



**Corporate  
Branding Guide**  
Media Kit Version

[www.acagroup.be](http://www.acagroup.be)

Our north star

# The ACA family's core values

**At the heart of the ACA Family and Culture lie our core values.** These values form the foundation of who we are and what we stand for. They are the common threads that unite us, defining our shared identity and guiding our collective journey.



**Excellence**

**Good, Better, Best**

We don't just blend passion, artistry, and innovation into exceptional strategies and solutions; we sculpt them. Elevating experiences for our customers, our team, and our culture isn't just a goal; it's our way of life.



**Customer Delight**

**Putting a smile  
on your face**

Our existence thrives on the smiles of contented customers and a joyous team. Crafting value that resonates with every perspective breathes life, purpose, and meaning into our work.



**Flexibility**

**Flexible Minds,  
Unbendable  
Determination**

Life is an art of flexibility. We bend, we transform, we welcome new visions, and we thrive through evolution and growth.



**Teamwork**

**Together,  
Like Clockwork**

Whether it's in a meeting, at the Kanban board, or during our ACA weekends, our dreams flourish through the harmonious rhythm of teamwork.



**Transparency**

**We Don't Photoshop  
the Truth**

We dare to veer left when the world turns right. We carve uncharted paths, defy comfort zones, challenge ourselves and our clients, and unapologetically uphold our beliefs and values.



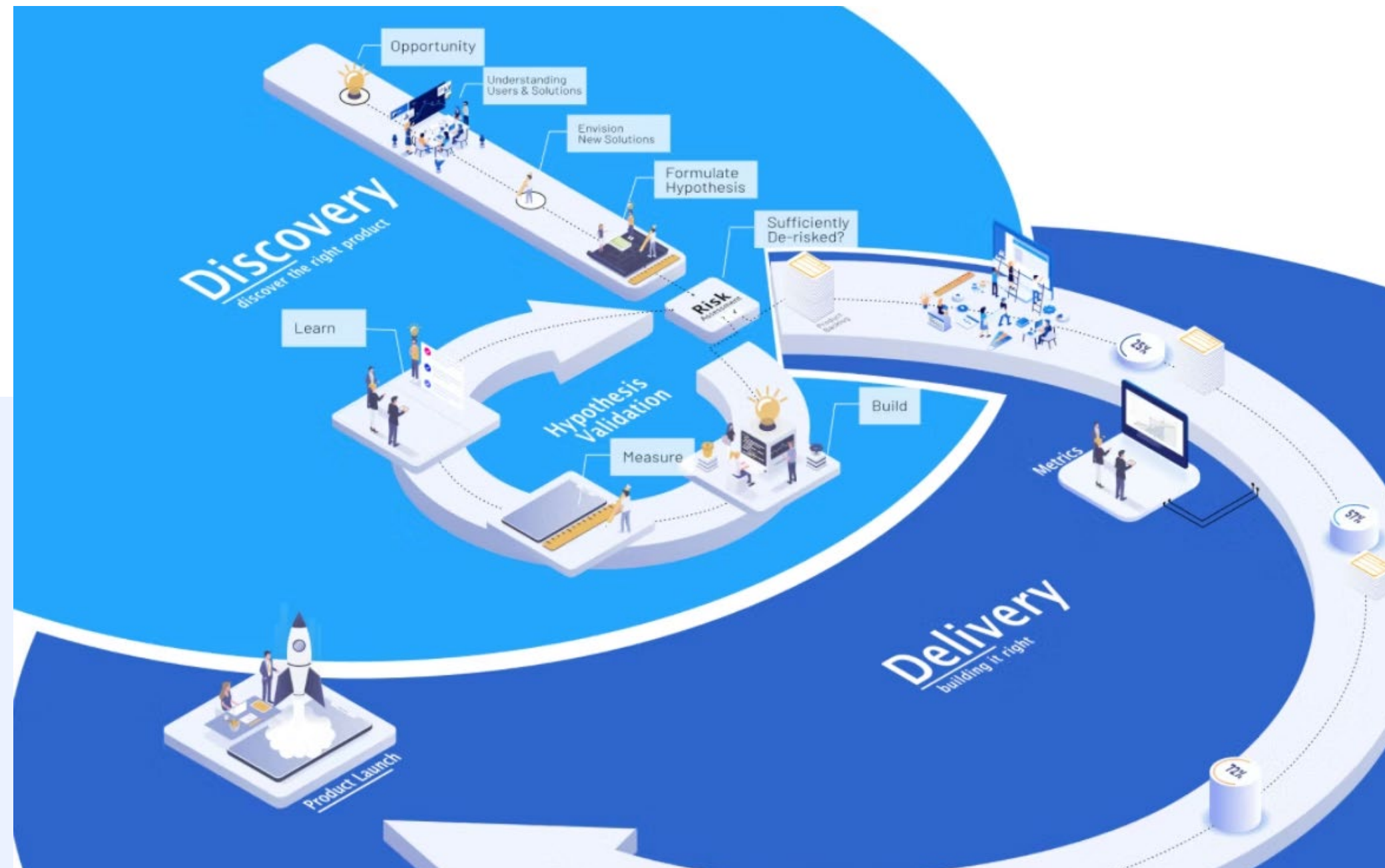
**Respect**

**We're All Ears,  
No Noses**

We voice our thoughts with grace, intention, and respect for all. Every expression is a beacon of thoughtfulness, consideration, and respect for all involved.

Our guiding framework

# Purpose, mission and vision



# The ACA Group logo

You are the key for ideal visibility

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## ACA?

### What does ACA mean?

ACA is not just a slogan, not just a company:

- A Class Apart
- Above Customer Expectations
- Awesome Coder Alliance
- Agile Craftmanship Applied

## History

### All caps, Ubuntu font

Paying homage to our proud history, we continue to feature our classic "Ubuntu" font in the logo. It's our way of honoring our three decades of existence and paving the way for the next generation.

## Future

### The ACA Group

We are the ACA Group because 'Group' signifies unity and togetherness. While we embrace and support the individuality of our pods and teams, we unite as one, working collaboratively toward a common goal.

## The dots

### Clarity of our brand

The dots within our logo serve as visual markers that enhance the clarity of our brand. They facilitate a clear separation between the letters, stimulating readability. It reinforces our commitment to precision.



**A.C.A.**  
Group

#### The logo

### 3 dots

The dots are visible in all our logo files like .EPS, .PNG & .JPG's. **The golden rule we have is: If you have the add the dots yourself, you shouldn't be adding them in the first place.** So a nice reminder: The only dots we have are in our full logo.



**ACA Group**

#### Horizontal version

### No dots

We don't have a fully fledged horizontal logo. When we need to mention ACA Group in this way, we type it out in full. No dots in a text version of our logo, so no dots here as well.



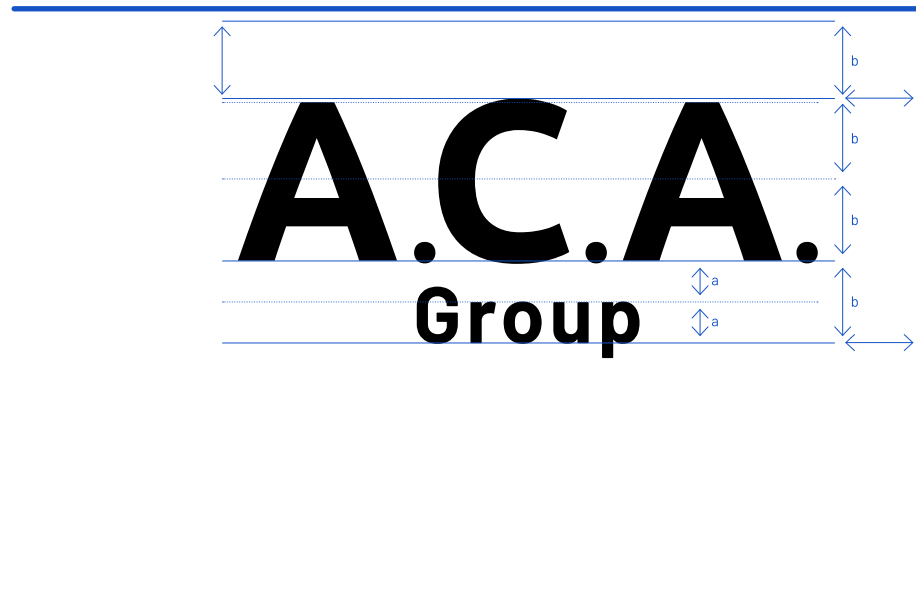
### ACA in een titel

Wanneer je ACA of ACA Group schrijft in een tekst.

#### ACA in text

### No dots

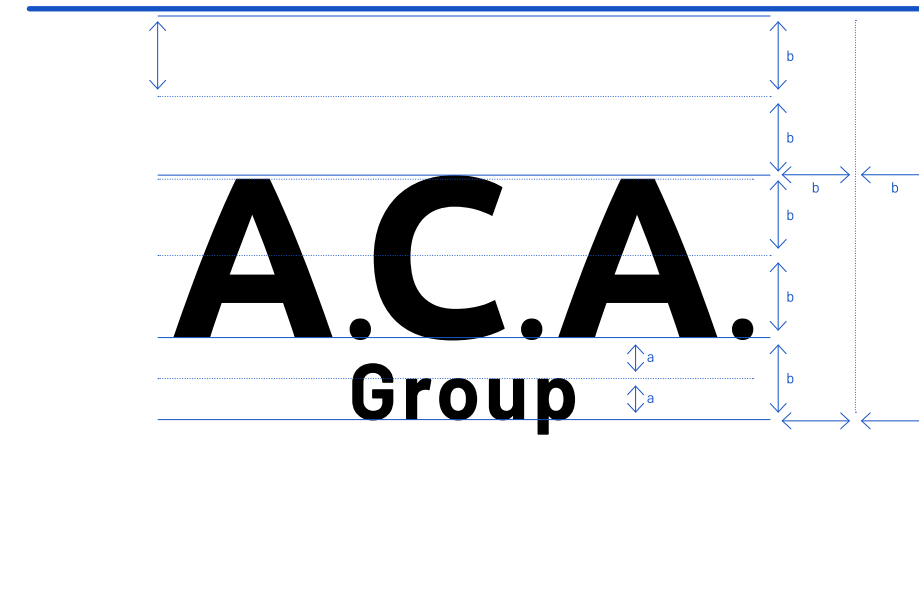
We don't add dots to our name in text because it reads a bit better without dots everywhere. Both for ACA as ACA Group.



#### Digital spacing

##### Use half of an ACA letter

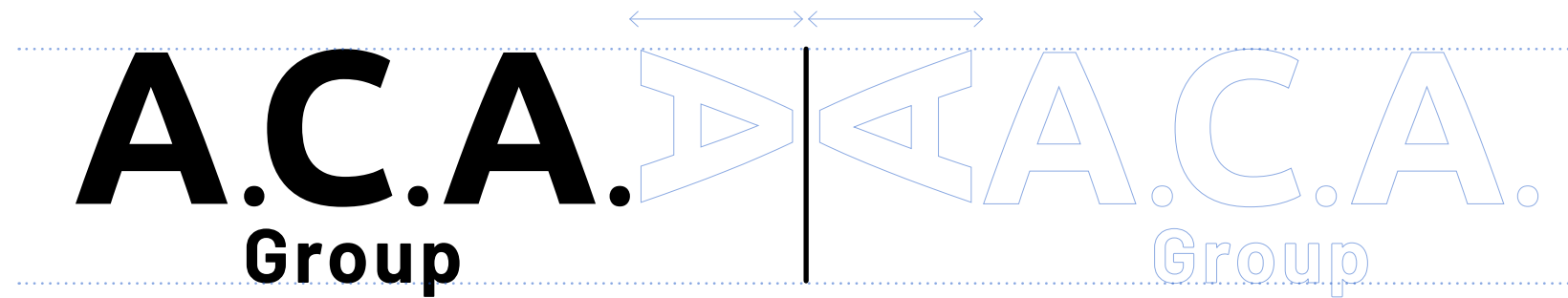
Providing our logo with the appropriate breathing room is essential. Thus, you should maintain a minimum clearance equal to half the width of a single ACA letter between the edges of your digital document or online page and our logo.



#### Print spacing

##### Use a full ACA letter

When dealing with printed materials, it's important to ensure a distance equal to the complete width of a single ACA letter between the paper's edges and our logo. It provides an additional safety margin to accommodate any potential printing irregularities.



#### Partner logo combinations

##### Line with the A as distance

intermediate distance equal to the height of the letter A. It gives our logo enough breathing room so it can stand out.





#### We know this page is ugly

##### Don't stretch it!

Always preserve the authentic proportions of the ACA Group logo at all times. Avoid any form of stretching or distortion to ensure the logo's integrity remains intact.

##### Don't rotate!

Always keep the logo horizontal and avoid rotating it.

##### Don't outline!

Avoid outlining the ACA Group logo, as this will diminish its visual impact.

##### Don't put it in the shadows!

Using drop shadows is not allowed. Besides, using shadows behind your letters is so 2000's.

##### Transparency after request

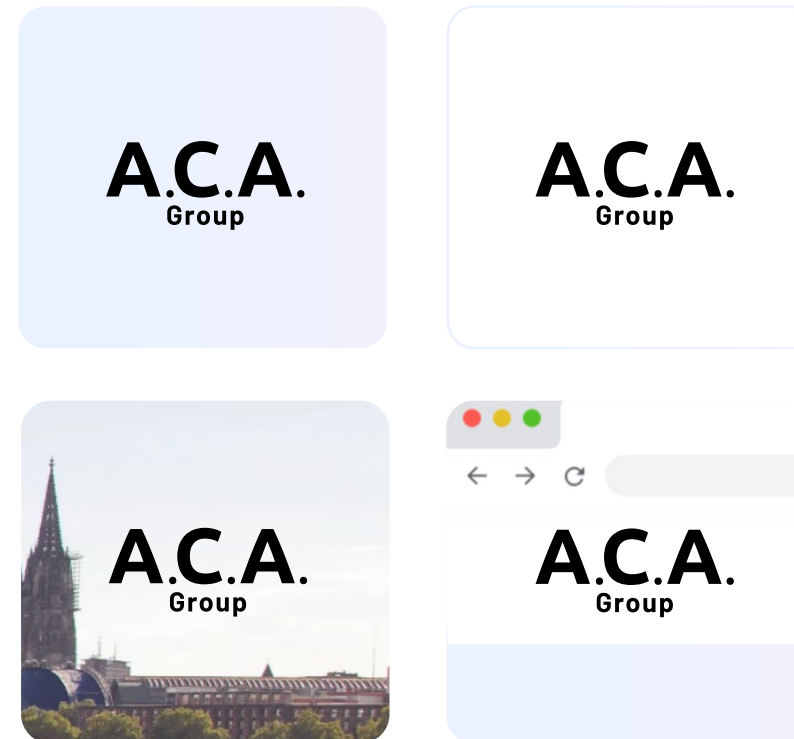
The general rule is: keep the logo as it is. Making the logo transparent is only allowed in exceptional cases and upon specific request.



#### Logo in white

### Readability is key

In many cases when using a background, you'll have to use the white version of the logo, especially if it's a dark coloured background. When using a photo as background, make sure every letter of the ACA Group name is readable.



#### Logo in black

### Light design, black logo

Using a dark logo on a light background offers advantages such as enhanced visibility and brand consistency. Both of which contribute to the logo's effectiveness.



#### Wrong uses

### Please don't

Always make sure the logo is well readable. Do not use backgrounds that are not suitable and avoid placing the black logo on dark-colored backgrounds and the white logo on light-colored backgrounds.

# Typography

Barlow, an accessible typeface

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# Our font, Barlow

## Let me introduce to you, our font.

Our font, Barlow, is the foundation of our story, an element that decides all future endeavors of content. It's your friend through and through. So we went on a quest for friendship and found our BFF.

Barlow is a tall, stylish, yet friendly typeface who is there for all your content needs. The font works well both as a display type and body type. Suitable for large and small digital and print. All caps? No problem. Pure lowercase? Let's go.

## Barlow as an accessible typeface

- The dots are extra bold. this way, you won't subtly skip letters with a dot in them. And therefore helps with the readability of the word.
- The stroke end is angled. Opposed to flat angles and no stroke cap. This helps you flow to the next letter or word like a Serif typeface would.
- Barlow has a lot of weight and style options. All the way from *thin* to **black**. Every message can be communicated in the exact right manner.

**H1 - Bold**  
48pt - 3 rem  
Leading: 60pt

ACA Group navigates you to & in the future.

**H2 - Bold**  
38pt - 2.5 rem  
Leading: 50pt

ACA Group navigates you to & in the future.

**H3 - Bold**  
32pt - 2 rem  
Leading: 40pt

ACA Group navigates you to & in the future.

**H4 - Medium**  
24pt - 1.5 rem  
Leading: 30pt

ACA Group navigates you to & in the future.

**H5 - Medium**  
20pt - 1.25 rem  
Leading: 28pt

ACA Group navigates you to & in the future.

**Blue title**

H1  
#1654C6

**Mixed weighth**

regular - bold

**Intro**

16pt - bold title  
Leading: 22pt

**P**

14pt - regular  
Leading: 22pt

# Unity in diversity: Unveiling the ACA family

Discover the **heartbeat** of our culture

**Embracing Diversity and Uniqueness**

In the vast and diverse landscape of ACA Group, the ACA Family is the very soul of our culture. It's where unity and individuality harmoniously coexist, creating a vibrant tapestry of voices, experiences, and perspectives. This unique blend of diversity and unity defines who we are and how we function as a team. Join us as we delve into the core of the ACA Family, where bonds are formed, and our collective spirit comes to life.

At ACA Group, we understand that each member of our team is unique, bringing their own strengths, talents, and experiences to the table. We celebrate this diversity, for it enriches our culture and fuels our innovation. The ACA Family is a community where everyone's voice is heard, and every individual's potential is nurtured. Together, we foster an environment of collaboration, respect, and growth, ensuring that our collective success knows no bounds. We embrace diversity, encourage authenticity and thrive together as a family.

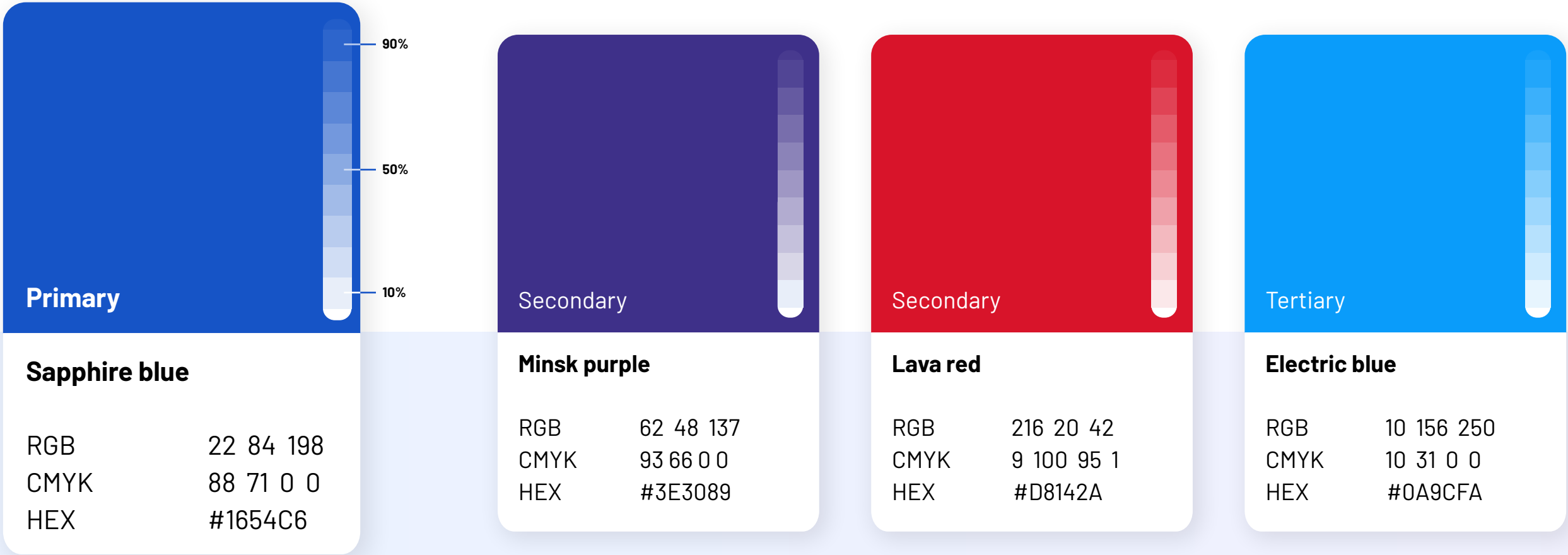
# The family colors

Blue is trust, inspiration, confidence, wisdom, depth,...

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# The family colors

Our brand colors create a unique and recognizable visual identity, playing a pivotal role in how ACA Group is perceived and remembered by our audience. They set our brand apart from competitors and help people quickly identify and associate specific colors with our brand.

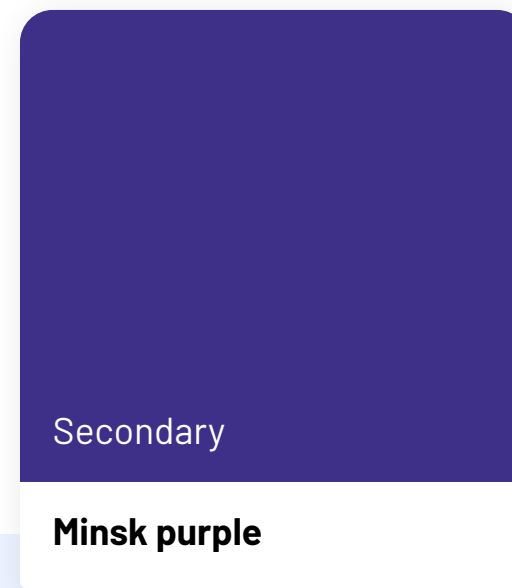




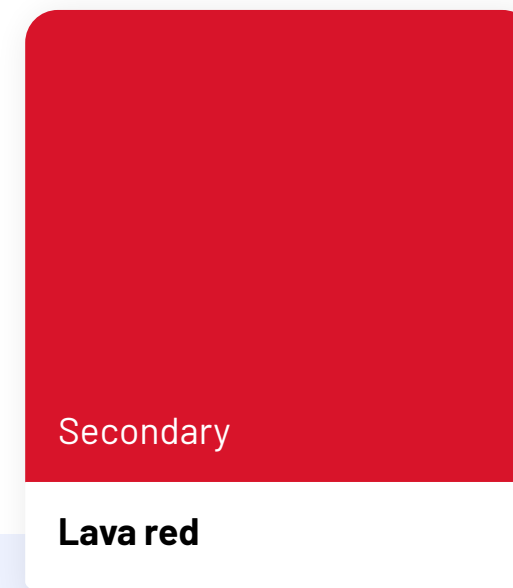
# The family colors



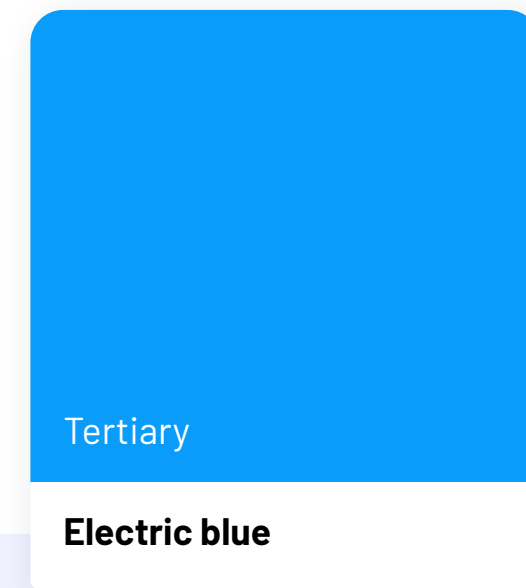
The color blue, thoughtfully chosen to represent ACA Group, reflects the essence of trust, wisdom, and reliability. Aligning seamlessly with our brand's commitment to delivering exceptional solutions. Promoting sustainability, and fueling innovation.



Purple, our secondary color, enriches the ACA Group brand with depth and distinction. This royal hue symbolizes creativity, authenticity, and innovation—values that are at the heart of our brand personality.



While red may have transitioned to a secondary role, its presence is a reminder of our roots, the fire that fuels our ambition, and our unwavering commitment. This vibrant hue signifies our brand's enduring spirit, passion, and energy.

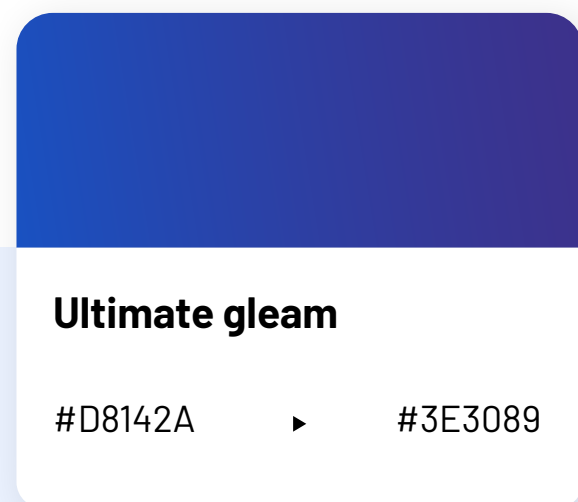


A color used for details or an extra blue tint in your designs. This blue still represents the essence of trust and reliability. Ideally used in combination with our primary, darker blue color.

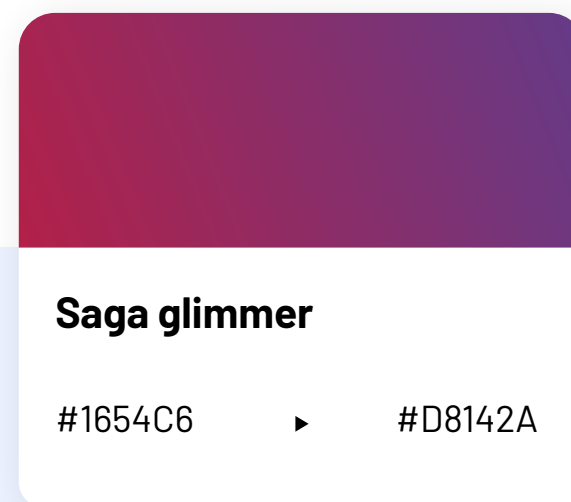
## Colors & gradients

# Gradients

**Using color gradients adds an extra finishing touch to our brand colors.** They add depth and dimension to visual elements, creating a more visually engaging experience.



**This gradient gives an extra punch to our primary color.** It's who we are now and how we represent ourselves. It can be used to draw attention to a focal point and highlight key information, enriching our communication and storytelling.



**Use this gradient in an innovative or playful setting.** Using this red-purple-blue gradient, we look back over our shoulders and honor our history. The red stands for where we came from, and from there we move on to the innovative future lying ahead.



**Grey backgrounds are boring.** We want to give them an extra touch of color. It is suitable as a background color, for example on web pages. It keeps the design light and fresh, while adding a dynamic undertone.

# Visual elements

More toys to play with

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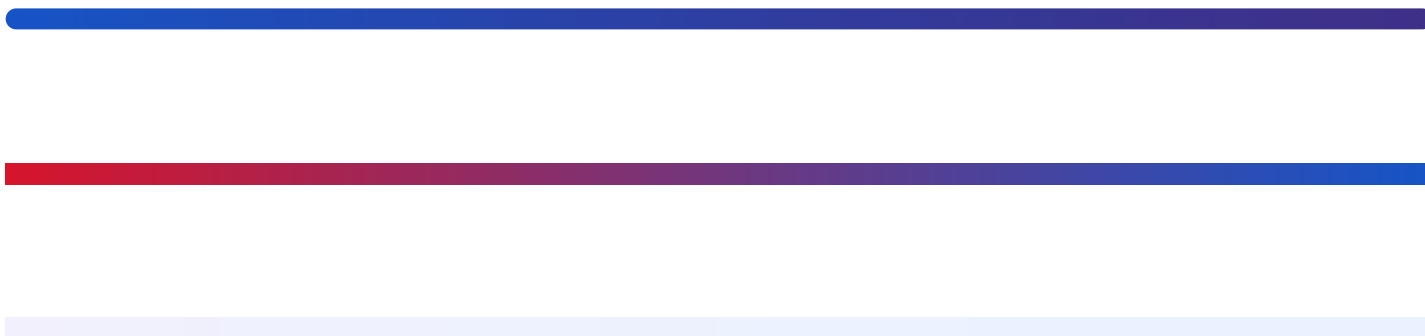
# Basic elements



## The dots

### 3 dots, from red to blue

The three dots, transitioning from red to blue, symbolizes our company's journey of evolution. Starting with red as a tribute to our heritage, culminating in blue towards a future filled with promise. This visual element works well in the footer of a document or as an eye catcher in online designs. Also usable on the gradients using the different tints available.



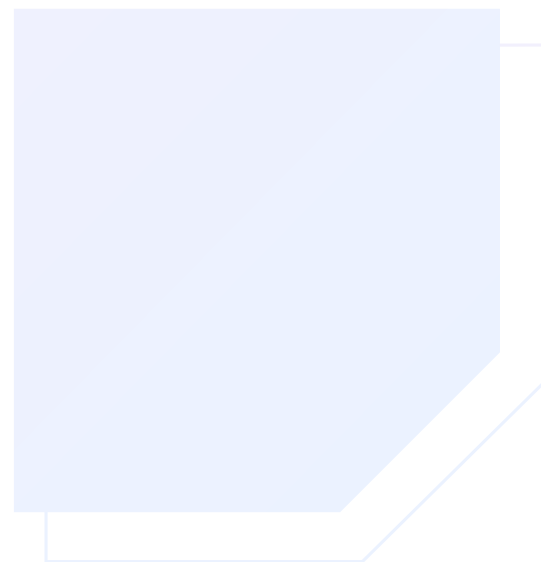
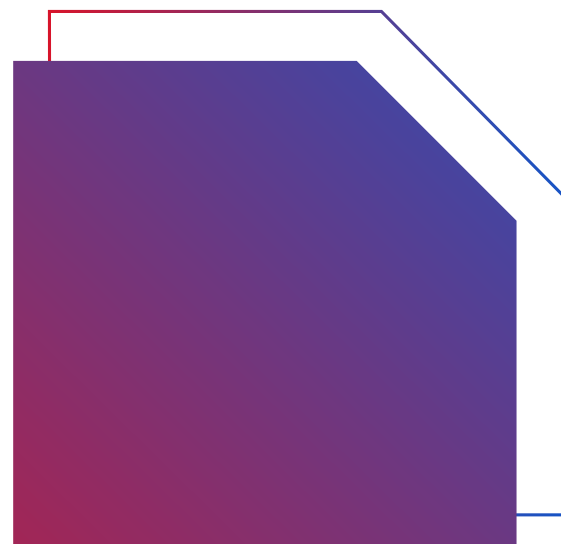
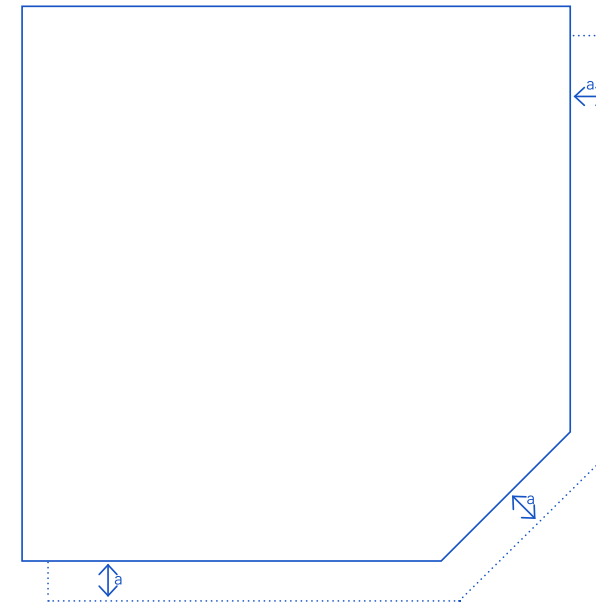
## The lines

### Divide

These lines in our color gradients can be used as refined dividers between different elements or as a visual element on covers and title slides. On web pages, they accentuate the primary page title, enhancing its prominence.

Extra visuals

# Background element



## Proportions

### It's your design. Let it shine!

These background elements add depth, texture and visual interest to your designs. They break up large areas of space, preventing documents and online pages from appearing flat or monotonous and contributing to a more compelling design. They can be used as a background for titles or buttons.

## Extra visuals

# Culture bubbles

Let's do this! 😄

Check out the demo 🔥

Woohoo! 😎

...

### A little extra

#### Short sentence, one emoji

Using culture bubbles is a fun way to add a playful element to internal or informal documents and designs. Keep it concise with one short sentence and one emoji. We advise you to not use culture bubbles in a formal professional context.

**Premade bubbles are available in the slide templates, but you can always make your own.**

# Offline branding

With sustainability in our mind

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