Think Ahead **ACCA**

Bringing our brand to life

The ACCA styleguide v1

Contents

'Think Ahead'

Our brand is our reputation; it's what we stand for in the hearts and minds of our customers and stakeholders, the experience we deliver and the value we create.

It's at the heart of our business and informs how we behave as a business.

Managing our brand internally and externally will ensure we deliver our 2020 vision and develop, sustain and lead the profession.

It's so much more than just our logo. Core to our brand is what we stand for – our brand positioning; 'The most forward thinking professional accountancy body' which is reflected in our brand tagline 'Think Ahead'. The positioning informs how we present ourselves visually and verbally and needs to be managed internally and externally with thorough consistency.

Proposition
Whatever you choose to do, wherever you go, ACCA equips you for a future career of growth, mobility and success.

Positioning
For customers who want a career full of growth, mobility and success, only ACCA understands what it takes to deliver lifetime value, by being a constant, relevant part of their journey and thinking ahead.

Key differentiator
Only ACCA understands that your ability to build the successful career you desire requires the sustained support of the professional accountancy body by your side, thinking ahead throughout your working life.

Core values
Opportunity
Diversity
Innovation
Accountability
Integrity

Personality
Considered and realistic
Intelligent and thought provoking
Genuine and approachable

Essence
Think Ahead

Our brand identity

This brand styleguide has been developed to ensure the consistent application of our identity. It gives guidance on producing stakeholder communications that express who we are and what we stand for.
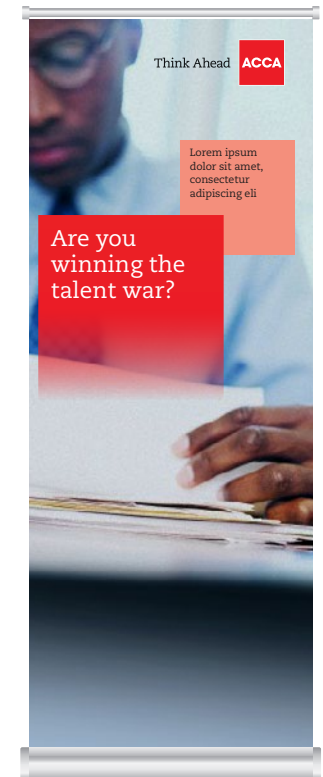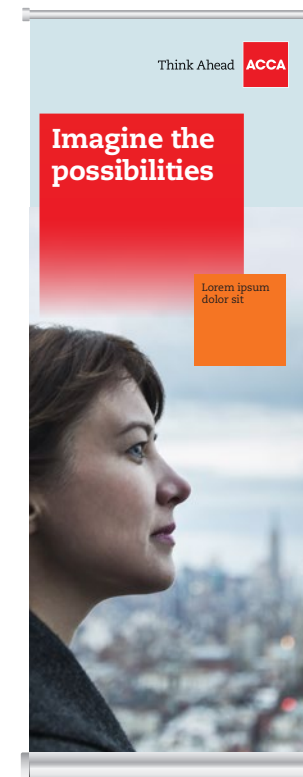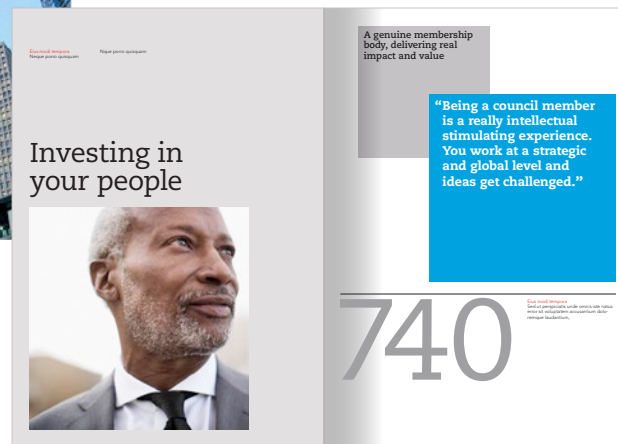
This page shows a range of communications that express our brand.

Wherever possible, our logo must sit in the top right position, the logo should be seen with the tagline 'Think Ahead'.

Our photography articulates 'Think Ahead' using an image style with a sense of depth and perspective.

We use ACCA Red with a vibrant supporting colour palette together with space to create a unique look and feel.

A slab serif typeface has been used to give a more unique and human feel.

Think Ahead **ACCA**

Where to next for professional accountancy?

A genuine membership body, delivering real impact and value

Investing in your people

"Being a council member is a really intellectual stimulating experience. You work at a strategic and global level and ideas get challenged."

740

Think Ahead **ACCA**

Imagine the possibilities

Lorem ipsum dolor sit

Think Ahead **ACCA**

Lorem ipsum dolor sit amet, consectetur adipiscing eli

Are you winning the talent war?

Think Ahead **ACCA**

Lorem ipsum dolor sit adi Lorem ipsum dolor sit amet.

The next game changers

Driven to succeed

Sed ut perspiciatis un de omnis iste natus error sit voluptatem accusanti um doloremque laudantium totam rem aperiam eaque ipsa quae ab illo

Get the competitive edge

Think Ahead **ACCA**

Imagine your future

Think Ahead **ACCA**

This page shows individual 'elements of the identity toolkit'. These consist of our logo, colour palette, typefaces, primary and supporting graphic devices and imagery. Used together, they create the look and feel of our communications.

The styleguide provides guidance on how these identity elements are used together to create consistent and engaging ACCA communications.
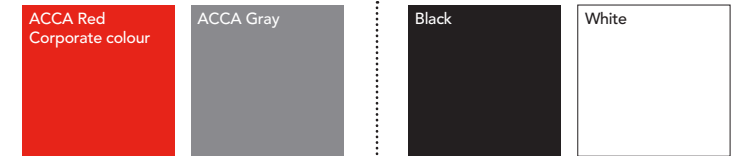
⚠ Do not add new components to the brand toolkit.

Primary logo

Think Ahead **ACCA**

Primary colour palette

ACCA Red Corporate colour	ACCA Gray		Black	White

Secondary colour palette

ACCA Burgundy	ACCA Pink	ACCA Blue	ACCA Orange	ACCA Green

Primary typeface

PMN Caecilia LT 55 Roman
PMN Caecilia LT 56 Roman Italic

PMN Caecilia LT 75 Bold
PMN Caecilia LT 76 Bold Italic

PMN Caecilia LT 85 Heavy
PMN Caecilia LT 86 Heavy Italic

Supporting typefaces

Avenir LT 35 Light
Avenir LT 36 Light Italic

Avenir LT 65 Medium
Avenir LT 65 Medium Italic

Avenir LT 95 Black
Avenir LT 95 Black Italic

Arial Regular
Arial Bold

Primary graphic device – ACCA Dynamic Square

Supporting graphic device – Connecting Squares

Imagery

Primary logo
The ACCA logo locked up with the tagline 'Think Ahead'. The primary version is the preferred lock-up to be used on all our communications.

Supporting logos
The supporting versions have been developed to be used for some online communications such as the website or unconventional formats such as a portrait web banner to ensure maximum stand-out for the logo and tagline.

⚠️ Relative size and component parts must never vary, be altered or be redrawn.

Always use the ACCA logo in colour wherever possible.

A suite of master artwork of the logo is available. Please contact the brand team.

Remember
• Ensure the logo is highly visible against its background.

Primary logo – logo and tagline lock up

Think Ahead **ACCA**

Positive version is the preferred version for all our communications

Think Ahead **ACCA**

White out version for use on dark backgrounds

Supporting logos – versions for exceptional use

Think Ahead **ACCA**

Think Ahead **ACCA**

Mono version for communications that have to be produced in a single colour

ACCA Think Ahead

Logo left aligned
To be used on digital channels where logo and tagline must sit on the left hand side

ACCA

Think Ahead

Stacked positive version
For use on unconventional formats such as portrait web banners

Logo – exclusion zone, size, minimum size and position

There are a few simple rules for how to use our logo and tagline to maintain high visibility and its integrity.

Sizes

On publications that are A5, A4 or 210mm square the Primary logo should measure 20mm high and be positioned 15mm from the top and right hand edge of the page.

For communications smaller than A5 the Primary logo should measure 15mm high. Always adhere to the exclusion zone.

! Never place type or other elements in the exclusion zone.

Remember
- Always position the logo in the top right corner wherever possible.

Exclusion zone

Exclusion zone

The exclusion zone is designed to maintain a consistent clear distance from the edge of the logo and tagline to other content.

The exclusion zone is measured from the cap height of 'A'.

Minimum size

8mm

Minimum size

Never display the ACCA logo and tagline smaller than the minimum size.

Position

Position

To aid consistency it is important the logo is positioned in the top right corner wherever possible.

Colour palette – specifications

ACCA is a red-on-white brand. Our colour palette has been created to give flexibility to our communications and to differentiate student communications from more 'corporate' communications (for members and for thought leadership etc). There are different specifications on how to use colour on student and corporate communications.

Primary colour palette

There are two main colours in our primary colour palette; ACCA Red (our corporate colour) and ACCA Gray. The primary palette also includes Black (for body copy) and White (for space). ACCA Red identifies us in the marketplace and should be highly visible on the front of all our communications.

Secondary colour palette

There is a suite of five secondary colours created to support the primary colour palette – ACCA Burgundy, ACCA Pink, ACCA Blue, ACCA Orange and ACCA Green. The secondary colour palette is used in different ways to create a distinctive tone for both student communications and more corporate communications. For added flexibility tints of 25% and 50% may be used.
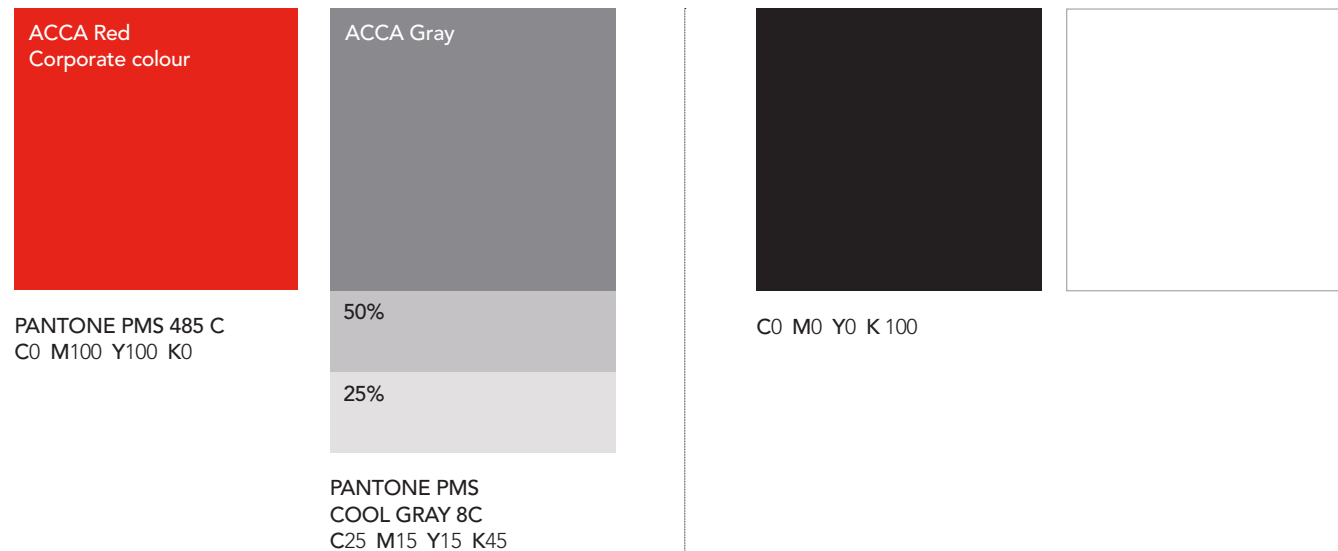
⚠ Never change the specifications shown.

For examples on how to use colour see page 2.6.
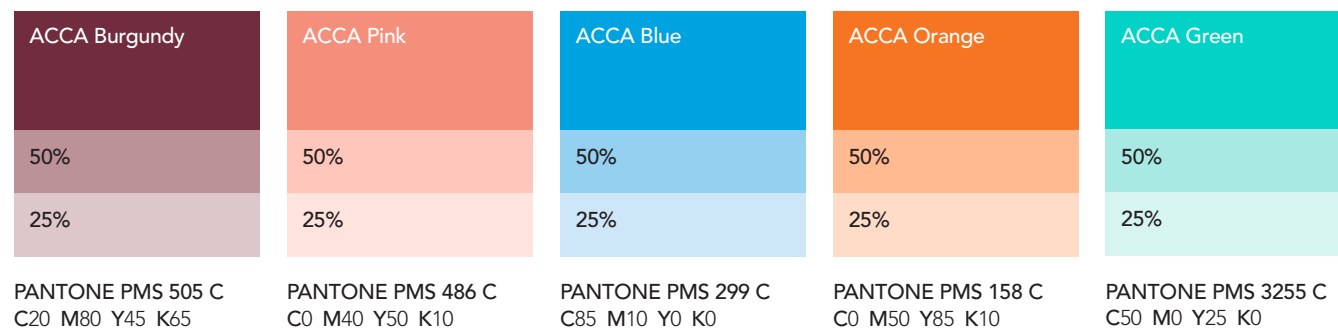
ACCA Red should never appear as a tint.

Remember
• ACCA is a red-on-white brand and the ACCA Red must stand out on all our communications.

Primary colour palette

ACCA Red
Corporate colour

ACCA Gray

50%

25%

PANTONE PMS 485 C
C0 M100 Y100 K0

PANTONE PMS
COOL GRAY 8C
C25 M15 Y15 K45

C0 M0 Y0 K 100

Secondary colour palette

ACCA Burgundy	ACCA Pink	ACCA Blue	ACCA Orange	ACCA Green
50%	50%	50%	50%	50%
25%	25%	25%	25%	25%
PANTONE PMS 505 C	PANTONE PMS 486 C	PANTONE PMS 299 C	PANTONE PMS 158 C	PANTONE PMS 3255 C
C20 M80 Y45 K65	C0 M40 Y50 K10	C85 M10 Y0 K0	C0 M50 Y85 K10	C50 M0 Y25 K0

Student focused supporting colours

By using different volumes of colour, we can create a different feel to our communications depending on the audience and the tone.

Corporate communications

We use colour in a considered and intelligent way for Corporate focused communications. ACCA Red is balanced with white space and imagery. The supporting colours are used sparingly. Corporate communications do not use ACCA Orange and ACCA Green as these are reserved for student focused communications.

Student communications

Typically for Student focused communications we use colour in a bold and confident way. We use less space than corporate communications. ACCA Orange and ACCA Green are the identifying colours should be highly visible on all communications. The rest of the secondary palette may be used, though more sparingly.

Corporate communications
- Considered and intelligent tone.
- ACCA Red clearly visible on the front of communications.
- Large amount of white.
- Considered use of secondary colours.

Student communications
- Vibrant, warm and friendly.
- ACCA Red clearly visible on the front of communications.
- Use ACCA Orange and Green as key secondary colours.
- Other secondary colours may be used, though more sparingly.

Consistently applied, our typefaces will give a distinctive and unified look across all communications.

Primary typeface
PMN Caecilia LT is our primary typeface, it's a modern slab serif typeface, easy to read and feels 'human'. PMN Caecilia LT should be used for headlines, introductory, pull-out copy and quotes. Italics may also be used in the permitted weights.

Supporting typefaces
Avenir LT should be used for large amounts of body copy with additional weights for sub-headings, emphasising text within body copy. Italics may also be used in the permitted weights.

Microsoft Office
Arial should be used for all communications produced using Microsoft Office and online when Avenir is not available. It should also be used on all corporate stationery templates such as letters and email.

Remember
- PMN Caecilia LT is our corporate typeface and must be highly visible on all our communications.
- All headlines should be in PMN Caecilia LT.
- Avenir LT 35 light should be used for body copy and large amounts of text.

Primary typeface

PMN Caecilia LT 55 Roman
PMN Caecilia LT 56 Roman Italic

PMN Caecilia LT 75 Bold
PMN Caecilia LT 76 Bold Italic

PMN Caecilia LT 85 Heavy
PMN Caecilia LT 86 Heavy Italic

PMN Caecilia LT 55 Roman **and 85 Heavy** is used for headlines.

PMN Caecilia LT 55 Roman **and 75 Bold** is used for introductory, pull-out copy and quotes.

Supporting typefaces

Avenir LT 35 Light
Avenir LT 36 Light Italic

Avenir LT 65 Medium
Avenir LT 65 Medium Italic

Avenir LT 95 Black
Avenir LT 95 Black Italic

Arial Regular
Arial Bold

Avenir LT 35 Light is used for large amounts of text and body copy

In support **Avenir LT 65 Medium** and **Avenir LT 95 Black** may also be used as sub-headings or for **highlighting key points** within body copy etc.

For online and screen-based applications where Avenir is not available, use Arial typeface in Regular and **Bold**.

The ACCA brand uses squares as an identifying branding device. We reflect the square in a number of simple graphic devices and when used together create a distinct and considered look to ACCA communications.

Our primary graphic device, the ACCA Dynamic Square, is a shorthand for our positioning 'Think Ahead' and signifies growth and mobility. It is uplifting and dynamic in feel. It is our key identifying element so should appear on the front of all our communications.

Orientation
The graduation of the ACCA Dynamic Square should start from the bottom becoming denser as it moves upwards. It can also start from the left or right depending on the message and format of the communication. It can appear on other elements such as imagery, and be positioned to create a sense of direction.

⚠ Never show the graduation starting from the top.

Never attempt to recreate the ACCA Dynamic Square, use the master artwork provided.

Remember
- The ACCA Dynamic Square is a key identifiable element and should be used on the front of all our communications.
- Always use the master artwork provided.

The ACCA Dynamic Square

Solid area

Graduation moving upwards
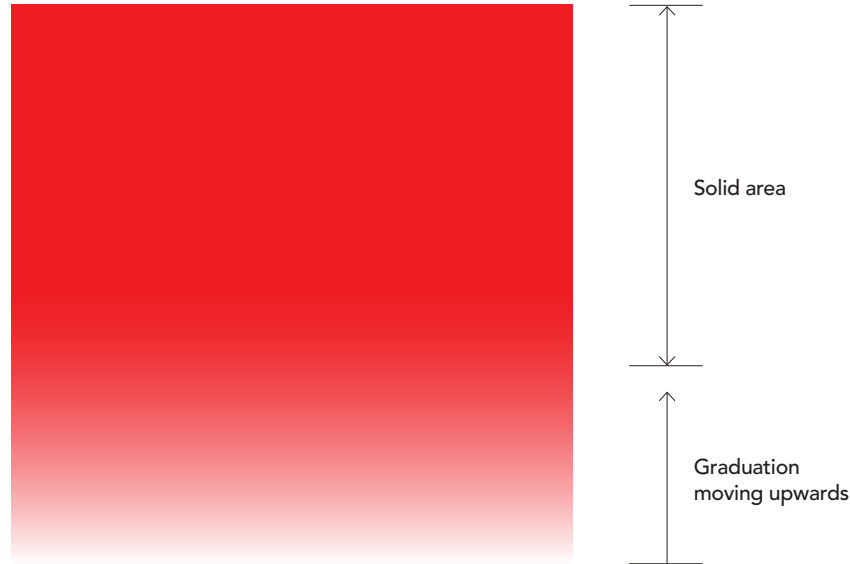
Orientation

Graduation should start from the bottom, right or left

Do not

Never show the graduation starting from the top

The ACCA Dynamic Square should preferably be seen as a complete square where possible.

When seen complete, the ACCA Dynamic Square should be used in a more considered, smaller size on the front of 'corporate' communications and a bold, larger size for student focused communications.

On unconventional formats, such as web 'hero' images and web banners, the ACCA Dynamic Square may bleed off one side only. On web 'hero' images and banners it may take up a larger proportion depending on the size and length of the headline.

⚠ Never bleed the ACCA Dynamic Square off more than one side.

Remember
- Where possible, use the ACCA Dynamic Square as a complete square.
- The only exception to this rule is on unconventional formats such as web 'hero' images and web banners to fit the size and length of the headline.

ACCA Dynamic Square
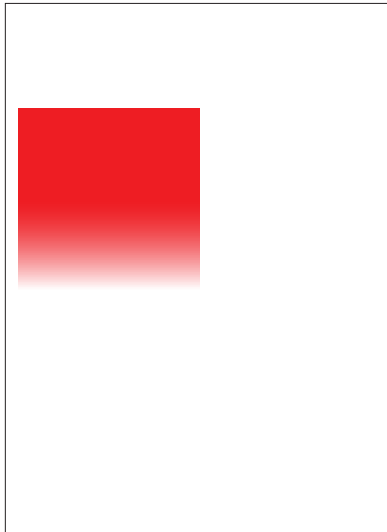
Corporate example

Student example

The ACCA Dynamic Square can be used in a bolder expressive way on Student communications to the more considered way on corporate communications

Web banner example

Web banners may have a larger proportion of the ACCA Dynamic Square depending on the size and length of the headline
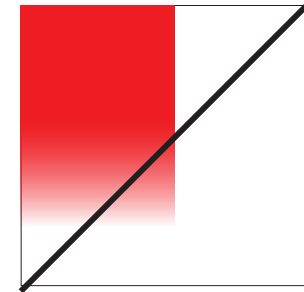
Do not

Do not bleed the ACCA Dynamic Square off two sides

The main purpose of the ACCA Dynamic Square is to highlight the key headline on the front of communications.

In order to ensure legibility and clarity, the headline should sit within the top half of the device on the solid area. The headline should ideally not contain more than 10 words.

Headlines within a document or publication do not need to appear in the ACCA Dynamic Square.

! Never place copy on the graduated area of the ACCA Dynamic Square.

Remember
- Always ensure the headline is clearly legible and placed on the solid area.

ACCA Dynamic Square

Define your future

Define your future

Headline copy should always sit in the solid area of the ACCA Dynamic Square

Where to next for professional accountancy?
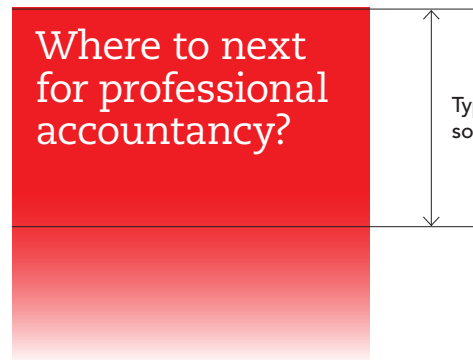
Type sits in solid area

The ACCA Dynamic Square can be used on imagery and still have visual stand out.

There are some simple rules to be mindful of when using the ACCA Dynamic Square on backgrounds.

The ACCA Dynamic Square should not be placed over the focal point of the image. The image in a background should be visible behind the graduation of the ACCA Dynamic Square.

The ACCA Dynamic Square may also be placed on a white background or a 25% tint of ACCA Gray.

⚠ ACCA Dynamic Square should not mask or cover a person's face.

Imagery

Coloured background
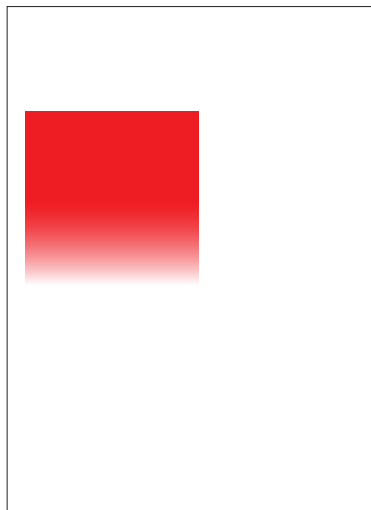
White

25% tint of ACCA Gray

The supporting graphic device is a system of Connected Squares which reinforce the ACCA Dynamic Square and the ownership of the square shape.

Colours from the supporting palette should be used with the Connected Squares. On a white background always use a ACCA Gray square with a supporting colour. On a coloured background always use a white square with a supporting colour.

The Connected Squares can also appear as a key-line though must be used together with a solid square.

Single squares may also be used.

⚠️ Always ensure there is a clear difference in the size of the two squares. Do not overprint the connected squares.

Remember
- Always ensure the copy has enough contrast and is clearly legible.

Connecting Squares

"Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor."

Lorem ipsum dolor sit amet consectetur adipiscing elit
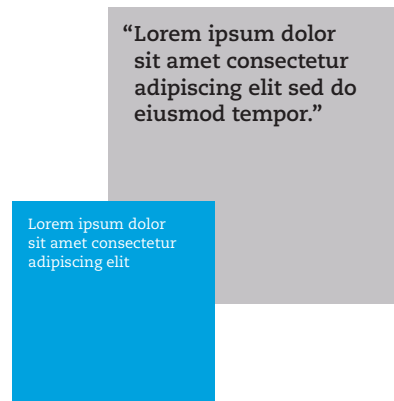
When used on a white background, one of the squares must be in ACCA Gray

Lorem ipsum dolor met consectetur adipi scing elitit amet consectetur

"Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor."

When used on a coloured background, one of the squares must be in white

"Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor."

Squares may appear as a key-line and as an image

"Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor."
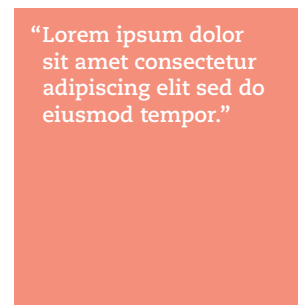
A Connected Square may appear on its own

In conjunction with the ACCA Dynamic Square, a Connected Square may be used to hold other content, such as sub-titles, quotes, key figures.

The Connected Square should appear in a colour from the supporting palette as a solid or as a key-lined square. Copy must sit in the top half of square.
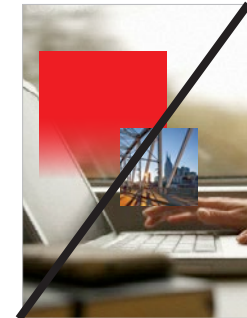
! The Connected Square should never visually compete with the ACCA Dynamic Square.

Never use photography in a square on the front of our communications.

Remember
- Always ensure the headline is clearly legible and placed on the solid area.
- Never use an image in a supporting square with the ACCA Dynamic Square.

Quote

"Lorem ipsum dolor sit amet, consectetur adi piscing elit, sed do eiusmod tempor inc ididunt."

Key figures

Lorem ipsum dolor sit amet

78%

Photography

Do not
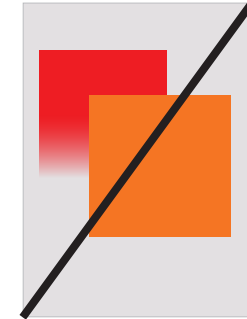
The supporting square should never visually compete with the ACCA Dynamic Square

Never use photography in a square on the front of our communications

The ACCA Dynamic Square must be the most visually prominent element on the communication. The Connected Square may be used to hold secondary information.

The Connected Square should sit behind the ACCA Dynamic Square when placed at the top (and the supporting graphic device can sit in front of the ACCA Dynamic Square when placed on the graduated area as shown).

! Do not place a Connected Square on top of the solid area of the ACCA Dynamic Square.

ACCA Dynamic Square with Connected Square

Lorem ipsum dolor sit amet consectetur adipiscing elit

Lorum ip sum dolor

Lorum ip sum dolor

78%
Lorem ipsum dolor

Solid Connected Square behind the ACCA Dynamic Square (upper left)

Solid Connected Square in front the ACCA Dynamic Square (lower right)

Do not
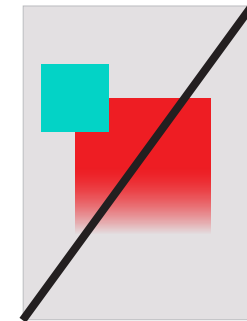
Do not place a Connected Square on top of the solid area of the ACCA Dynamic Square

Graphic device - overlay principles

To help give the ACCA Dynamic Square and supporting graphic device structure, the two squares should be overlayed to create a 'third' square on the front of and within communications as shown.

Supporting overlay principles
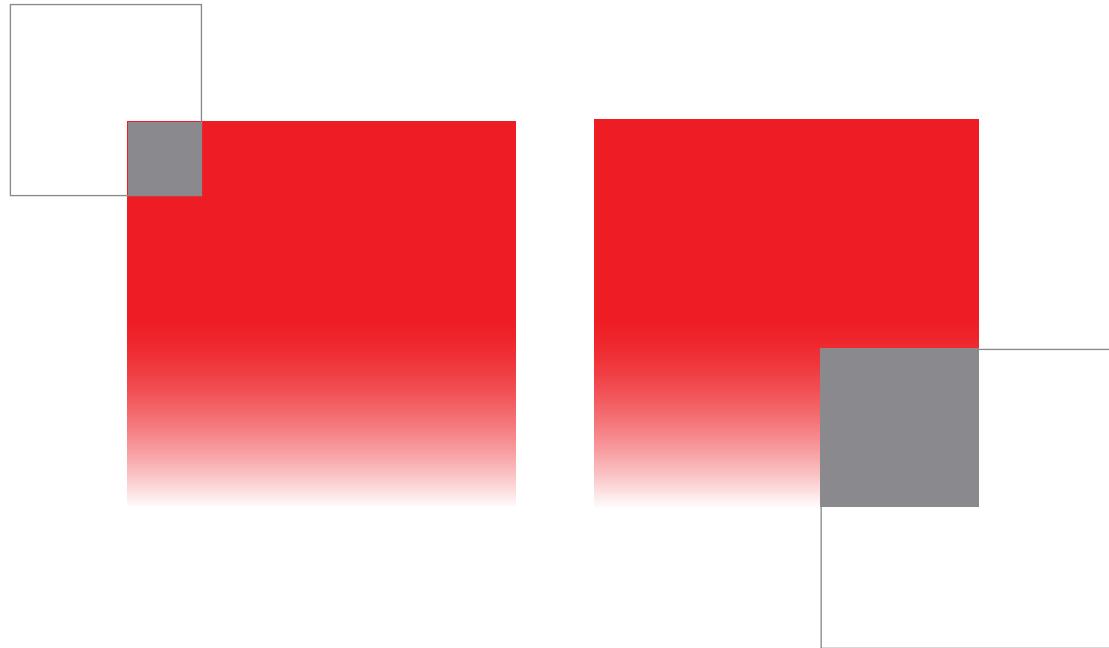
The photographic style, captures the spirit of 'Think Ahead'. As a core brand element we communicate this with people and landscapes, to make observations on business life. Having such variety helps when choosing an image to support messages and content.

Please use the examples shown on the following pages as a guide when choosing photography.

Style
Whilst we use a variety of subject matter in our photography, it is the style that creates a distinctive and consistent feel to our communications.

Please adhere to these simple principles when choosing photography.

- Use imagery that feels real, natural and where possible light and fresh.
- Use imagery that has plenty of depth of field (depth of field is the amount of distance between the nearest and farthest objects that appear in focus)
- All imagery should have a sense of perspective and be dynamic.
- It is important that you feel as though you are 'in' the image, that you are a part of what is going on.
- When using photography of people ensure they look genuine, determined and considered.
- The subject should not look directly at the camera.
- Student focused photography can be amended to be a little more colourful in tone.

⚠ Never use obviously staged photography.

Business world
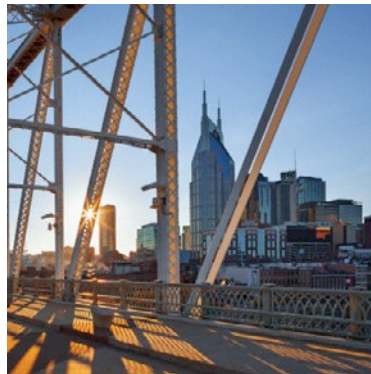
People

Natural world
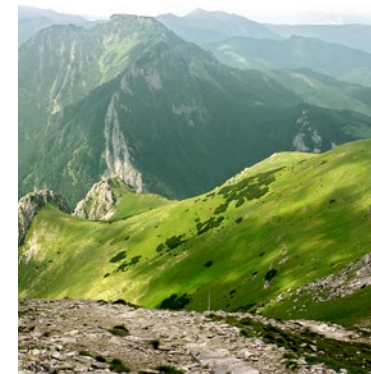
Conversations

Business sectors

Business life
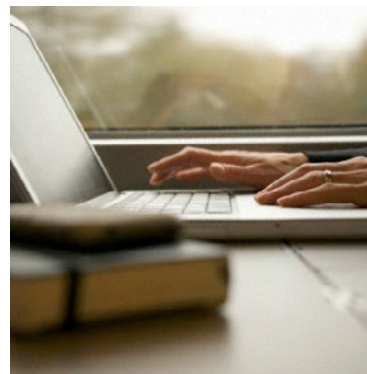
Student life
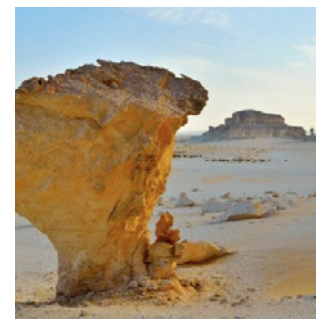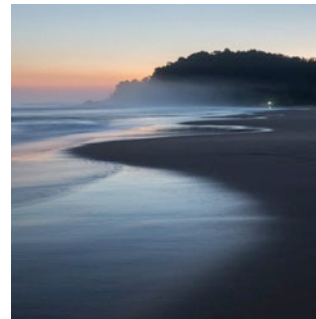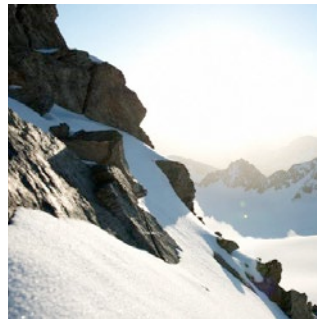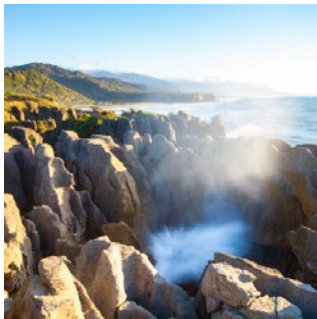
Today / tomorrow

Business world
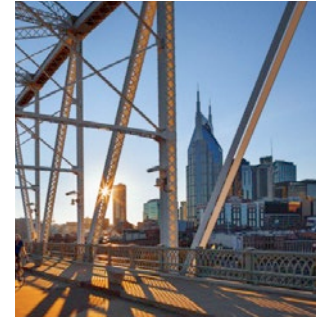
Business World should have a sense of perspective, depth and feel dynamic. It should make you feel like you are in the image.
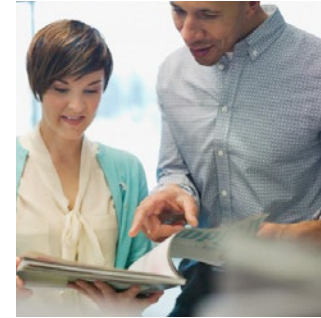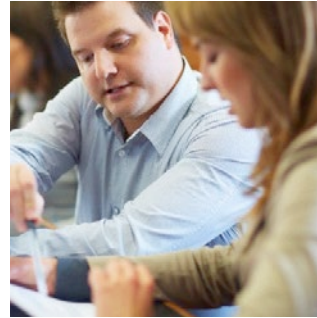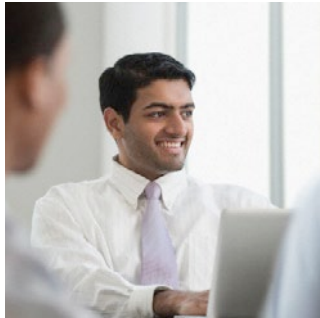
People
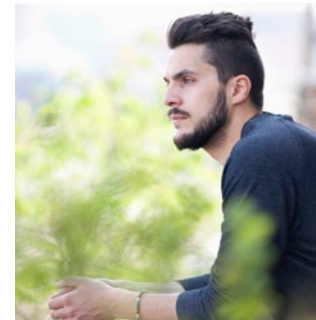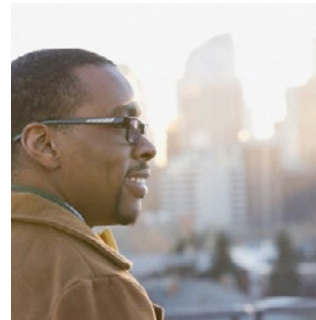
People imagery should evoke feelings of confidence, thoughtfulness and determination. Use interesting angles and show real people in context.
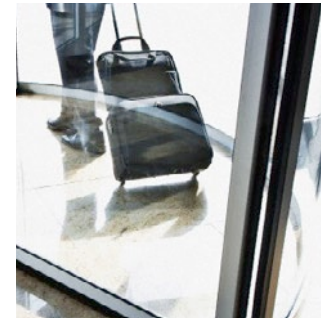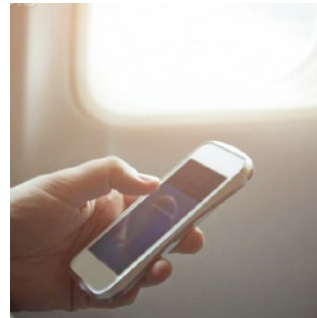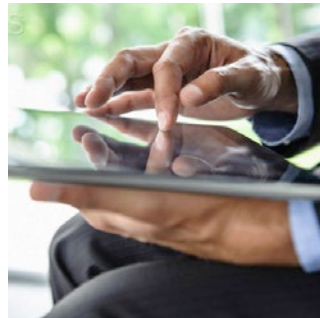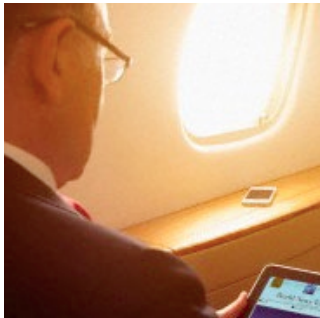
Natural world

Natural world imagery is ideal when using metaphors to support narrative or a story.
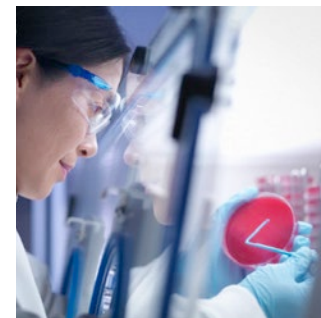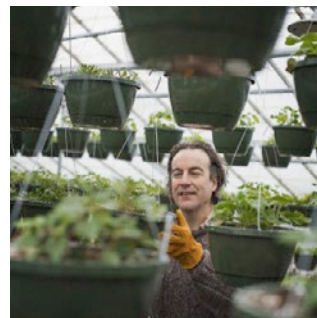
Conversations

Use people shot from interesting angles. The image should have a sense of depth.

Business life

Business Life images show detail and have an observational feel. They should be aspirational.

Business sectors
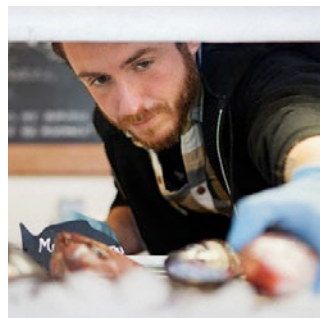
Business sectors show areas of our clients activities. The images should have a sense of depth, feel authentic and natural.

Photography – examples
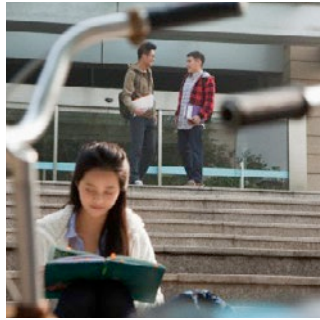
Student life

Student life imagery should be colourful in style, showing students in their environment in an engaging way.

Today / tomorrow

Today / Tomorrow photography shows progression in the developing world.

The following pages provide examples of how to use the brand identity elements.

Bringing it all together

The way the brand toolkit elements can be used in different ways allows you to create a distinctive look and feel for both 'corporate' (Thought leadership, Clients, Members) and student focused communications.
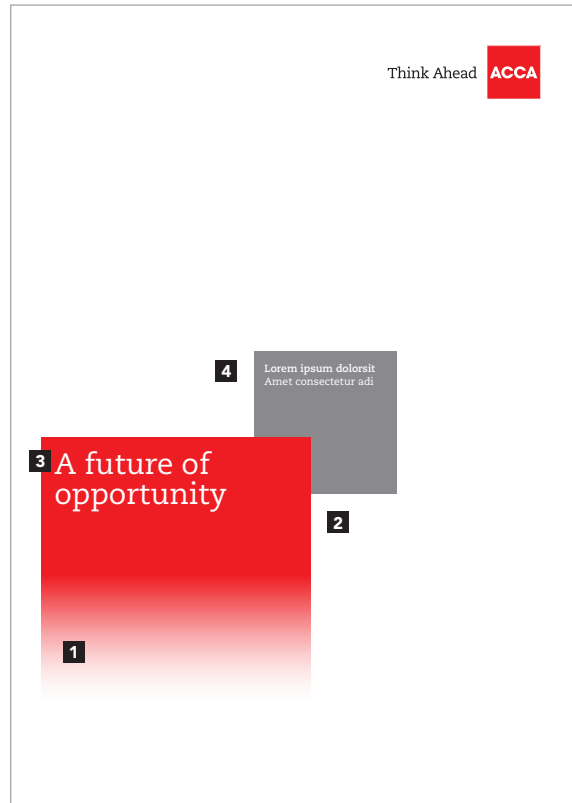
Corporate communications
1 The ACCA Dynamic Square takes up little of the overall area.

2 Greater contrast between the ACCA Dynamic Square and the Connected Square.

3 PMN Caecilia LT is the primary headline font used in headlines.

4 A more considered / restrained use of typography.

Student communications
5 The ACCA Dynamic Square used in a large, confident way.

6 Less contrast between the ACCA Dynamic Square and the Connected Square.

7 PMN Caecilia LT is the primary headline font used in headlines.

8 Bold / confident use of typography.

! For web banners the area used by the ACCA Dynamic Square will be greater.

Corporate communications

Think Ahead **ACCA**

4 Lorem ipsum dolorsit
Amet consectetur adi

3 A future of opportunity

2

1

Student communications

Think Ahead **ACCA**

7 Always relevant, always ready

5

6

8 Lorem ipsum dolor sit amet consecte tur adi Lorem ips um dolor sit amet.

All ACCA communications use the same toolkit elements, but it's how we use the elements that differ between Corporate and Student focused communications.

Key principles
Layout
Corporate communications have a clean-structured feel, we use plenty of space to give a considered and intelligent feel.

Primary graphic device
The ACCA Dynamic Square takes up little of the overall area.

Colour
We use colour from the Corporate supporting palette with subtle tints. Colour is applied in a measured way with plenty of white space.

Typeface
We generally use PMN Caecilia LT 55 Roman for headline copy.

Photography
Imagery should feel real and natural, have a sense of perspective, depth and be dynamic.
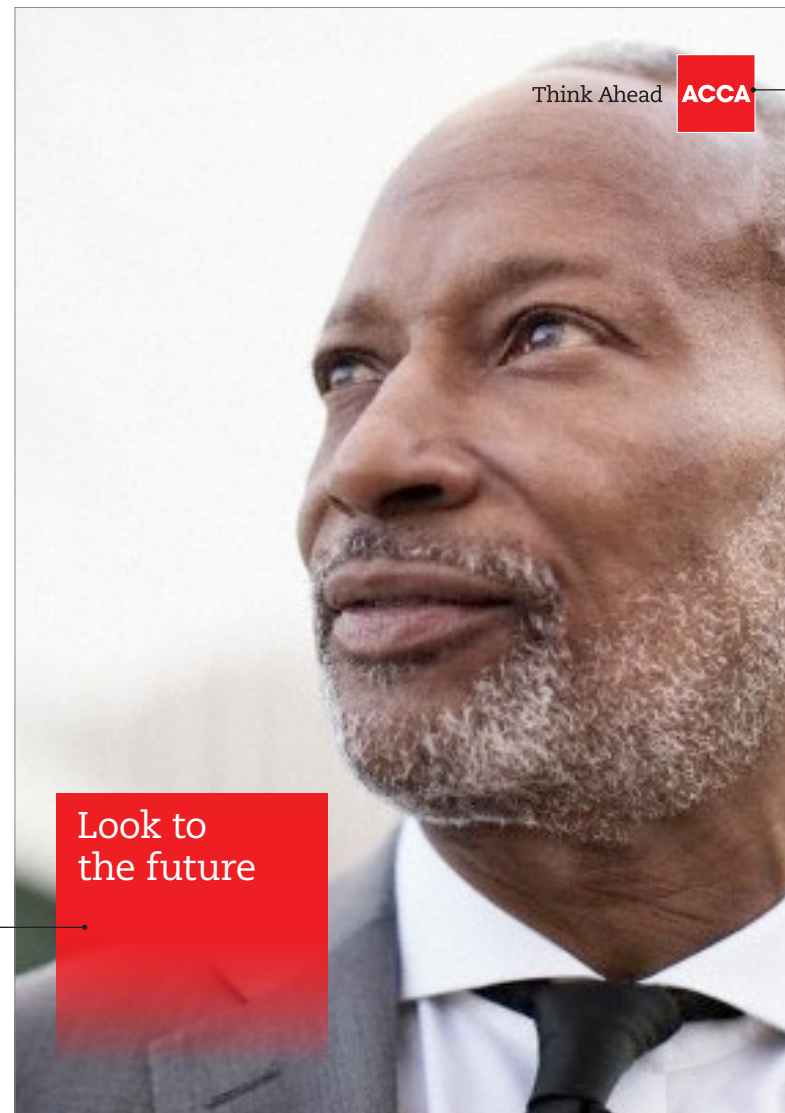
Think Ahead **ACCA**

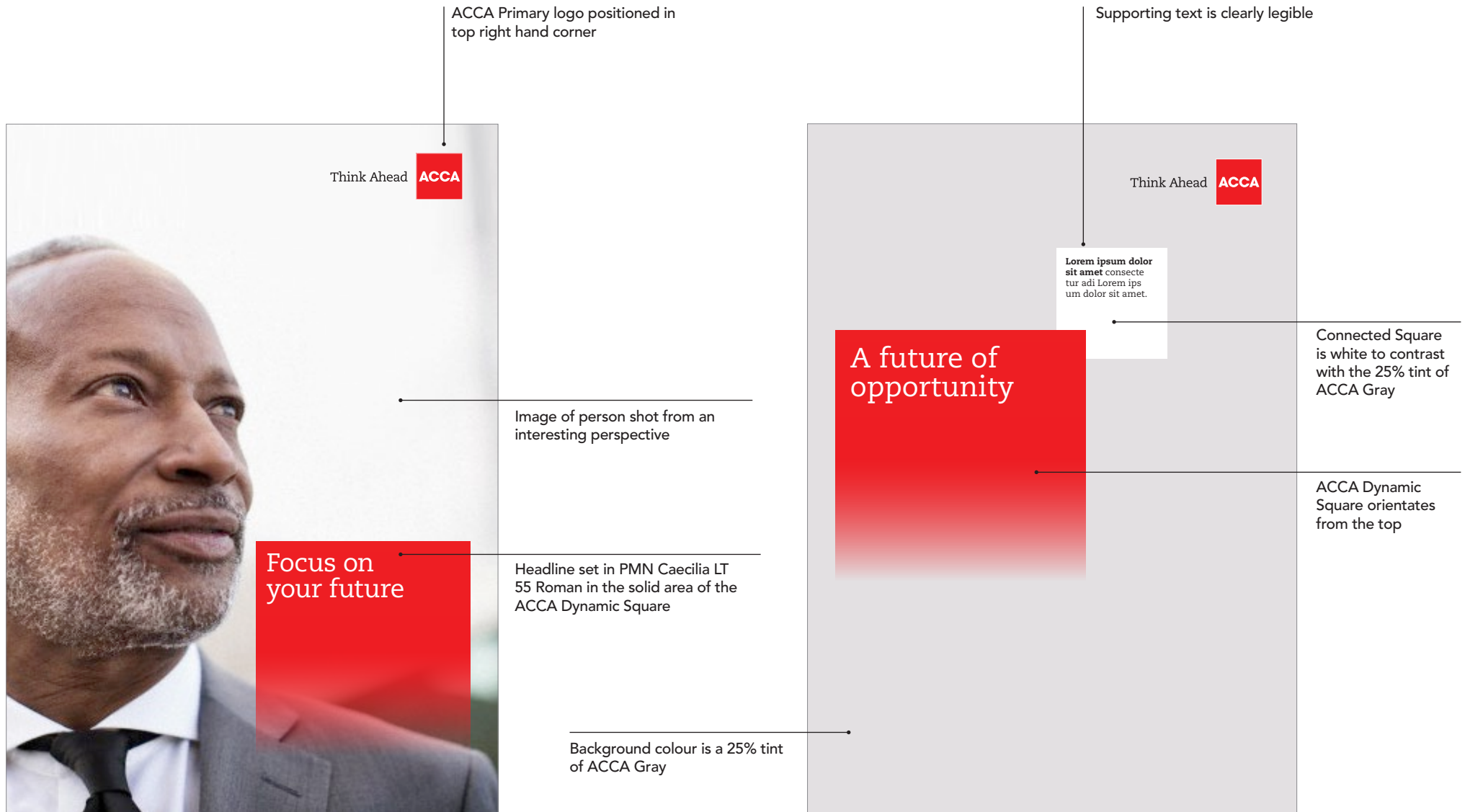ACCA Primary logo ensure the primary logo is visible on the background

Look to the future

ACCA Dynamic Square orientates from the top

Think Ahead ACCA

See the
big picture

Think Ahead ACCA

Image has a strong sense
of perspective and depth
of field

Build a
better future

ACCA Primary logo positioned in top right hand corner

Supporting text is clearly legible

Think Ahead **ACCA**

Think Ahead **ACCA**

Lorem ipsum dolor sit amet consecte tur adi Lorem ips um dolor sit amet.

A future of opportunity

Connected Square is white to contrast with the 25% tint of ACCA Gray

Image of person shot from an interesting perspective

Focus on your future

Headline set in PMN Caecilia LT 55 Roman in the solid area of the ACCA Dynamic Square

ACCA Dynamic Square orientates from the top

Background colour is a 25% tint of ACCA Gray

Layout has a considered, structured feel with plenty of white space

Connected Squares uses ACCA Gray with a colour from the supporting colour palette

Headline set in PMN Caecilia LT 55 Roman. As the headline is within a publication it does not need to sit in the ACCA Dynamic Square

Introductory copy is highlighted in ACCA Red

A genuine membership body, delivering real impact and value

"Being a council member is a really intellectual stimulating experience. You work at a strategic and global level and ideas get challenged."

68% **24**%

Eius modi tempora
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusanti um doloremque laudantium,

Eius modi tempora
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusa ntium doloremque laudantium,

740

Eius modi tempora
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolo- remque laudantium,

Investing in your people

Sed ut perspiciatis un de omnis iste natus error sit voluptatem accusanti um doloremque laudantium totam rem aperiam eaque ipsa quae ab illo

Eius modi tempora
Neque porro quisquam

Sed ut perspiciatis un de omnis iste natus er ror sit voluptatem acc usantium doloremque laudantium totam

ACCA Red is present on all layouts, in this case highlighting a key figure

Background colour is a 25% tint of ACCA Gray

Connected Square appears as a key-line in ACCA Gray with a supporting colour

Think Ahead ACCA

A future of
opportunity

Lorem ipsum
dolor sit amet,
consectetur
adipiscing eli

Think Ahead ACCA

Lorem ipsum
dolor sit amet,
consectetur
adipiscing eli

Are you
winning the
talent war?
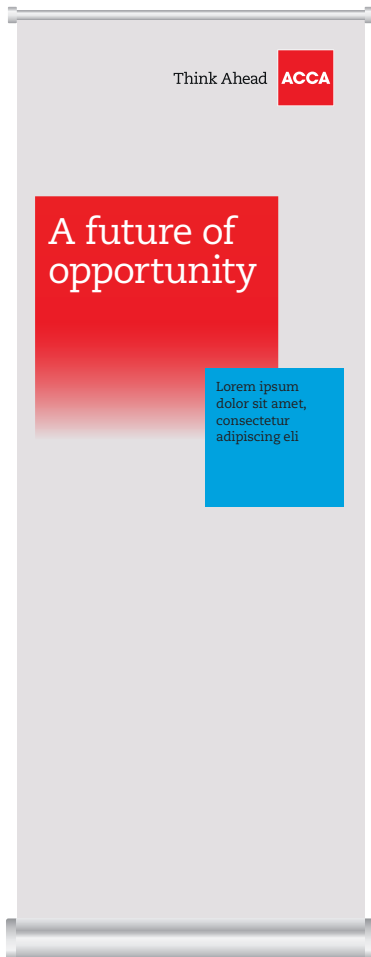
ACCA Dynamic Square
orientates from the left which
is sympathetic to the image

Image has a sense of depth,
perspective and dynamism

The reversed out version of
the ACCA Primary logo has
been used to ensure legibility
on a dark background

Connected Square is overlayed
on top the ACCA Dynamic
Square

Think Ahead ACCA

Future-proofing
business

Aspirational image has a sense
of depth and perspective

The supporting stacked version of the logo and tagline is used for this unconventional portrait format

ACCA

Think Ahead

PMN Caecilia LT 85 Heavy can be used for online advertising

Imagine your future

The ACCA Dynamic Square can bleed off one side for online banners

Animated banner Screen 1

Seeing the future,

Think Ahead **ACCA**

Screen 2

enabling change.

Lorem ipsum dolor sit amet consectetur adipiscing elitpor

Think Ahead **ACCA**
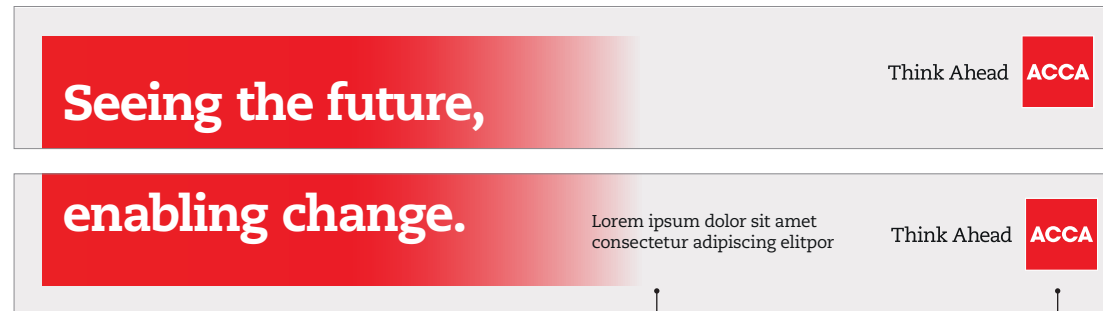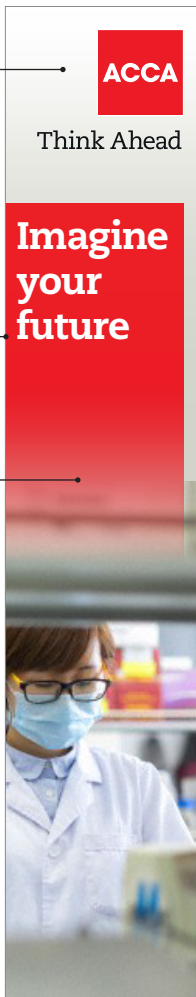
Background colour is a 25% tint of ACCA Gray

The Primary logo is positioned on the right hand side as it fits this landscape format

Think Ahead **ACCA**

Focus on your future

Photography is corporate orientated

The ACCA Dynamic Square may appear at a greater proportion for online advertisements

All ACCA communications use the same toolkit elements, but it's how we use the elements that differ between Corporate and Student focused communications.

Key principles

Layout
Student communications are bold and expressive, we use plenty of colour to give a dynamic and rich feel.

Primary graphic device
The ACCA Dynamic Square is used at a confident size.

Colour
We use colour from the Student supporting palette. Colour is applied in a confident way with some white space.

Typeface
We use PMN Caecilia LT 55 Roman or 85 Heavy for headline copy.

Photography
Is more colourful and engaging, showing student life and aspirational imagery.

Due to the format, the logo and tagline have to sit in this position
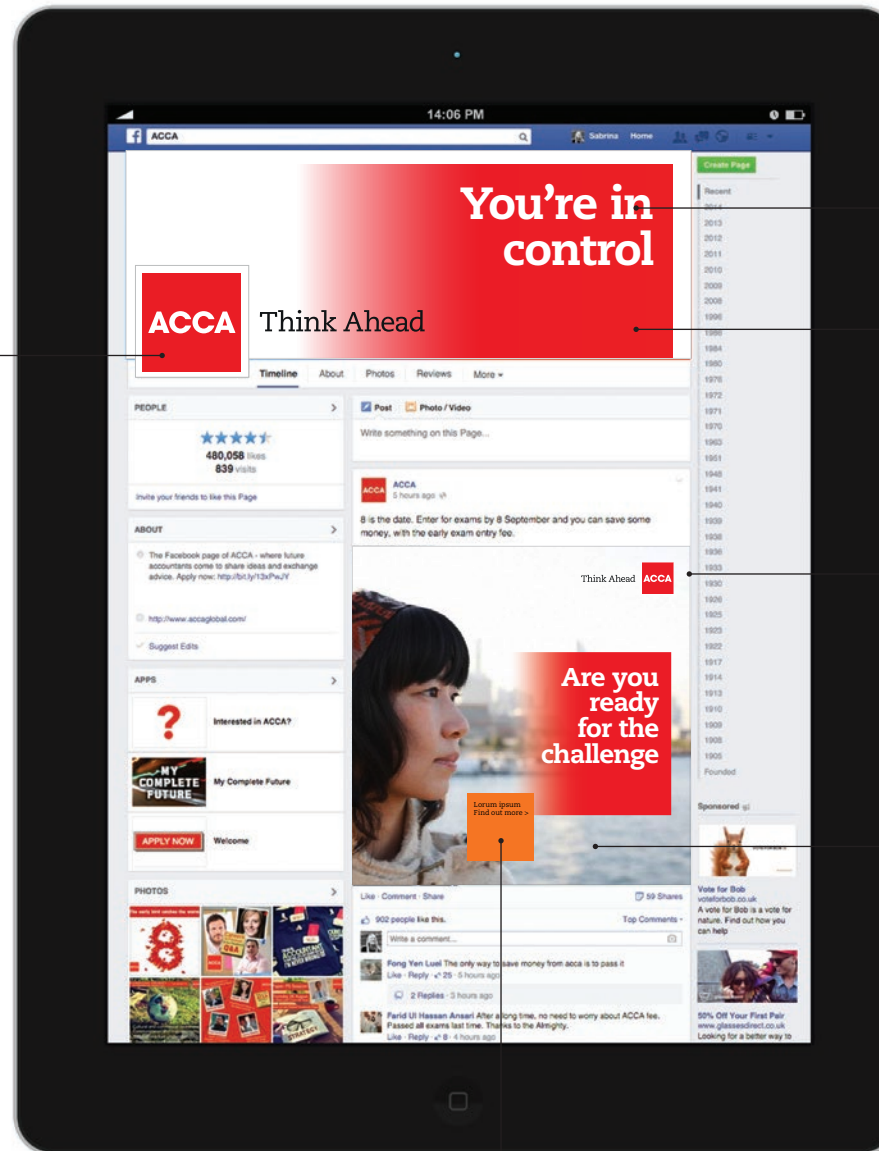
PMN Caecilia LT 55 Roman or 85 Heavy is used for all student communications

The ACCA Dynamic Square can bleed off to ensure the headline can be set at a large size

ACCA Primary logo positioned in top right hand corner

A colourful image of a student with a sense of space

A student colour from the secondary palette

Vibrant photography shows student life
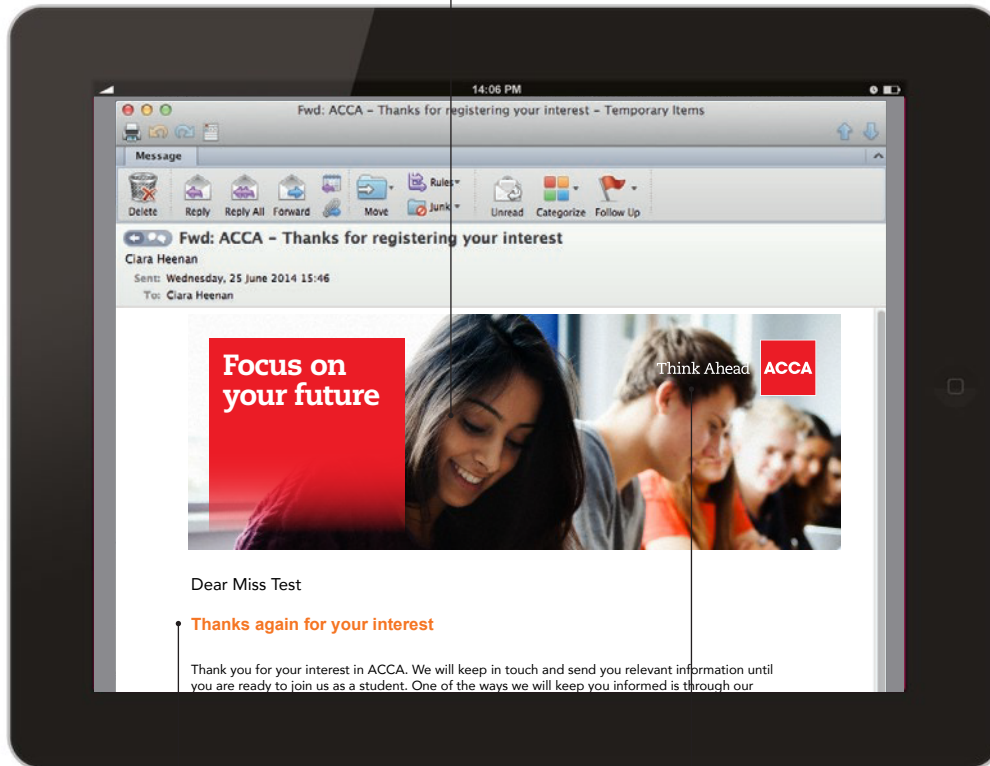
Colour helps differentiate different levels of copy

The reversed out version of the ACCA Primary logo has been used to ensure legibility on a dark background
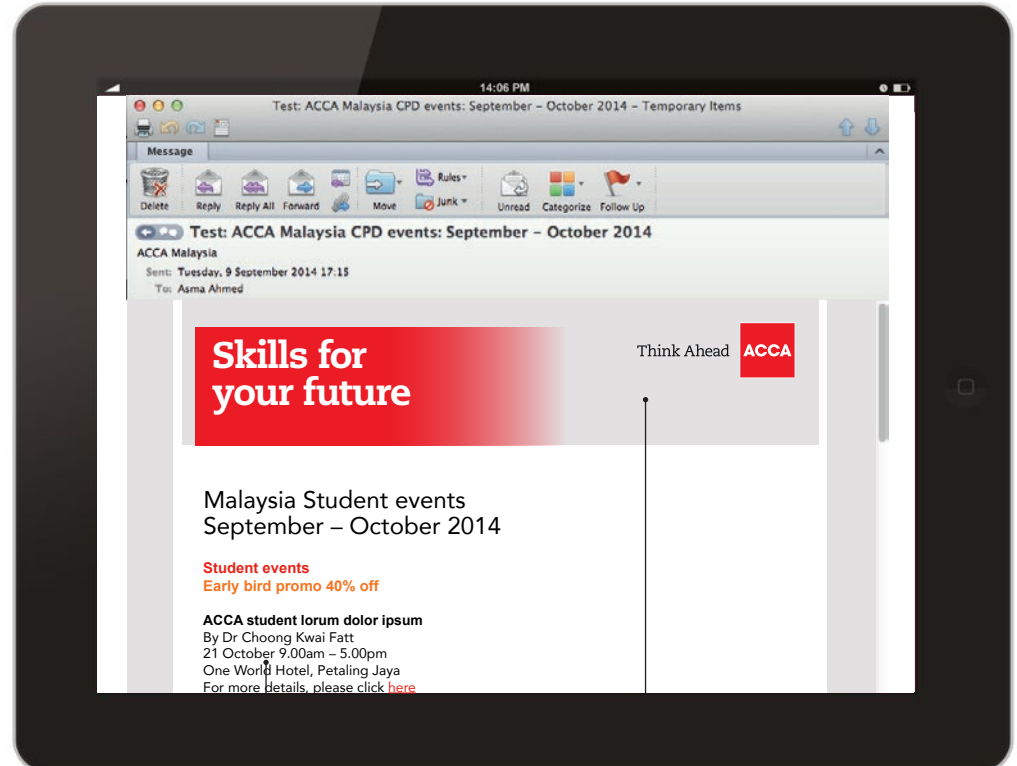
Arial has been used for the online default typeface

Background colour is a 25% tint of ACCA Gray

The supporting stacked version of the logo and tagline is used for this unconventional portrait format

PMN Caecilia LT 85 Heavy can be used for online advertising

Image shows student life
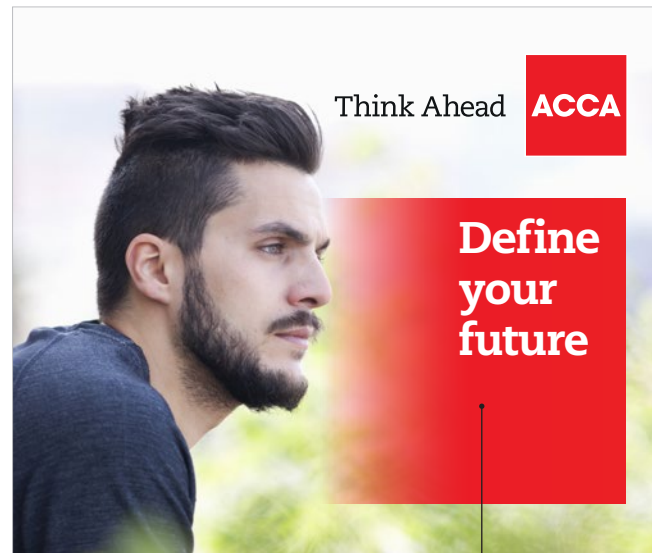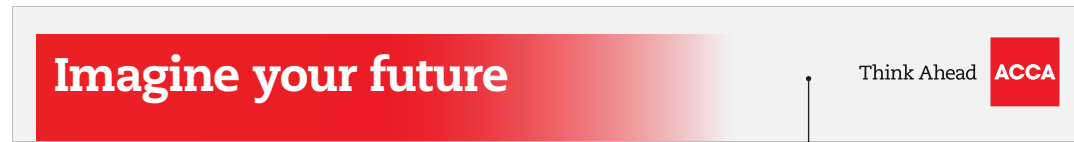
Imagine your future

Think Ahead

ACCA

Imagine your future

Think Ahead ACCA

Imagine your future

Think Ahead ACCA

The reversed out version of the ACCA Primary logo and tagline has been used to ensure legibility on a dark background

Background colour is a 25% tint of ACCA Gray

Think Ahead ACCA

Define your future

ACCA Dynamic Square orientates from the left which is sympathetic to the image

Think Ahead **ACCA**

Define your future

Lorem ipsum dolor sit amet consecte tur adi Lorem ips um dolor sit amet.

ACCA Primary logo and tagline positioned in top right hand corner

ACCA Dynamic Square used at a large, confident size

Headline set in PMN Caecilia 85 Heavy in a large point size

ACCA Dynamic Square orientates from the left which is sympathetic to the image

Think Ahead **ACCA**

Always relevant, always ready

Lorem ipsum dolor sit amet consecte tur adi Lorem ips um dolor sit am

Background colour is a 25% tint of ACCA Gray

Student colour from the supporting palette

Headline set in PMN Caecilia LT 85 Heavy used at a large size. As the headline is within a publication it does not need to sit in the ACCA Dynamic Square

Type on top of an image and colour creates a layered feel

Connected Square holds a key statement

Some white space should always be present within all communications

Driven to succeed

Eius modi tempora
Neque porro quisquam   Nque porro quisquam

Sed ut perspiciatis un de omnis iste natus error sit voluptatem accusanti um doloremque laudantium totam rem aperiam eaque ipsa quae ab illo

Eius modi tempora
Neque porro quisquam

Eius modi tempora
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Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam.

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Vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspe natur aut odit aut fugit, sed quia conse quuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam e

ius modi tempora incidunt ut labore et dolore magnam aliquam quaerat volup-tatem. Ut enim ad minima veniam.

Bold confident use of colour

The Connected Square holds an image of student life

Driven to succeed

Eius modi tempora
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusanti um dolo-remque laudantium, totam rem aperiam, eaque ipsa quae ab illo

Vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspe natur aut odit aut fugit.

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Sed ut perspiciatis un de omnis iste natus error sit voluptatem accusanti um doloremque laudantium totam rem aperiam eaque ipsa quae ab illo

Eius modi tempora
Neque porro quisquam

Eius modi tempora Sed ut perspiciatis accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae

Vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspe natur aut odit aut fugit, sed quia conse quuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia no.

Eius modi tempora
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolo-remque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae

Eius modi tempora
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium dolo-remque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae

Vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspe natur aut odit aut fugit, sed quia conse quuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam e

ius modi tempora incidunt ut labore et dolore magnam aliquam quaerat volup-tatem. Ut enim ad minima veniam.

A Connected Square holds key information highlighted in ACCA Gray

Connected Square holds key engaging copy

Think Ahead **ACCA**

Imagine the possibilities

Lorem ipsum dolor sit

The white out version of the ACCA Primary logo has been used to ensure legibility on a dark background

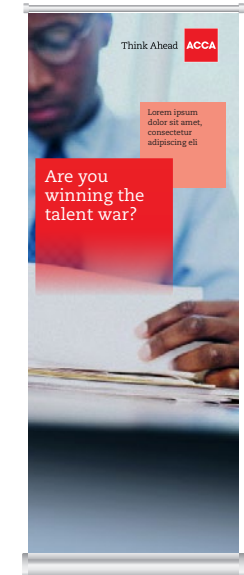Headline set in PMN Caecilia LT 85 Heavy at a large point size

Connected Square sits on top of the ACCA Dynamic Square

Corporate communications

Think Ahead **ACCA**

Considered,
intelligent
and incisive

Where to next
for professional
accountancy?

A future of
opportunity

68% 24%

740

A genuine membership
body, delivering real
impact and value

"Being a council member
is a really intellectual
stimulating experience.
You work at a strategic
and global level and
ideas get challenged."

Investing in
your people

Think Ahead **ACCA**

Are you
winning the
talent war?

Lorem ipsum
dolor sit amet,
consectetur
adipiscing eli

Student communications

Think Ahead **ACCA**

**Bold, engaging
and expressive**

Think Ahead **ACCA**

**The next
game changers**

**Always
relevant,
always
ready**

**Driven to
succeed**

Driven to
succeed

**Sed ut perspiciatis un
de omnis iste natus error
sit voluptatem accusanti
um doloremque laudantium
totam rem aperiam eaque
ipsa quae ab illo**

Think Ahead **ACCA**

**Imagine the
possibilities**

Lorem ipsum
dolor sit
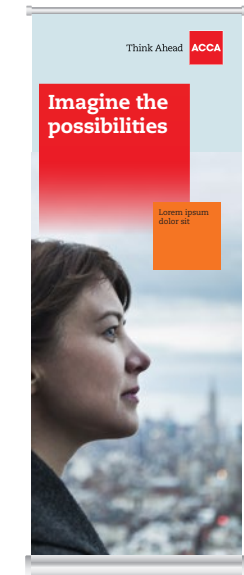
Paper stock

To aid brand consistency we have devised some paper stocks and weights to use for typical printed communications.

As a default rule we like to print all our materials on coated paper. Coated paper will give a more vibrant feel to our imagery. However, in some circumstances a uncoated stock can also be used.

If you cannot get the preferred paper, please ask your print supplier to find a high white, good quality, coated or uncoated paper and give them a copy of one of ACCA's centrally printed brochures to compare it to.

Brochures coated
Cover
250gsm Satimatt silk
Text
135gsm Satimatt silk

Flyers coated
250gsm Satimatt silk

Posters coated
170gsm Satimatt silk

Getting support
If you need help please contact the brand team on the email below.

design@accaglobal.com

Are your communications on brand?

Always allow some time to check your work against the styleguide. That way you'll be playing your part in ensuring that we continue to present a consistent brand.