Quarter Day

Accountants for landlords

Brand guidelines.

How Quarter Day looks and sounds, so everything the firm sends seems to come from the same desk.

Book a call

Does MTD apply to me?

CONCEPT
NOT A REAL FIRM

TOP COPY · SENT TO HMRC

7 Aug

SENT
4 AUG 2026

First update, 6 April to 5 July — Q1

PINK COPY · DUE NEXT

7 Nov

Second update, 6 April to 5 October — Q2

BLUE COPY · THEN

7 Feb

Third update, 6 April to 5 January — Q3

02

Landlords, and nobody else.

A small practice in Stony Stratford doing accounts and tax for landlords. Saying exactly who it is for is what makes it worth finding.

Who it is for

Somebody with a rental or two

Making Tax Digital has just reached them. They need to know whether it applies, from when, and what handing it over involves.

A landlord with a portfolio

A company, a remortgage or a sale, and somebody who does nothing but property.

Not for

Everybody else

A shop's payroll, or the cheapest return in the country. The site says so.

How it sounds

The date first

What is due, by when, and what happens if it is missed, before anything about the firm.

Tax, said plainly

Making Tax Digital in full the first time, then MTD. Every term explained on the spot.

Facts, not adjectives

Fees and memberships are the firm's to supply, so they stay **[IN BRACKETS]**.

The line

Four quarters. No surprises.

03 A Q made of the year.

The bowl of the Q is the tax year, cut into four quarters from 6 April at twelve o'clock: green, pink, ink and blue. The short tail crosses the ring, as a Q's does.



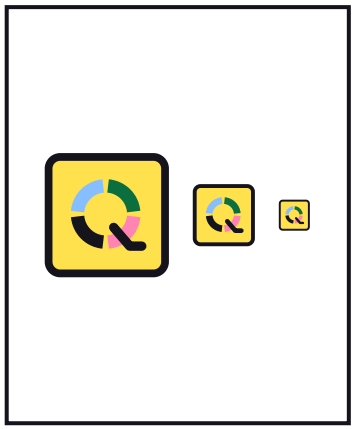
The lockup: header, letters, invoices. At least 170px wide.



On Canary, the brand's home.

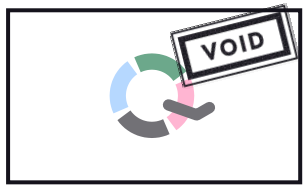


On Ink, the ink parts turn Canary.

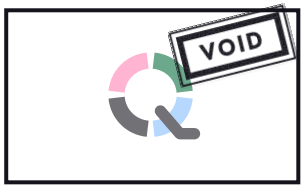


The badge, for anything under 40px.

Never



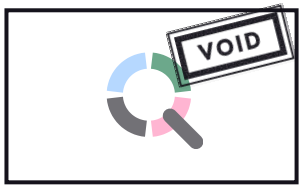
Turn it



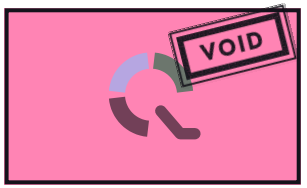
Reorder the quarters



Close the gaps



Lengthen the tail



Put it on Pink



Retype the name

04 Paper, ink and a stamp.

The colours of a duplicate book, and each one means something. Every pair is measured, not guessed: the full table is in the brand file.



Canary
The home ground
#FFE14D

Pink copy
Due next
#FF84B4

Blue copy
Coming, or kept
#86BEFF

Top copy
Sent, and the page
#FFFFFF

Ink
Every word
#15131C

Carbon
Second text
#3E3A47

Stamp
Done: stamps only
#0A6E3E

Every word is Ink

On every paper: 8.1:1 on Pink at the lowest, 14.1:1 on Canary. The papers never carry words themselves.

Colour means something

Pink is due next, Blue is coming or kept, White has gone, green is done. Never used as decoration.

Green only on White or Canary

The stamp measures 6.3:1 on White but 2.8:1 on Pink, so on Pink and Blue the stamp is Ink.

05

Every deadline is a slip.

Rent used to fall due on the four quarter days; Making Tax Digital asks for an update every quarter. So each deadline is a slip torn from a duplicate book, and when a thing is done, it is stamped.

PINK COPY · DUE NEXT

7 Nov

Second update, to 5 October — Q2

What the colour of a slip says

- **White, top copy.** It has gone to HMRC.
- **Pink copy.** Due next: the one thing to act on.
- **Blue copy.** Coming later, or kept for your records.

Four stamps, and nothing else gets one

RECEIVED	CHECKED	SENT	DONE
Your records are in	You agreed the figures	The update is with HMRC	The year is filed

06 Four quarters, four dates.

The year the brand is built on. Each Making Tax Digital quarter ends within eleven days of an old quarter day, because the tax year still starts where Lady Day landed when the calendar changed in 1752.

Quarter	Period	Update by	The old quarter day
Q1	6 April to 5 July	**7 August**	Lady Day, 25 March
Q2	6 July to 5 October	**7 November**	Midsummer, 24 June
Q3	6 October to 5 January	**7 February**	Michaelmas, 29 September
Q4	6 January to 5 April	**7 May**	Christmas, 25 December

GOV.UK, Send quarterly updates, updated 7 September 2026. The online return, and any tax, by 31 January.

Why 6 April

The year began on Lady Day, 25 March, until 1752. The eleven days the calendar lost that year moved tax day to 5 April, and 1800 added one more (The Conversation; Wikipedia, Fiscal year; read 8 October 2026).

Always the 7th

Every update is due on the 7th of the month after its quarter ends. The slips say so, large.

07 A printed heading. Plain underneath.

Rozha One is a heavy, high-contrast face, like the heading of a printed form. Hanken Grotesk does the rest, and its figures are all one width, so pounds line up in a column. Rozha One's do not, so it never sets a column.

Headlines · Rozha One, with its carbon copy

Four quarters. No surprises.

Everything else · Hanken Grotesk

Your second update covers 6 April to 5 October. Send it by 7 November.

From 6 April 2026	**£50,000**
From 6 April 2027	**£30,000**
From 6 April 2028	**£20,000**

Sizes

Hero 92px, 48 on a phone. Sections 56 and 36. Body 19 and 18, never smaller.

Emphasis

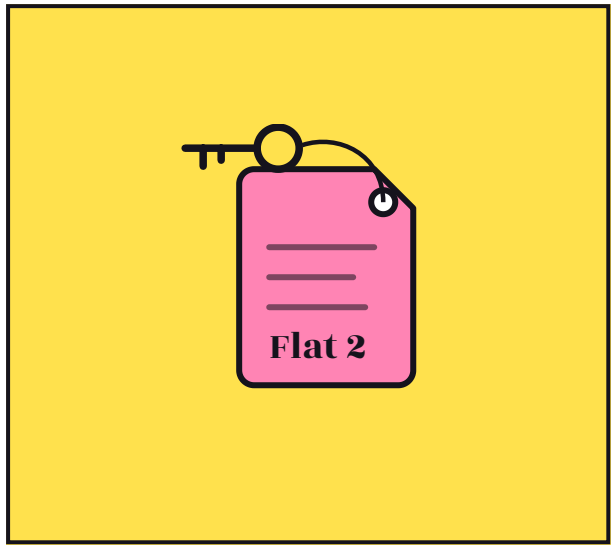
Never an underline. A word that matters goes on a slip, or gets a stamp.

Self-hosted

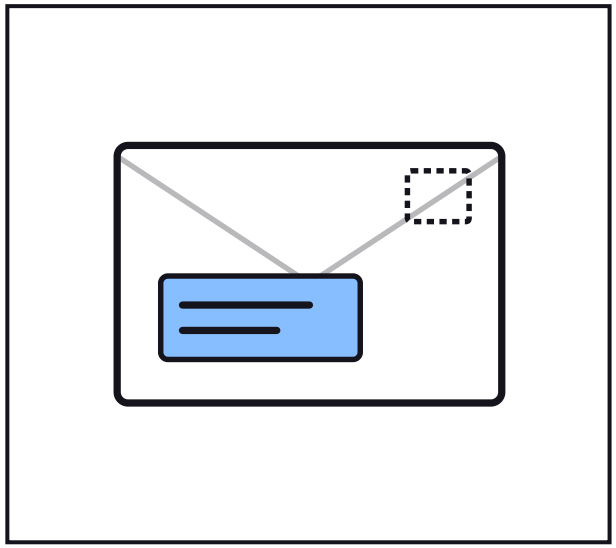
Both are open licence and served by the theme, so no visitor's details go to Google.

08 Things on the desk. No handshakes.

The firm is drawn, not photographed: a key on its tag, the envelope HMRC sends, a paper clip holding a slip. Ink outlines and the papers' colours. No stock photographs of people.



A key tag, for a property: its name, never an address.

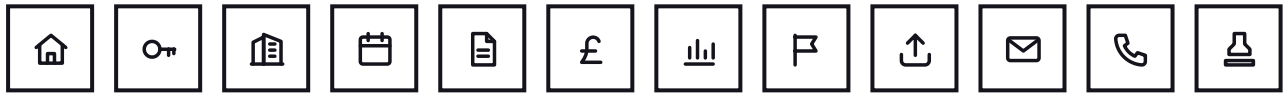


A window envelope, for anything from HMRC.



A clipped slip: what we need from you, and by when.

Icons: 2px Ink, in a square



09 The answer before the sales pitch.

The question every landlord arrives with, answered in the browser before anybody asks for an email address. Square edges and Ink rules; the only shadow is under a slip.

Does Making Tax Digital apply to me?

Your income from property and self-employment, before expenses, in 2025 to 2026

£ 42,000

From 6 April 2026 over £50,000	From 6 April 2027 over £30,000	From 6 April 2028 over £20,000

THE ANSWER

From 6 April 2027

Over £30,000 in 2025 to 2026

YES

Buttons

An Ink block with Canary words, 14.1:1. The second button is an Ink outline. At least 44px tall.

Book a call | Send your records

Motion

A stamp lands once, when a thing is done. Nothing else moves.

Focus

Always shown: an Ink outline, or Canary on Ink.

10

The brand, built into the editor.

The rules go into the WordPress theme itself, so whoever updates a deadline or writes a guide can only choose the brand's papers, fonts and sizes. The editor shows the page as it will look.

The colour picker, exactly

Canary	`canary`
Pink copy	`pink`
Blue copy	`blue`
Top copy	`white`
Ink	`ink`
Carbon	`carbon`
Stamp	`stamp`

Switched off

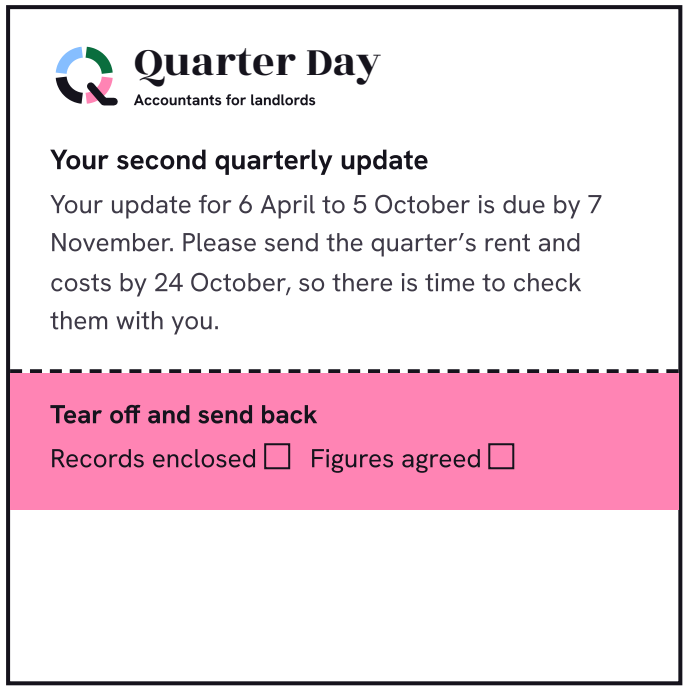
- × Custom colours and gradients
- × Any other font or size
- × Rounded corners
- × Drop caps

Ready-made patterns

Hero, with the slips	`qd/hero`
Does MTD apply to me?	`qd/mtd-check`
This quarter's slip	`qd/deadline`
Services	`qd/services`
How it works, stamped	`qd/steps`
Questions	`qd/questions`
Book a call	`qd/book`

11 Every message starts with the date.

Most of what the firm sends is a reminder: what is due, by when, and what to do, in that order. A letter carries a slip to tear off and send back.







12 Written the same way, everywhere.

A landlord checks an accountant before handing over their records. When the name, the numbers and the memberships agree to the letter everywhere, the firm is easier to trust.

The record

Name	Quarter Day. Two words, both capitals; never QD or Quarterday
Company number	[COMPANY NUMBER]
Professional body	[BODY AND MEMBERSHIP]
Phone	01632 960325, from Ofcom's drama range
Area	Stony Stratford, Milton Keynes. No street address
Dates and money	7 November 2026; 2025 to 2026; £50,000

Name checked 8 October 2026: no accountancy or property firm trades as Quarter Day (brand.md).

Trust marks

Money laundering supervision

Every accountancy firm must be supervised, by its professional body or by HMRC (GOV.UK, updated 23 August 2023). The footer says which.

Professional body

Its badge only if it is a member, [ONLY IF A MEMBER], and only the title the body allows.

Data and insurance

Registered with the Information Commissioner, [ICO NUMBER]; indemnity cover [TO BE SUPPLIED]. No figure is made up.

13

The short version.

If only one sheet of this book survives, make it this one.

APPROVED

Do
✓ Place the Q from the theme files, green at the top right.
✓ Write every word in Ink.
✓ Put every deadline on a slip, coloured by what it is.
✓ Stamp a thing only when it is done.
✓ Draw it: key tags, envelopes, clips.

VOID

Don't
× Turn the Q, close its gaps or lengthen its tail.
× Use Pink, Blue or Canary for words.
× Underline for emphasis, or round a corner.
× Use a stock photograph of people.
× Invent a fee, a client, a review or a credential.

Because this is a concept
The firm, its people and its clients are invented, and every page says so.
Fees, numbers and memberships stay in [BRACKETS].
The phone number, 01632 960325, is in Ofcom's drama range and reaches nobody.
The tax dates and rules are real, from GOV.UK, and dated.

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