ACS Brand Guidelines
Logo Use

September 2014

1.0   Logo

The ACS logo has been uniquely
designed to reflect both the history
of the ACS as the guardians of the
ICT profession and its commitment
to 'inspire success' for its members
and partners.

To protect the integrity of the
ACS logo, it is important that the
guidelines are strictly followed to
maintain consistency. The following
pages provide all the necessary
tools you will need to use our logo
correctly across all applications.

The logo has been specially drawn
for ACS. Please use only officially
approved, original artwork files.

The ACS reserves the right to
release the ACS brand upon
contractual agreement with
specific partners.

The use of the ACS identity cannot
be used by any party without the
consent of the ACS.

1.1　Logo and Tag-line

The use of the logo in conjunction with the tag-line is flexible depending on the requirements and type of communication. However, as a rule the following applies:

Corporate stationery
In the majority of instances the tag-line is not attached to the logo within the ACS corporate stationery. The proportional size relationship between the logo and tag-line remains consistent as shown above.
'X' is based on the height of 'acs' within the logo. The height of the tag-line is 75% 'X' according to the size of the logo.

Promotional collateral
In promotional materials the logo is more often used with the tag-line attached. The tag-line's size and position in relation to the logo is fixed and must not be altered. There are two formats; horizontal and centred which can be used according to which format best suits its application.

inspiring success　　75% x

1.2   Co-branding

Alliances and Partners

Co-branding refers to alliances and partnerships between the ACS and an external organisation.

The co-branding must be authorised by the ACS brand manager. The guideline for co-branding is shown opposite.

Example only

1.3   Logo Colours

Logo Colour Variants
There are four logo colour variants to cover a range of applications. Please refer to the following guidelines:

Positive
The positive logo should be used in all instances when the logo can be applied in full colour. It should be used on a white background.

The logo should also be used in full colour logo when applied to a background colour. It is preferable that the ACS PMS Dark Blue 2767 is the background colour.

One Colour PMS 2747
The one colour logo should be used when full colour printing can not be applied or is not appropriate.

Greyscale
The greyscale logo is used on all mono (black and white) applications when colour is not appropriate.

Positive

Reverse

One Colour

Greyscale

1.4 Use of the logo

Brand Policy
The ACS brand in owned and endorsed by the ACS Management Committee. Brand management and oversight is delegated to the Chief Executive Officer. The use of the brand by all ACS affiliations must adhere to the ACS Brand Guidelines and ACS Brand Policy.

Over Arching Policy Rules
Affiliations refers to: internal entities and external entities, defined below.

Internal Entities
Internal entities refers to all internal organisations; branches, divisions, business units, chapters, special interest groups, products and services, including events that are owned or funded by the ACS.

External Entities
Organisations that work in some way with the ACS and may be seen as a partner, co-brand or alliance. This includes sponsorship and endorsement by the ACS of third party events.

Use of the ACS logo
Use of the ACS logo must be approved by the CEO. Approval should be sought by:

Organisations
All ACS affiliated organisations (including professional partners, industry alliances, accredited partners, Special Interest Groups) or MoU associates will have the option of using the ACS logo only with permission from the CEO.

Event Sponsors and ACS Endorsement
Approval to use the ACS logo must be sought by organisations in relation to sponsorship and events. This refers to external third-party sponsorship of ACS events and external third-party events that are endorsed by the ACS.

Applying for use of the ACS logo
Organisations should apply to:
www.acs.org.au/acslogoaccess

Individuals
In keeping with best practice, the unauthorised use of the ACS logo is not permitted by individuals for individual use, be they members or non-members.

Members are encouraged to use the CP and CT logos. Please refer to the document regarding CP and CT logo use.

Organisations

1.5 Use of the logo - Partners

Use of the ACS logo and branding by partners should be approved in the first instance by the ACS Brand Manager. ACS Partners are actively involved with the ACS and maintain a mutually beneficial relationship. Please adhere to the following guidelines:

Use the ACS Logo

Endorsed Event Partners
Organisations who host or co-host events including competitions, awards schemes, exhibitions, or conferences which are either funded by the ACS or which seek ACS recognition and promotion via official endorsement. Event endorsing partners are to use the general ACS logo.

Affiliates
A subsidiary organisation or a company with a bi-partisan relationship to the ACS through a mutually vested interest to serve and/or enhance the ICT industry and the profession. Affiliate partners are to use the general ACS logo.

Use the ACS Partner Logo

Professional Partners (PPPs)
Organisations or corporate bodies who have a professional relationship with the ACS under a Memorandum of Understanding (Moue). Professional Partners are to use the Partner ACS logo.

Use the ACS Accredited Program Logo

Accredited Partners
Education or training institutions offering courses or programs which are officially recognised as meeting the ACS' educational requirements. Accredited partners are to use the Accredited Program ACS logo.

Use the ACS Logo for Education Partners – ACS Accredited Programs
Education partners of the ACS wishing to badge an ACS accredited program may use the Accredited Program ACS logo.
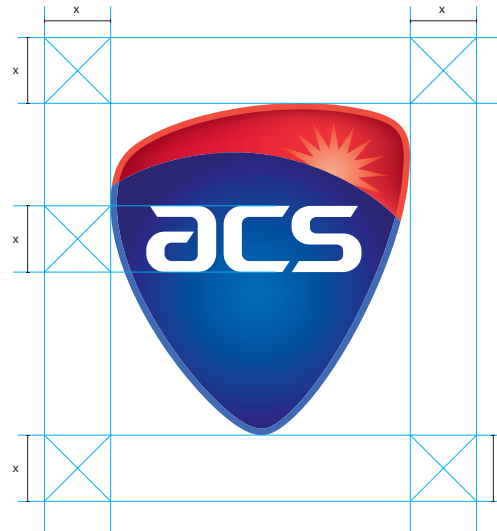
Partner

Accredited Program

1.6   Logo Clear Space

Logo Isolation Area

The isolation area denotes the space around the logo in which no other type or graphic elements encroach. This space should be the minimum amount surrounding the identity. The isolation area is the square of the height of 'acs' in the shield. This height is shown as 'X' on the diagram on the right.
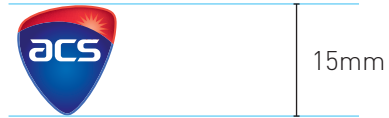
1.7 Logo Minimum Size

Logo Minimum Size

A minimum size for the ACS logo has been specified to ensure legibility at all times.
The minimum size is defined in terms of the height of the logo.
It must be no less than 15mm.

15mm

1.8   Incorrect Use of the Logo

Use of logo
It is preferred that our logo appears on a white or the ACS Dark Blue background.

However, it is also permissible for the logo to be placed on other background colours and photography.

When using the logo on a colour or photographic background, care must be taken to ensure legibility.
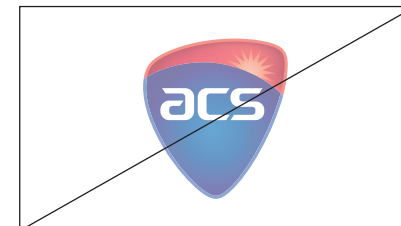
The section of the background within the minimum clear space of the logo must offer sufficient contrast with the logo.
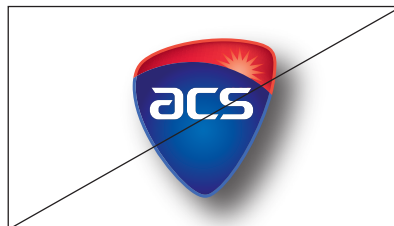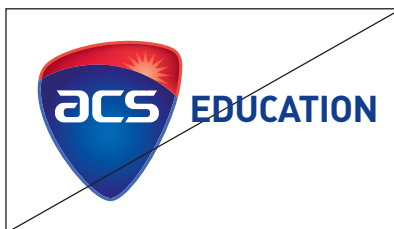

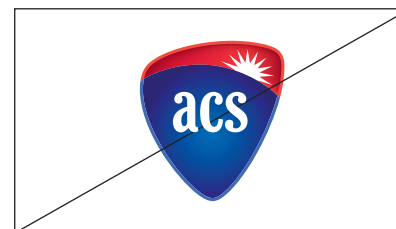**DO NOT** mix or change colour, apply effects such as keylines patterns or drop shadows.
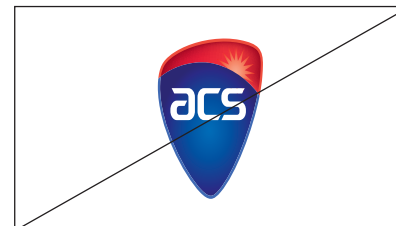
DO NOT stretch, rotate or otherwise distort the logo.

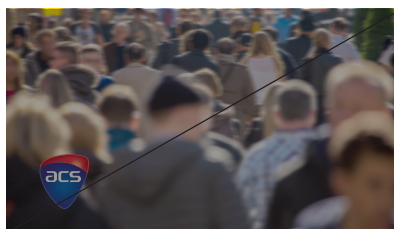**DO NOT** use the logo in tints of colour or use it as a watermark.

DO NOT add any graphic elements or text such as a division or special interest group.

DO NOT typeset, redraw or recreate the logo in any way.

DO NOT place the logo on a non-approved background colour.

DO NOT place the logo on a photographic or pattern background that compromises legibility.

1.9 Logo Formats

The logo is available in EPS, and PNG formats. These formats are supplied for a range of software platforms and reproduction requirements. Reproduction of the logo must never be distorted, ratio aspect locks and similar commands should be utilised within the particular software application.

EPS (eps) Format

Supply for external printing and signage. The eps format allows the master logo to be enlarged or reduced as a vector file, without distortion or pixelation. This is the best and preferred format for the reproduction of the logo. This format should always be supplied to ensure correct use of the logo for all types of print reproduction including stationery, brochures, promotional collateral, internet, posters, banners and signage.

EPS files are created from the original Adobe Illustrator (ai) files. Adobe Illustrator is the programme used to create the master ACS logos.
The ai ACS logo files have been supplied for archiving.

PNG (png) Format

Best suited for on-screen display – png is a format that can be utilised only in the production of internal documents and PowerPoint presentations where software restrictions do not allow for the use of an eps file or tif file.
The png should never be enlarged from its original supplied size as this will cause the logo to pixelate.
The png should be supplied at 300dpi high resolution at the size it will be reproduced.

1.10   Logo Artwork Directory

Master Logo Artwork
The logo has been specially drawn for ACS. Please use only officially approved, original artwork files from the artwork library. A variety of file formats is available to suit different applications.

Access and use of logos is restricted. Please contact the ACS brand manager in regards to access to logos.

	Suffix	Positive	Reverse	1 colour PMS	Greyscale
PRINT					
PMS					
Adobe Illustrator CC	(.ai)			acs_logo_1col_pms2747.ai	
Encapsulated Postscript	(.eps)			acs_logo_1col_pms2747.eps	
CMYK					
Adobe Illustrator CC	(.ai)	acs_logo_cmyk.ai	acs_logo_cmyk.ai		acs_logo_grey.ai
Encapsulated Postscript	(.eps)	acs_logo_cmyk.eps	acs_logo_cmyk.eps		acs_logo_grey.eps
DIGITAL					
RGB					
Adobe Illustrator CC	(.ai)	acs_logo_rgb.ai	acs_logo_rgb.ai		
Encapsulated Postscript	(.eps)	acs_logo_rgb.eps	acs_logo_rgb.eps		
PNG high resolution-300ppi	(.png)	acs_logo_rgb.png	acs_logo_rgb.png	acs_logo_1col_rgb.png	acs_logo_grey.png
PNG low resolution-72ppi	(.png)	acs_logo_rgb_72dpi.png	acs_logo_rgb_72dpi.png		

1.11 Logo Artwork Directory

Master Logo and Tag-line Artwork
The logo has been specially drawn
for ACS. Please use only officially
approved, original artwork files from the
artwork library. There are two formats:
Horizontal and Centred in positive and
reverse. There are two versions of the
Horizontal format; The tag-line ranged
left (shown) and the tag-line ranged
right. Either version can be used to
best suit its application.

Access and use of logos is restricted.
Please contact the ACS brand manager
in regards to access to logos.

	Suffix	Horizontal (ranged left and ranged right)	Centred	Horizontal Reverse (ranged left and ranged right)	Centred Reverse
PRINT					
CMYK					
Adobe Illustrator CC	(.ai)	acs_logo_tag_horiz_cmyk.ai	acs_logo_tag_centre_cmyk.ai	acs_logo_tag_horiz_rev_cmyk.ai	acs_logo_tag_centre_rev_cmyk.ai
Encapsulated Postscript	(.eps)	acs_logo_tag_horiz_cmyk.eps	acs_logo_tag_centre_cmyk.eps	acs_logo_tag_hoziz_rev_cmyk.eps	acs_logo_tag_centre_rev_cmyk.eps
DIGITAL – RGB					
Adobe Illustrator CC	(.ai)				
Encapsulated Postscript	(.eps)				
PNG high resolution-300ppi	(.png)	acs_logo_tag_horiz_rgb.png	acs_logo_tag_centre_rgb.png	acs_logo_tag_horiz_rev_rgb.png	acs_logo_tag_centre_rev_rgb.png
PNG low resolution-72ppi	(.png)	acs_logo_tag_horiz_rgb_72dpi.png	acs_logo_tag_centre_rgb_72dpipng	acs_logo_tag_horiz_rev_rgb_72dpi.png	acs_logo_tag_centre_rev_rgb_72dpi.png

Contact

If you have any questions in relation to the
ACS brand guidelines please contact:

The ACS Brand Manager
Phone 02 9299 3666