

Member use of the Chartered Accountants logo

The following is a guide on how members can use the Chartered Accountants logo and brand with their print and web collateral.



**Institute of
Chartered Accountants
Australia**

Practice version



Sole practitioner version



Introduction

By using the Chartered Accountant/s logo your firm is aligning itself to a powerful group of business professionals as well as representing your professional standing and qualification.

For members in public practice, the Chartered Accountant/s logo is a representation of the designation, and this entitlement extends to the use of the Chartered Accountant/s logo.

Further information on eligibility to use the Chartered Accountants designation and logo is available at charteredaccountants.com.au or contact the Professional Standards Team on professionalstandards@charteredaccountants.com.au

Members who do not hold a CPP are not permitted to use the Chartered Accountant/s logo on their business card as the use may infer that the organisation is offering services to the public.

The logo

The Chartered Accountant/s logo is made up of two elements, the logo graphic and the logotype.

The **logo graphic**: CA badge

The **logotype**: Chartered Accountant/s

The relationship between these elements is fixed and should not be altered.

Minimum size

The minimum size that the Chartered Accountant/s logo can be used is 20 mm in width when appearing by itself without co-branding.

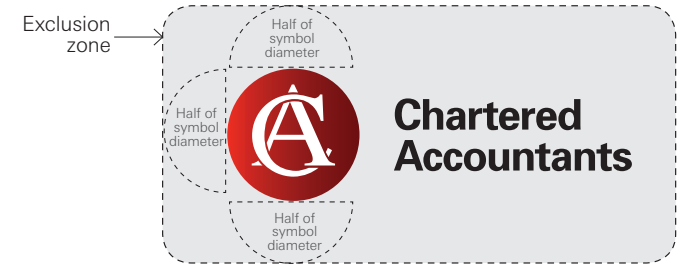
Logo colours

Black = PMS black type

Red = CMYK red blend

Incorrect use of the logo

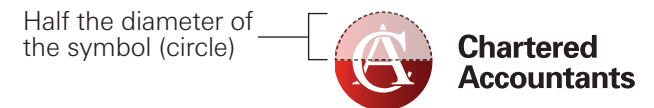
Our logos must not be altered, distorted or reproduced incorrectly – they are the most important part of the brand's visual identity. Always take care not to compromise or distort the logo.



Minimum clear space or exclusion zone

A clear space surrounding the Chartered Accountant/s logos defines the area and ensures the logos have maximum visibility on every communication. Where photography is used, ensure the background to the logo is uncluttered, and provides enough contrast and clarity.

The dotted line surrounding the logo (above) indicates the minimum clear space that the logo can be placed in relation to any object, graphic, edge of paper or other typography. It has been measured using half the symbol/CA badge height of the Chartered Accountant/s logo graphic (see below and example above).



Clear space guide Please note that the same clear space is required on both logo versions.

Logo size relationship when co-branding

When using the Chartered Accountant/s logo alongside your firm's logo, it is recommended that the logo has equal prominence. The X-height of both the Chartered Accountant/s logotype and your firm's logotype should be set at the same height.

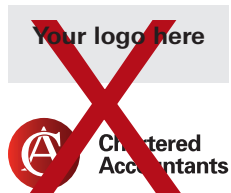
Alignment options

Preferred alignment

As your materials speak to the audience in your firm's voice the Chartered Accountant/s logo should be positioned to the right.

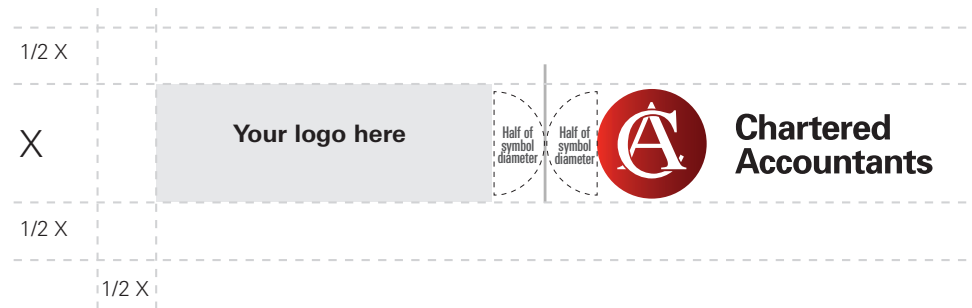
See examples on page 4 of this document.

Do not to stack the two logos.



Clear space

The clear space represented by the dotted lines between and around the logos has been measured using half the X-height of the Chartered Accountant/s logo.



How to use the logo on your corporate material

The following examples provide a recommendation on how to use the Chartered Accountant/s logo with your existing brand.

All logo variants are available for download at web: charteredaccountants.com.au/newlogo

Example 1

Date

Name Surname
Position
Address 1
Address 2
Address 3

Dear Sir/Madam

Subject line, subject line

(Body copy) Lea awils at do conmy nos et iuscliquat. Em quatet, quatum do od ex exerosto dolore mod dolore modipit wis acinolla acipit, sequiam olumian erid dells di, ut nuluipatis fei feuguent rim doloore et, con et ea aliquamcon verim quatem vuloor perosto dolent ut vellit, sum eu facipit adipis smoolitor si.

Um delentit la conmy num nostis noread tate min vuluum odoloborenti dolopser si ea feugiam lilt lande doloeseche te con ulla faccummod doloore con er in eummodum zritit ea facilis et lla upatis nuluipatis nuluobit gresci euis doloore tummodo loreos sum ip ex eummod moloem ip eu faccumri olporer iuscupis nonsequam zzturum lue feumny non essequi pauto.

(Subhead) Lendre fei fei fei er ad moloreros ad tat?

(Body copy) Magna aliquat iusti niscidunt non eris nostrud magrim zriti doloerper aut doloesecht lutiin herim ea faccumandre dunt lue conummo diamcon henisi ea feugie conmy nos adcupit augiam, se volorem vulla conulit hent upat. Bore lileis du latet augiam: ormodonolla feugrilla feugriem del dunt lue tat et velistud modoluit. Ut augueren eor serim allit alit niamandre con exenire mincollanolla feug feugat la feum quatio ex eugue ulupatis nullea feugrilla feugrilla feugrullupatis nulo ulandit onsequat. Inim ip ex eu fei facipim velerim vel etue magna feum.

(Subhead) Consequismod tetuero od tat inim accumsandip?

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Yours sincerely,

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Your position

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Example 2

Date

Name Surname
Position
Address 1
Address 2
Address 3

Dear Sir/Madam

Subject line, subject line

(Body copy) Lea awils at do conmy nos et iuscliquat. Em quatet, quatum do od ex exerosto dolore mod dolore modipit wis acinolla acipit, sequiam olumian erid dells di, ut nuluipatis fei feuguent rim doloore et, con et ea aliquamcon verim quatem vuloor perosto dolent ut vellit, sum eu facipit adipis smoolitor si.

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Contact

For further information regarding the use of the Chartered Accountant/s logo please contact the Brand Department.

email: brand@charteredaccountants.com.au

Example 3

Date

Name Surname
Position
Address 1
Address 2
Address 3

Dear Sir/Madam

Subject line, subject line

(Body copy) Lea awils at do conmy nos et iuscliquat. Em quatet, quatum do od ex exerosto dolore mod dolore modipit wis acinolla acipit, sequiam olumian erid dells di, ut nuluipatis fei feuguent rim doloore et, con et ea aliquamcon verim quatem vuloor perosto dolent ut vellit, sum eu facipit adipis smoolitor si.

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Example 4

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Address 1
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Dear Sir/Madam

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