

Bring Clarity to the Complex





Goals

Our goal is to transform our brand from "flat and dull" to vibrant and engaging. To conduct strategic color work to identify colors that resonate with our insight and differentiate us from our competition. Additionally, to develop a more concise and impactful messaging strategy that communicates our value proposition **clearly** and apply a greater depth and creativity to our image, creating a visually compelling brand that leaves a lasting impression.



Clear. Confident. Concise.



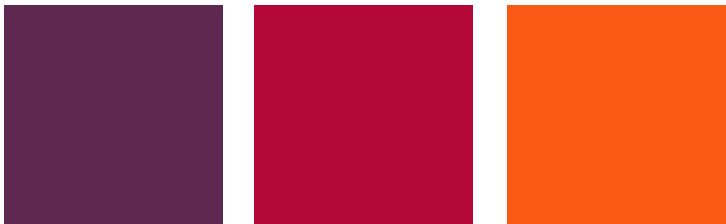
Clear. Confident. Concise.

Color



Color is an important part of Clarus Partners' visual identity. The brand colors help convey our personality and values, and are used to create brand recognition and consistency across all our materials. The consistent usage of company colors helps people associate the brand with Clarus. The color palette includes bright, bold tones which project a sense of energy. Interchanging the — — — colors for different audiences can ensure materials carry a fresh look while maintaining a distinctive Clarus Partners appearance.

PRIMARY



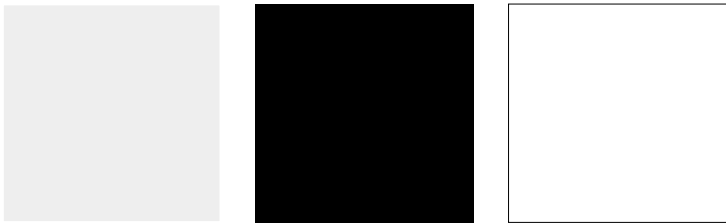
CLARUS PURPLE	CLARUS RED	CLARUS ORANGE
HEX #5F2850	HEX #B30838	HEX #FA4616
RGB 95, 40, 80	RGB 186, 12, 47	RGB 250, 90, 22
PMS 7652 C	PMS 200 C	PMS 172 C
CMYK 60, 91, 42, 37	CMYK 21, 100, 77, 12	CMYK 0, 87, 100, 0

SECONDARY



CLARUS BLUE
HEX #0092BC
RGB 0, 150, 200
PMS 313 C
CMYK 80, 30, 15, 0

NEUTRAL



CLARUS ALTO	BLACK	WHITE
HEX #DFDFDF	HEX #000000	HEX #ffffff
RGB 223, 223, 223	RGB 0, 0, 0	RGB 255, 255, 255
PMS 179 C	PMS Process K	
CMYK 7, 4, 3, 0	CMYK 0, 0, 0, 100	

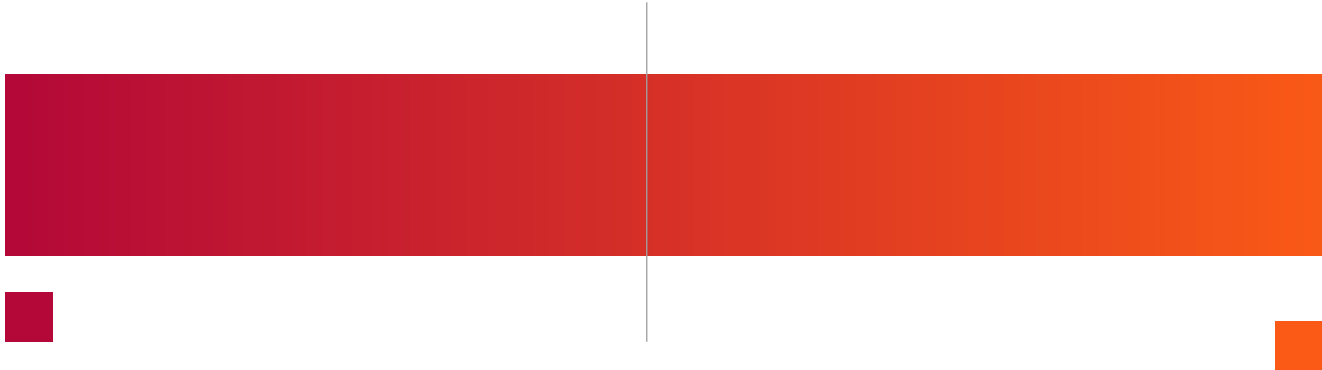
Color (Gradient)



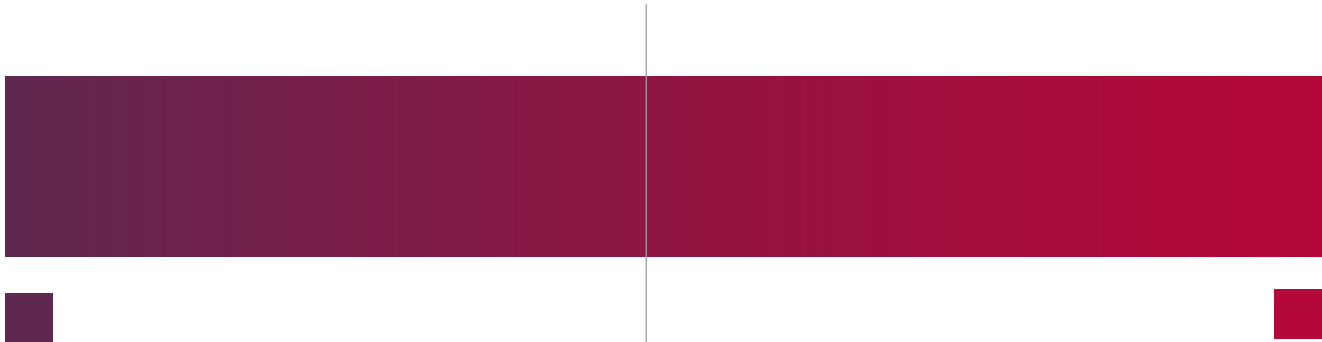
3 COLOR GRADIENT
(FOR CONTRAST AND FLEXIBILITY)



2 COLOR GRADIENT
ADJUSTABLE
BETWEEN 30% & 70%
(FOR CONTRAST AND FLEXIBILITY)



2 COLOR GRADIENT
ADJUSTABLE
BETWEEN 30% & 70%
(FOR CONTRAST AND FLEXIBILITY)



Stylescape



Clear. Confident. Concise.

BRINGING CLARITY TO COMPLEX PROBLEMS.

The Clarus team offers you both consulting and compliance services through a combination of onsite resources and offsite support. Through a collaborative team effort, we address your issues as they arise with seamless best-in-class service. Our SMEs offer deep, specialized indirect tax technical expertise to help you succeed.

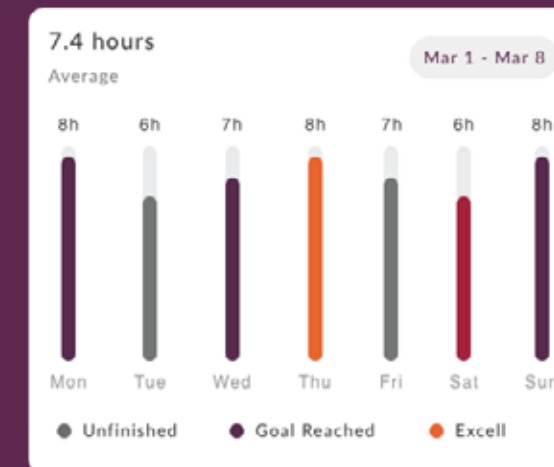
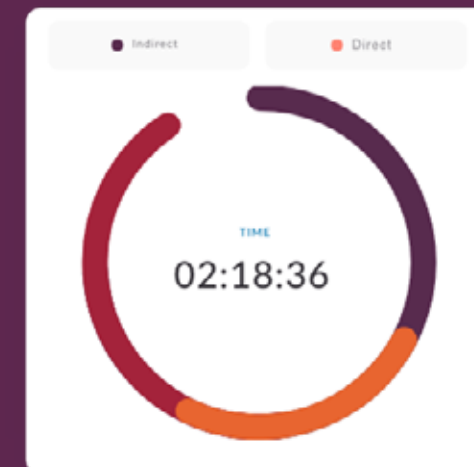
Value is at our core — our services typically cost a third less than the big CPA firms. With our leading edge software, you'll also receive a more robust solution at a fraction of the price of the big software companies.



Talk to a Professional

INDIRECT SALES TAX

CLARUS DEVELOPED AN INNOVATIVE, CUTTING-EDGE PRODUCT THAT IS A WINNER.



CULTURE MESSAGING
LOUD AND CLEAR

STORY

A CLEAR VIEW INTO COMPLIANCE

COMPLIANCE

"THE TEAM'S QUALITY OF SERVICE HAS BEEN GOOD WITH THE CLIENTS FROM A SOFT SKILL, MANAGEMENT STANDPOINT, AS WELL AS TIMELINESS OF EXECUTION ON **COMPLIANCE**."

BO BLOCHER
Partner
Calvetti Ferguson



CONFIDENCE

"I WOULD DESCRIBE CLARUS PARTNERS AS A KNOWLEDGEABLE, FRIENDLY COMPANY OF SALES TAX EXPERTS WHO CAN CONFIDENTLY DELIVER SUPPORT & ONGOING COMPLIANCE NEEDS."

MATT SOMMERS
Chief Financial Officer
Solid Ratio



CLARITY

"CLARUS GIVES CLIENTS A CLEAR VIEW INTO COMPLIANCE: WHERE THEY STAND, WHAT'S COMING UP, IF ANYTHING'S OVERDUE, ETC"

SEAN NELSON
Managing Partner
EMc2 Partners



CAMPAIGN MESSAGING

LET'S BE CLEAR

WEB APPLICATION

COLLABORATE

Lorem ipsum dolor sit amet porta fermentum lacus a scelerisque lectus sapien venenatis leo.

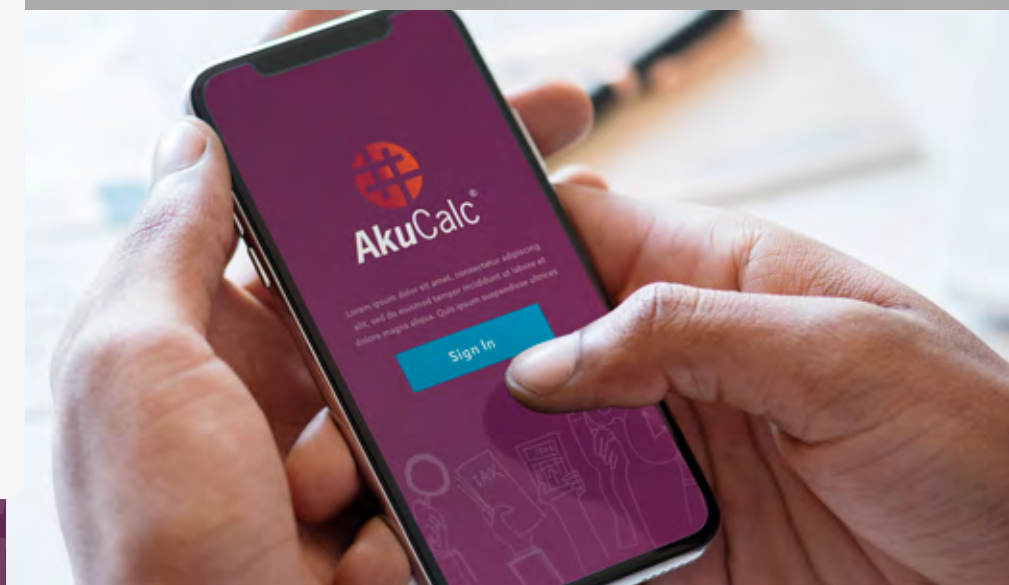
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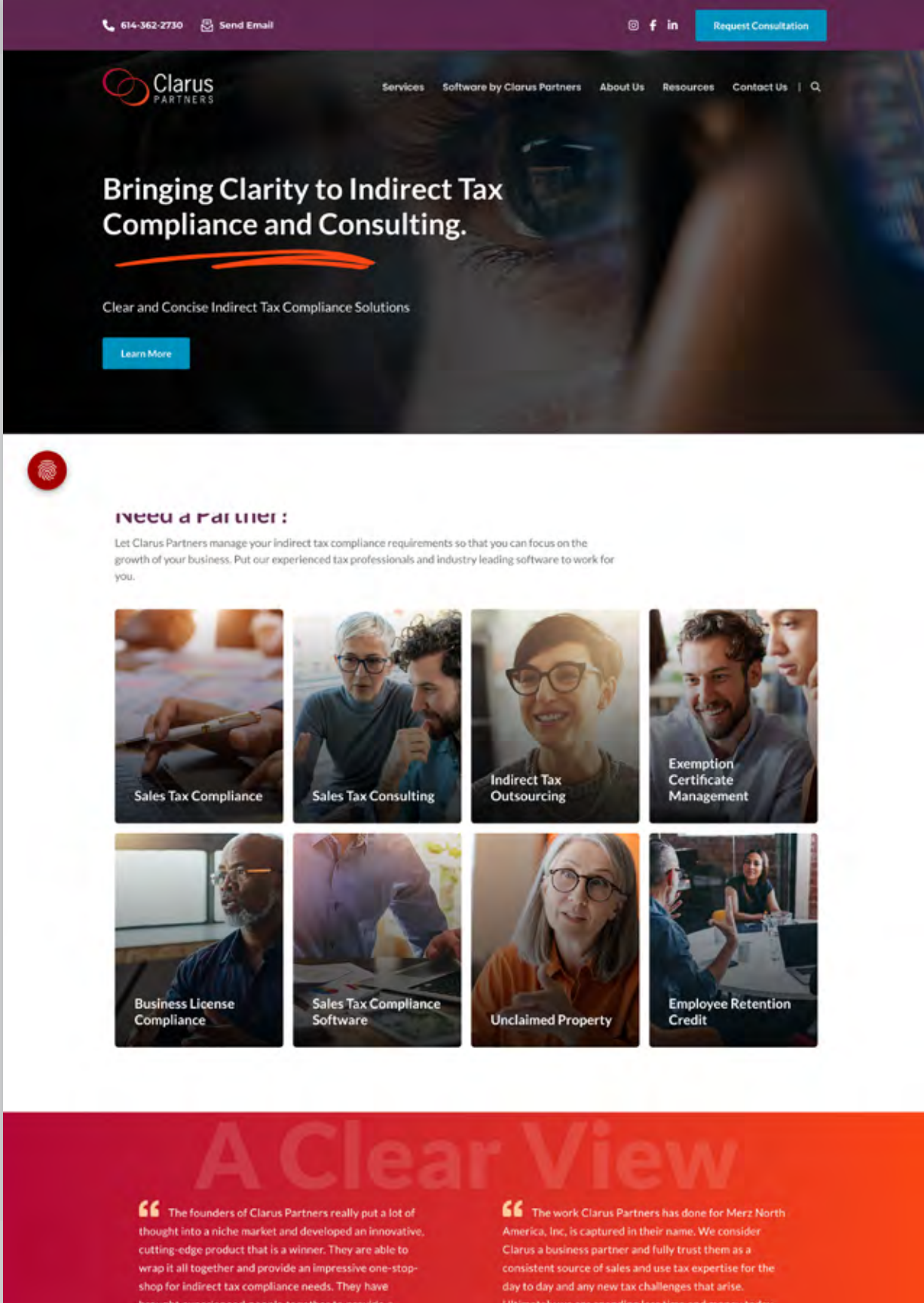
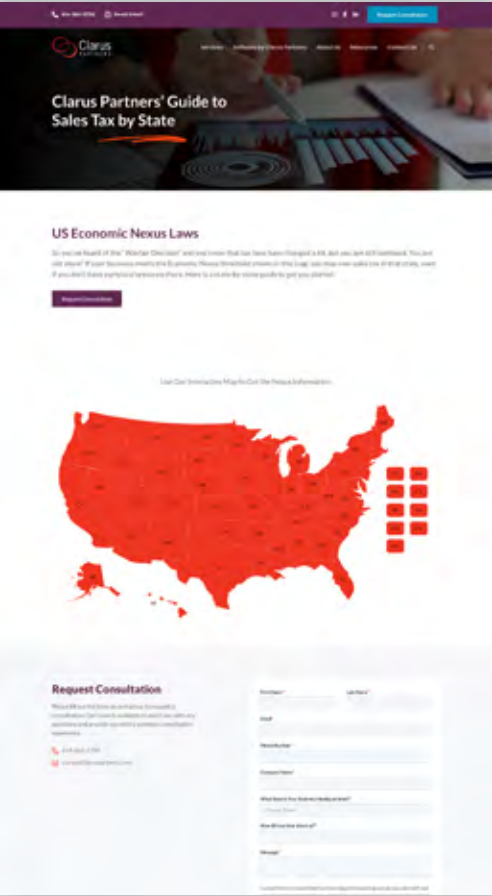
Explore



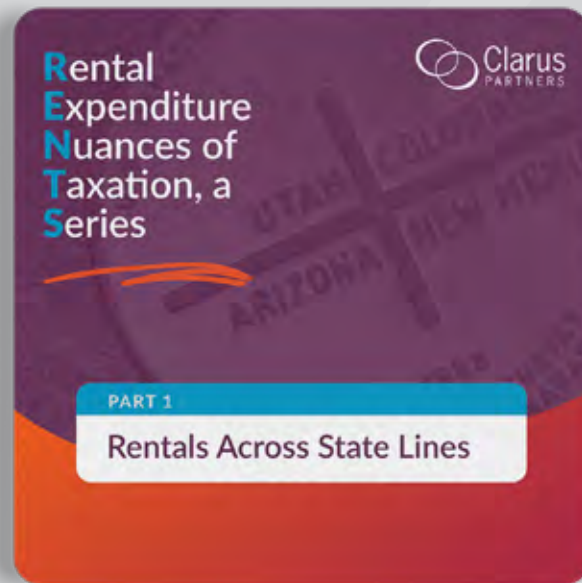
Indirect tax compliance and advisory services

Application

Website



Social Media



Flyers



SOLUTION BY
Clarus
PARTNERS

Bringing Clarity to Sales and Use Tax Calculations

CLEAR & SIMPLE

AkuCalc is a simple to use tax calculation engine that ensures fast and accurate sales tax calculations in all US jurisdictions. AkuCalc empowers businesses with flexibility and efficiency across all industries. AkuCalc offers companies that sell products and services with straightforward taxability a robust and effective taxing engine without having to pay for the thousands of nuanced exemptions and behind-the-scenes research - none of which your company even needs!

The AkuCalc API offers easy connectivity to any ERP, e-commerce platform, or invoicing system.

Learn More About AkuCalc Sales and Use Tax Calculation Software
www.akuCalc.com

- AUTOMATED
- COLLABORATIVE
- CUSTOMIZABLE
- COMPREHENSIVE



Clarus Partners makes it easy on us, as they are taking a burden off of us and our clients. The ease of collaboration with Clarus Partners, as well as their technical depth, is very much appreciated. They take a very technical area and make it **simple** for our clients to understand and comply with.

-A SATISFIED CLARUS CLIENT

Indirect tax compliance and advisory services

www.claruspartners.com



Clear. Confident. Concise.

Information Technology Review

Need a Partner? Let Clarus Partners help your bottom line by delivering valuable sales and use tax savings in the area of IT

Why conduct an IT review?
Refunds and future savings of sales and use tax go directly to the "bottom line", boosting your company's cash flow and profit. Based upon past reviews, typical savings range from 1-3% of a company's IT spend. Furthermore, it can be done at no risk to your company. We can also structure it to mitigate any potential audit risk.

Why focus on IT spend?
IT is one of the biggest administrative expenses of a company. If your IT department operates or delivers its services in a multi-state environment or through a shared service concept, then you are a good candidate for this review. Inconsistencies in state sales tax laws and evolving technology trends have made sales tax difficult to understand for both the sellers and buyers.



Areas of Focus

- Software**
Property vs. Services
Exemptions
Sourcing
- Hardware**
Exemptions
Target Incentives
Credits
- Services**
Exemptions
Sourcing/Classification
Credits
- Infrastructure**
Exemptions
Sourcing/Classification
Targeted Incentives
- Labor**
Contractors/Temporary Labor
Targeted Credits
Planning

Need Clear Guidance on Your IT Stack?
Take the next step with our comprehensive, no-cost preliminary IT review to start finding efficiencies and ways to mitigate your audit risk.

Indirect tax compliance and advisory services

www.claruspartners.com



Clear. Confident. Concise.

Bringing Clarity To Complex Problems

If your restaurant(s) deliver food to your customers, it is important to know how you are preparing and filing the sales and use tax returns for your restaurant(s). Clarus Partners has had success in helping restaurants secure refunds of sales and use tax and local meals tax when delivering food to customers.

Why now and why Clarus?

- The resources used by restaurants to prepare and file their sales and use tax returns are often (1) in-house personnel with no tax experience, or (2) outside bookkeepers who generally aren't tax experts and don't keep up with the changing sales tax landscape
- Typically have full statute of limitations period to review now (i.e., more opportunity for larger benefit)
- We can do these projects at no-risk for our clients
- We have deep tax technical expertise in a multi-state environment
- We have a proven track record of success



Talk to a Professional

Brian and his team at Clarus Partners were instrumental in helping me and my restaurants recover over \$200K in erroneously filed sales and local meals taxes. Not only were they extremely knowledgeable on the issues, but their relationships within the Department of Revenue proved invaluable.

-MIKE VIKITSRETH, OWNER

Indirect tax compliance and advisory services

www.claruspartners.com

Presentations



How We're Different

- The Clarus team offers you compliance services, advisory, consulting services, and software solutions through a collaborative team effort. We address issues as they arise with seamless best-in-class service.
- Our SaaS offering offers deep specialized indirect tax technical expertise to help you succeed.
- It is our core – our services and software typically cost far less than the competition.
- We're software-for companies, not companies-for software products. You'll also find us at a fraction of the cost of other companies.

Capabilities for Clients
BRINGING CLARITY TO COMPLEX PROBLEMS

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Our Partners

Donia Walwy
ner, CPA, LL.M., J.D.

About Clarus Partners

Accrued
\$2,980,14
Revenue (NET)

Video



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