SINGAPORE CA QUALIFICATION

Branding Guide

Updated as at 1 April 2023

INTRODUCTION

With effect from 1 January 2017, the Singapore Qualification Programme has been renamed as the **Singapore CA Qualification**; the Singapore QP Foundation Programme has been renamed as the **Singapore CA Qualification (Foundation)**.

This change reflects the need for the qualification to be better aligned with the Chartered Accountant of Singapore or CA (Singapore) designation that it leads to. The change is also in line with the qualifications offered by the leading Chartered Accountancy bodies of Chartered Accountant Worldwide.

Guidelines on new naming convention

In your physical and digital collaterals and premiums, please replace all mentions of the 'Singapore Qualification Programme' or the 'Singapore QP' with the 'Singapore CA Qualification'.

In a page with numerous mentions of the 'Singapore QP', please insert with the following for the **first** mention:

Singapore CA Qualification *(formerly known as Singapore QP)*

At a glance:

Singapore Qualification Programme ▶ Singapore CA Qualification

First mention:
Singapore Qualification Programme ▶ Singapore CA Qualification *(formerly known as Singapore QP)*
Singapore QP ▶ Singapore CA Qualification
Singapore QP Foundation Programme ▶ Singapore CA Qualification (Foundation)

What is not allowed:

• singapore chartered accountant qualification
• Singapore CAQ
• singapore caq
• SCAQ
• scaq

CA (SINGAPORE)

Branding Guide
Effective Application from 1 February 2017

(For Accredited Training Organisations)

Updated as at 1 April 2023

CONTENTS

INTRODUCTION

Why we have a brand identity

We want the CA (Singapore) brand to be recognised and trusted around the world. The CA (Singapore) brand identity is the visual expression of our brand through all communication media. It will enable us to build and maintain a consistent expression of our brand.

The branding guide

The branding guide is a comprehensive approach to building and managing our visual identity globally across all touchpoints and comprises:

• Elements, the component parts of our visual identity such as the logo and colour, which together make up our communications

• Principles defining how to use each element of our communications

• Definitions on how to use our brand identity on different media applications, such as stationery

The brand identity principles

The elements, principles and applications are described in detail in this guide. This guide is intended for anyone involved in the creation and use of our media. Used accurately and consistently over time, it will help build the CA (Singapore) brand in the hearts and minds of our audiences and maintain a distinctive position in our markets.

Our commitment to quality

For implementers, a high-res JPEG/PNG for the Accredited Training Organisation logo lock-up will be provided. Never attempt to re-create any artwork.

It is not possible to capture all the possible manifestations of our brand identity in this guide. If you have questions about a specific media application not described here, please contact an authorised ACRA staff.

KEY COMMUNICATION MESSAGES

Key communication messages are ready-to-use statements encapsulating the essence of the CA (Singapore) brand. They can be used directly in internal or external communication (such as in presentations, speeches or brochures).

CA (Singapore) key communication messages

"The Chartered Accountant of Singapore is a recognised mark of excellence across all aspects of business - one that plays an important role in supporting the development of Singapore's economy."

"The Chartered Accountant of Singapore is a professional designation known for its rigour and quality."

"The Chartered Accountant of Singapore leads the way towards a distinguished career as a professional accountant."

"A Chartered Accountant of Singapore looks forward to a challenging and varied career and superior job prospects."

Part 1: Logo lock-up

STANDARDISED FORM

Our logo is our most valuable asset. Give it pride of place and present it with clarity and consistency.

Standardised form

The logo lock-up should not be altered in any way. It must always be used consistently in its standardised form. This provides legal protection and aids recognition and awareness.

The CA (Singapore) logo always appears on the left in the logo lock-up. The 'Accredited Training Organisation' text always on the right. Both elements are always separated by a vertical bar.

The logo lock-up always appears in this standardised form on all applications.

CA (Singapore) Accredited Training Organisation logo lockup

2X   XX   2X

2X

X   **C**hartered | Accredited
         Accountant | Training
         SINGAPORE | Organisation

25.25mm

2X

CLEAR ZONE, MINIMUM SIZE & USAGE

Vertical bar

Weight   0.2pt (minimum) - scalable
Height   5X
Colour   Black

Clear zone

Always maintain a clear zone around the logo lock-up. A clear zone is an area that contains no text or symbols of any kind.

Note that the clear zone specifications may change according to the application. Always check the specific media applications in this guide for other clear zone specifications.

If you have questions about a specific media application not described here, please contact an authorised SAC staff.

Minimum size

The minimum size is 10mm height.

COLOUR WAYS

CA (Singapore) purple and black

The CA (Singapore) purple and black is based on Pantone 2602C and 100K respectively. There are different colour specifications for applications in print, on screen and in other reproduction methods and materials. Each is described in the palette.

Standard colour palette

Only use colours from the standard colour palette built from two base colours. Always check specific media applications for how colour is used.

The CMYK and Pantone values are for print applications, and the RGB and # values for onscreen.

Exceptions

You must always use the full-colour version of the logo lock-up on a white background wherever possible.

However, this may not be possible in some media applications. The exceptions are:

• One-colour printing (black), e.g. newsprint

CA (Singapore) Purple

C65 M100 Y0 K5
Pantone 2602
R120 G39 B139
#78278B

Black

C0 M0 Y0 K100
R0 G0 B0
#000000

CA (Singapore) Grey

C0 M0 Y0 K70

Black

C0 M0 Y0 K100

Full Colour / 2-Colour Logo

Chartered Accountant
SINGAPORE | Accredited Training Organisation

Single Colour / Greyscale Logo

Chartered Accountant
SINGAPORE | Accredited Training Organisation

PERMISSIBLE BACKGROUNDS

Default backgrounds

Only use colours specified here.

Always check specific media applications for how colour is used.

The CMYK and Pantone values are for print applications, and the RGB and # values for onscreen.
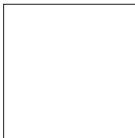
CA (Singapore) Purple

C65 M100 Y0 K5
Pantone 2602
R120 G39 B139
#78278B

Black

C0 M0 Y0 K100
R0 G0 B0
#000000

White Background

C0 M0 Y0 K100
R0 G0 B0
#000000

Full Colour / 2-Colour Logo

On White Background only

CA (Singapore) White

C0 M0 Y0 K0

Black Background

C0 M0 Y0 K100

Reverse White Logo

On Black Background only

PERMISSIBLE BACKGROUNDS

Secondary colour palette

The colour variations on the vertical axis form the distinctive colour palette for CA (Singapore).
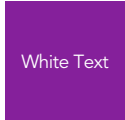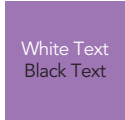
Use of colour

You may use these colours:

• To differentiate CA (Singapore) from your other communications

• For CA (Singapore) graphic elements

• For CA (Singapore) backgrounds ('Base' colours are default)

• For CA (Singapore) headlines and sub-heads

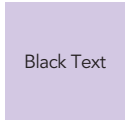• For variety and to create visual depth in your communications

Always use this colour palette for CA (Singapore) communications wherever possible to create association.

The logo lock-up may appear on these specified coloured backgrounds, and only in white or black as illustrated.

Deep

White Text

C65 M100 Y0 K55
R66 G0 B80
#420050

White Logo on 'Deep' Background

Base

White Text

C65 M100 Y0 K5
Pantone 2602
R120 G39 B139
#78278B

White Logo on 'Base' Background

Soft

White Text
Black Text

C40 M60 Y0 K0
R158 G118 B180
#9E76B4

White Logo on 'Soft' Background　　　　Black Logo on Soft' Background

Tint

Black Text

C15 M20 Y0 K0
R211 G200 B227
#D3C8E3

White Logo on 'Tint' Background

RELATIVE PROPORTIONS

In relation to your organisation's logo

Where possible, the size of your organisation's logo should be evenly weighted against the CA (Singapore) Accredited Training Organisation logo lock-up.

The recommended proportions are outlined on this page. Be sure to conform to other guidelines set forth in this Branding Guide (i.e. clear zone, minimum size, colour ways, usage on backgrounds, etc.).

Relative Proportion

Matched to the height of the 'Vertical Bar'

Part 2: Logo lock-up applications

2.1 Printed applications (A4 format)
2.2 Printed applications (other formats)
2.3 Name card application
2.4 Unacceptable logo lock-up usage

PRINTED APPLICATIONS

Page size

A4 portrait format
297mm (height) X 210mm (width)

Logo lock-up size

15.5mm height (recommended)

Logo lock-up position

Aligned to the top right, bottom left or bottom right, depending on the application.

All dimensions in millimetres

210

15

15.5 10

Chartered
Accountant
SINGAPORE | Accredited
Training
Organisation

Position Ⓐ

297

Position Ⓑ

Position Ⓒ

10 15.5

Chartered
Accountant
SINGAPORE | Accredited
Training
Organisation

Chartered
Accountant
SINGAPORE | Accredited
Training
Organisation

10 15.5
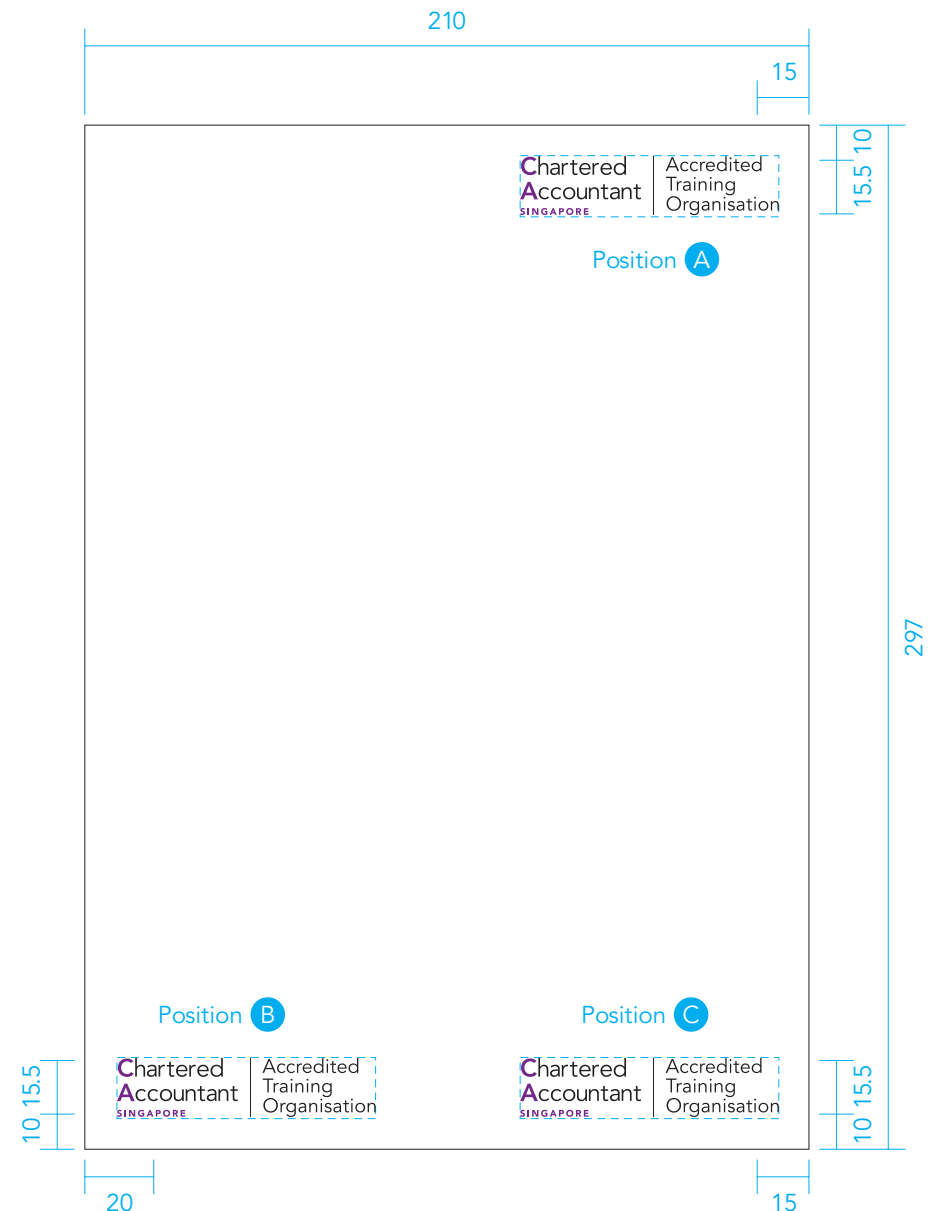
20

15

PRINTED APPLICATIONS

Page size

A4 portrait format
210mm (height) X 297mm (width)

Logo lock-up size

15.5mm height (recommended)

Logo lock-up position

Aligned to the top right, bottom left or bottom right, depending on the application.

297

15

15.5 10

Chartered
Accountant
SINGAPORE

Accredited
Training
Organisation

Position A

210

Position B

Chartered
Accountant
SINGAPORE

Accredited
Training
Organisation

10 15.5

20

Position C

Chartered
Accountant
SINGAPORE

Accredited
Training
Organisation

10 15.5

15

All dimensions in millimetres

PRINTED APPLICATIONS

Size

Other formats

Determining logo lock-up size

To determine the height of the logo lock-up on all other formats, simply apply the following formula:

$$\frac{(height) + (width)}{32.5} = \text{Height of Vertical Bar}$$

'height' and 'width' refer to the size of the artwork.

For example, on A3 formats:

$$\frac{(297mm) + (210mm)}{32.5} = 22mm$$

Use this formula as a guiding principle, but exercise discretion when the logo lock-up needs to be larger or smaller on certain applications.

Logo lock-up position

Aligned to the top right, bottom left or bottom right, depending on the application.

Clear zone & minimum size

Always maintain a clear zone around the logo lock-up. The minimum size is 10mm height. Refer to Part 1.2 of this guide for details.

Pull-up Banner

Position **A**

Position **B**　　Position **C**

A1 Poster

Position **A**

Position **B**

Position **C**

NAME CARD APPLICATION

Name card size

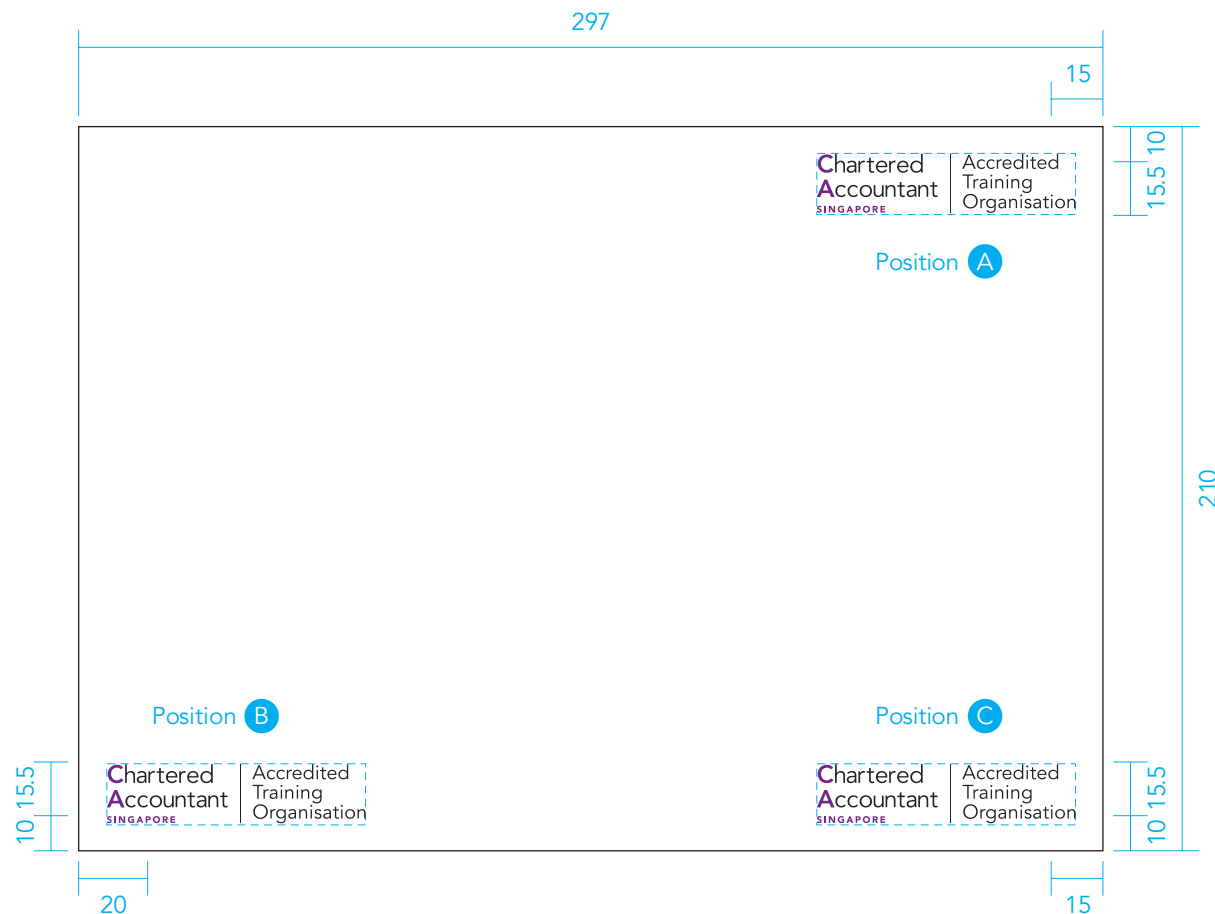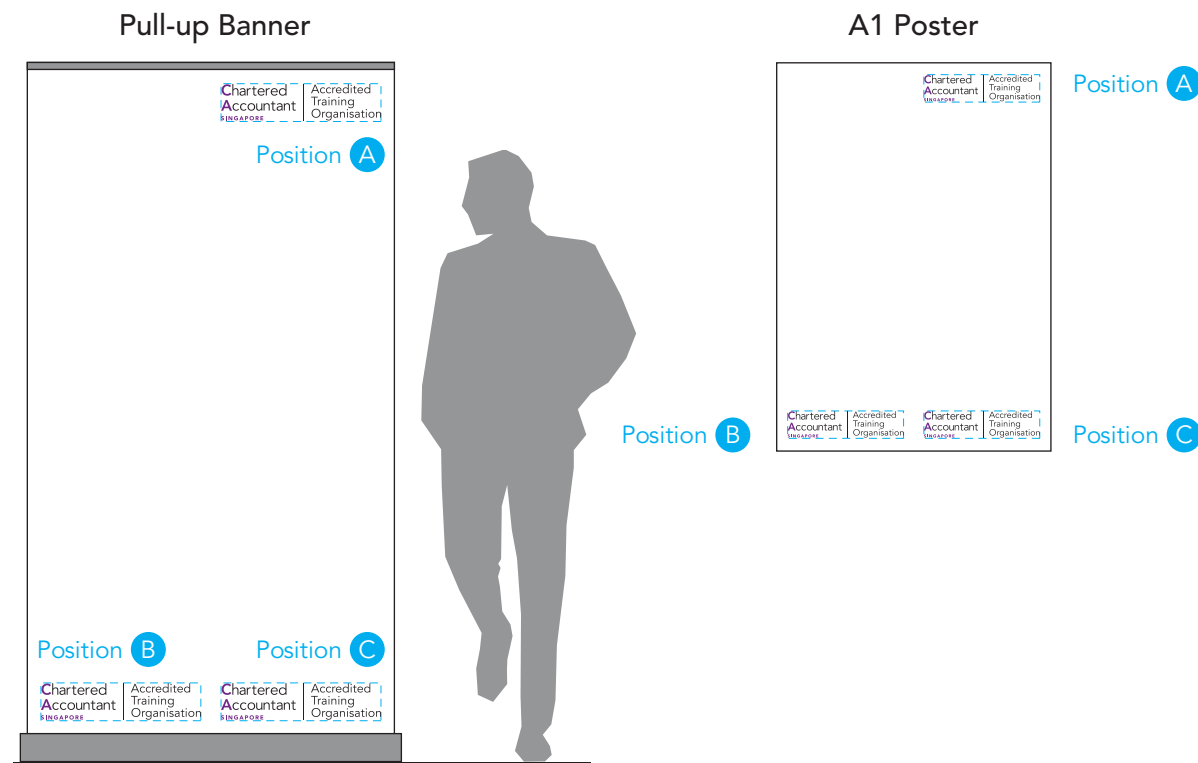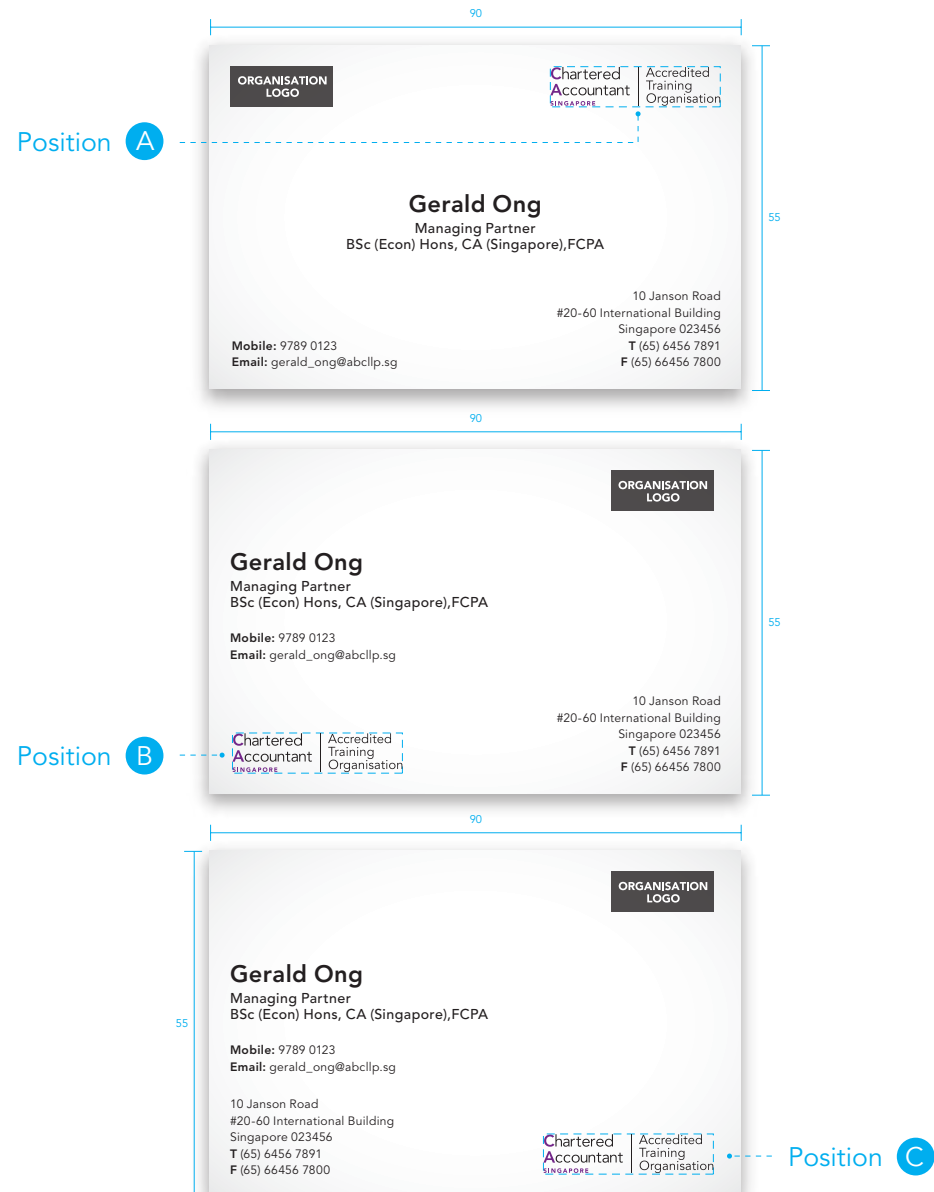55mm (height) X 90mm (width)

Logo lock-up size

10mm height (recommended)

Logo lock-up position

Aligned to the top right, bottom left or bottom right, depending on the application.


Position A

ORGANISATION LOGO

Chartered Accountant SINGAPORE | Accredited Training Organisation

Gerald Ong
Managing Partner
BSc (Econ) Hons, CA (Singapore),FCPA

10 Janson Road
#20-60 International Building
Singapore 023456
T (65) 6456 7891
F (65) 66456 7800

Mobile: 9789 0123
Email: gerald_ong@abcllp.sg

ORGANISATION LOGO

Gerald Ong
Managing Partner
BSc (Econ) Hons, CA (Singapore),FCPA

Mobile: 9789 0123
Email: gerald_ong@abcllp.sg

10 Janson Road
#20-60 International Building
Singapore 023456
T (65) 6456 7891
F (65) 66456 7800

Position B

Chartered Accountant SINGAPORE | Accredited Training Organisation

ORGANISATION LOGO

Gerald Ong
Managing Partner
BSc (Econ) Hons, CA (Singapore),FCPA

Mobile: 9789 0123
Email: gerald_ong@abcllp.sg

10 Janson Road
#20-60 International Building
Singapore 023456
T (65) 6456 7891
F (65) 66456 7800

Chartered Accountant SINGAPORE | Accredited Training Organisation

Position C

All dimensions in millimetres

15

UNACCEPTABLE LOGO LOCK-UP USAGE

The Accredited Training Organisation logo lock-up represents the ATO status of an organisation which provides the professional environment and support for Singapore CA Qualification Candidates. It is thus important that we adhere to the ATO logo lock-up rules specified in this branding guide.

The following are examples of unacceptable usage of the ATO logo lock-up.

1. Do not use unspecified colours

2. Do not distort the logo lock-up, either by stretching or squishing it

3. Do not rotate the logo-lockup

4. Do not add colour or graphic inside the logo lock-up

5. Do not place the logo lock-up over busy background/ an image using a non-contrasting colour

6. Do not place an oversized or undersized logo-lock-up next to your organisation logo

7. Do not use the logo lock-up excessively in a single application
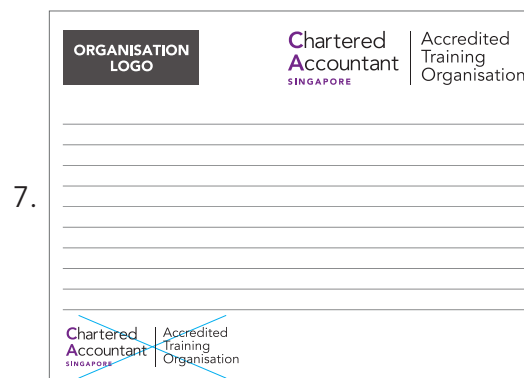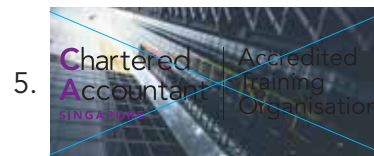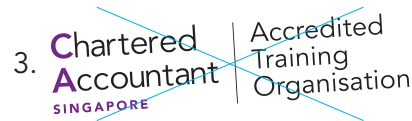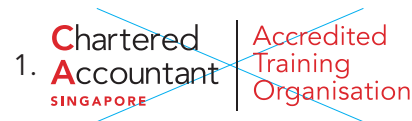
Part 3: Statement of affiliation

3.1 Standardised form & usage

STANDARDISED FORM & USAGE

You may use the statement of affiliation below, in its standardised form, as a proxy on all material where the CA (Singapore) Accredited Training Organisation logo lock-up cannot be used. Use it in accordance with your organisation's Brand or Visual Identity System to determine placement, typeface, size and other specifications.

Standardised form

"An Accredited Training Organisation for the CA (Singapore)."

Usage

Examples of such applications are (but not limited to):
- Business cards
- Letterheads
- Press Releases
- Banners / Posters
- Brochures
- Flyers / Pamphlets
- Certificates
- Forms / Slips / Schedules / Dockets
- Online platforms (e.g. websites, microsites, EDMs, etc.)
- Digital presentations (e.g. PowerPoint, Prezi, etc.)
- Advertising (ATL and BTL)

Do ensure maximum visibility through size, position, space and background.

When in doubt, please consult an authorised ACRA staff.

Part 4: Terms for use

4.1   Qualification & procedure and contact information

QUALIFICATION & PROCEDURE

The Chartered Accountant of Singapore designation or CA (Singapore) is developed by the Singapore Accountancy Commission and the use of this designation is restricted and protected via the Singapore Accountancy Commission Act.

The use of the CA (Singapore) Accredited Training Organisation logo lock-up and the statement of affiliation is restricted to parties who are granted such explicit rights by the SAC through the Accredited Training Organisation certification.

CONTACT INFORMATION

For ATO enquiries, please contact:

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& Development
darren_tan@acra.gov.sg