YOUR GUIDE TO USING THE
Chartered Accountants
Australia and New Zealand brand
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.
NAMING CONVENTIONS

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
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.
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.
- outline the logo.
- rearrange logo elements.
- rotate the logo.
- place colour variations of the logo on a dark or patterned background.
- place colour variations of the logo on photography.
COLOUR PALETTE

### PRIMARY COLOURS

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### SECONDARY OVERLAP COLOURS

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### TYPOGRAPHY COLOUR

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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.
LOGO POSITIONING

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.
LOGO POSITIONING

Examples of use:

Signage

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

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.
The Chartered Accountants Australia and New Zealand™ brand is a registered trademark which belongs to Chartered Accountants Australia and New Zealand. Members are authorised to use this trademark on the basis detailed in this guide and in accordance with the Regulations. This guide is to be read in conjunction with the Regulations. Members are not authorised to use the Chartered Accountants Australia and New Zealand™ brand in any other way, or to authorise third parties to use, alter or make any additions to the Chartered Accountants Australia and New Zealand brand, the logo and trademark, or at all.