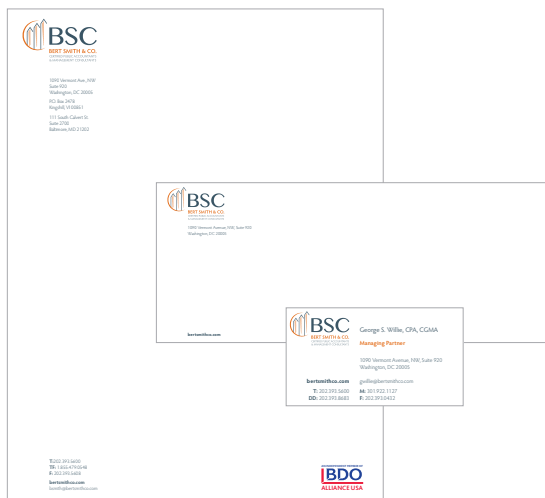


## Bert Smith & Co.

Bert Smith & Co. is recognized as a top accounting and management consulting firm focused on providing value through a commitment to the profession, their clients and the community. Since 1948, Bert Smith has long standing dedication to efficient service, effective representation, and experienced counsel.



» website



» brand identity and collaterals



» print ads

**Value in numbers.** They say numbers don't lie. That may be true, but numbers have different meaning to different people. The result: they can tell very different stories. Bert Smith & Co. specializes in finding the meaning that matters most. They're more than an accounting firm to their clients. They're a strategic financial consulting partner, so they needed their brand to reflect that. We designed a new website that spoke to its primary audiences, developed marketing collateral, and created advertisements to complement their new online presence.