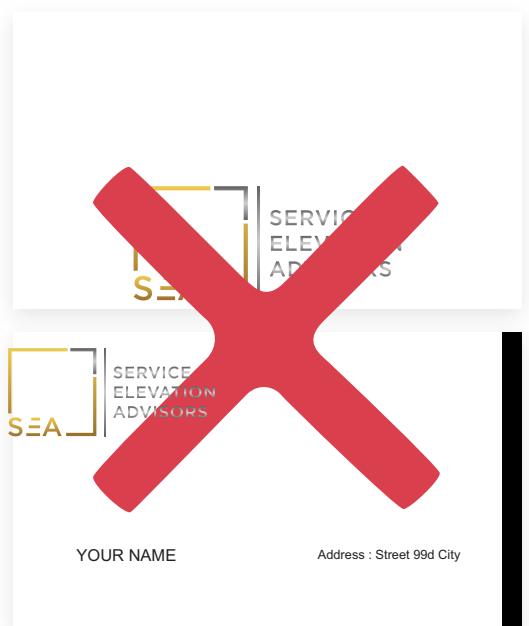
Letterhead example



Photography example



Business card example



## 04 Typography

# Gotham Medium

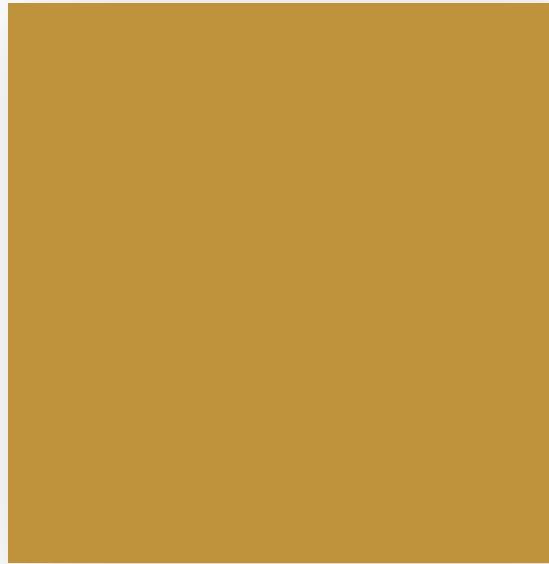
Paragraph font

**ABCDEFGHIJKLMNPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
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Regular

Semiotics aesthetic freegan pour-over  
jianbing. Artisan blog retro neutra.

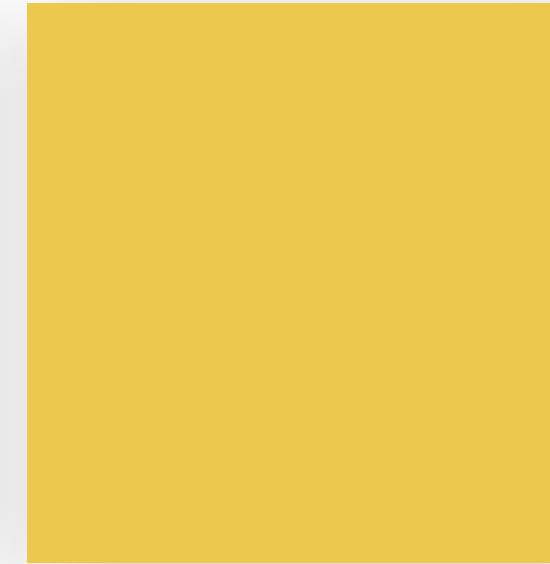
## 05 Color palette



HEX AF832E

R175 G131 B46

C26 M41 Y100 K4



HEX E6BE3D

R230 G190 B61

C91 M19 Y87 K0



HEX 646464

R100 G100 B100

C56 M48 Y47 K14



HEX BCBCBC

R188 G188 B188

C22 M17 Y18 K0