

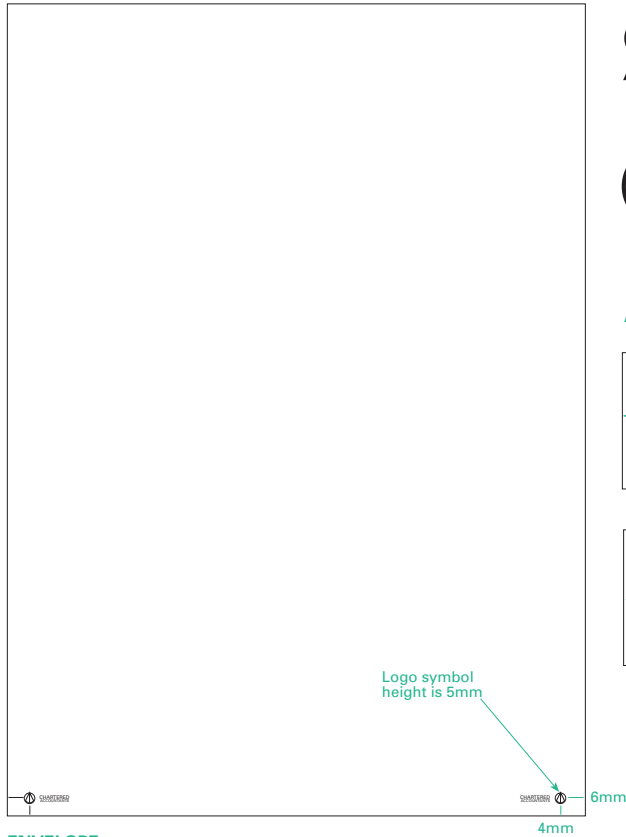
CHARTERED ACCOUNTANTS Brand Logo Identity Standards Sheet

For use of members of the College of Chartered Accountants: Chartered Accountants logo relationship and/or positioning on another organisation's stationery where the Chartered Accountants brand logo is used in a supportive role.

SUPPORT BRANDING

Where an organisation's brand is shown on the stationery, a support brand logo has been designed for use by members who are in the corporate, private and public sectors. This brand logo is for the use of members of the College of Chartered Accountants only. A certificate of Public Practice is not a necessity.

A4 LETTERHEAD



AREA OF ISOLATION



LOGO SYMBOL

The recommended position for the logo symbol is the bottom left or right side of stationery items. For organisations whose logos already appear in these areas the top left or right are acceptable.

AREA OF ISOLATION

To ensure visual impact the Chartered Accountants logo symbol must be surrounded by adequate space. This space is referred to as the 'Area of Isolation' and must be adhered to in all applications of the logo symbol. The minimum area is defined by half the height of the logo symbol applied around all sides of the logo outer area. The area may be larger, but not smaller.

COLOURS

The logo symbol should be reproduced in either PMS 2757 (Blue) or PMS 340 (Green) colour specials wherever possible. If these PMS colours are not available the logo symbol prints black.

(Note: The stationery items shown are scaled examples.)

ENVELOPE



COLOUR OPTIONS

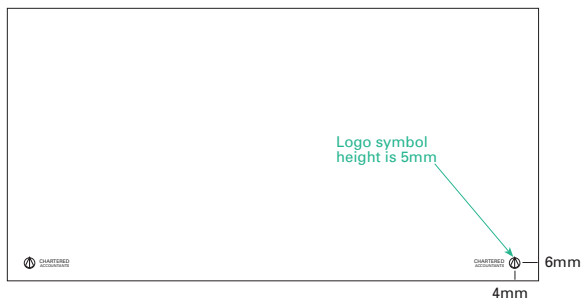


MISUSE

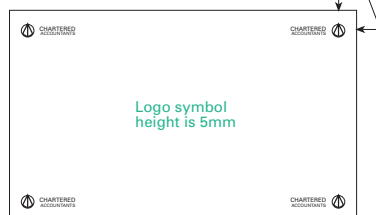
These are examples of non-acceptable uses.



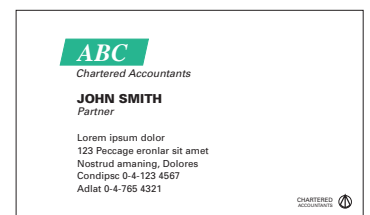
COMPLIMENT SLIP



BUSINESS CARD



EXAMPLE



Reproduction of the Chartered Accountants Brand logo for stationery is available through e-mail or on disk, from the Marketing and Communications Department: Institute of Chartered Accountants of New Zealand, PO Box 11 342, Wellington Tel: 04-4747 840, Fax: 04-499 8033, E-mail: registry@icanz.co.nz

CHARTERED ACCOUNTANTS Brand Logo Identity Standards Sheet

This sets out the guidelines for usage of the Chartered Accountants Brand Identity. Consistently applied standards must be followed in order to protect the integrity of the Brand. ALWAYS USE THE LOGOS SUPPLIED. Never recreate or amend a logo yourself, or get a designer, artist or computer operator to recreate it for you.

Digital files of the logos are available from the Marketing department: Institute of Chartered Accountants of New Zealand, PO Box 11 342, Wellington
Tel: 04-4747 840, Fax: 04-499 8033,
E-mail: registry@icanz.co.nz

BRAND LOGO



The identity should be used in its two colour application whenever possible in publication and signage material. The two colours are PMS 2757 and PMS 340.

BRAND LOGO

To protect the integrity of the brand the logo must not have anything added to it, placed over it, or be adjusted in any way. It must be used in accordance with the following standards:

Two colour version

Shown is the master logo for Chartered Accountants. The type must adhere to this position whenever the logo is reproduced.

One colour version

When using the logo in one colour only the options shown are acceptable. No other variants should be used.

MINIMUM SIZE

The minimum size of the logo is 40mm wide. This is to ensure that the logo is unobstructed in any way and is readable.

AREA OF ISOLATION

To ensure visual impact the Chartered Accountants logo must be surrounded by adequate space. This space is referred to as the 'Area of Isolation' and must be adhered to in all applications of the logo. The minimum area is defined by the cap letter 'H' of the logo type applied around all sides of the logo outer area. The area may be larger, but not smaller.

ONE COLOUR VERSION



There are only two options available. PMS 2757 with 30% tint or Black with 30% tint. It can be used without the tints or bar.

MINIMUM SIZE



Recommended minimum size is 40mm wide.

LOGO SYMBOL



AREA OF ISOLATION



The minimum area is defined by the cap letter 'H' of the logo type.

REVERSAL

The logo should always appear in the correct colours and right way in the first instance. However in certain applications for a specific publication the logo may be reversed out of the usual format. To use it in this format permission must be acquired from the Marketing Director or Graphic Designer.

LOGO SYMBOL

The logo symbol can be used as a stand alone identity. The logo symbol must always adhere to this proportion and always appear upright whenever the symbol is used.

COLOURS

The identity should be reproduced in two PMS colour specials whenever possible. These colours must be adhered to. If PMS colours are not available process colour equivalents as shown under "COLOURS"

REVERSAL



In the first instance the colours should be PMS 2757 and PMS 340, or if single colour, only PMS 2757 and Black are allowed.

TYPEFACES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890:"
<>? ,./; ' {} [] -= _ + ! @ # \$ % ^ & * () ` ~ | \

e.g Garamond Regular - The full family is allowed to be used

TYPEFACES

The two typefaces chosen in the Institute of Chartered Accountants of New Zealand identity are A Garamond and Univers families. These typefaces families are available in many different forms and are readily available.

COLOURS



Blue = PMS 2757 c/u or Process equivalent is 100 cyan, 90 magenta, 60 black



Green = PMS 340 c/u or Process equivalent is 100 cyan, 80 yellow.

Tints are to be 30% screen of PMS or Process colour

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567
890:" <>? ,./; ' {} [] -= _ + ! @ # \$ % ^ & * () ` ~ | \

e.g Univers 55 - The full family is allowed to be used

COLOURS FOR SIGNAGE

Paint:

Please contact your nearest Resene paint shop for the correct colour paint match.

Vinyl:

BLUE: 3M (7725-37)

GREEN: 3M (7725-186)