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# BRAND STYLE GUIDE

YOUR GUIDE TO USING CHARTERED ACCOUNTANTS  
AUSTRALIA AND NEW ZEALAND BRANDS

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**CHARTERED ACCOUNTANTS™**  
AUSTRALIA + NEW ZEALAND



# Welcome

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

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

It also outlines the brand guidelines and information that will help you to use the Chartered Accountants Australia and New Zealand brands 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 our designations and your association with Chartered Accountants Australia and New Zealand.**

Our logo is available for use by members and practices qualified as practice entities in Australia and those that meet the practice entity requirements set out in Appendix 5 of the NZICA rules in New Zealand.

This allows you use the Chartered Accountants Australia and New Zealand logo on materials such as stationery, business cards, email signatures and signage to promote link between your practice and your professional body.

If you need any further information or advice please visit our website [charteredaccountantsanz.com](http://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](mailto:service@charteredaccountantsanz.com)

#### **WEBSITE**

[charteredaccountantsanz.com](http://charteredaccountantsanz.com)

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

Choose whichever version suits your requirements.

Use the logo in its entirety.

The CA mark 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 80% black (grey) or reverse (white).

### MONOTONE (80% BLACK or REVERSE)

The 80% black (grey) 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 for use in print is 18mm high.

The minimum size for use online is 90 pixels 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 PALETTE

<b>CA BLUE</b>	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
<b>CA ORANGE</b>	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
<b>CA RED</b>	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
<b>CA GREEN</b>	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 PALETTE

	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
	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.

# Stationery

The logo can be placed anywhere that complements your own stationery design as long as you follow the brand guidelines, particularly the minimum size requirements.

## BUSINESS CARDS

An exception to the usual minimum size requirement of the logo can be made for business cards.

On a business card you may reduce the size of the logo down to a minimum of 14mm.

Alternatively, you could use the Chartered Accountants Australia and New Zealand logo on the reverse side of a business card.

## EMAIL SIGNATURE

The Chartered Accountants Australia and New Zealand logo can be placed anywhere that complements your own email signature as long as you follows the minimum size requirement of 90 pixels.



## 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.



## Examples of signage



## USE OF DESIGNATIONS

- Designations including CA, FCA, ACA, or AT, must only be used in accordance with the CA ANZ Regulations and may only be used by a member who is entitled under the CA ANZ Regulations to use that Designation (Entitled Member).
- A Designation may be used after the name of an Entitled Member on professional documents, including signs, letterhead and business cards, but only in so far as those professional documents relate to the occupation to which the Designation relates.
- Designations must not be used in any way which suggests or implies the endorsement of CA ANZ of any business other than as indicating the qualification of the Entitled Person to which the Designation relates.
- Designations should appear in the same font and font size and colour as the Entitled Member's name

## USING THE CHARTERED ACCOUNTANTS AUSTRALIA AND NEW ZEALAND LOGO

**When using the Chartered Accountants Australia and New Zealand logo in a document, please include one of the following statements underneath or in close proximity to where the logo first appears in that document:**

*"The Chartered Accountants Australia and New Zealand logo is a trade mark of Chartered Accountants Australia and New Zealand and is used with permission";*

or

*"Trade mark of Chartered Accountants Australia and New Zealand and used with permission".*

