



December 6, 2017

Big News! Michael Silver & Company CPAs has launched a new brand and logo.

Michael Silver & Company CPAs has been functioning successfully under the same brand since 1944. The firm has grown and changed much over the last 73 years, however quality services and integrity still remain a solid foundation.

With the evolution of markets and growth in technology and talent, we realized the need to modernize and evolve to better reflect our current market position. The new brand reflects a personality of energy, innovation, trust, and consultation. The firm brings vitality and enthusiasm to the market and the new brand better reflects this attitude.

Here are some highlights of the new brand change:

- 1) The name has been modified to become MichaelSilver.

The firm evolved the company name without losing the history of a brand that has stood for over 70 years. In order to better match today's climate, the name has been shortened to one word (MichaelSilver).

- 2) The branding colors have been modernized to green and purple.

Color preferences and styles change from generation to generation. Brands often adjust palettes over time. In the case of MichaelSilver, the colors have been completely revamped! MichaelSilver has adopted an energetic color branding of green and purple.

- 3) The logo has been redesigned.

The logo is modern, clean, and colorful. The logo also hints at the fact that MichaelSilver is an accounting and advisory firm by incorporating the "graph mark." The mark really captures all of the brand personality: Innovative, Trusted, Consultative, and Energizing. The new logo better matches the values and needs of MichaelSilver's clients.

- 4) Brand updates.

Over the next few weeks, you will see changes in the MichaelSilver collateral, website, social media, and email addresses. The goal of these changes is to make client service more effective. Recognizing that change can create surprise, MichaelSilver strives to make the transition as smooth as possible.

MichaelSilver is excited about the branding update and is ready for the next 70 years.

Sincerely,

A handwritten signature in black ink that reads 'Jennifer A. Barliant'.

[Jennifer A. Barliant, CPA, CGMA](#)
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