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# ACCS Branding Guidelines

**These guidelines have been created to help you understand the ACCS brand.**

**We hope we've provided everything you need to know about applying the ACCS identity to digital material, resources and marketing materials, but if you have any questions, just ask us!**

## 1.0 brand Identity

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# 1.0 Brand Identity + Logo Mark

# 1.1 The Corporate Logo

This logo must **only** be used in artwork that ACCS produce, control or publish. It will be used as our logo on letterheads, invoices, website, publications, documents that we produce. It must not be provided to external parties for use on their publications or websites.

The digital portfolio logo is supplied at different sizes for maximum clarity and consistency.

### 1. Primary Corporate Logo

Offline the logo minimum size is 25mm wide. Online is 100px minimum.

### 2. Single Colour Corporate Logo

Logo to be used in the case of a single colour print. See section 3.2 for Pantone references.

### 3. Mono and White Out Corporate Logo's

The logo can feature as either mono or white out. Ensure sufficient contrast through the background image or patterns.

### 4. Logo Exclusion Area

This exclusion area is defined by the size of a single 'A' as shown here.

### 5. Minimum Size

Minimum logo size 25mm for printed materials and 100px for any online use.

This measurement is a minimum and should be increased wherever possible.

1.



2.



3.



4.



5.



## 1.2 The Certification Mark Logo

The certification mark (with a unique identifier shown) must **only** be used by a fully certified member of the scheme or on a certificate of conformity that we produce.

Use of this logo by anybody must be authorised by a Certification Officer. When the logo is sent to a client (with their unique identifier), it must be 'locked' so that it cannot be changed.

### 1. Primary Certification Mark Logo

Offline the logo minimum size is 25mm wide. Online is 100px minimum.

### 2. Single Colour Certification Mark Logo

Logo to be used in the case of a single colour print. See section 3.2 for Pantone references.

### 3. Mono and White Out Certification Mark Logo's

The logo can feature as either mono or white out. Ensure sufficient contrast through the background image or patterns.

#### Logo Exclusion Area and Minimum Size

See section 1.1.

1.



2.



3.



## 1.3.1 The Partnership Logo's

These are the only logos that can be used externally and must be qualified by a statement, They must be subject to the partner agreeing to the terms of licensing.

### Programme Sponsor Logo

Omnimus, volore omnisqui issitasperi con provita sequi te pore natendi gendiaspelit etur aut volupta sperovidus vel eventio rerioreic to erovide nectecti ommolor epudaes aut utem qui nonet aborita quiatur? Hit et et ut milliquos explisquam re sequid molesciis cus, qui rempore.

## Programme Sponsor Logo

### 1. Primary Programme Sponsor Logo

Offline the logo minimum size is 25mm wide. Online is 100px minimum.

1.



### 2. Single Colour Programme Sponsor Logo

Logo to be used in the case of a single colour print. See section 3.2 for Pantone references.

2.



### 3. Mono and White Out Programme Sponsor Logo's

The logo can feature as either mono or white out. Ensure sufficient contrast through the background image or patterns.

### Logo Exclusion Area and Minimum Size

See section 1.1.

3.



## 1.3.2 The Partnership Logo's

These are the only logos that can be used externally and must be qualified by a statement, They must be subject to the partner agreeing to the terms of licensing.

### Scheme Partner Logo

This should be a mutually beneficial partnership with an external partner that is both (a) not a potential client (i.e. not an organisation that would be eligible for certification; and (b) not a competitor.

## Scheme Sponsor Logo

### 1. Primary Scheme Partner Logo

Offline the logo minimum size is 25mm wide. Online is 100px minimum.

1.



### 2. Single Colour Scheme Partner Logo

Logo to be used in the case of a single colour print. See section 3.2 for Pantone references.

2.



### 3. Mono and White Out Scheme Partner Logo's

The logo can feature as either mono or white out. Ensure sufficient contrast through the background image or patterns.

### Logo Exclusion Area and Minimum Size

See section 1.1.

3.



## 1.3.3 The Partnership Logo's

These are the only logos that can be used externally and must be qualified by a statement, They must be subject to the partner agreeing to the terms of licensing.

### Approved Training Logo

This must only be used on training materials that have been signed off by a certification officer (or on the website of a provider of those certified materials provided the logo only refers to the training that has been signed off.

## Approved Training Logo

### 1. Primary Approved Training Logo

Offline the logo minimum size is 25mm wide. Online is 100px minimum.

1.



### 2. Single Colour Approved Training Logo

Logo to be used in the case of a single colour print. See section 3.2 for Pantone references.

2.



### 3. Mono and White Out Approved Training Logo's

The logo can feature as either mono or white out. Ensure sufficient contrast through the background image or patterns.

### Logo Exclusion Area and Minimum Size

See section 1.1.

3.





## 2.0 Typeface

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Avenir is our lead brand typeface. It is used on and offline for headlines, titles, subtitles and large pull-out text and body copy.

## 2.0 Typography

## 2.1 Typography

### Avenir is our lead brand typeface

We've used four weights across the branding. Black for header copy, Medium for subheader copy, Book and Book Oblique for body copy.

**Aa**

**Avenir Black**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**1234567890**

**Aa**

Avenir Medium  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
12345667890

**Aa**

Avenir Book  
abcdefghijkl  
ABCDEFGHIJKLM  
12345667890

*Avenir Book Oblique*  
*abcdefghijkl*  
*ABCDEFGHIJKLM*  
*12345667890*

## 2.2 Spacing and Type Setting

We've provided guidelines to help you set the type across your printed resources.

\*These might differ for small/ large printed materials.

**HEADERS**  
**AVENIR**  
**BLACK**

Subheader

Avenir  
Body Copy  
*Helvetica Neue*

**36pt**  
Letter-spacing 0pt  
Line-height 31pt  
Text-align: left

**14pt**  
Letter-spacing 0px  
Line-height 18px  
Text-align: left

**10pt**  
Letter-spacing 0pt  
Line-height 12pt  
Text-align: left

## 3.0 Colour Palette

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We use colour to promote our personality and lead users on a journey.

Below you will see reference for both online and offline colour codes. Please ensure the correct reference if used, to ensure maximum quality.

# 3.0 Colour Palette & Usage

## 3.1 Primary Colour Palette

The Primary Colour Palette should be used on all ACCS communications.

We also have a Secondary Colour Palette that is used along side and compliments our Primary Palette (see section 3.2).



**PANTONE**  
3165 U  
**RGB**  
47 / 92 / 102  
**Hex**  
2f5c66  
**CMYK**  
54 / 10 / 0 / 60



**PANTONE**  
381 U  
**RGB**  
**Hex**  
b4ca5f  
**CMYK**  
41 / 0 / 79 / 0








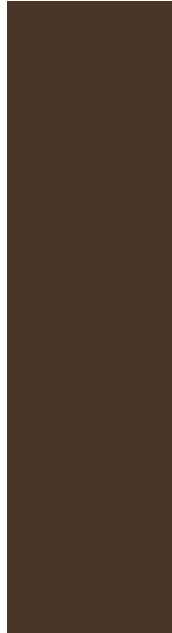

**PANTONE**  
3165 U  
**RGB**  
47 / 92 / 102  
**Hex**  
2f5c66  
**CMYK**  
54 / 10 / 0 / 60

**OPACITY**  
40%

## 3.2 Secondary Colour Palette

Our Secondary Colour Palette is used along side and compliments our Primary Palette.

These are to be used for backgrounds, tint boxes/panels, and subheadings in such assets like literature, PowerPoint presentations, displays etc.

						
<b>PANTONE</b> 1955	<b>PANTONE</b> 2602	<b>PANTONE</b> 152	<b>PANTONE</b> 7406	<b>PANTONE</b> 300	<b>PANTONE</b> 7533	<b>RICH BLACK</b>
<b>CMYK</b> 10 / 95 / 44 / 26	<b>CMYK</b> 46 / 74 / 0 / 0	<b>CMYK</b> 0 / 47 / 93 / 5	<b>CMYK</b> 1 / 17 / 93 / 3	<b>CMYK</b> 100 / 35 / 0 / 0	<b>CMYK</b> 14 / 23 / 33 / 60	<b>CMYK</b> 50 / 50 / 0 / 100
<b>RGB</b> 151 / 83 / 97	<b>RGB</b> 151 / 87 / 166	<b>RGB</b> 224 / 122 / 63	<b>RGB</b> 241 / 184 / 40	<b>RGB</b> 0 / 110 / 182	<b>RGB</b> 110 / 100 / 92	<b>RGB</b> 151 / 87 / 166

### 3.3 Secondary Colour Gradients

Gradients can be used throughout our literature and especially in presentations for backgrounds, tint boxes and panels.

The angle of the gradient should be set to 45° and wherever possible to start with the darker colour in the bottom left and the lighter colour in the top right.



**PANTONE 3165**  
**PANTONE 381**



**PANTONE 2602**  
**PANTONE 152**



**PANTONE 152**  
**PANTONE 7406**



**PANTONE 300**  
**PANTONE 7406**



**PANTONE 1955**  
**PANTONE 300**



**PANTONE 2602**  
**PANTONE 300**



**PANTONE 2602**  
**PANTONE 381**



**PANTONE 1955**  
**PANTONE 2602**

## 3.4 Colour Usage

### Correct usage

These are all good examples of how the logo/ colours should be used.

### Do's





## 3.5 Colour Usage

### Incorrect usage

Do not use the same background colour that is seen on the logo.

Do not stack the logo.

Do not apply any visual effects.

Do not change the orientation of the logo or manipulate the design in any way.

### Don'ts



## 4.0 Application

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# 4.0 Application

## 4.1 Print - Logo Placement Portrait

### 1. Logo Safety Area

This is an area that the logo should not be placed in.

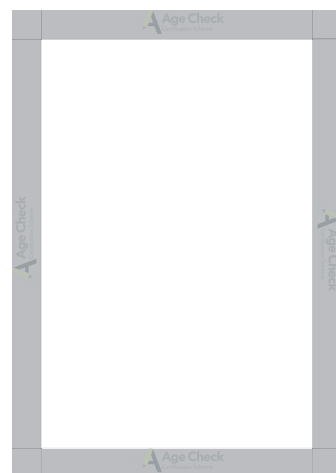
### 2. Logo size and position

The logo has been duplicated into 16 and placed above/ below each other to give you the correct logo size for this standard portrait paper page. This will also give you the safe zone dimensions.

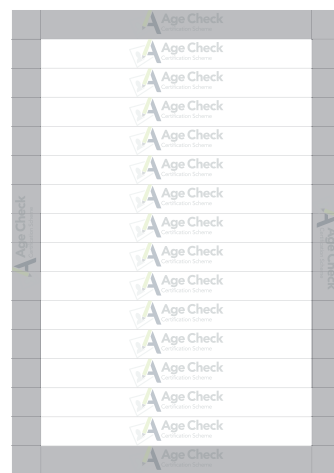
### 2. Logo placement

These are the two logo placements to be used for this portrait paper page.

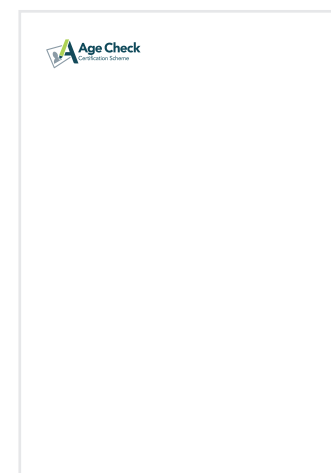
1.



2.



3.



## 4.2 Print - Logo Placement Landscape

### 1. Logo Safety Area

This is an area that the logo should not be placed in.

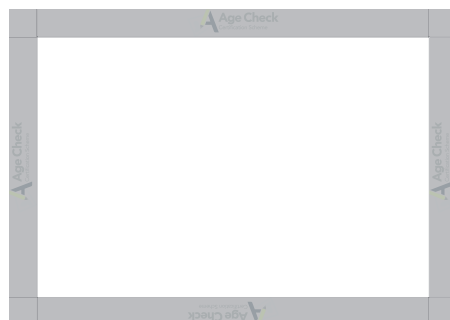
### 2. Logo size and position

The logo has been duplicated into 11 and placed above/ below each other to give you the correct logo size for this standard landscape paper page. This will also give you the safe zone dimensions.

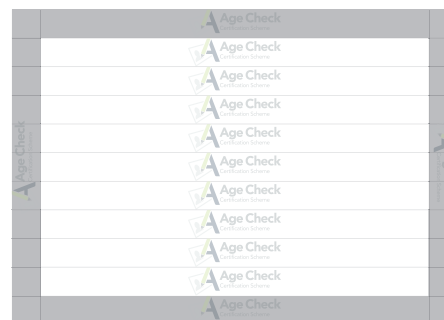
### 2. Logo placement

These are the two logo placements to be used for this portrait paper page.

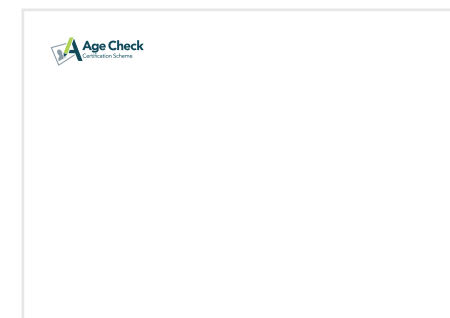
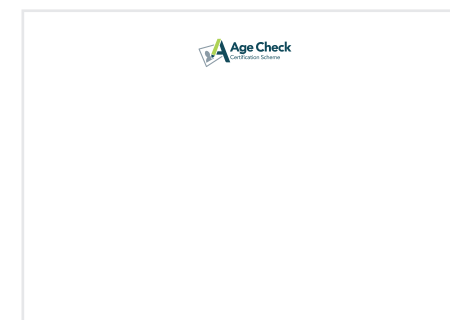
1.



2.



3.



**We've tried to cover all the information you should need when using our logo and branding.**

**If you have any further questions feel free to ask!**

**Contact details?**

