



## **Setting up a tax practice**

### **A useful guide**

#### **10. Branding**

In developing your brand there are a number of initial steps that must be taken and these include:

##### *Trading name*

Key to your branding strategy is the trading name that you will decide to use. This may include your own name, or be a generic business name. As part of your branding strategy, you should add the Irish Taxation Institute's Registered Tax Consultant logo to your brand and sign up and register as a member firm of the Institute.

This brand name of Registered Tax Consultant provides members with a definite professional identity under which to market and offer their skills and services. The Registered Tax Consultant brand also allows the Irish Taxation Institute to promote the value added by, and quality assurance aspects of, the profession to the business community and general public.

##### **Key Steps to downloading and using the logo:**

1. Log onto [www.taxireland.ie](http://www.taxireland.ie).
2. Click on the members' area of the website and enter your email and password.
3. Select AITI Registered Tax Consultant logo option.
4. Review the rules and regulations governing the use of both "Registered Tax Consultant" and "Registered Tax Consultants" logos.
5. Download the logo(s) that you wish to use along with the brand guidelines that describes how these should be incorporated into letterhead or promotional material.

##### *Graphic design*

This will drive your branding strategy and if successful will play an important part in your clients' distinguishing you amongst your competitors. It will also drive the look of the business and the stationery that you will use. It is important that you register your company and/or business name before designing your stationery and business cards. If you incorporate ensure that your stationery outlines the business name plus the word "Limited". Also ensure that the registered office, business address, name of directors, VAT registration number etc. are included as appropriate.

##### *Website design and development*

There are many web developers who can develop a personalised website suitable to your business needs.

### *Website hosting*

This can be provided by a dedicated web hosting provider who will provide storage space and technical support to host the website.

### *Domain registration*

If you decide to have a web site you should register a domain name. This is inexpensive and can be completed very quickly. The domain name is a label that is used to identify your specific website. Again you might find the website [www.whois.ie](http://www.whois.ie) helpful. It is the Irish domain registry website listing all “.ie” registered internet names.