



**Corporate
Branding Guide**

www.acagroup.be

Start creating!

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The ACA Group information



What are our core values? Our mission, purpose and vision? Perfect your elevator pitch here.



The ACA Group logo



Why is the ACA Group Logo the way it is? How do you use it correctly and where can I find all the right files?



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Introduction to the Barlow font and the exact specifications on how to use it.



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Presentation of extra visual elements to use in online and offline designs. From dots to culture bubbles.



Media kit



A complete package of usable resources for press, sponsors and partners.



Resources*



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Google Slides templates***



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Help Center

- * Resources only internally accessible by ACA Colleagues. Download the ACA Media Kit at www.acagroup.be for extra materials.
- ** GDPR proof 2023-2024 Photos in this folder are checked and allowed for internal and external use.
- *** The ACA presentation template should be accessible via the Google Slides "Templategallery". [Contact us](#) if you can't find it.

Create with consistency and impact

Your branding companion

How to use this guide

This comprehensive branding guide serves as your ultimate resource to master our brand's visual and experiential identity, encompassing every facet from the ACA Family to our culture, brand personality, and even our elevator pitch. Our aim is to ensure that every interaction with ACA Group conveys our unwavering commitment to delivering top-notch IT solutions that promote sustainability and fuel innovation.

Take the time to familiarize yourself with this guide, and whenever you require guidance, don't hesitate to reach out. It's essential to consistently employ our original visual identity assets and adhere to the application rules outlined in this guideline.

Why use this guide?

Our brand is the face of ACA Group. It represents who we are, what we stand for, and the trust our clients have in us. As part of ACA Group, you're a brand ambassador and you play a crucial role in keeping our brand memorable and distinct. By following the guidelines in this branding guide, you're helping us build a consistent and recognizable brand that earns trust and credibility.

Need help? [Go to our service desk.](#)

Communication & Strategy
Branding & Website

Dorien Jorissen
Ibn Renders



Ronny Ruyters
CEO ACA Group

"Our brand isn't merely a logo or a set of colors; it mirrors our unwavering commitment to delivering exceptional and sustainable solutions from (digital) strategy to technology implementation. By embracing our brand guidelines and fostering creativity within those boundaries, we have the power to distinguish ACA Group in the bustling IT landscape.

Each one of you plays a crucial role in personifying our brand and effectively conveying our values. We appreciate your unwavering dedication to ACA Group and for becoming brand ambassadors in your own distinctive way. Together, let's spotlight the genuine spirit of ACA Group."



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 stand out in everything we do and deliver. Our key challenge is a consistent, high-quality level in the service to our customers. We don't just blend passion, skills, 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

We are committed to delivering value to our customers. We can only succeed, if you do. We listen to you and make sure that we maximize value together. Crafting value that resonates with every perspective breathes life, purpose, and meaning into our work.



Flexibility
Flexible Minds, Unbendable Determination

Our business requires evolving skills and embraces innovation. Therefore, it's essential that all our employees are open towards new needs, environments and know-how. 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. We know how to contribute and make fun in a professional environment. Even when times are challenging.



Transparency
We Don't Photoshop the Truth

We stand up for our beliefs and values. Nevertheless, we dare to challenge our convictions and put them to the test. Courage helps us with solving complex problems and addresses points of improvement, even when riding against the waves.

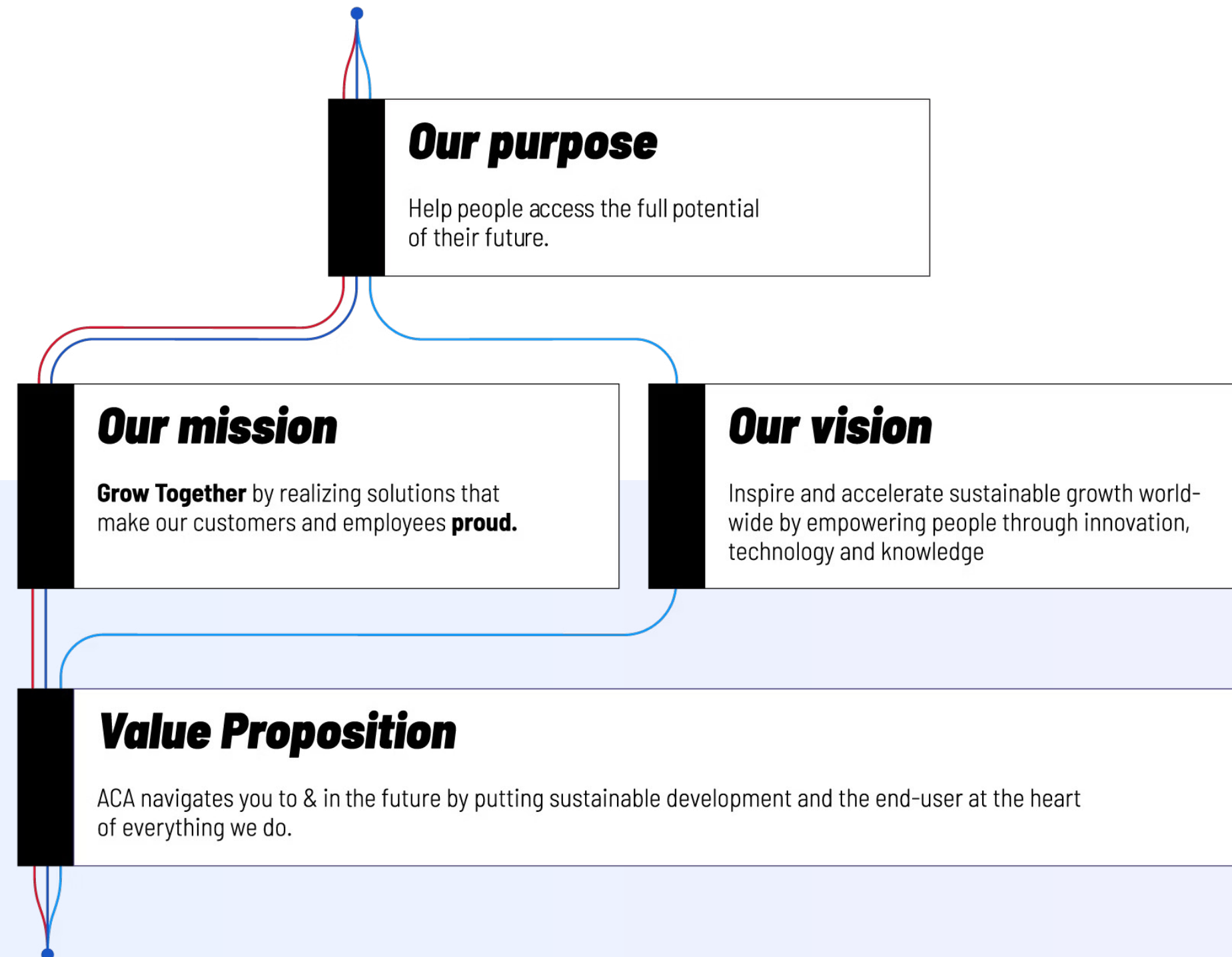


Respect
We're All Ears, No Noses

We treat our customers, colleagues, partners and friends with respect. We strive to keep our promises and timelines and we aspire to be fair. Our behavior is considerate, but firm when required.

Our guiding framework

Purpose, mission and vision



Decoding our brand character

The ACA Group brand embodies the Sage archetype, akin to the coach and truth-seeker. Think of iconic characters like Yoda in Star Wars. Our brand is perpetually driven to delve deeper, seeking wisdom and the valuable takeaways from every situation. We are passionate about not only understanding the world but also sharing that understanding with others. As thought leaders and reliable sources of information, people rely on us to gain a better understanding of their surroundings. We believe in limitless learning, lifelong education, and engaging in meaningful philosophical discussions.



Perfecting your pitch

Why you should know this

Imagine stepping into an elevator with a potential client, partner, or colleague. We've used the metaphor of a forest to tell the elevator story, but remember, you can always use your story style.

An elevator pitch is your brief, impactful message that can make or break that moment. It's crucial because it's your chance to quickly engage and leave a lasting impression, opening doors to new opportunities.

In the vast and dynamic digital forest, ACA Group stands as your trusted navigator, guiding your journey through uncharted territories.

Together, we illuminate the path, steering away from obscurity, outdated practices, and stagnation. With our vibrant company culture of openness and unwavering commitment to quality, we provide businesses with the **tools and strategies to conquer challenges and select the right path.**

From **strategy to technology implementation**, we fuse **innovation, quality**, and **sustainability** to create a transparent route to your digital transformation success. We unlock your full potential, sparking innovation and reimagining possibilities in the ever-evolving digital realm, side by side.

The ACA Group logo

You are the key for ideal visibility



Logo



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.



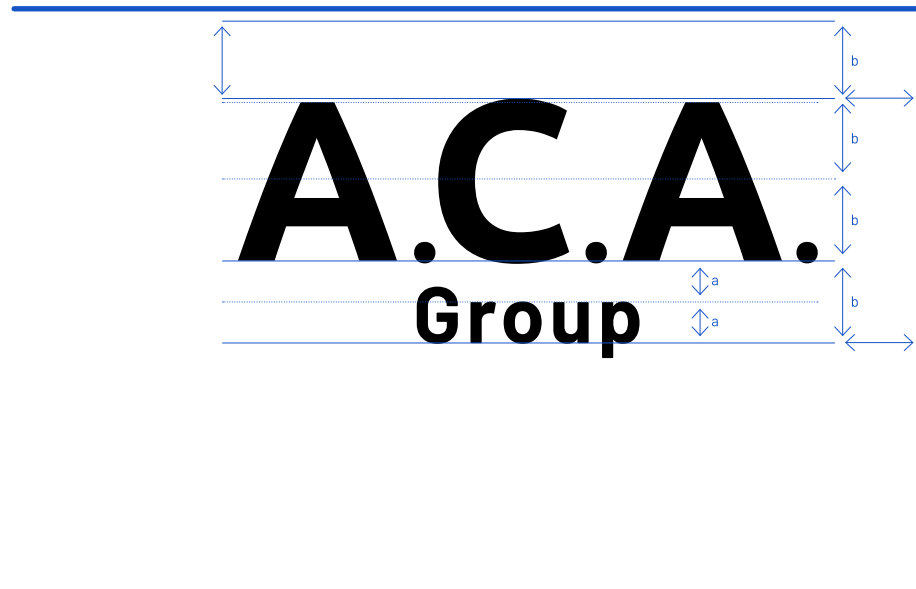
ACA in een titel

Wanneer je ACA of ACA Group schrijft in een tekst.

ACA in text

No dots

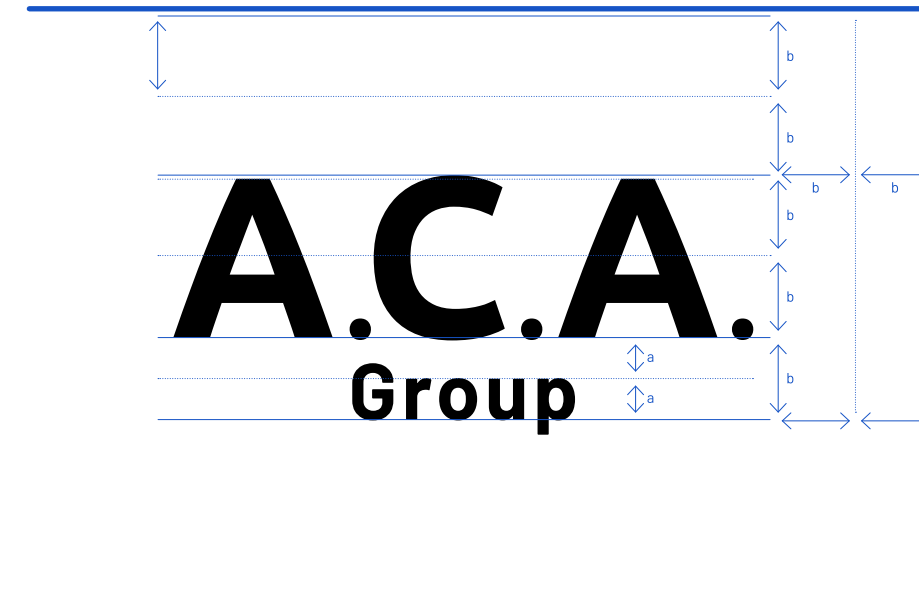
We don't add dots to our name in text because it reads a bit better without dots everywhere. Both for ACA as ACA Group.



Digital spacing

Use half of an ACA letter

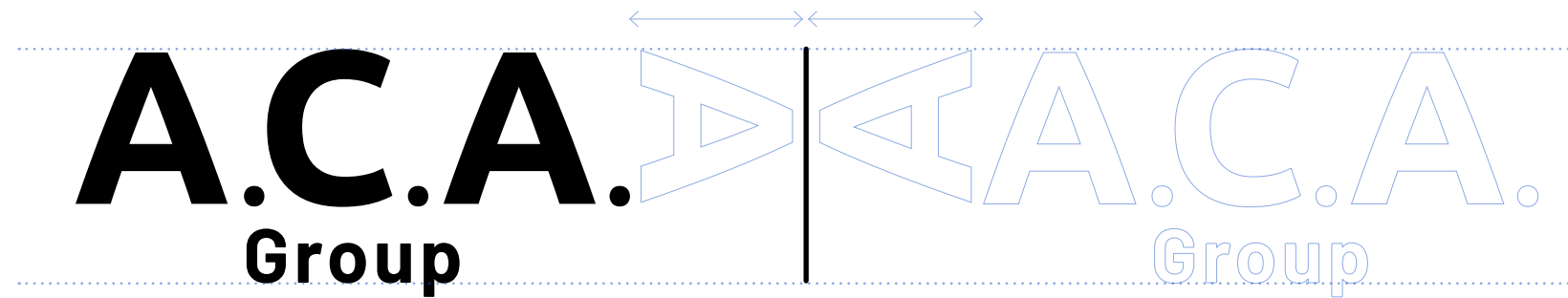
Providing our logo with the appropriate breathing room is essential. Thus, you should maintain a minimum clearance equal to half the width of a single ACA letter between the edges of your digital document or online page and our logo.



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

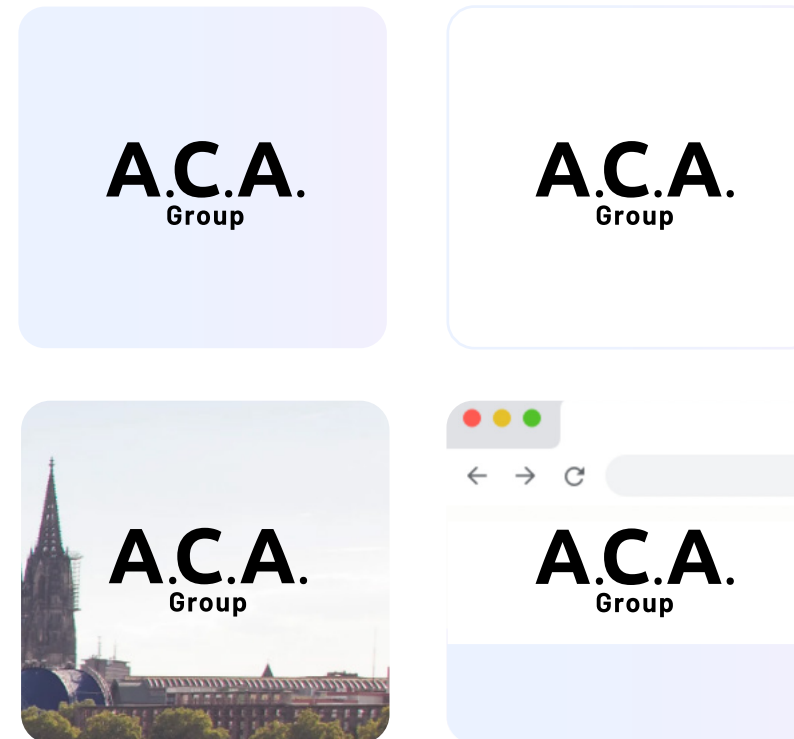
The general rule is: keep the logo as it is. Making the logo transparent is only allowed in exceptional cases and upon specific request.



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

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

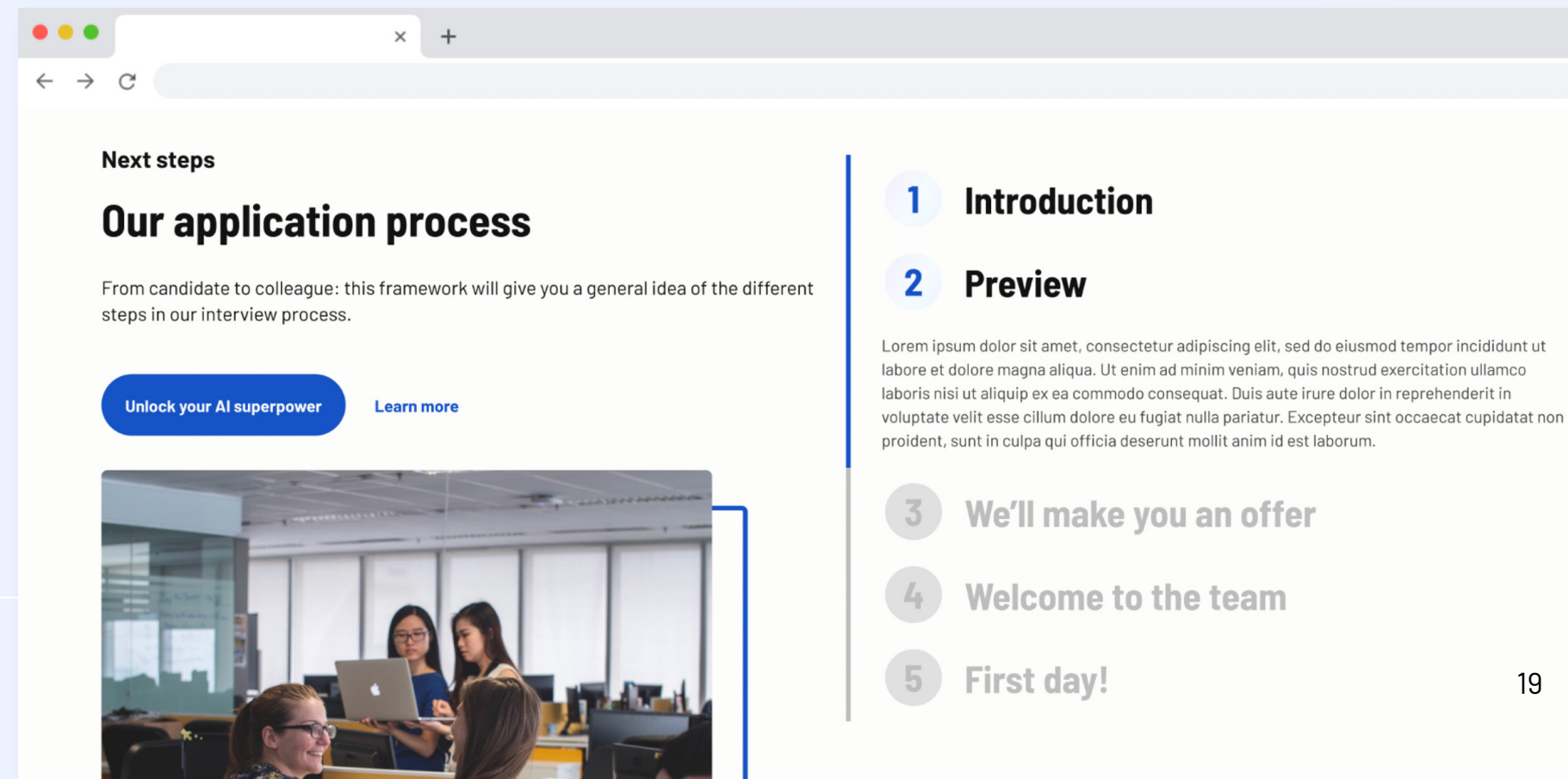
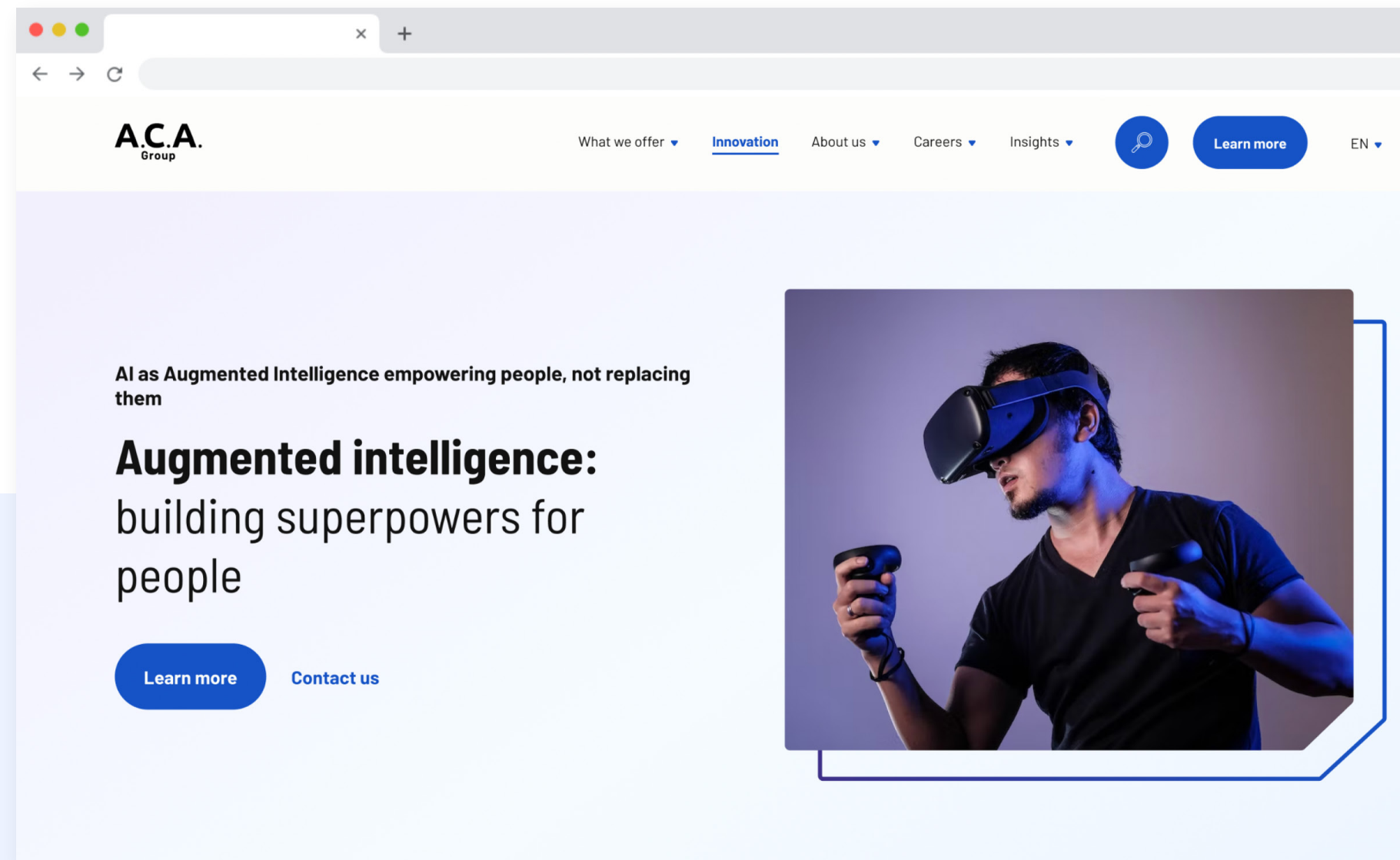
Discover the **heartbeat** of our culture

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.

Typography Examples

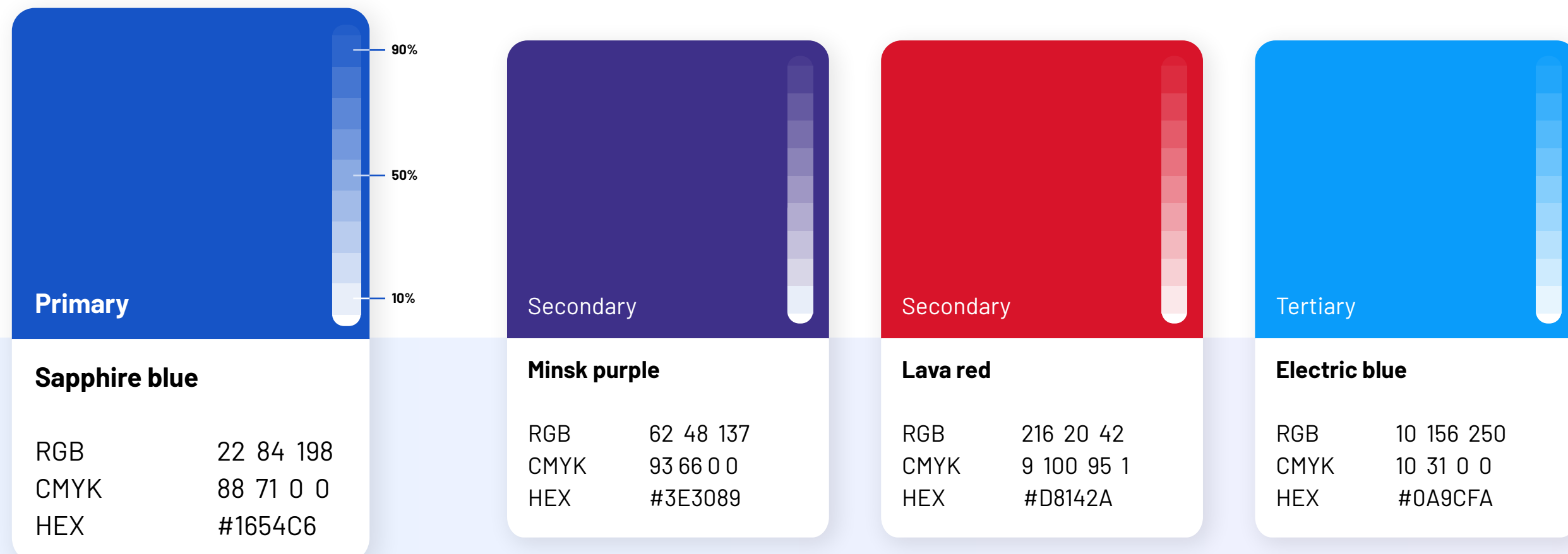


The family colors

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

The family colors

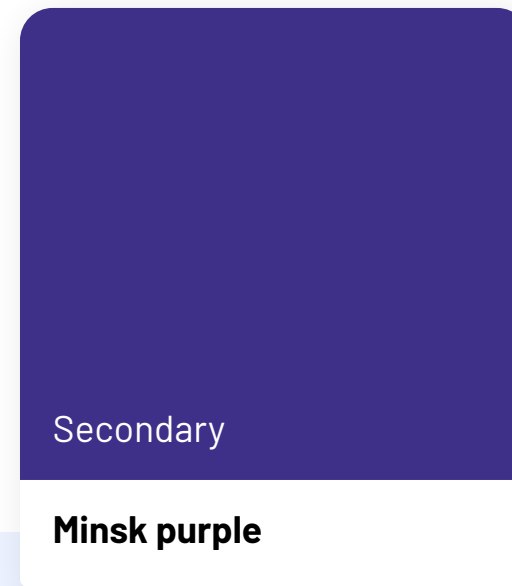
Our brand colors create a unique and recognizable visual identity, playing a pivotal role in how ACA Group is perceived and remembered by our audience. They set our brand apart from competitors and help people quickly identify and associate specific colors with our brand.



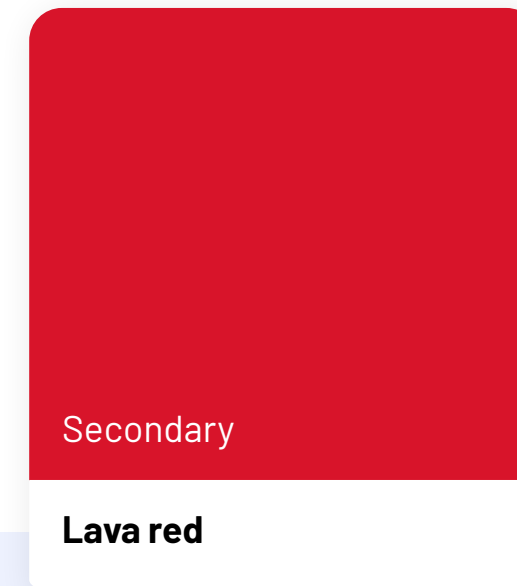
The family colors



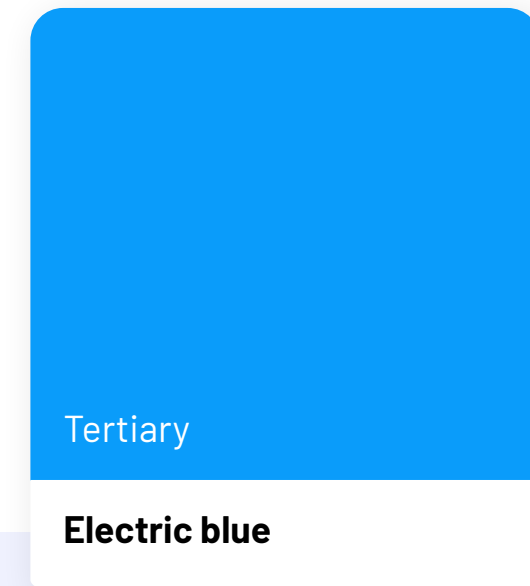
The color blue, thoughtfully chosen to represent ACA Group, reflects the essence of trust, wisdom, and reliability. Aligning seamlessly with our brand's commitment to delivering exceptional solutions. Promoting sustainability, and fueling innovation.



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.

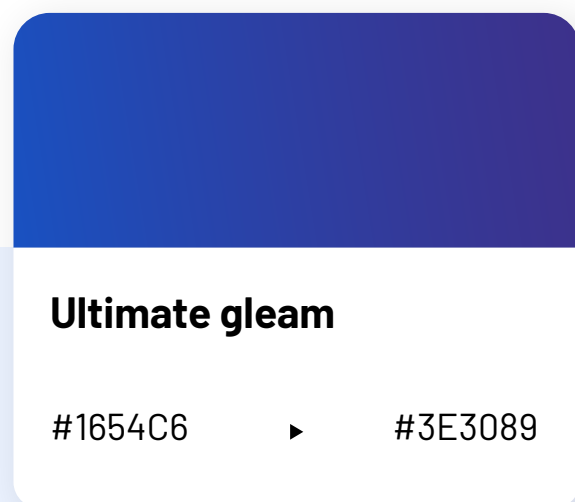


A color used for details or an extra blue tint in your designs. This blue still represents the essence of trust and reliability. Ideally used in combination with our primary, darker blue color.

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.



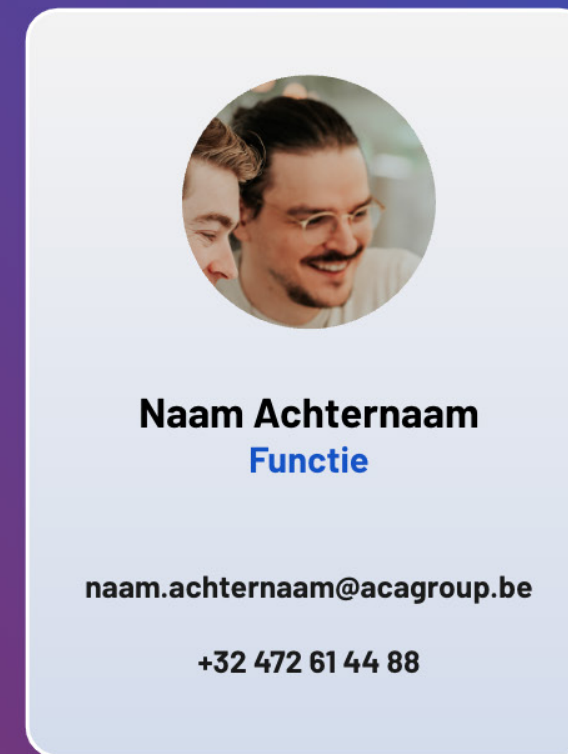
Use this gradient in an innovative or playful setting. Using this red-purple-blue gradient, we look back over our shoulders and honor our history. The red stands for where we came from, and from there we move on to the innovative future lying ahead.



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.

Colors

Examples



Visual elements

More toys to play with



Font

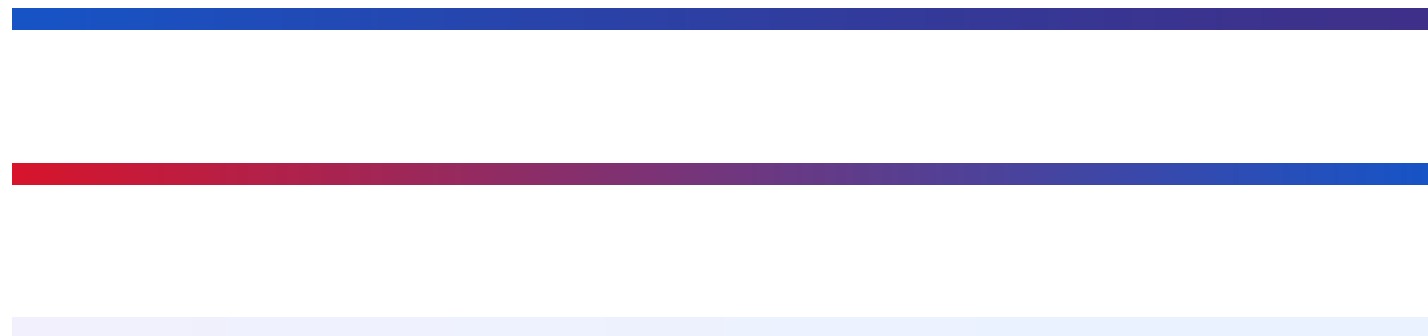
Basic elements



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.

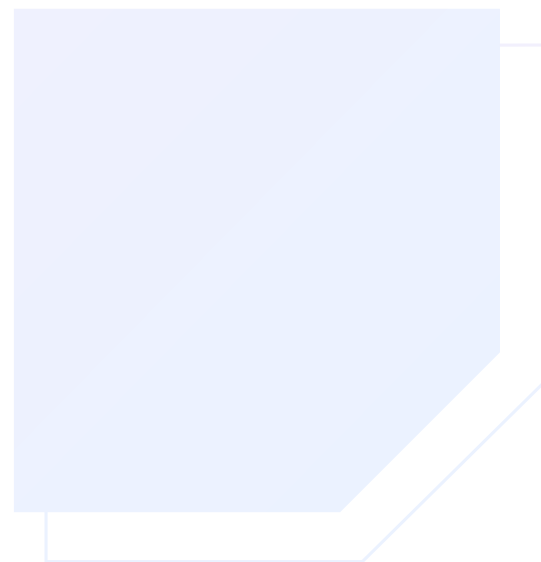
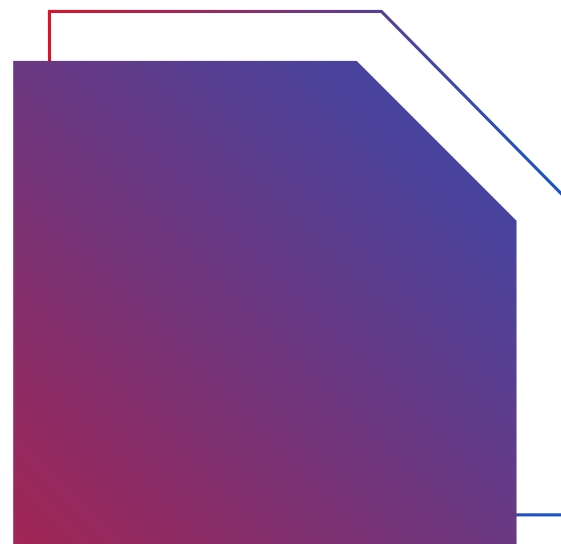
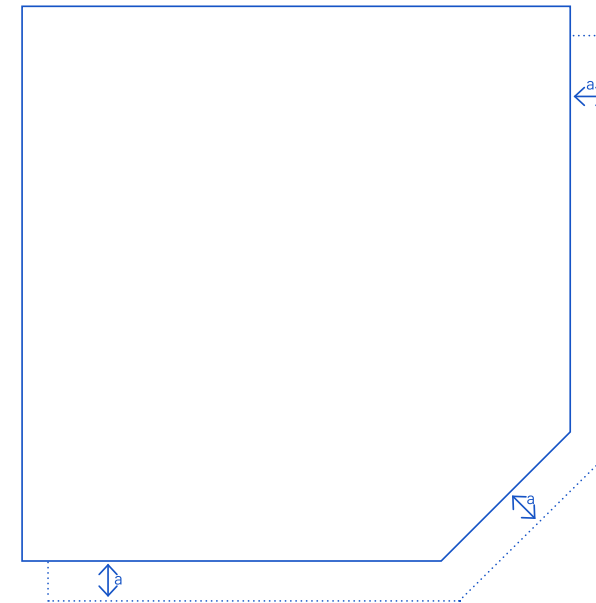


The lines

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.

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

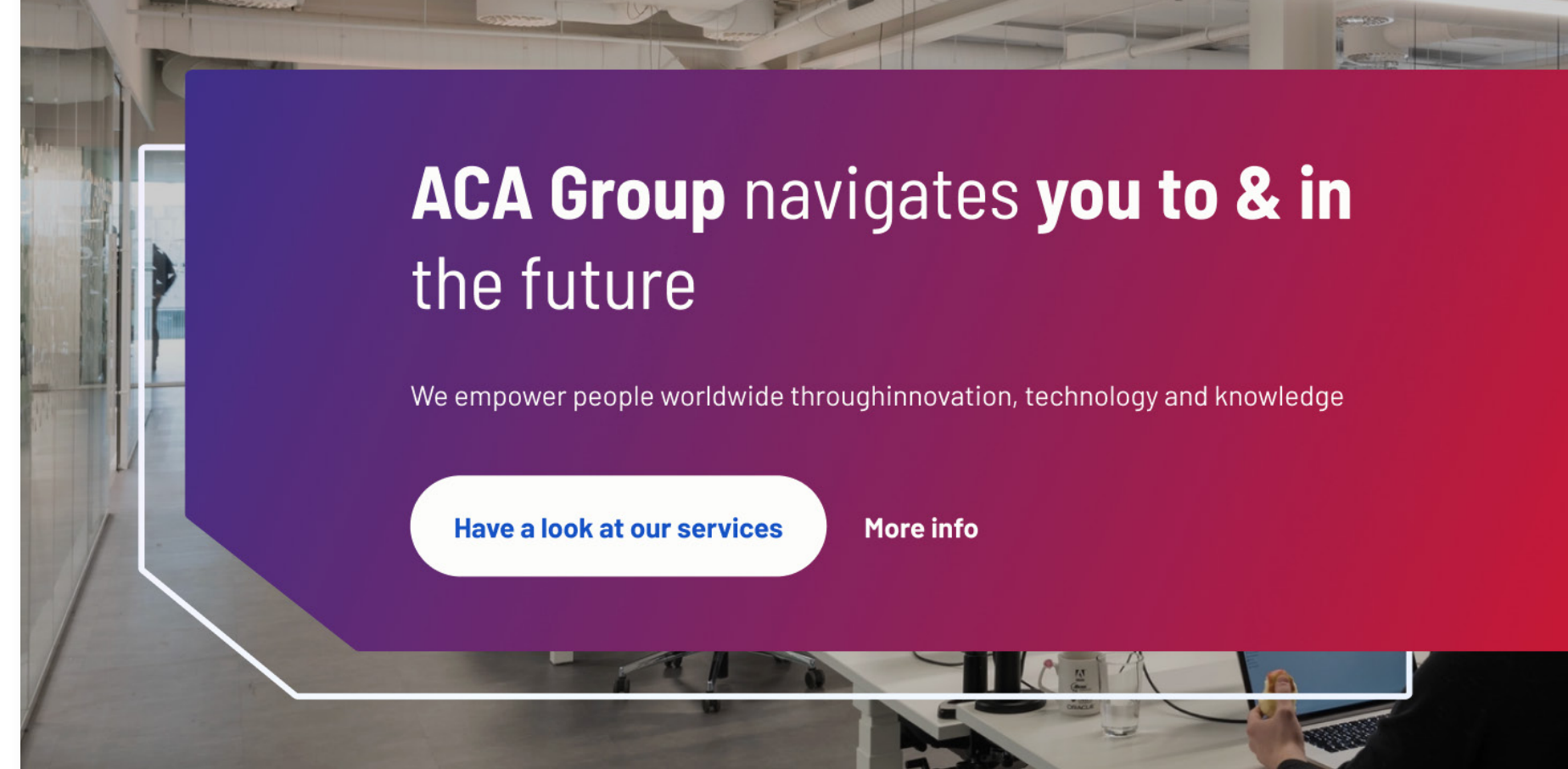
Short sentence, one emoji

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.

Visual elements

Examples



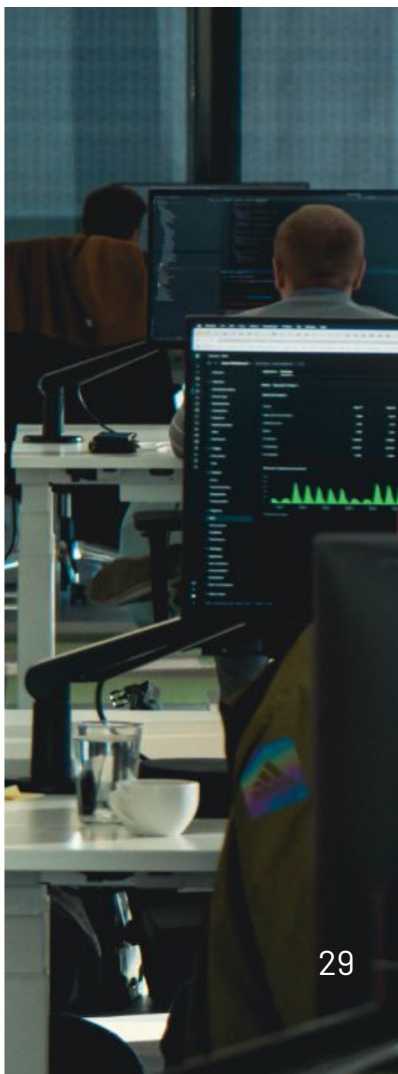
Let's do this! 😊



En ook een subtitel die we hier beneden plaatsen.

A.C.A.
Group

lbn.renders@acagroup.be
www.acagroup.be



Offline branding

With sustainability in our mind

Stationary Examples

With sustainability in mind

As we prioritize sustainability in every facet of our operations, we aspire to establish a lasting impression characterized by our unwavering commitment to sustainability. In pursuit of this mission, there may be instances where we opt for alternative color palettes or designs. The image to the right is an example of what we can do when all planets are aligned in the right way.



Colors

Examples

WWW.**acagroup.be**

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