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**km design**

**TAXFISH**  
APPLIED COLOUR PSYCHOLOGY  
CASE STUDY

## TAXFISH CASE STUDY

### **The brief**

Taxfish is an online tax return service for sole traders, higher rate tax payers and landlords.

The brief was to create a simple typographic logo and design templates for the website. When designing the logo we also had to take into consideration that two additional services would be rolled out under the Taxfish umbrella identity – Taxfish Property and Taxfish Planning. Again these would be online services. Each service would be cross promoted on the individual websites.

Taxfish Planning is a specialist service that analyses the customer's financial position and develops a strategic plan to minimise tax payments.

Taxfish Property is aimed specifically at property investors, again looking at minimising tax bills but at the same time maximising the property investment.

The client wanted a visual look that was friendly, welcoming, modern and quirky. The logo and website also needed to demonstrate that the client is an expert in their field, they are trustworthy, have many years experience and are good communicators.

## TAXFISH CASE STUDY

### The approach

When defining the personality and associated colour group of Taxfish it was clear that they fell into three of the four colour groups. We then had to determine which were the strongest personality traits and should be projected through colour. The remaining personality traits would then be presented through the typography, design layout, tone of voice and language of text.

As part of this process three colour palettes (one from each group) were presented to the client.



**Group 1 colours**  
friendly, welcoming,  
fun, quirky, warm



**Group 3 colours**  
friendly, welcoming, trust,  
experience, offbeat, warm



**Group 4 colours**  
modern, excellence,  
expert, leaders, cold

## TAXFISH CASE STUDY

### **The approach *continued***

The next step was to develop the logo. Three different typographic solutions were presented in colours selected from the colour palettes. Some of the colourways are shown here.

**taxfish**

Taxfish

**Taxfish**

**taxfish**  
PROPERTY

Taxfish  
PROPERTY

**Taxfish**  
PROPERTY

**taxfish**  
PLANNING

Taxfish  
PLANNING

**Taxfish**  
PLANNING

Logo 1 shown in Group 1 colours

Logo 2 shown in Group 4 colours

Logo 3 shown in Group 3 colours

## TAXFISH CASE STUDY

### The result

Logo 1 in a Group 3 colour palette was the chosen design.

**taxfish**

**Psychological properties of blue**  
communication, efficiency,  
logic, trust, intelligence

**taxfish**  
PROPERTY

**Psychological properties of orange**  
warmth, security, comfort

**taxfish**  
PLANNING

**Psychological properties of green**  
balance, reassurance, awareness

### Application

Once the logo was approved work on the website design began. An illustrative style was developed for a quirky, original feel to the design. Each website uses the logo colour as the dominant colour with touches of the other two brand colours and supporting warm neutral colours such as grey and brown. The logos are also used in print based applications such as advertising.



[www.taxfish.co.uk](http://www.taxfish.co.uk)



[www.taxfishproperty.com](http://www.taxfishproperty.com)



[www.taxfishplanning.com](http://www.taxfishplanning.com)