



Brand Guide



Contents

WDS Brand Story

Page 1-7

- Who We Are	Page	1
- Our Purpose	Page	2
- Our History	Page	3-4
- Our Vision	Page	5
- Our Mission	Page	6
- Brand Values	Page	7

WDS Message

Page 8-9

- Our Personality & Voice	Page	8
- Why We Are Different	Page	9

Who we are

Founded in 1886 we have been advising family businesses for five generations. Our 8 offices spread across Yorkshire: Bradford, Elland, Huddersfield, Leyburn, Northallerton and York are a team of 85 professionals, who understand what it means to be a Yorkshire business.

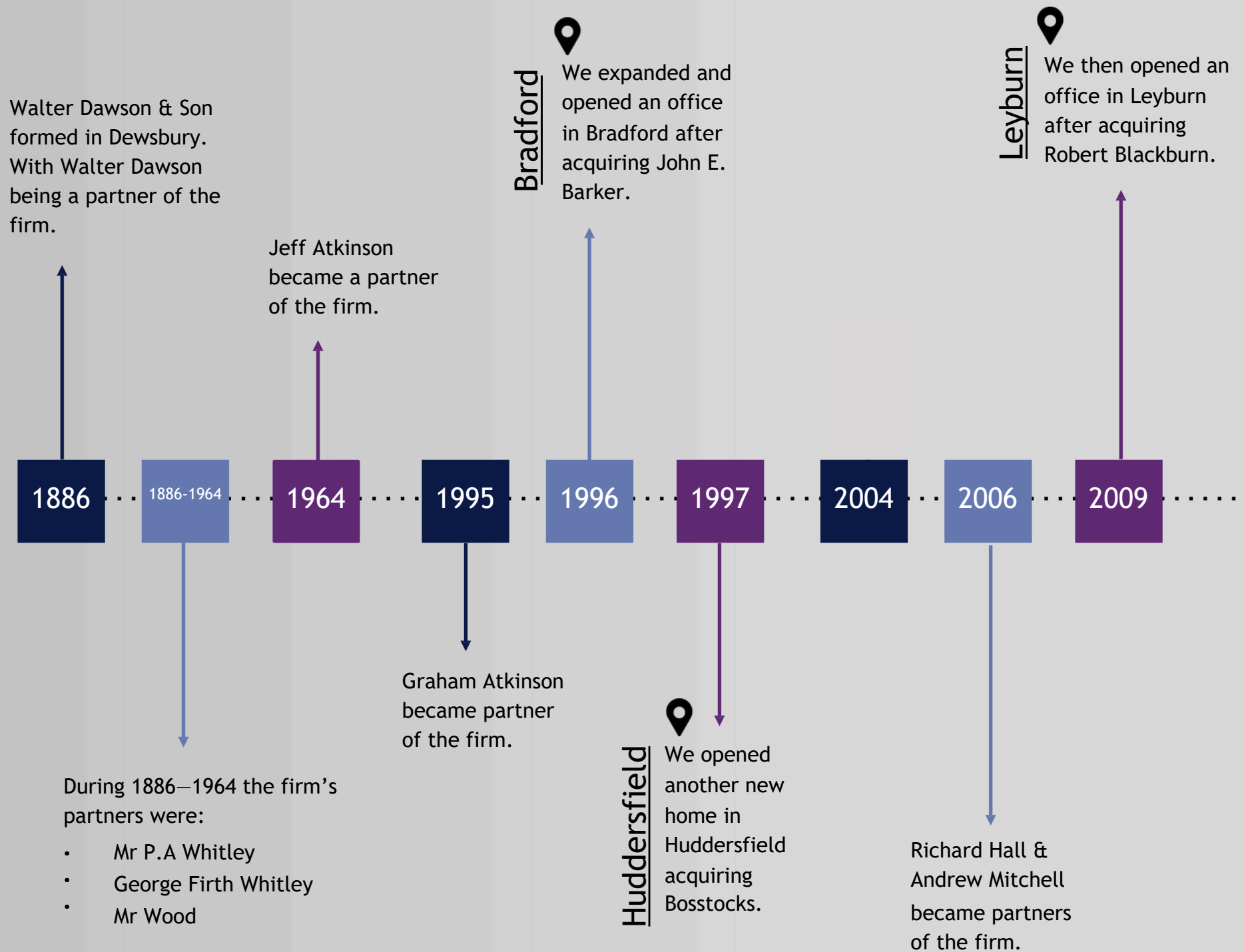
We pride ourselves on our approachable manner and reliability to provide clients with the best accountancy, taxation and finance services available, not only in terms of the advice we give but, in our professionalism and passion to go above and beyond for our clients.

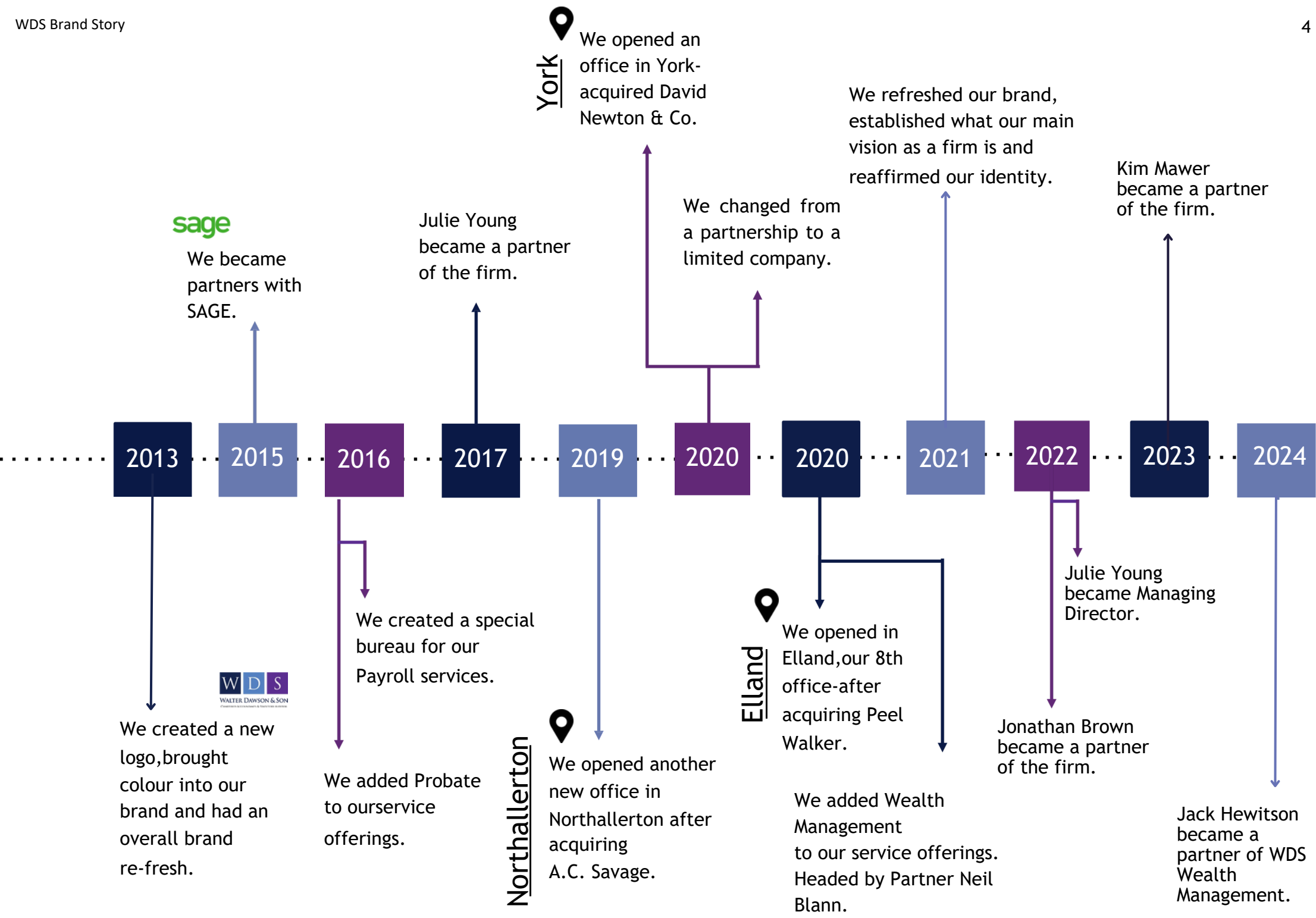
Our aim is to be the only finance advisors you will ever need, and we do this by listening, supporting and evaluating each circumstance, enabling us to provide innovative and personalised solutions for our clients. We are confident that our proactive and professional service will help you grow your business, minimise your tax liability and maximise your personal wealth.



To be your **trusted advisors**, adding value to your business, helping achieve your ambitions and building a successful future.

Our History





A woman with dark hair and glasses, wearing a dark blazer over a white shirt, is looking down at a document. She is holding a pen in her right hand. A man with grey hair, wearing a white shirt, is looking at the same document. The background is blurred, showing a window with light coming through. The text "Our vision is to have our customers at the heart of all our decisions and advice." is overlaid on the image in a semi-transparent box.

Our vision is to have our **customers at the heart** of all our decisions and advice.

At Walter Dawson our mission is to train and inspire all our team members to be
experts in their chosen field.

We listen, support and evaluate, enabling us to provide **innovative solutions** for our clients.



Brand Values

Our values are important to us here at WDS because we're proud of where we have come from, where we are now and where we are heading.

They are reflected in our brand identity, how we all work and how we want our client's to feel about us.



Our Personality & Voice

Truthful.
Proud.
Innovative.
Confident.
Honest.
Accurate.
Respected.
Professional.
Personable.
Straight Forward.
Down to Earth.
Authentic.
Friendly.

Who we are

Boring.
Patronising.
Rude.
Late.
Dated.
Pushy.
Time wasters.
Inefficient.
Behind the times.
Incomprehensible.

Who we are not

We're a team.

We care.

We want to understand
our clients.

We're easy to deal with.

We're accessible 24/7.

We want our clients to be
happy and prosper.

We're simple folk.

Why are we different?





Bradford
Elland
Huddersfield
Leyburn
Northallerton
York

www.walterdawson.co.uk