

Access Care of Coastal Texas® Identity Guidelines

2022 Redesign

Welcome & Thanks for registering with ACCT®

For questions contact us at info@accttexas.org or visit www.accttexas.org

Your brand manual is the guide that keeps all of your design on the straight and narrow. It's the document that shows you what your 'house fonts' are, which palette of colours best represent your business. And it shows everyone who designs for your business how to make sure that each piece of collateral look like it's come from the same company. No easy task I can tell you!

They help you build trust and reassurance with your customers because everything you produce has a common style or theme. That doesn't mean it needs to look the same, but just like it's come from the same company. Every business needs a brand manual. They will save you time, they'll save you money and they will help you project a better image. What's not to like?

LOGOTYPE

File saved as ACCT_Logo.eps



LOGO VERSIONS

- A. White Version
Usage: White/Light Backgrounds
- B. Gradient Version
Usage: Dark Overlay/Print
- C. Stroke Version
Usage: Social Media/Small Scale/Screen



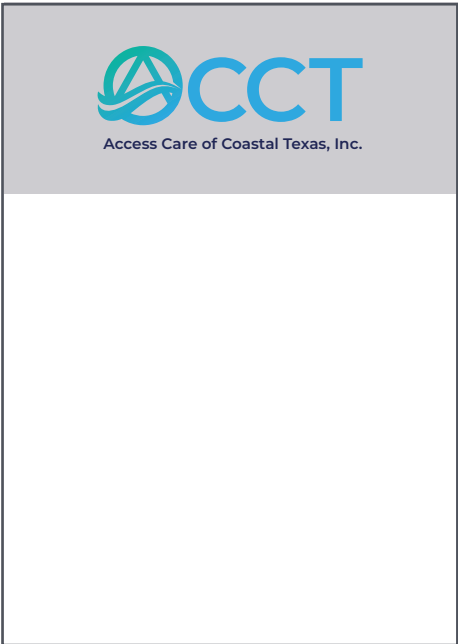
LOGO LOCATION

When sending this brand manual, the document should be accompanied by the logo in a range of formats including .eps, .ai and .png.

docs/ACCT_Logo.eps
docs/ACCT_Grey_Logo.eps
docs/ACCT_Stroke.eps

STATIONERY

File saved as ACCT_Letterhead.eps, Business_Card.eps, Comp_Slip.eps



Letterhead & Compliment Slip

Dimensions: 297/99 x 210mm, **Finish:** 1 Col + 1 Foil Finish, **Paper:** Insert Paper here, **Weight:** 120gsm, **Other:** Die Cut & Boxed

Business Card

Dimensions: 85 x 55mm, **Finish:** 1 Col + 1 Foil Finish, **Paper:** Insert Paper here, **Weight:** 320gsm, **Other:** Die Cut & Boxed

VARIATIONS



LOGO CLEARSPACE

Definition

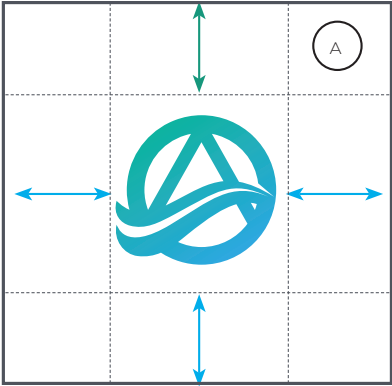
Clearspace is the minimum amount of space around the logo into which no other object should infringe.

Breakdown

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height /2). The logo can be locked-up in two different ways. Horizontally, (ideal for web) and vertically.

Breakdown

Minimum logo size is 10pt in height



TYPOGRAPHY



Montserrat Font

<https://fonts.google.com/specimen/Montserrat>

Bold/
Light

Designed to integrate with the character of the OS, the Montserrat typeface also aims to cover the legibility needs for a large range of handsets varying in screen quality and rendering.

COLOUR TINTS

Tints are useful in printing as they reduce costs by negating the need for additional Color plates.

In color theory, a tint is the mixture of a color with white, which increases lightness.

ICON LOCATION

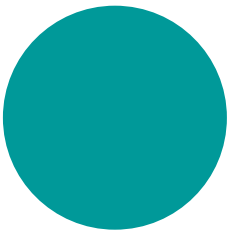
When sending this brand manual, the document should be accompanied by icons in a range of formats including .eps, .ai and .png.

ACCT/docs/icons.eps

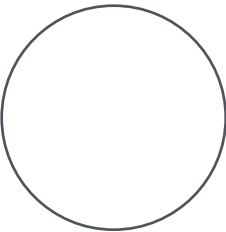
PRIMARY BRAND COLOURS



BLUE
CMYK: 70.71 | 30.04 | 0 | 0
RGB: 58 | 150 | 219
HexCode: #3A96DB
Pantone: 2925U

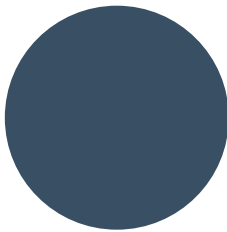


GREEN
CMYK: 87.46 | 22.16 | 54.96 | 3.69
RGB: 0 | 142 | 130
HexCode: #008E82
Pantone: 3285U

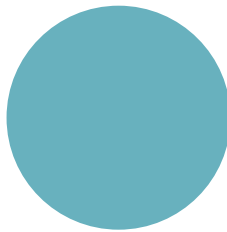


WHITE
CMYK: 0 | 0 | 0 | 0
RGB: 255 | 255 | 255
HexCode: #FFFFFF
Pantone: 000C

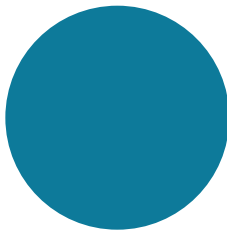
SECONDARY COLOURS



DARK BLUE
CMYK: 80 | 62 | 43 | 26
RGB: 60 | 81 | 100
HexCode: #3C5164
Pantone: 2965U



LIGHT BLUE
CMYK: 59 | 14 | 23 | 0
RGB: 105 | 177 | 190
HexCode: #69B1BE
Pantone: 7709U



TURQUOISE
CMYK: 93 | 40 | 29 | 3
RGB: 0 | 122 | 154
HexCode: #007A9A
Pantone: 314U

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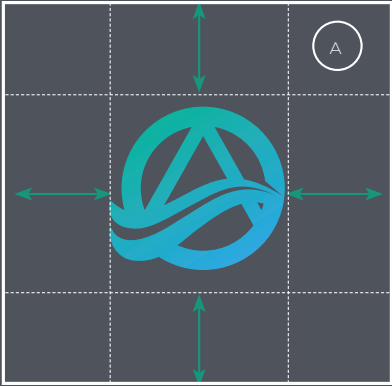
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Pantone: 000C



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