
YOUR GUIDE TO USING THE
**Chartered Accountants
Australia and New Zealand brand**



CHARTERED ACCOUNTANTS
AUSTRALIA + NEW ZEALAND

charteredaccountantsanz.com



Welcome

**to the Chartered Accountants
Australia and New Zealand brand.**

This guide equips you with the information you need to use the Chartered Accountants Australia and New Zealand logo.

It also outlines the brand guidelines and information that will help you to use the Chartered Accountants Australia and New Zealand brand alongside your own company brand.

Our members bring the brand to life.

CHARTERED ACCOUNTANTS AUSTRALIA AND NEW ZEALAND REPRESENTS CHARTERED ACCOUNTANTS.

Chartered Accountants deliver the CA brand every day by applying their unique skills to important and essential business decisions.

Achieving the Chartered Accountants designation is just the beginning – we know that to achieve success our members need to have access to the skills, thinking, networks and knowledge that will help them to maintain their professional edge.

The brand is based on the values that will help our members to excel at any stage in their careers.

WE EXIST TO:

educate

Through **LIFELONG LEARNING** we will support our members' professional development at every stage of their careers through relevant and up-to-date education.

WE EXIST TO:

serve

We uphold the standards of the chartered accounting profession through **PRINCIPLED LEADERSHIP** which is underpinned through the professional codes of conduct, ethics, regulations and supporting public interest.

WE EXIST TO:

connect

With 100,000+ business thinkers around the world, our members can engage through formal and informal connections. Sharing ideas, thoughts and knowledge to create a network of **CONNECTED INTELLIGENCE**.

WE EXIST TO:

innovate

We believe that our members can be positively **DISRUPTIVE** in what they do by challenging businesses to consider new approaches. Through our thought leadership we highlight business challenges, and stimulate debate, discussion and ideas that lead to innovation.

Chartered Accountants Australia and New Zealand

With a new brand comes new
naming conventions.

**HERE'S SOME GUIDANCE ON
HOW TO TALK ABOUT CHARTERED
ACCOUNTANTS AUSTRALIA AND
NEW ZEALAND.**

IN WRITTEN FORM

Chartered Accountants Australia and New Zealand is expressed in full in the first instance, subsequently Chartered Accountants ANZ can be used.

When using tables with limited space you may use CA ANZ, but please note that it is written all caps, one gap.

VERBALLY

Please refer to the organisation as:

- Chartered Accountants Australia and New Zealand
- Chartered Accountants ANZ



CHARTERED ACCOUNTANTS
AUSTRALIA + NEW ZEALAND

Our logo provides a fresh approach to our identity. We hope you will find value in promoting the CA designation and your association with Chartered Accountants Australia and New Zealand.

If you need any further information or advice please visit our website charteredaccountantsanz.com or contact our Service Centre.

AUSTRALIA

1300 137 322

+61 2 9290 5660 (outside of Australia)

8.30am–6pm (AEST)

Monday – Friday (excluding public holidays)

NEW ZEALAND

0800 4 69422

+64 4 474 7840 (outside of New Zealand)

8.30am–5pm (NZT)

Monday – Friday (excluding public holidays)

EMAIL

service@charteredaccountantsanz.com

WEBSITE

charteredaccountantsanz.com

We have three colour versions of the logo available for you to use.

Choose whichever version suits your requirements.

Use the logo in its entirety.

The CA marque should only be used in conjunction with the words **Chartered Accountants Australia and New Zealand**.

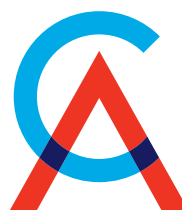
COLOUR VARIATIONS

The Chartered Accountants Australia and New Zealand logo can be used in three different colour combinations or in black or reverse (white).

MONOTONE (BLACK or REVERSE)

The black or reverse logo should be used where colour is not possible or where a more formal tone is required.

The reverse logo may be used on solid colour backgrounds where required.



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To retain the integrity of the logo there are specific clear space and size requirements.

CLEAR SPACE

The logo should always feature a minimum amount of surrounding clear space. This clear space must equate to the height of the centred word mark (x). No other logos, copy or images should encroach on this space.



MINIMUM SIZE

The minimum size of reproduction is 18mm high.



It is important that the appearance of the logo is consistent. Do not distort, alter or add to the logo in any way.

These diagrams illustrate some examples of the logo being used incorrectly. The rules of use apply for all versions of the logo.

DO NOT
distort the logo.



DO NOT
outline the logo.



DO NOT
rearrange logo elements.



DO NOT
rotate the logo.



DO NOT
place colour variations of the logo on a dark or patterned background.



DO NOT
place colour variations of the logo on photography.



PRIMARY COLOURS

CA BLUE	PMS COATED	Pantone 299C
	PMS UNCOATED	Pantone 299U
	CMYK COATED	86/8/0/0
	CMYK UNCOATED	82/10/0/2
	RGB	0/163/221
	HTML	00A3DD

CA ORANGE	PMS COATED	Pantone 716C
	PMS UNCOATED	Pantone 716U
	CMYK COATED	0/61/99/0
	CMYK UNCOATED	0/61/99/0
	RGB	234/118/0
	HTML	EA7600

CA RED	PMS COATED	Pantone 1795C
	PMS UNCOATED	Pantone 1795U
	CMYK COATED	0/94/100/0
	CMYK UNCOATED	0/85/79/0
	RGB	210/38/48
	HTML	D22630

CA GREEN	PMS COATED	Pantone 583C
	PMS UNCOATED	Pantone 583U
	CMYK COATED	25/5/100/2
	CMYK UNCOATED	26/1/100/10
	RGB	183/191/16
	HTML	B7BF10

SECONDARY OVERLAP COLOURS

	PMS COATED	Pantone 2757C
	PMS UNCOATED	Pantone 2757U
	CMYK COATED	100/95/4/42
	CMYK UNCOATED	100/95/4/42
	RGB	20/54/114
	HTML	143672

	PMS COATED	Pantone 301C
	PMS UNCOATED	Pantone 301U
	CMYK COATED	100/53/4/19
	CMYK UNCOATED	100/53/4/19
	RGB	0/98/158
	HTML	00629E

	PMS COATED	Pantone 1807C
	PMS UNCOATED	Pantone 1807U
	CMYK COATED	10/93/71/33
	CMYK UNCOATED	10/93/71/33
	RGB	147/48/53
	HTML	933035

TYPOGRAPHY COLOUR

	PMS COATED	Pantone cool grey 11C
	PMS UNCOATED	Pantone cool grey 11U
	CMYK COATED	0/0/0/80
	CMYK UNCOATED	0/0/0/80
	RGB	88/89/90
	HTML	58595B



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CMYK process colour printing

Custom CMYK colour breakdowns have been selected to provide the best possible process colour reproduction.

Pantone spot colour printing

Adhere to the specifications on this page to ensure consistency of colours. To ensure colour accuracy when matching colours for printing materials, use the Pantone Colour Matching System as your reference.


RGB and HTML for screen reproduction


RGB and HTML colour breakdowns have been selected for on-screen applications.

Examples of use:

Stationery

The Chartered Accountants Australia and New Zealand logo can be placed anywhere that complements your own stationery design as long as you follow the Chartered Accountants Australia and New Zealand logo guidelines, particularly the minimum size requirements.





WITH COMPLIMENTS


FOR YOUR INFO ☐


YOUR TAX REFUND ☐

PAPERS REQUESTED ☐

PLEASE RETURN ☐

FOR YOUR SIGNATURE ☐





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TOWNSVILLE, NEW ZEALAND
Phone: 64 2 456 4678
Email: admin@LPacctg.com
www.LPacctg.com

Examples of use:

Signage

Recommended layouts for signage can be found on the following page.



Recommended signage layouts

LANDSCAPE LOGO

The Chartered Accountants Australia and New Zealand logo should be the full height of the member logo. The clear space between the logos and dividing line should be half the width of the A in the CA icon.



PORTRAIT OR SQUARE LOGO

The Chartered Accountants Australia and New Zealand logo should be half the height of the member logo and vertically centered. The clear space between the logos and dividing line should be half the width of the A in the CA icon.



SMALL SIGNS

For small signs with restricted space keep the Chartered Accountants Australia and New Zealand logo at the full height of the member logo for both landscape, portrait and square member logos. The clear space between the logos and dividing line should be half the width of the A in the CA icon.



Please **do not** stack our logo with any other logo.

