

Chartered Accountants Worldwide Network Member logo guidelines

September 2019



We live in an increasingly connected world. For Chartered Accountancy, this means we must stay relevant and strong locally, but become even stronger globally.

To enable this, Chartered Accountants around the world have the opportunity to demonstrate their global connectedness using the Chartered Accountants Worldwide Network Member logo.

Placing this Network Member logo on your stationery, your website, your card or your documents adds substantial value. It tells the world that you are part of a network of over 750,000 Chartered Accountants and over one million students in 190 countries.

The guidelines will tell you how you can apply the Chartered Accountants Worldwide Network Member logo, ensuring it is displayed professionally with the consistency of other network members.



Logo suite

The Chartered Accountants Worldwide Network Member logo suite

There are four logos in the logo suite. Master logos must be used where possible for maximum impact. Wordmarks should only be used where space is limited.

Master logos

Use the horizontal logo when height is considered limited.

Use the vertical logo when width is considered limited.

Mono logos

Mono versions of the logos are available when colour cannot be used.

Wordmark logos

You must always include 'Network Member' when using the wordmark.

Use the horizontal wordmark when height is considered limited.

Use the vertical wordmark when width is considered limited.

File formats

All logos come in two different file formats: PNG and EPS.

Use the PNG format for screens online or digital display. PNG is a good choice for small file sizes.

Use the EPS format for print assets. EPS can be scaled infinitely without loss of quality.



Horizontal master logo - colour



Vertical master logo - colour



Horizontal master logo - mono



Vertical master logo - mono

Chartered Accountants Worldwide – Network Member

Horizontal wordmark

Chartered Accountants Worldwide
Network Member

Vertical wordmark

Logo suite

The Chartered Accountants Worldwide Network Member logo suite

Use the reversed versions of the Network Member logos on dark backgrounds.



Horizontal master logo - reversed



Vertical master logo - reversed



Horizontal master logo - white



Vertical master logo - white

Chartered Accountants Worldwide – **Network Member**

Horizontal wordmark - reversed

Chartered Accountants Worldwide
Network Member

Vertical wordmark - reversed

Clear space

Protecting the master logo

The clear space around the logo is important to maintain the professional look of the Network Member logo. It is based upon the cap height of the 'A' found in Accountants.

The 'A' is the minimum clear space. You should aim for a larger clear space area if possible.



Minimum sizes

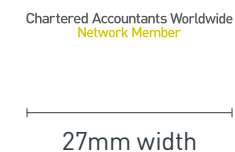
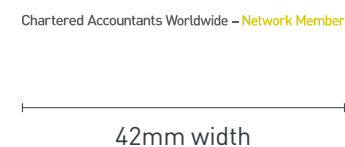
Correct logo size

To maintain the integrity of the logo it must be displayed at the correct size.

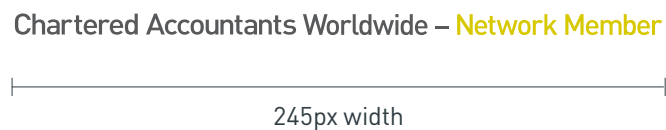
Please note how the minimum sizes for print and web / screens apply to the different logos.

Use these guidelines to create consistency, clarity and to ensure that the logos are always associated positively.

Print



Online



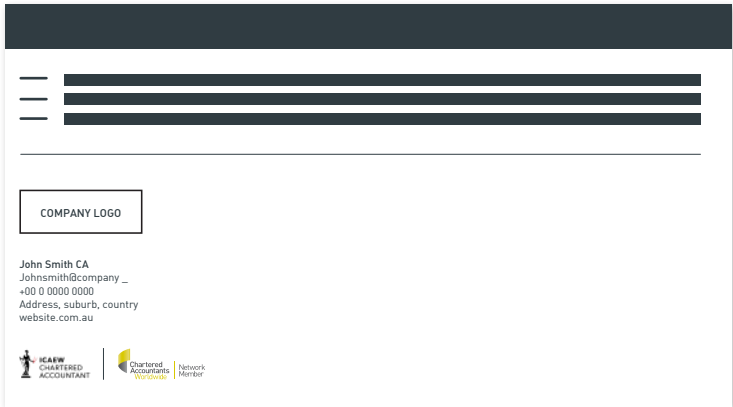
Examples of usage

Chartered Accountants Worldwide Network Member master logo

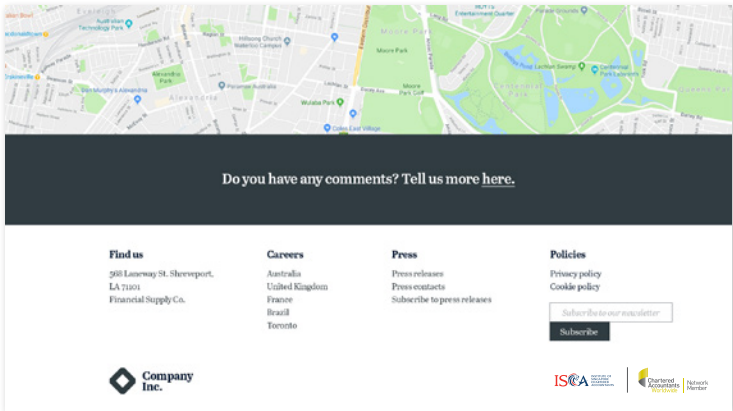
Placing the master logo on your everyday items will demonstrate your global connectedness. Here are some examples of how the master logo can be applied.

It is important to note that the Chartered Accountants Worldwide Network Member logos must always be used after your home institute logo.

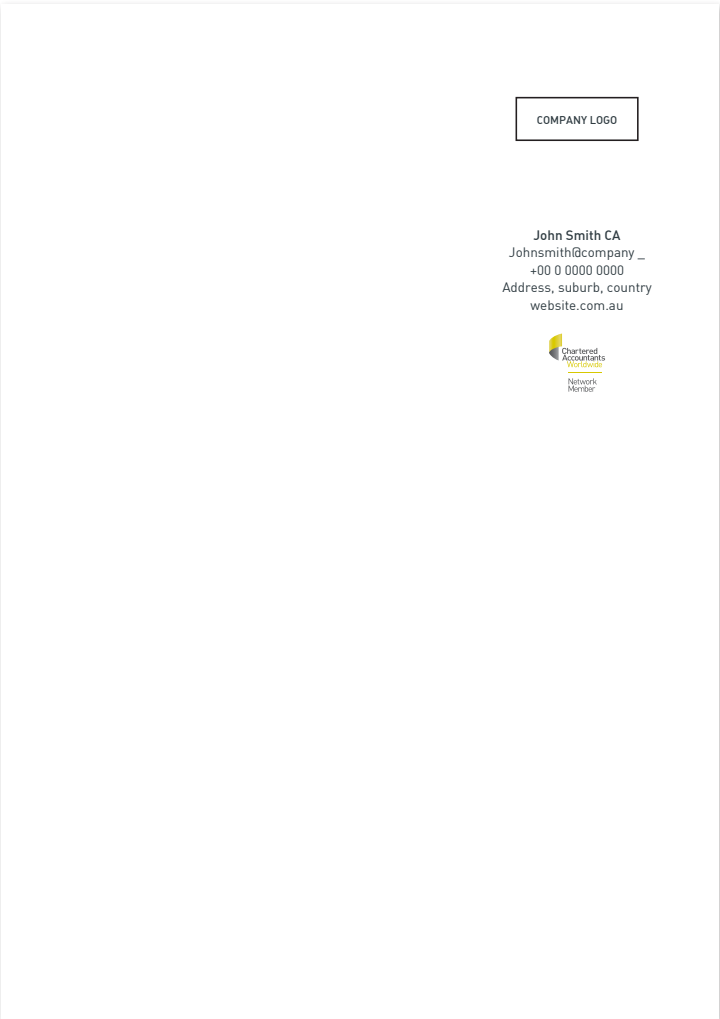
On the right is a good example of how they can work in unison with a divider line separating them.



Email signature



Website

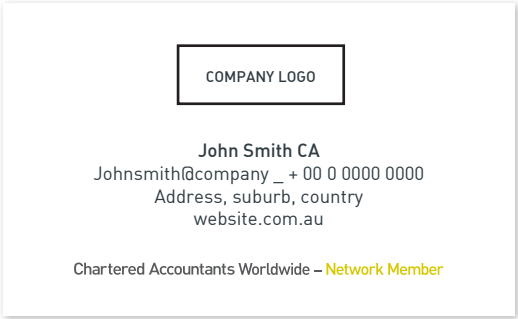


Letterhead

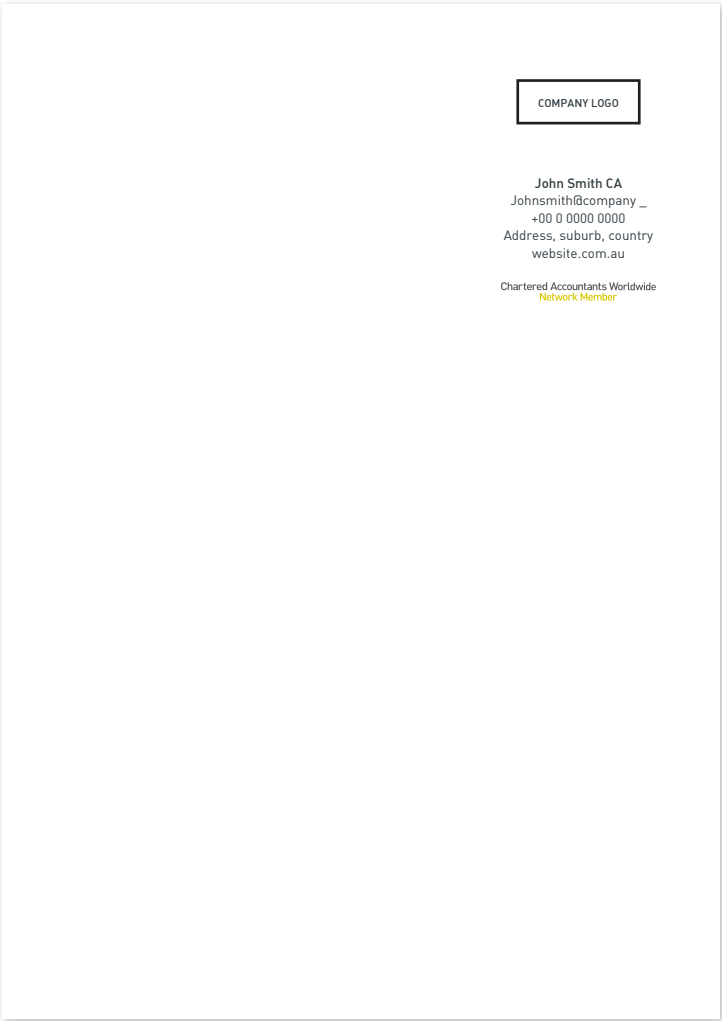
Examples of usage

Chartered Accountants Worldwide Network Member wordmark

The wordmark must only be used in situations where the master logo cannot. Here are some examples of how that may be applied on everyday items.



Business card, front and back



Letterhead

Incorrect usage

Maintaining consistency of the Network Member logo with these guidelines is key to building recognition and impact of the brand.

When using the logos, you must ensure that you follow these guidelines. On the right are nine examples of incorrect ways to use the logos, which must be avoided.



Don't recolour the logo



Don't rotate the logo



Don't reorder the logo



Don't add additional gradients to the logo



Don't apply shadows to the logo



Don't place full coloured logos on a dark background. Use reversed logo versions.

Chartered Accountants Worldwide
Network Member 2019

Don't add elements to the logo

Chartered Accountants Worldwide
Network Member

Don't use the logo below the minimum size

Chartered Accountants Worldwide
Network Member

Don't use a pixelated version of the logo

Colour palette

Creating distinction

Our colour palette supports the logo by providing a distinctive and strong visual identity for Chartered Accountants Worldwide.

Always use the colours shown in these guidelines. Please do not use other colours.

Do not tint the Chartered Gold / Grey at any time.

Chartered Gold

C0 M0 Y100 K20
R196 G176 B0
PMS 612
HEX C4B000

Chartered Grey

C48 M29 Y26 K76
R84 G88 B90
PMS 425 (80% Black)
HEX 54585A

Chartered Black

C20 M0 Y0 K100
R0 G0 B0

Chartered White

C0 M0 Y0 K0
R255 G255 B255



Thank you.

Chartered Accountants Worldwide appreciates
your help in maintaining a strong identity.