Logo

The logo and brand line should always be seen together. When using the brand frame, the Think Ahead can move out of its locked up position. Relative size and component parts must never vary, be altered or be redrawn.

Always use the ACCA logo in colour wherever possible. A suite of master artwork of the logo is available from design@accaglobal.com

Remember: The ACCA logo has an integrated white keyline around it which ensures it is visible against any background. Just remember to make sure that the brand line is visible too.

Primary

When using the lockup, we prefer it like this with the logo in ACCA red and the brand line on the right in black or white. Always try to place it in the top left corner of your design.

ACCA Think Ahead

ACCA Think Ahead

Supporting logos

Where you have no other option, it's OK to use the logo and brand line like this but we prefer you to use the primary version where possible.

ACCA Think Ahead

ACCA Think Ahead

Think Ahead **ACCA**

This was once the primary lockup but we want to be consistent with our digital communications. It's OK to use it where you have no other options, but we prefer the primary version.

Logo rules

How can you be sure you're using our logo and brand line correctly? Follow these simple rules.

Sizes
On publications that are A5, A4 or 210mm square, the primary logo should measure 20mm high and be positioned 15mm from the top and 15mm from the left hand edge of the page.

Always use to the exclusion zone. Never place type or other elements in the exclusion zone.

Remember: Always position the logo in the top left corner wherever possible.

When using the brand frame ensure the primary logo measures 20mm high.

Exclusion zone

Exclusion zone
The exclusion zone is designed to maintain a consistent clear distance from the edge of the logo and brand line to other content.
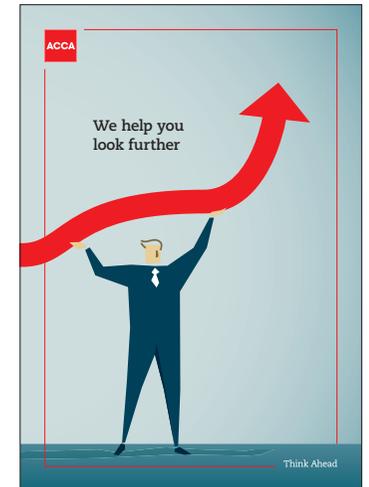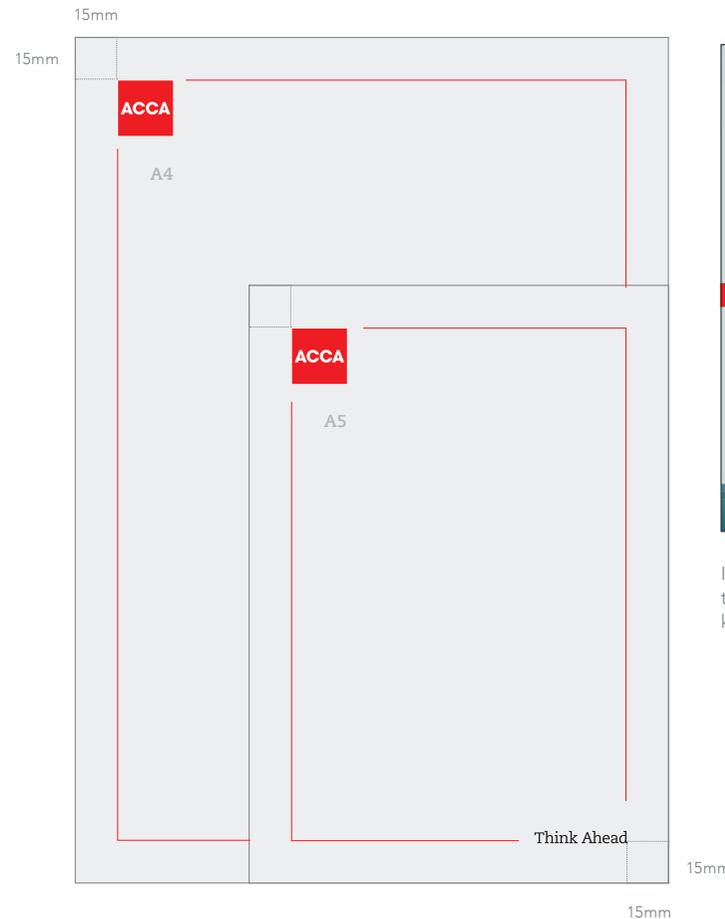
The exclusion zone is measured from the cap height of 'A'.

Minimum size

8mm

Never display the ACCA logo and brand line smaller than the minimum size.

Position

15mm

15mm

A4

ACCA

A5

ACCA

Think Ahead

15mm

15mm

We help you look further

Think Ahead

If your format is larger than A4, the logo, its position and the keyline weight should scale up.

Logo rules – exceptions

Large format display version
This version presents the brand line in a more balanced weight alongside the logo. It can be scaled up to fill wide expanses without the logo becoming oversized.

The overall height of the brand line is half the height of the logo. Used for large format office wall signage and stage backdrops only. Can be left or right reading depending on the area of placement. For office wall branding it should be constructed using cut out acrylic or metal which is mounted on spacers from the wall surface.
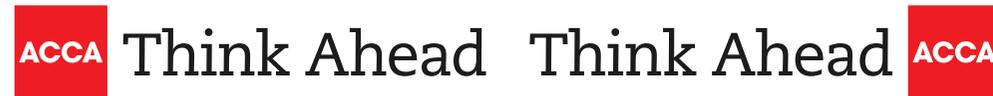
The merchandise version
This version has been exclusively created for use on garments, bags and certain merchandise. Base items should be black, white or mid-grey and made from good quality materials.

In this version the brand line is the dominant feature and the overall character height matches the height of the logo. The brand line is stacked to give a compact shape.

Remember: All artwork is available on request from design@accaglobal.com

ACCA brand frame
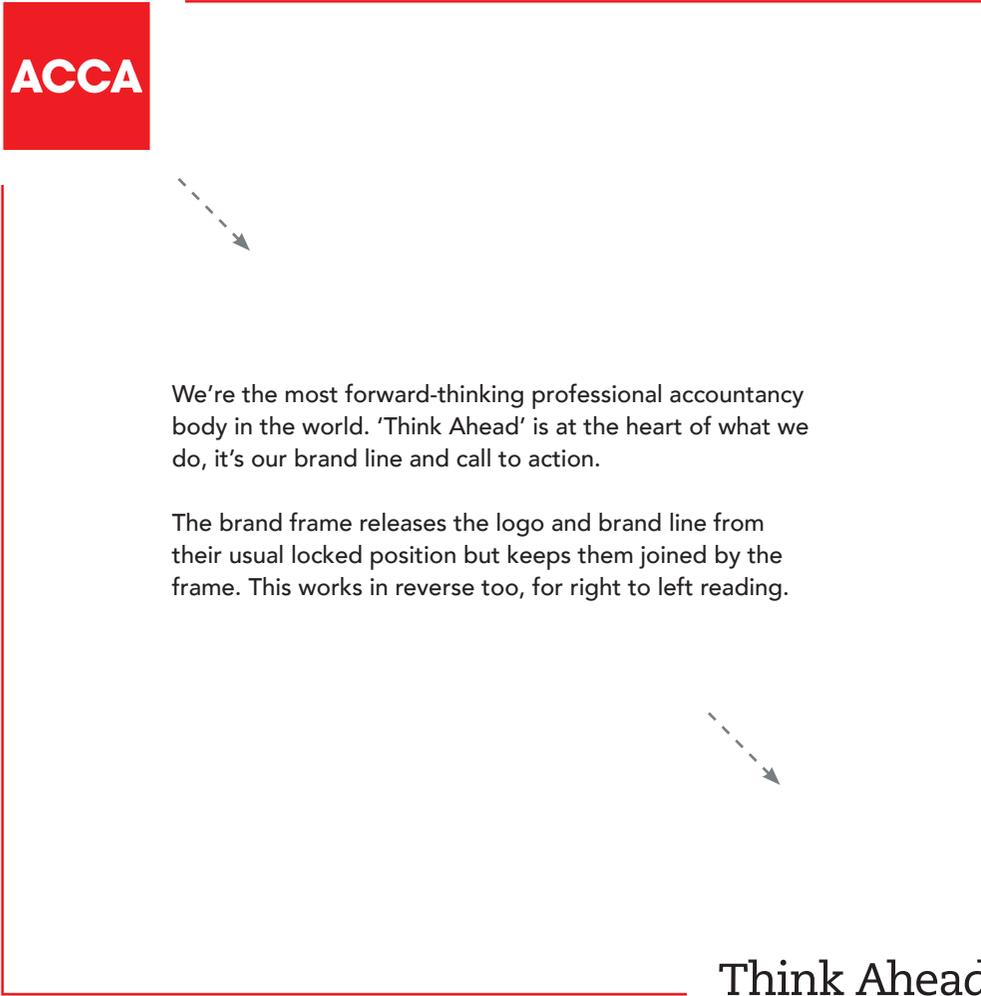
We're the most forward-thinking professional accountancy body in the world. 'Think Ahead' is at the heart of what we do, it's our brand line and call to action.

The brand frame releases the logo and brand line from their usual locked position but keeps them joined by the frame. This works in reverse too, for right to left reading.

Think Ahead

Think Ahead

The brand frame can be used very effectively for covers and event materials but it is equally effective for certificates or place cards etc.
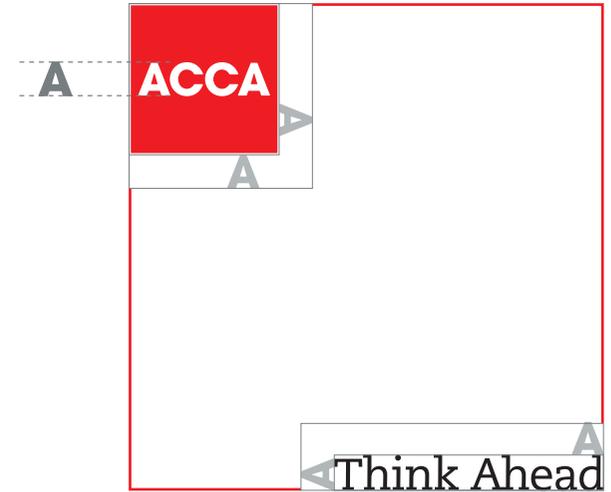
We help you look further

Think Ahead

The brand frame doesn't have to be square. It's flexible and is used to define the message area.

Remember: The cap height of 'A' is used to define the position of the brand frame to the logo and brand line.

Think Ahead

The keyline weight is always 1pt for formats up to A4. 1px for online.

For formats larger than A4 the weight should scale up to ensure it is legible.

For example:
A3 = 1.5pt
A2 = 2pt
A1 = 3pt

Always maintain a visual consistency to the keyline weight across all of the different sized materials you create.