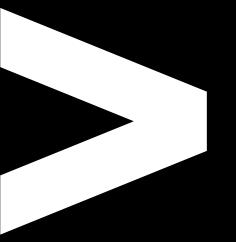


**Accenture
Federal
Services**



AUG 2024

AFS Style Guide

Use this as a supplement to the Accenture Visual Guidelines and Brand Space

Contents

Wordmark

Wordmark	3
Application	4
Positioning	5
Incorrect Usage	6

Greater Than symbol

Overview	7
Cropping	8
Container shape	9

Gradients

Variations	10
Cropping	11
Use	12

Typography

Corporate fonts	13
Basic type hierarchy	14

Colors

Overview	15
Use percentages	16
Specifications	17
Accessibility	18
Incorrect Usage	19
Key points	20

Photography

Overview	21
Fit for Federal	22
Image Categories	23
User-generated content	24
Do this, not that	25-26

Merchandise

Overview	27
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Wordmark

Wordmark

Our wordmark allows us to be seen and understood as a separate entity, while fully embracing the competitive advantage of the Accenture brand.

Choose the version and color that best suits the layout in which it appears, taking into consideration background, overall color use, and other brand elements.

The purple, stacked version is the preferred option when possible.

These are the only colors that should ever be used for the wordmark.

#A100FF



#000000



#FFFFFF



Stacked

Horizontal

**Accenture
Federal
Services**

PREFERRED

**Accenture
Federal
Services**

Accenture Federal Services

Accenture Federal Services



Wordmark

Application

The wordmark is designed to function independently, or on occasion, paired with the Greater Than (GT) symbol.

The pairing with the GT symbol should be used strategically and not in every instance. This selective use highlights our special connection as being “powered by” Accenture when most appropriate.

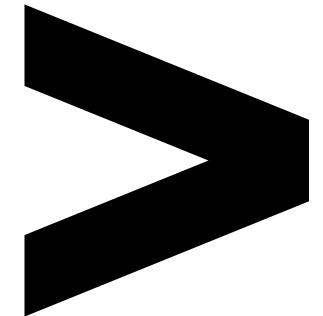
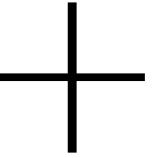
The following pages provide guidance on applying our wordmark.

Accenture Federal Services

The wordmark can function independently

Optional to use strategically: pair it with the Greater Than symbol to reinforce the ‘powered by’ Accenture relationship

Accenture Federal Services

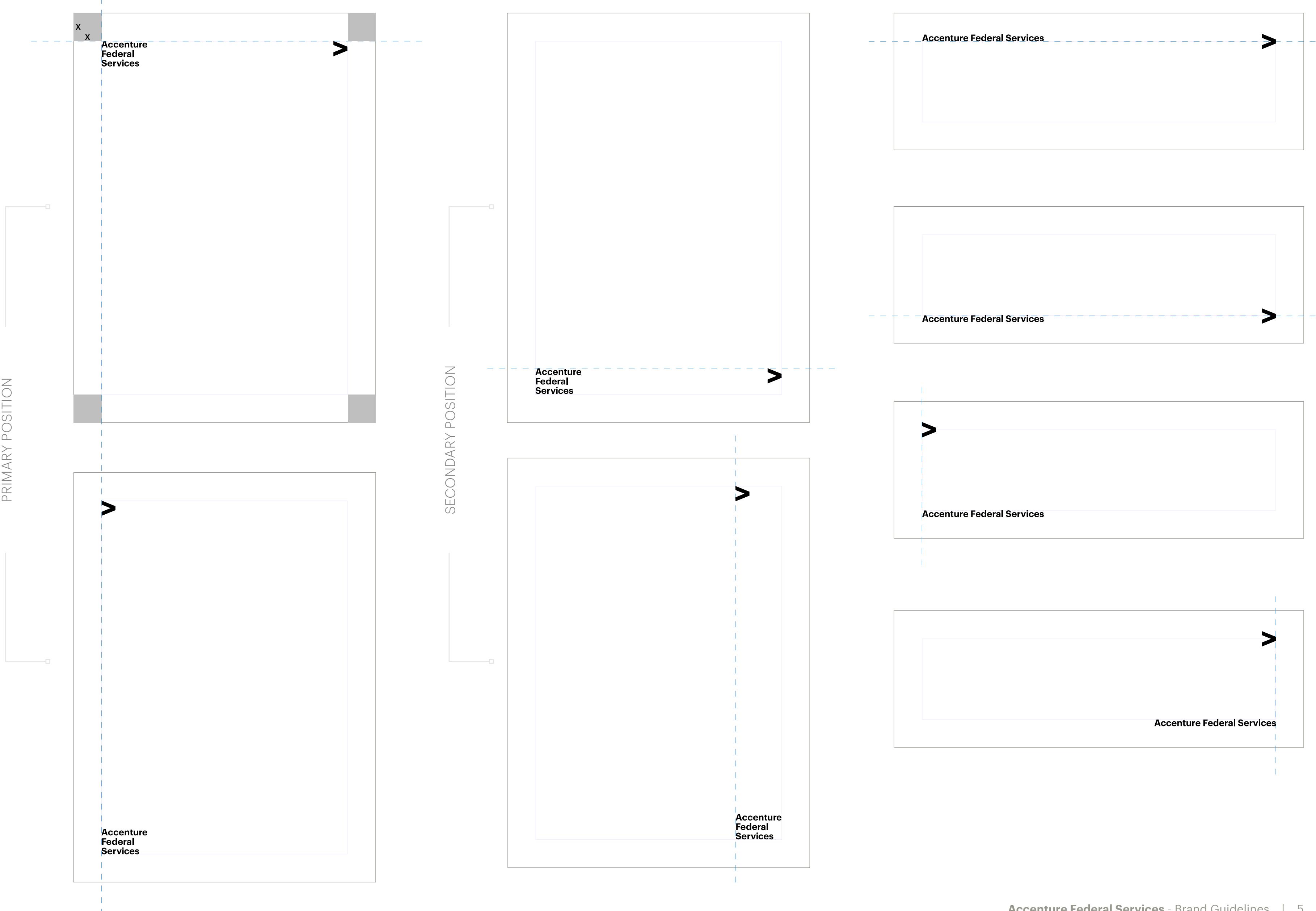


Wordmark

Positioning

Following previous guidance, the Greater Than symbol and wordmark can be positioned in several places on the page, either together or as separate elements.

Note the dashed line to understand how the wordmark and Greater Than symbol are aligned to one another in various orientations.



Wordmark

Incorrect Usage

The examples shown here illustrate what you should NOT do with the wordmark.

We are all brand ambassadors! Help us maintain consistency in how we share our brand by avoiding incorrect usage. To assist, these examples illustrate instances that should be avoided, as they lessen clarity and make our brand less recognizable.

~~Accenture
Federal
Services~~

Outlining the wordmark is not approved.

~~Accenture
Federal
Services~~

Only use the three approved colors for use, as shown on page 3.

~~Accenture
Federal
Services~~

Color reduces the visual contrast and would not meet Section 508 accessibility requirements.

~~Accenture
Federal
Services~~

Avoid locking up the wordmark and "Greater Than"

~~>
Accenture
Federal
Services~~

The "Greater Than" symbol is positioned too close to the wordmark. Page 5 has guidance on positioning and spacing.

~~>
Accenture Federal Services
> Accenture Federal Services~~

~~accenture
Federal Services~~

Use the approved wordmark rather than creating your own.

Greater Than symbol

Overview

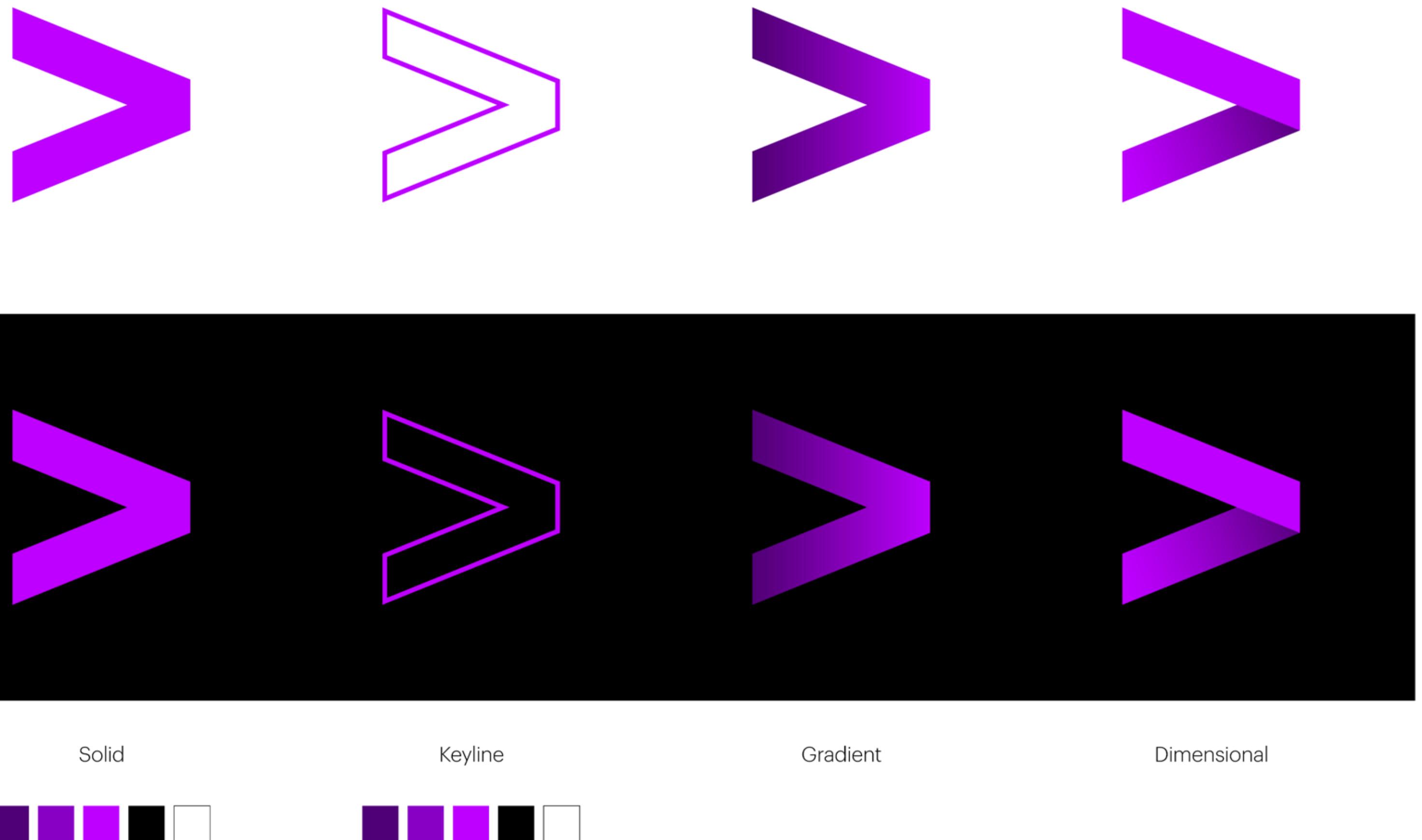
Styles

There are four styles of the Greater Than symbol: **solid, keyline, gradient, and dimensional**. One style is not preferred over another. Choose the style that fits best with the type, imagery, and messaging in the layout.

Colors

The solid and keyline Greater Than symbol can appear in any of the three core purples, or black or white. Always ensure there is sufficient contrast with the background so the symbol appears clearly.

Use the Greater Than symbol artwork as supplied in the digital files available on Brand Space. Do not alter the artwork in any way.



Solid

Keyline

Gradient

Dimensional

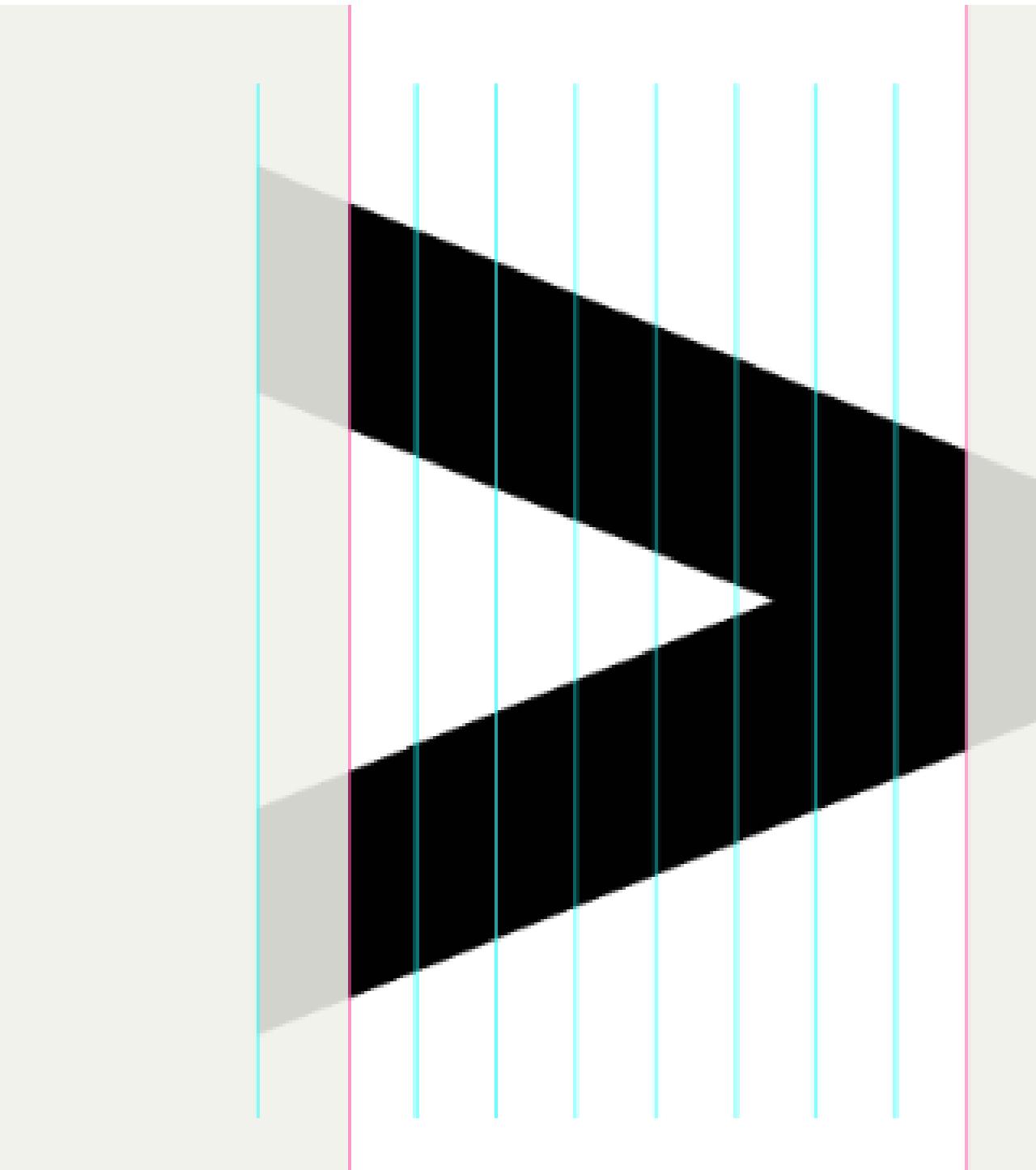


NOTE: The Greater Than symbol has been redrawn to be more robust and to better align with our brand attributes and our new visual system. Please ensure that you download the new artwork from Brand Space. Do not continue to use the previous artwork.

Greater Than symbol

Cropping

Left-and-right crop



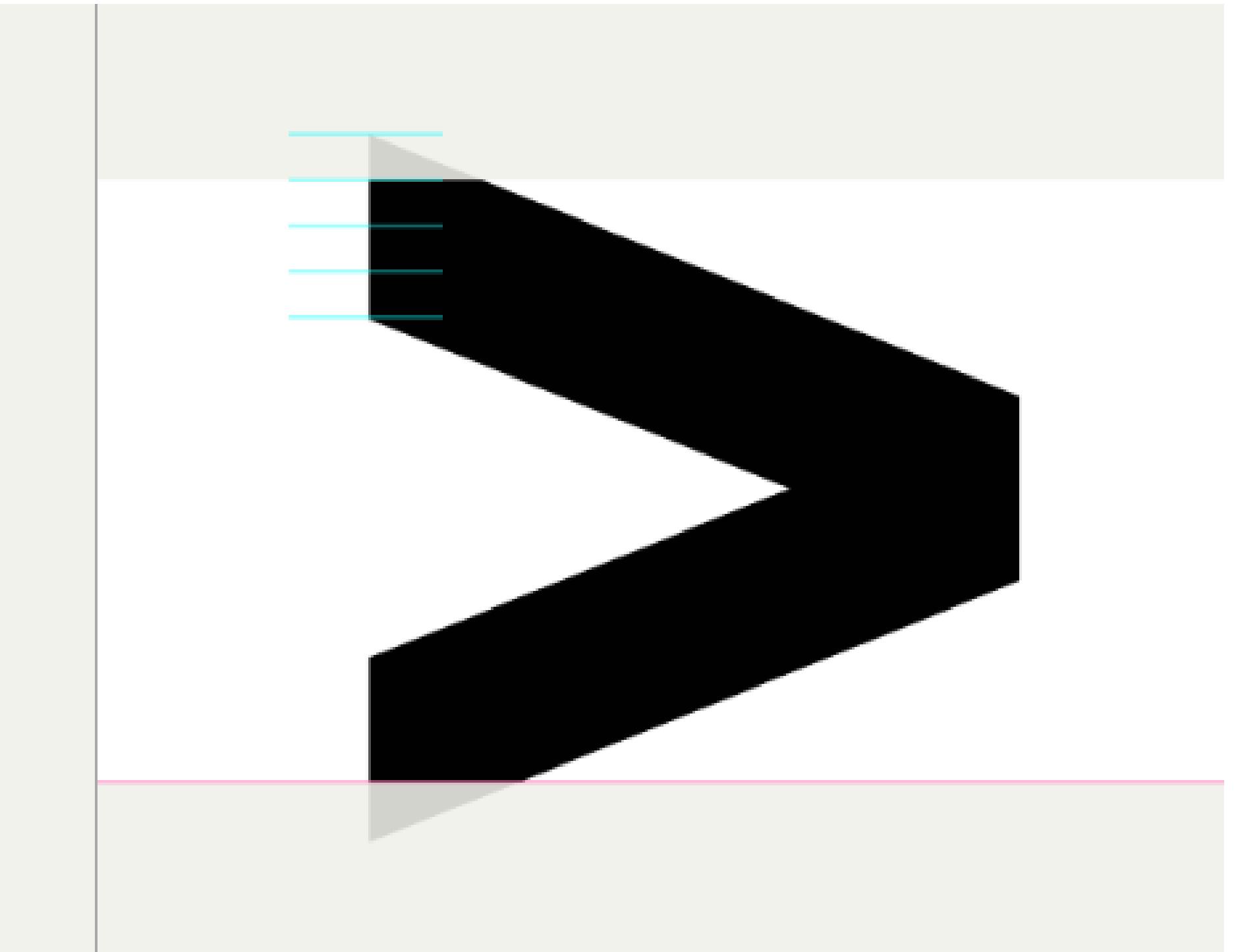
The Greater Than symbol can be cropped in certain prescribed ways to extend its range of use in layouts.

Cropping is an option and not a requirement. Legibility is always the top priority when using a cropped symbol in a layout.

Never combine the two cropping options.

When cropping, always crop both the left and right evenly, as shown. The cropped edges should always align with the edges of the layout.

Top-and-bottom crop



When cropping, always crop both the top and bottom evenly, as shown.

Greater Than (GT) mark

Container shape

The Greater Than symbol can function as a container for photography either in static layouts or as part of a motion sequence.

The primary consideration when using this approach is the legibility of the image within the frame of the Greater Than symbol.

Optimizing legibility

Careful scaling and cropping are often needed to make an image read well within the shape. If you need to study the image in order to identify the content, consider adjusting the size and position of the image within the shape. If the image still doesn't read well, the image may not be ideally suited to use with the Greater Than symbol.

A simple subject and background will also make an image more legible.

Image style

Dynamic, real-world images typically work better with the forward momentum of the Greater Than shape than inherently static or studio shots.

Photos should align with the photography standards in these guidelines.



Use images with a subject that fits comfortably in the frame and is easily recognizable.



Show images with some action and include people rather than just things.



Use images with subjects in a real-world context, rather than a studio setting.



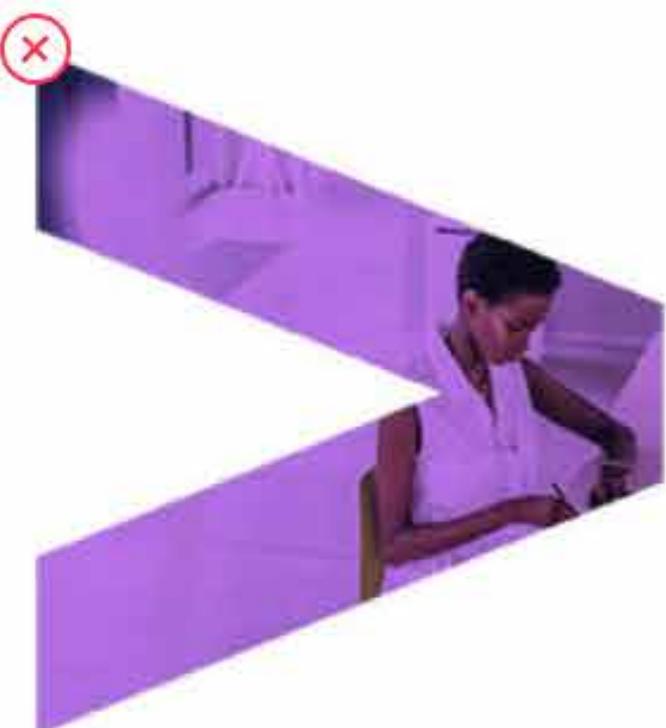
Don't use uncomfortable or awkward crops on faces or bodies.



Don't use crops that turn the Greater Than symbol into a pointer.



Don't crop or scale images so that the subject is unclear or ambiguous.



Don't add color to a Greater Than symbol containing an image.



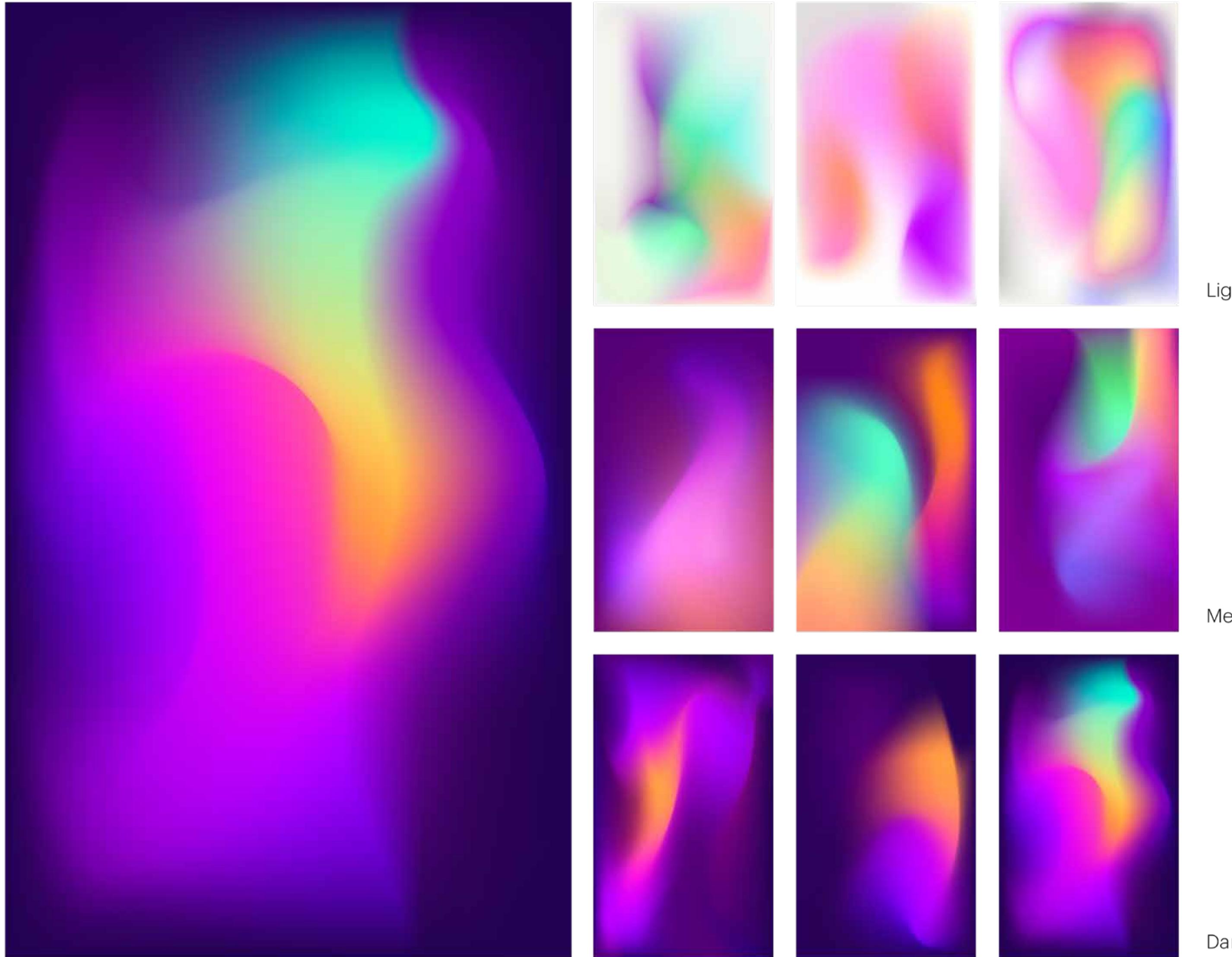
Gradients

Variations

Gradient artwork exists in three tonal ranges: light, medium, and dark.

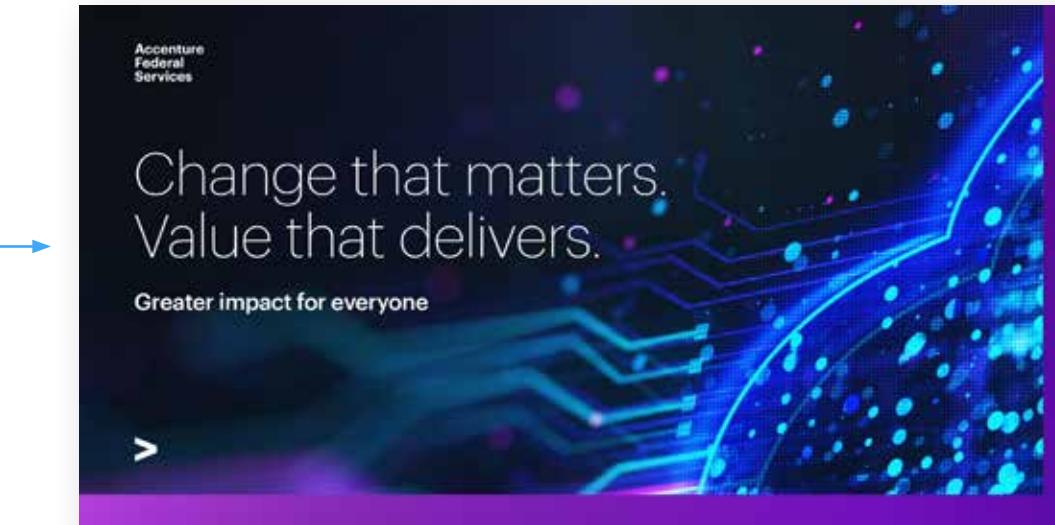
Use dark and medium versions first.

The dark and medium versions contain more purple and should be used first to establish the connection with Accenture. The light versions can be used subsequently to provide additional range and creative flexibility.



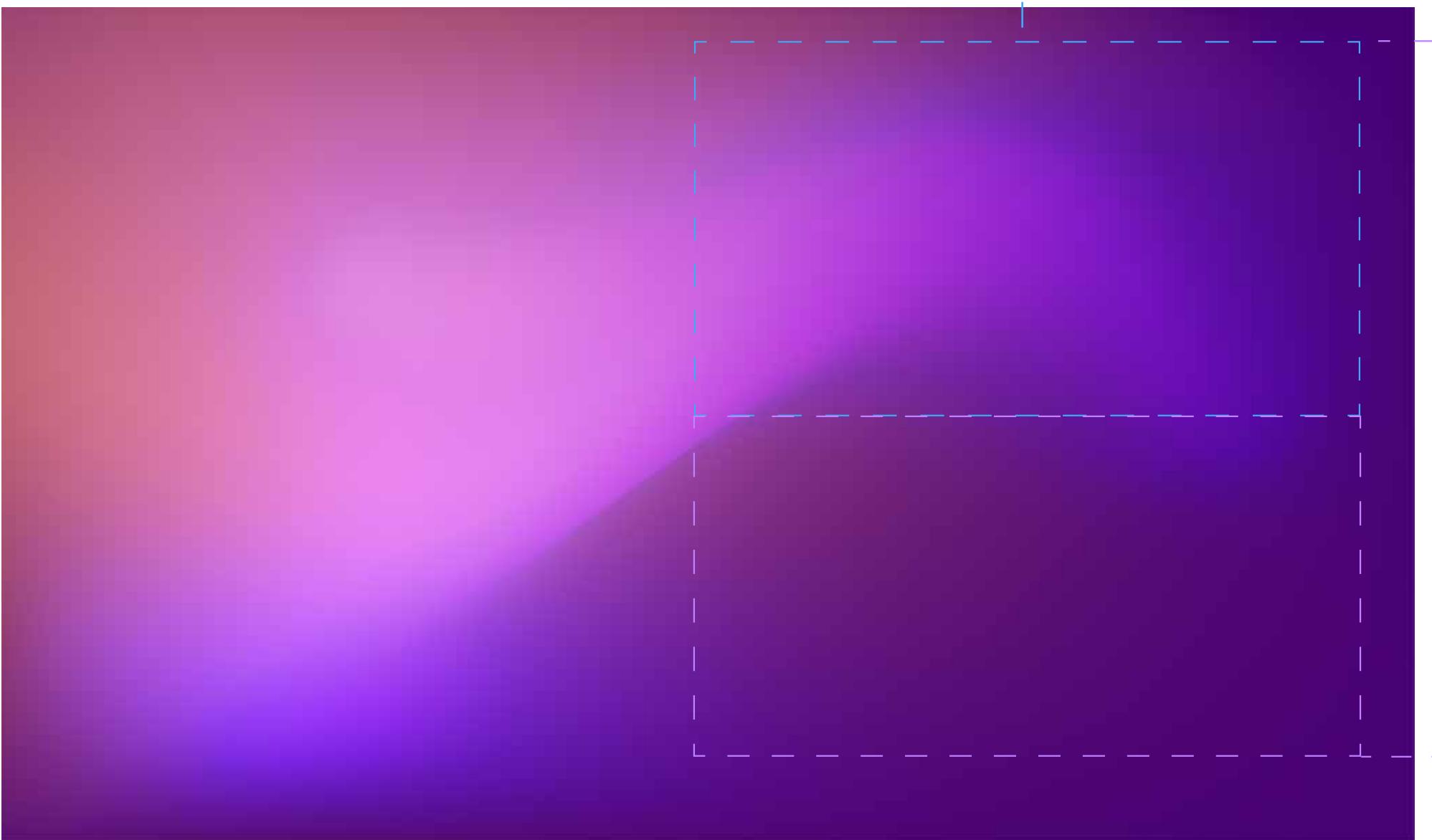
Cropping

Use a small portion of the gradient for small digital assets



The gradient artwork has been developed to be cropped rather than used at its full artboard dimensions. This allows for an almost limitless range of color variations and artwork proportions.

Whenever possible, try to include a significant amount of purple when cropping the artwork to maintain a clear connection to the Accenture brand.

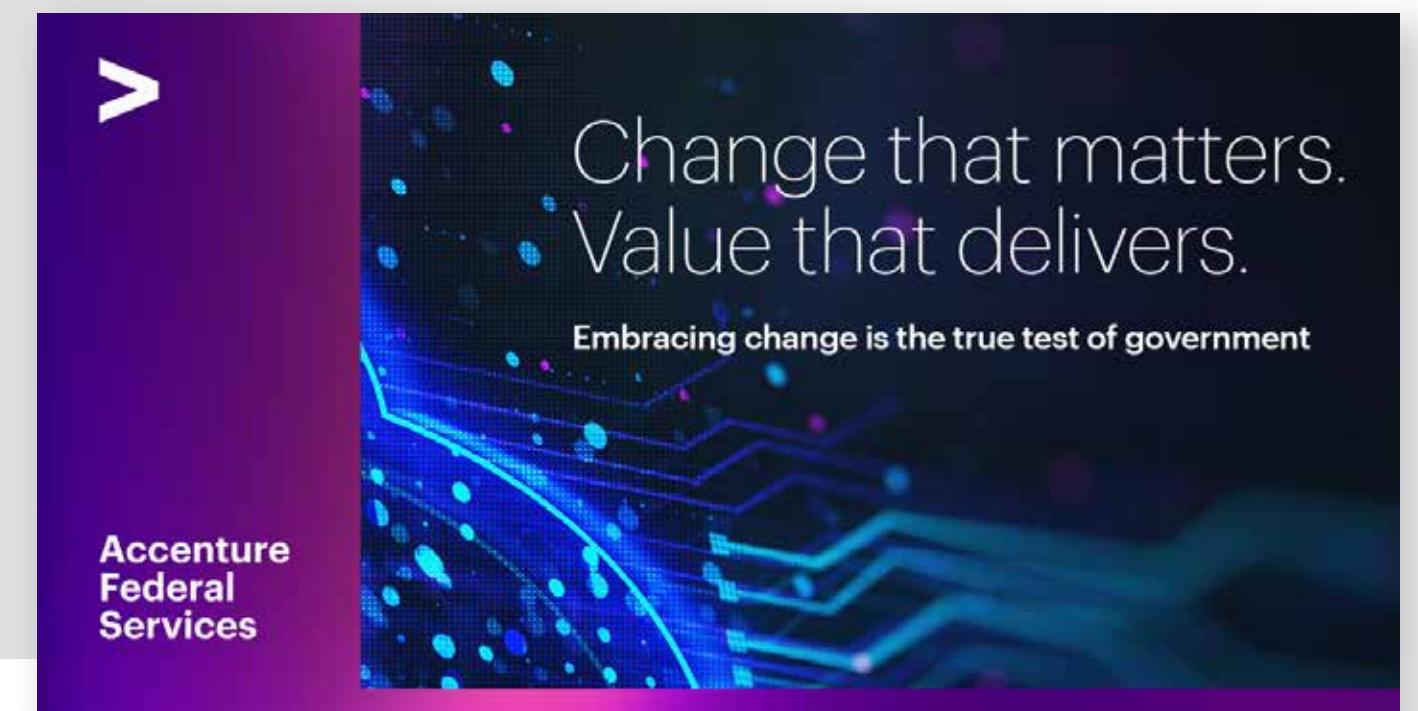
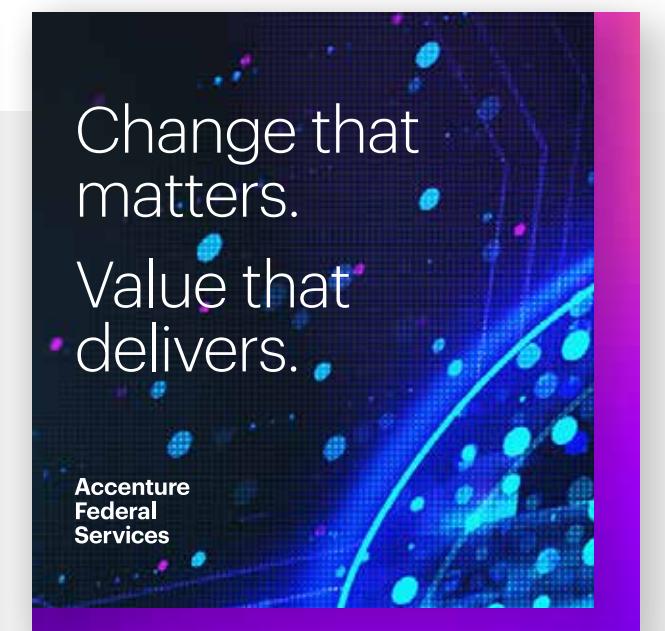
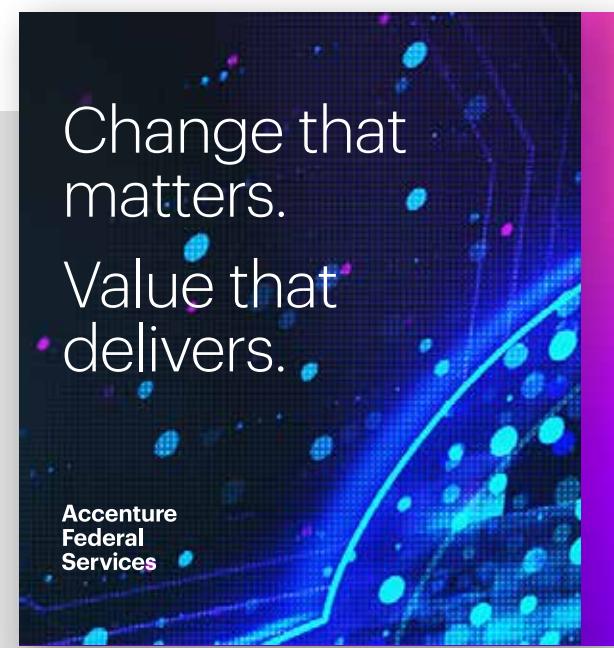
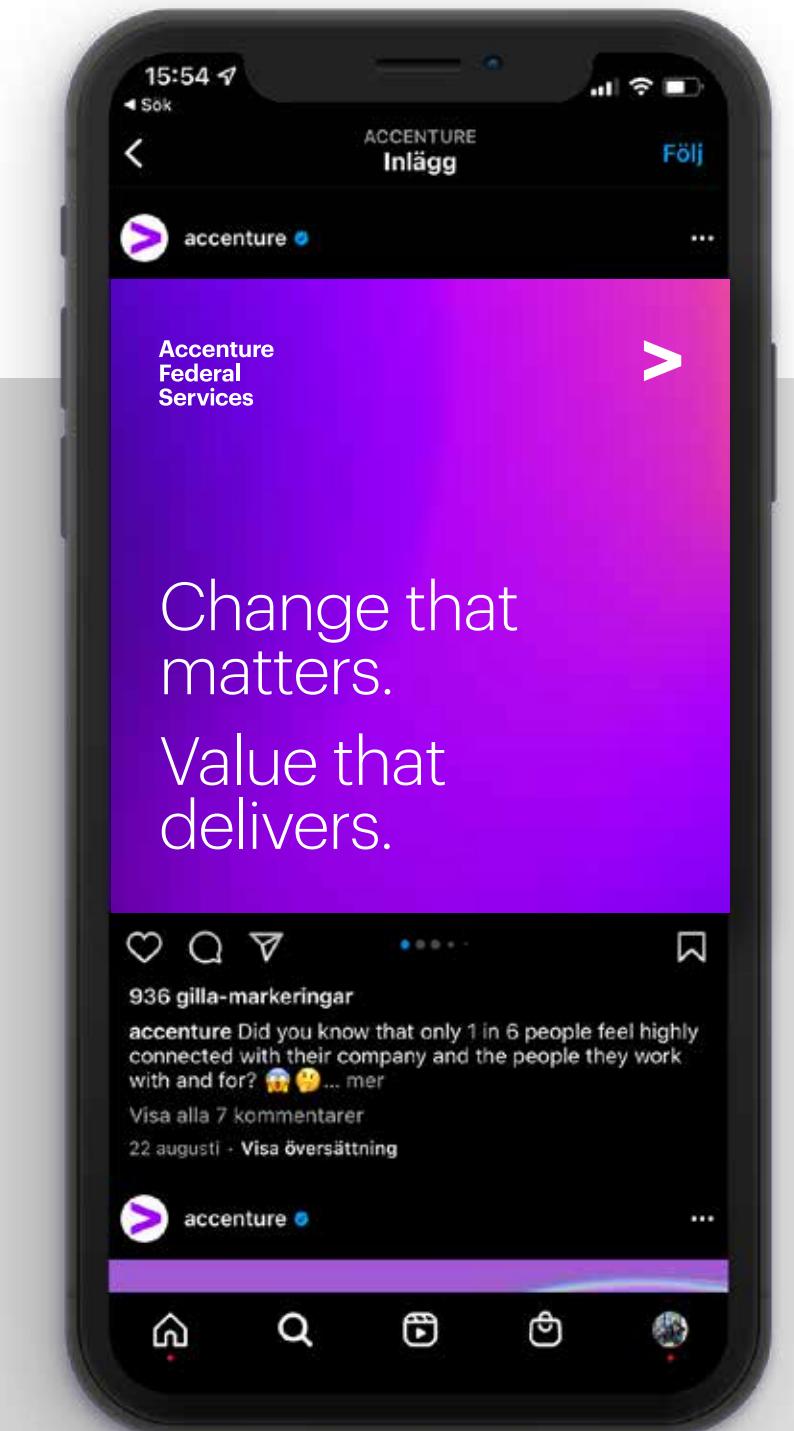
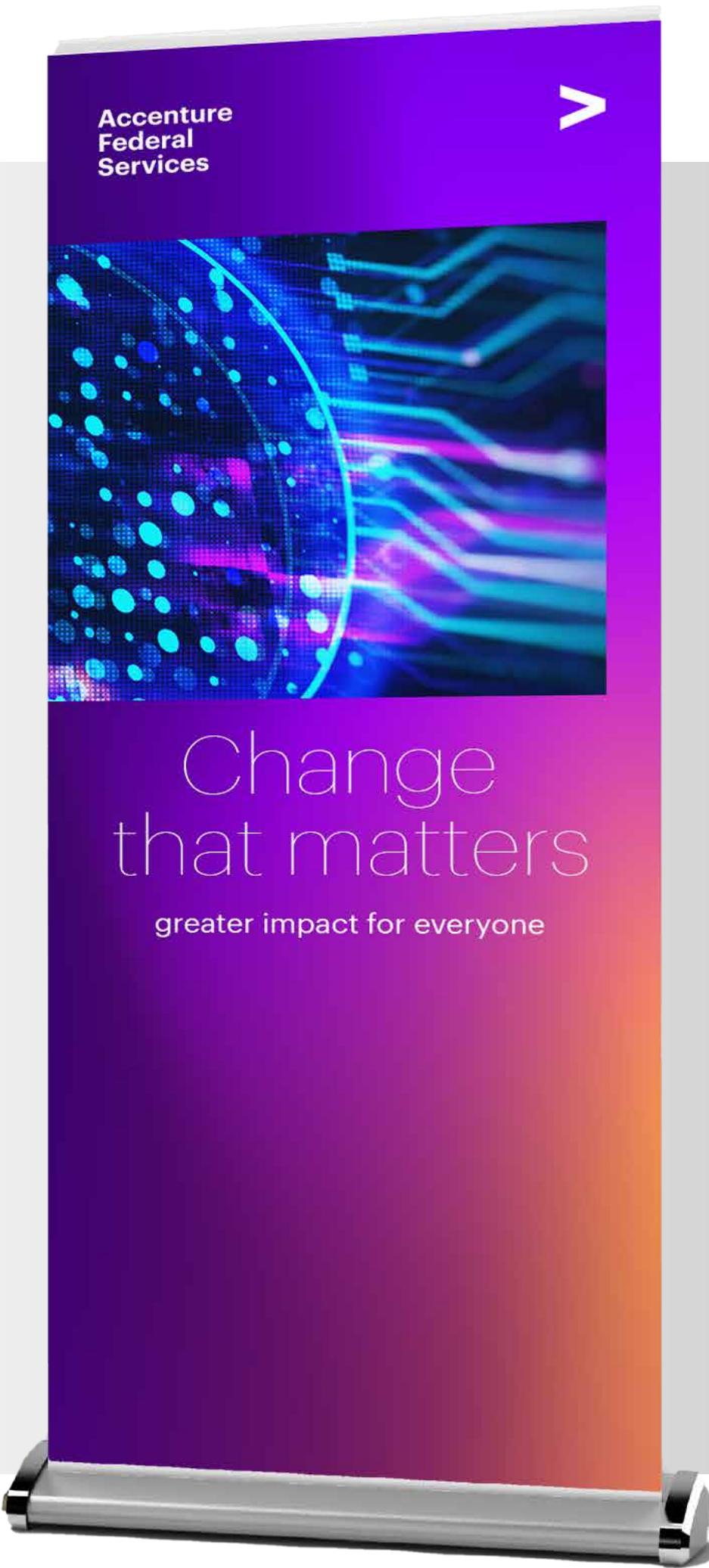


For bigger assets, the gradient might be extended



Gradients

Use



Corporate fonts

Type style

Our overall typographic approach is strong and bold. Whenever possible, we use short headlines at large sizes. Black text on white backgrounds is our default, but we add variety, interest, and emphasis by selectively and deliberately using color with text. Clarity and legibility inform all type choices.

Graphik

Our primary typeface is Graphik, a bold, straightforward sans serif. Graphik expresses our messages with boldness, clarity, and personality. It works well at both headline and body copy sizes.

GT Sectra Fine

Our secondary typeface is GT Sectra Fine (referred to simply as "Sectra"), a contemporary serif face with details reminiscent of calligraphy strokes. Sectra is used for second-level headings and adds warmth and a human touch to our typography.

Note that Graphik Black is no longer included in the list of available weights.



Primary typeface

Graphik

Bold

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%

Semibold

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%

Medium

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%

Regular

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%

Light

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%

Secondary typeface

GT Sectra Fine

Bold

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%

Medium

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%

Regular

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%

Book

AaBbCc

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 1234567890?&+@#!%



Want to see content as it was intended?
Download and install the fonts on your laptop

Got Fonts?

Basic type hierarchy

The basic type hierarchy for all our communications is simple and straightforward. Here is an example.

The change you see

Change is a force you can harness

Some agencies have embraced change and are seeing the benefit of disruptive models to deliver their missions and better outcomes in new ways—from predicting pandemic outbreaks before they happen to 3-D printing parts of military flight-critical components. And they are creating more value for citizens and empowering employees with exciting new ways to serve. Other less agile agencies fall behind in applying the latest technologies and approaches to re-imagine the mission and business. When this gap widens, public trust declines and workforce engagement drops—and external adversaries may exploit those inefficiencies.

Headline

Graphik Bold
Sentence case

The substitute font for Graphik is **Arial**

Subhead

GT Sectra Fine Regular
Sentence case

The substitute font for GT Sectra Fine is **Palatino**

Body copy

Graphik Light
Sentence case

Colors

Overview

Our approach to color is simple: the three core purples remain, equally, our primary colors, while the range of our palette has been extended through the introduction of accent purples and a vivid palette of secondary colors. Our palette differentiates us from our competition while reflecting the wonderfully rich and complex diversity of the human experience.

Core purples

The three core purples are used across all our services, networks, and offers. They appear in backgrounds, text, the logo, and the Greater Than symbol. One of the core purples should always appear in layouts, either in a leading or supporting role.

Accent purples

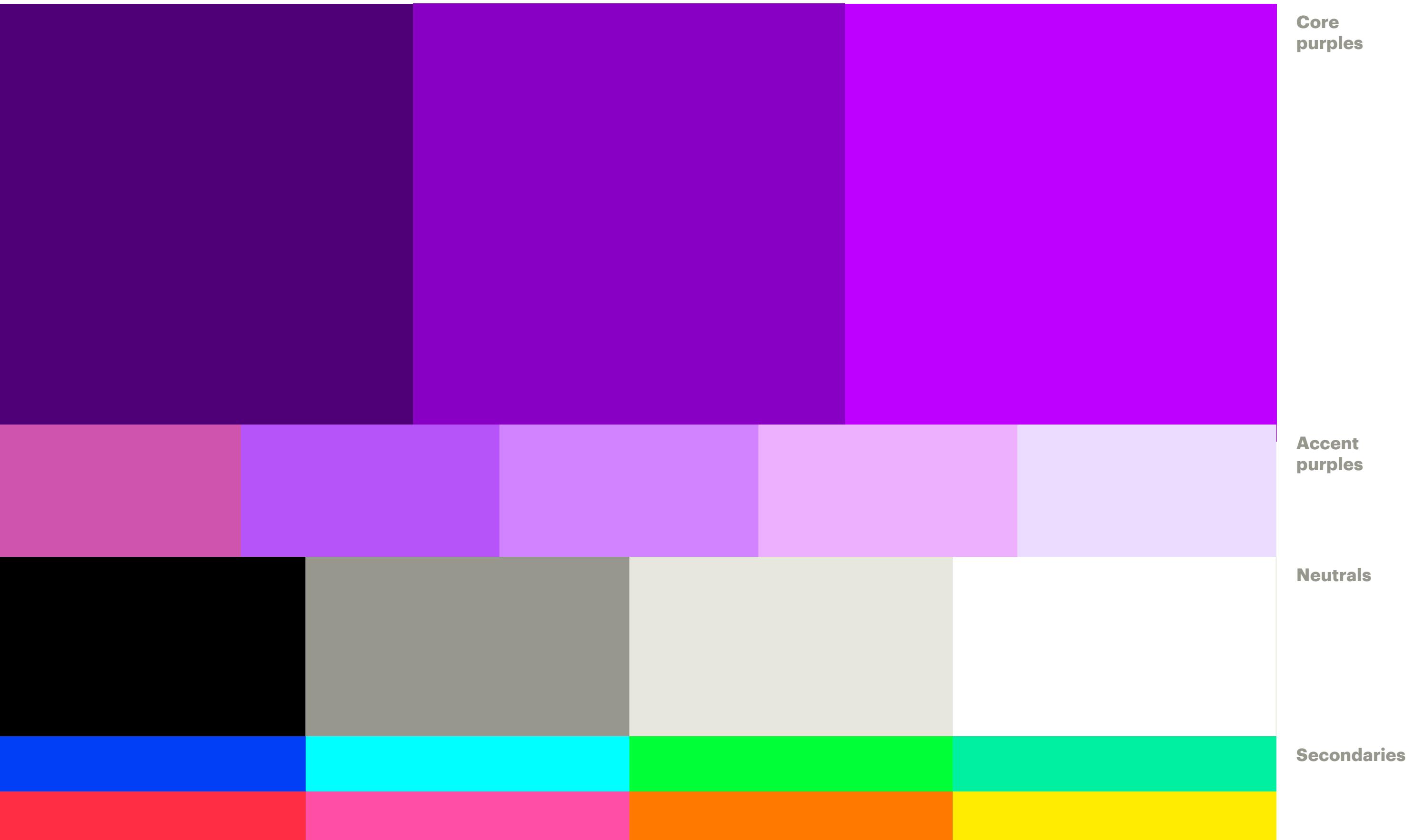
The five accent purples provide a harmonious extension of the core purples. They always support the core purples and help broaden their range. Overall, their use should be subordinate to the core purples.

Neutrals

Neutral colors complement the other colors in the palette and help provide a counterpoint to the palette's vibrancy when used in text, backgrounds, and other foundational design elements.

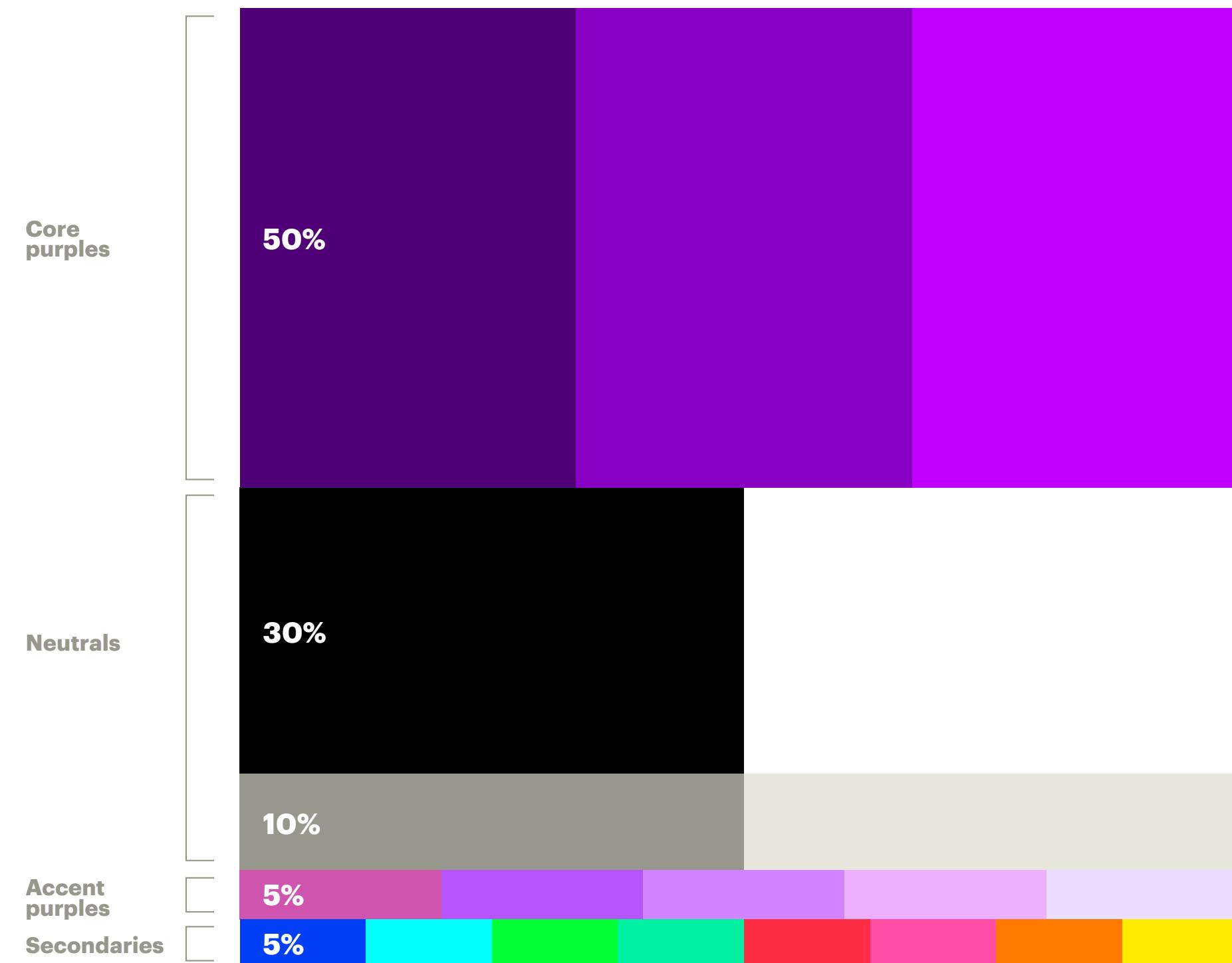
Secondaries

The secondary colors add variety to the palette and help prevent "purple fatigue" in our touch points. The use of secondary colors is not a requirement in layouts. These colors are available as options to allow design variation and visual pacing.



Use percentages

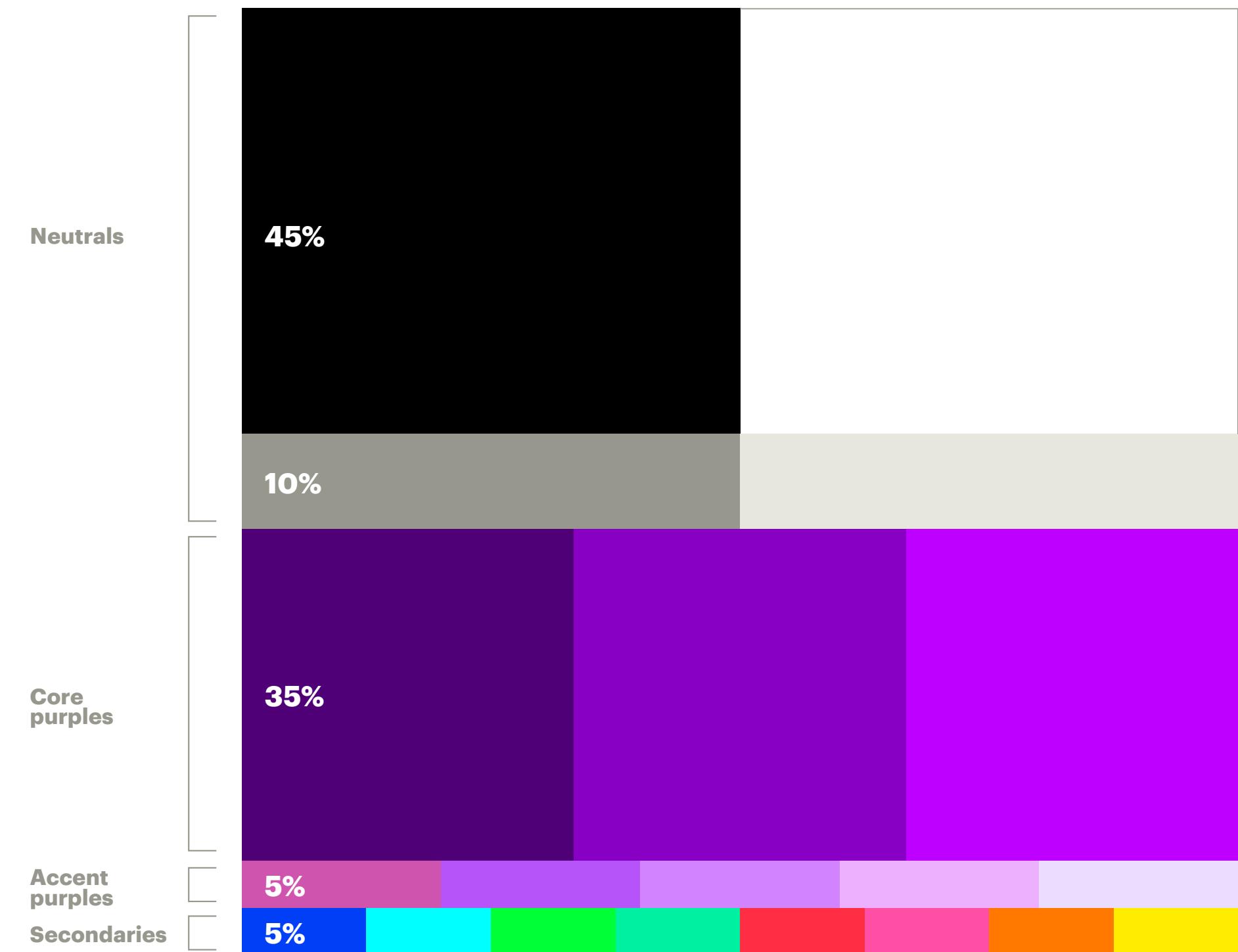
Moments of impact: Key, high-profile touchpoints that activate the brand in a big, bold way with unique or keystone messaging



The diagrams provide a general color balance guide for our communications.

They are intended as a quick visual reference rather than a prescriptive formula or ratio.

Everyday use: Day-to-day communications that serve to reinforce the core brand elements and messaging



Colors

Specifications

Core Purple 1	161 / 0 / 255	#a100ff	7442 C / 2592 U	52 / 82 / 0 / 0	Blue	0 / 65 / 240	#0041f0	2388 C/U	100 / 66 / 0 / 0
Core Purple 2	117 / 0 / 192	#7500c0	267 C / 2597 U	74 / 100 / 0 / 0	Light Blue	0 / 255 / 255	#00ffff	311 C/U	68 / 0 / 13 / 0
Core Purple 3	70 / 0 / 115	#460073	2685 C / 2091 U	85 / 100 / 0 / 0	Green	100 / 255 / 80	#64ff50	2287 C/U	61 / 0 / 93 / 0
Accent Purple 1	180 / 85 / 170	#b455aa	2352 C/U	29 / 69 / 0 / 0	Blue Green	5 / 240 / 165	#05f0a5	2239 C/U	59 / 0 / 39 / 0
Accent Purple 2	160 / 85 / 245	#a055f5	2083 C/U	46 / 58 / 0 / 0	Red	255 / 50 / 70	#ff3246	Red 032 C/U	0 / 86 / 63 / 0
Accent Purple 3	190 / 130 / 255	#be82ff	2645 C/U	40 / 44 / 0 / 0	Pink	255 / 80 / 160	#ff50a0	2038 C/U	0 / 68 / 0 / 00
Accent Purple 4	220 / 175 / 255	#dcffff	264 C/U	26 / 37 / 0 / 0	Orange	255 / 120 / 0	#ff7800	1495 C/U	0 / 46 / 78 / 0
Accent Purple 5	230 / 220 / 255	#e6dcff	7443 C/U	9 / 8 / 0 / 0	Yellow	255 / 235 / 50	#ffeb32	108 C/U	0 / 5 / 98 / 0
Black	0 / 0 / 0	#000000	n/a	0 / 0 / 0 / 100					
Dark Gray	150 / 150 / 140	#96968c	7538 C/U	24 / 11 / 24 / 33					
Light Gray	230 / 230 / 220	#e6e6dc	2330 C/U	13 / 9 / 13 / 0					
White	255 / 255 / 255	#ffffff	n/a	0 / 0 / 0 / 0					

To ensure the consistency and memorability of the Accenture brand, always use the color formulas listed here for all applications and touch points.



Colors

Accessibility

Strong color contrast is essential in ensuring the legibility and accessibility of text in layouts. The wide range of colors in our palette offer options for both variety and for potential pitfalls for on-screen legibility.

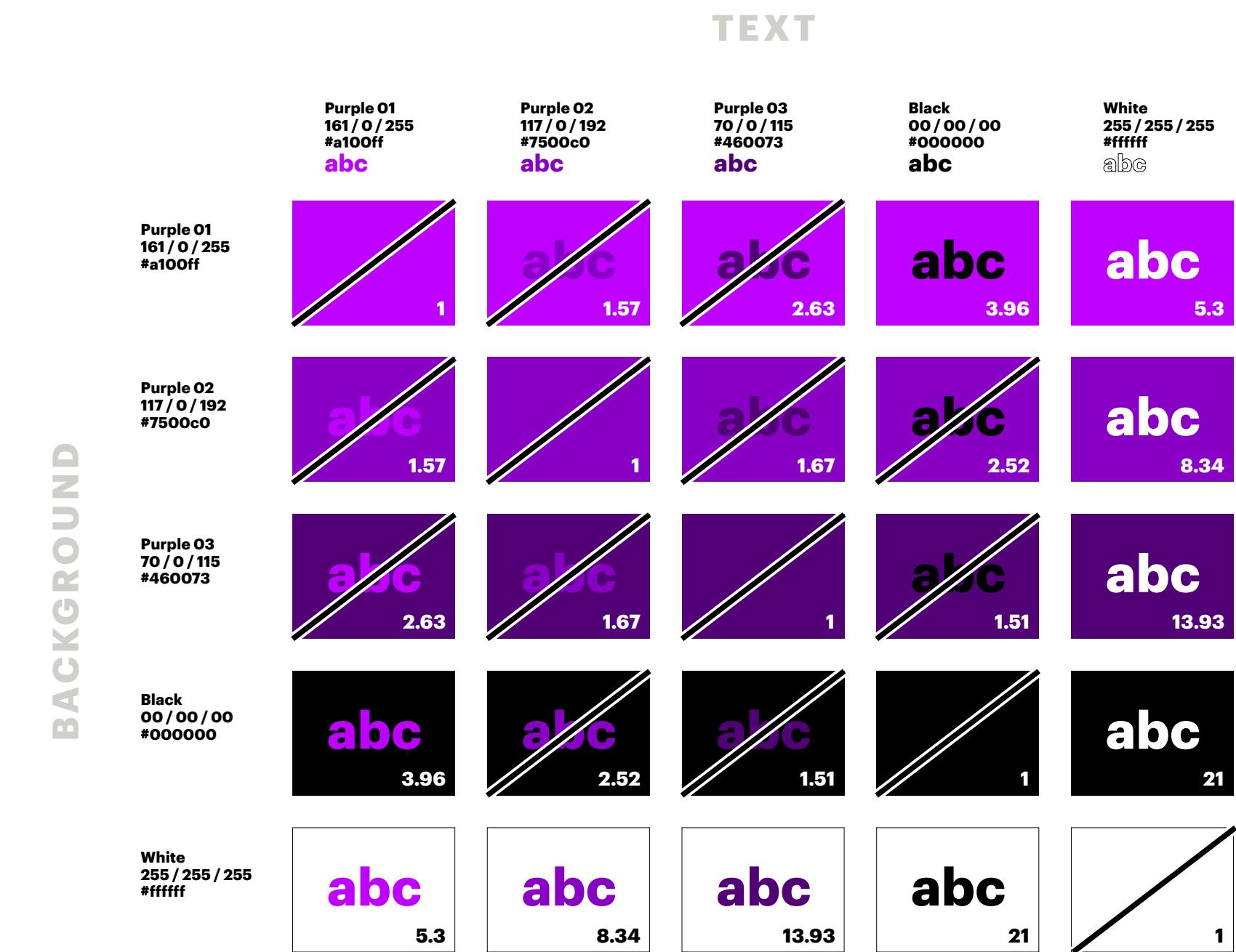
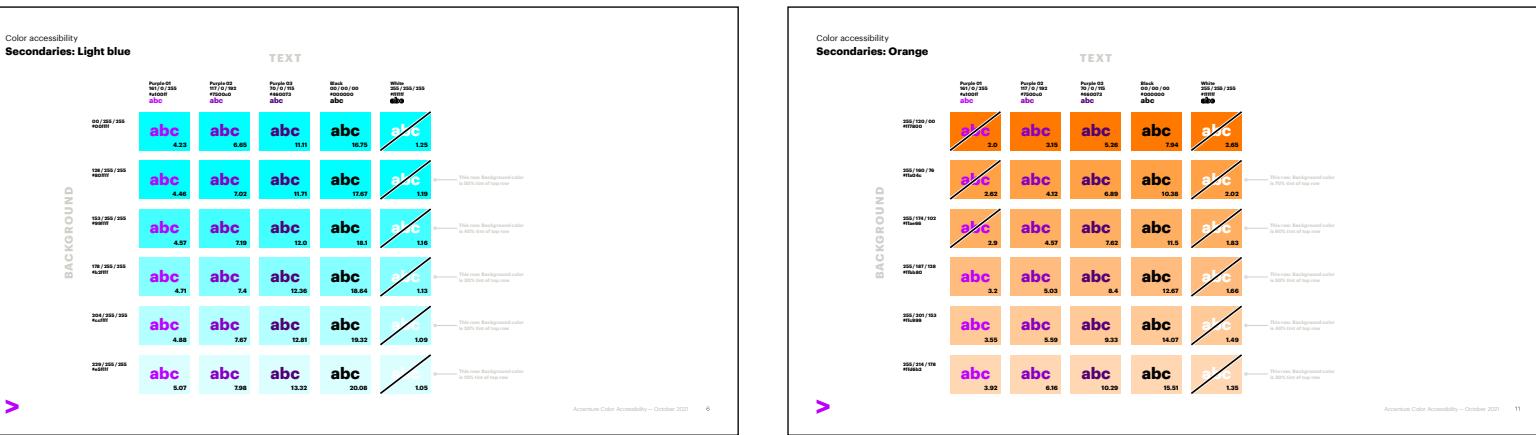
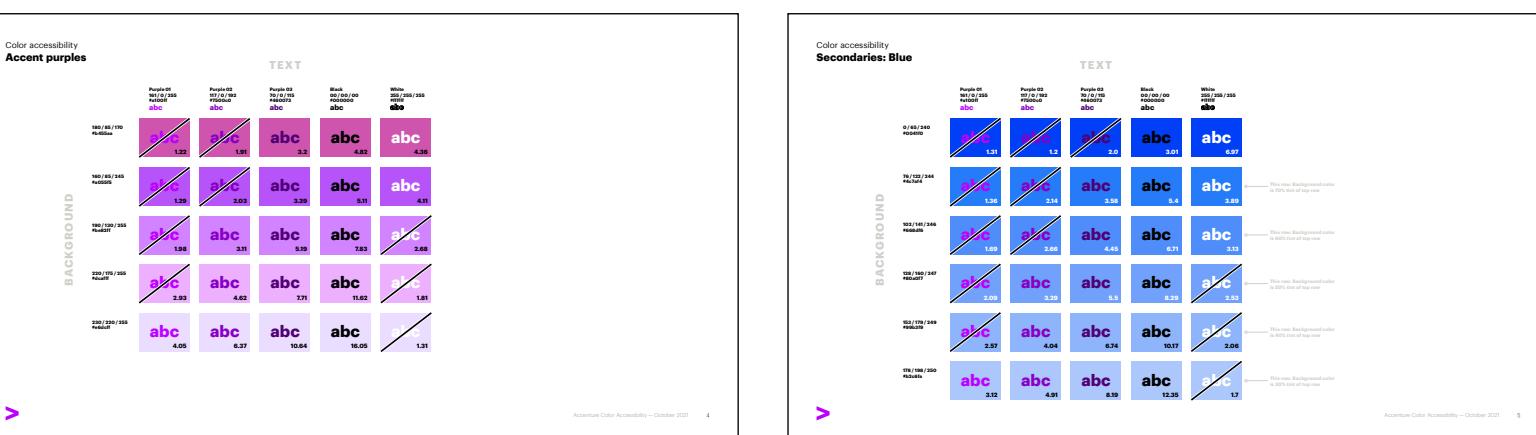
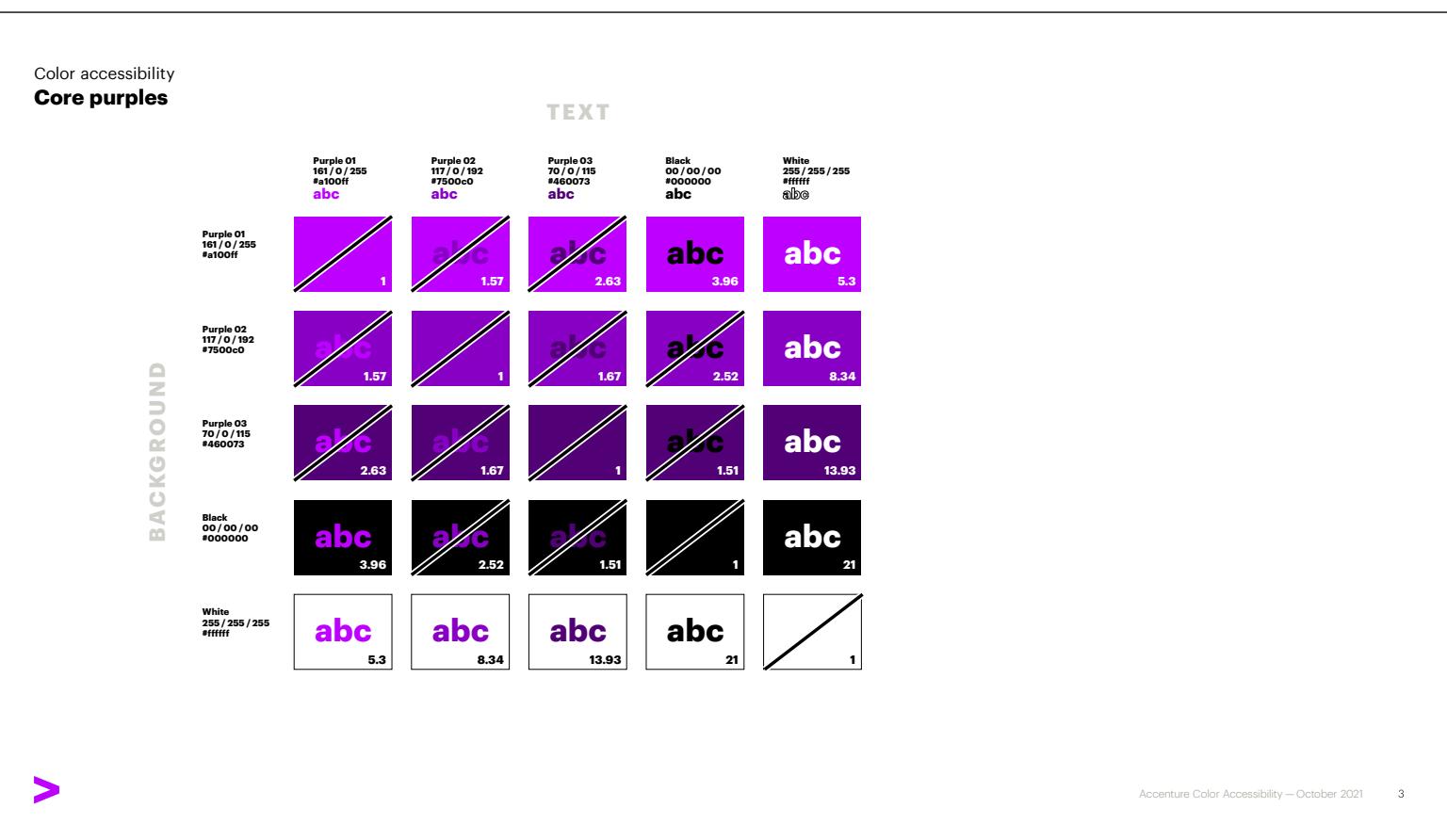
To assist in the development of online touch-points that follow the official Accenture CIO accessibility standard (AA), the contrast ratios for the most commonly anticipated color combinations of font and background colors in the Accenture color palette have been evaluated and documented.

These ratios are available in the Accenture Color Accessibility PDF available on Brand Space.

The contrast ratios are presented through a matrix showing one background color in each row and one text color in each column. Rows of background colors are grouped by color family. Text colors in the columns are consistent across all of the background colors tested. The following text colors have been explored: the three core Accenture purples, black, and white.

The AA standard requires a minimum 4.5:1 color contrast ratio for normal text.

Note: These color combinations are shown to test for accessibility; they are not intended as design recommendations.



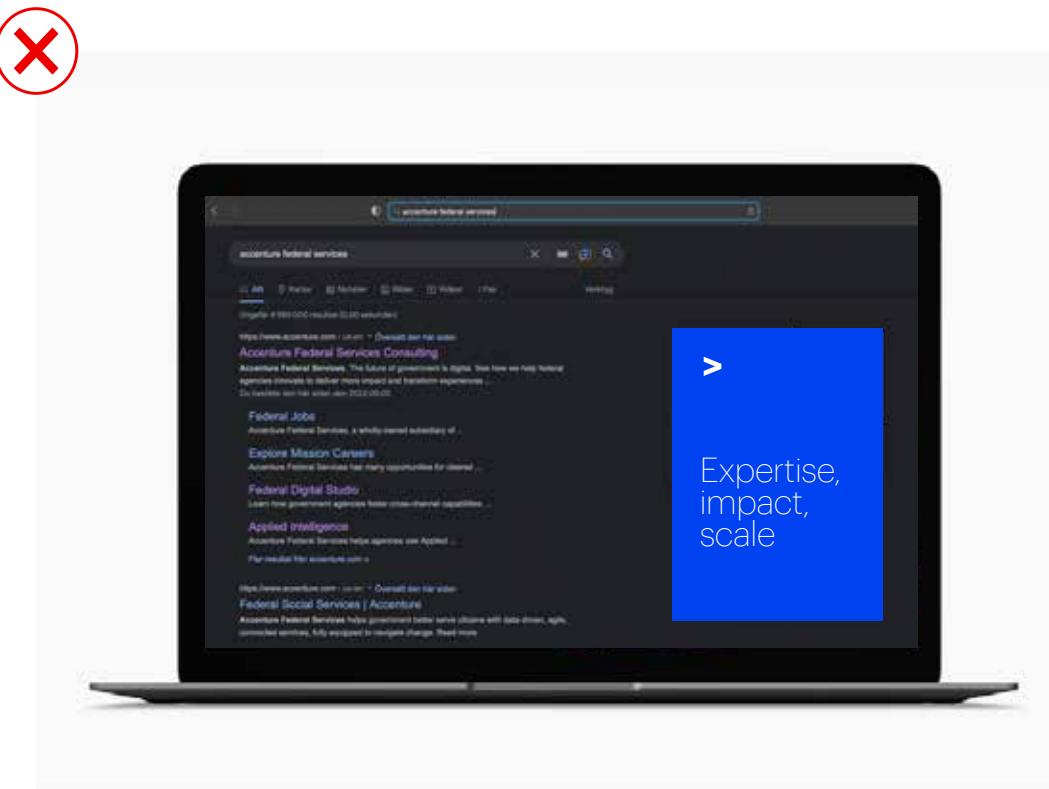
Accessibility is assessed by a contrast ratio of two colors: the text color and the background color. In each matrix, the contrast ratio for text and background colors are shown in the lower right of each color block. For simplicity, only the first number in the ratio is shown. For example, a ratio of 5.3:1 is shown as 5.3. Diagonal cross outs in each matrix indicate a contrast ratio less than 3:1.

WCAG 2.0 level AA requires a contrast ratio of at least 4.5:1 for normal text and 3:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.

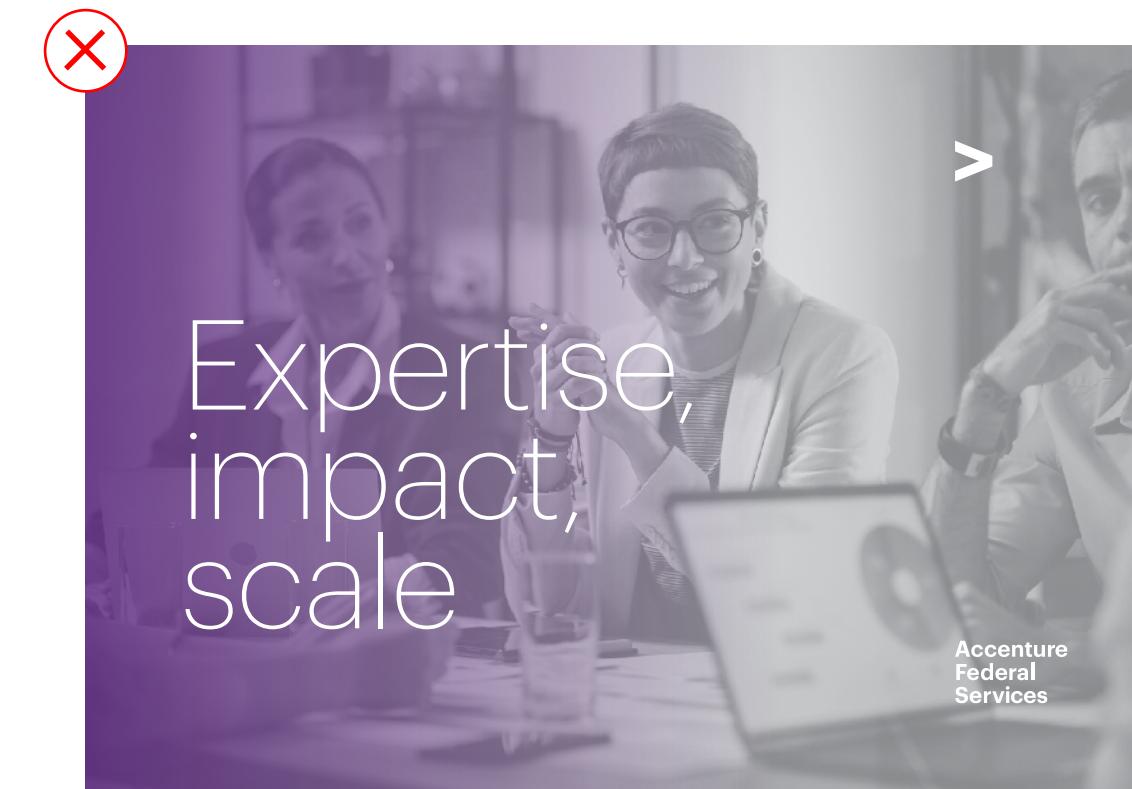


Colors

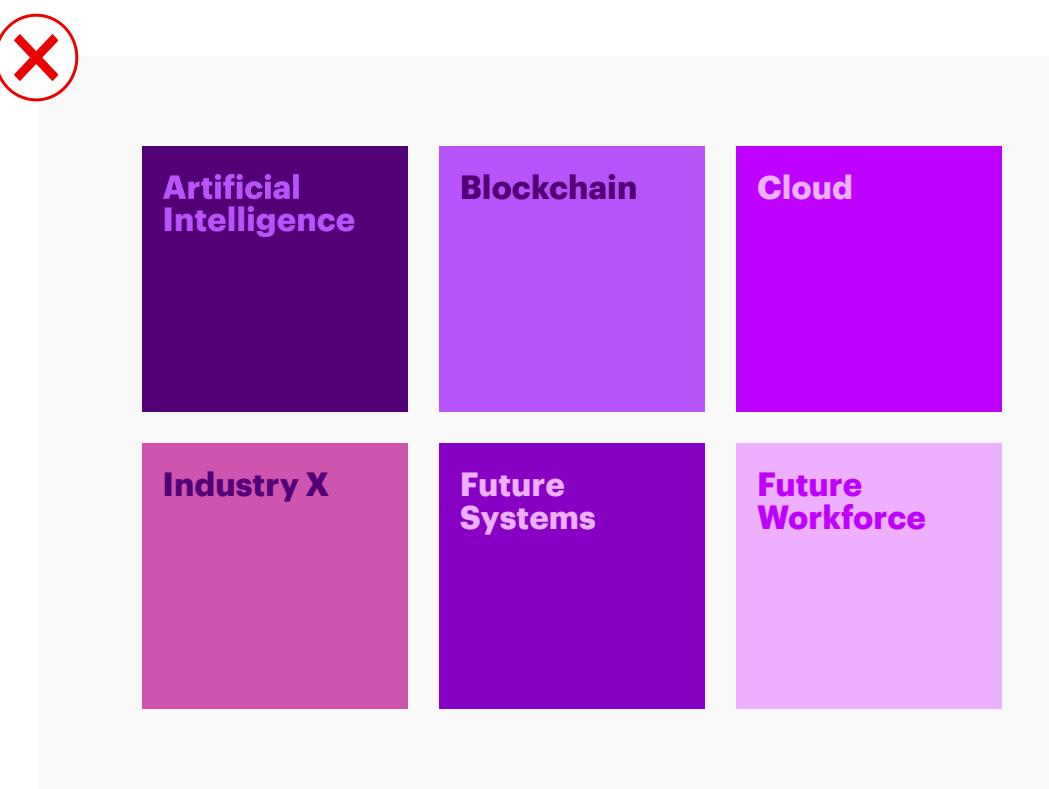
Incorrect Usage



Do not use the secondary colors as an alternative to the core purples.



Do not colorize photography.



The examples shown here illustrate what to avoid when using our color palette.

Avoid using too many colors in the same page, screen, or layout.



Do not use secondary colors for primary visual elements such as headlines without the support of one of the core purples.



01

Purple is primary

Purple is our primary color and is always present.

02

Purple first and last

Ideally, purple is the first and/or last color that you see in a touchpoint, for example, on a front and back cover or first and last in a motion sequence.

03

Secondaries play a supporting role

Secondary colors extend the range of the color palette and complement, rather than replace, the purples

04

Limit the use of secondaries

Use a limited number of secondary colors at the same time in order to avoid an excessively multicolored look.

05

Legibility is essential

The use of expressive and dynamic color in text and backgrounds should always be balanced with content legibility and accessibility.



Photography Overview

In general, when selecting photography for your project, please consider how the image will enhance or expand the audiences' understanding of your content, not be a literal duplication of it.

Some other key considerations are:

- Strive for authenticity, choosing candid moments over posed images. If possible, consider using real photography featuring our people.
- Look for unique angles, a sense of motion or dynamic visuals. We want to show active participation (i.e. camera snaps the photo while in the middle of some action), never passive or static. We want to illustrate the change that we make at all times.
- Remember to consider ability and inclusivity when choosing imagery.

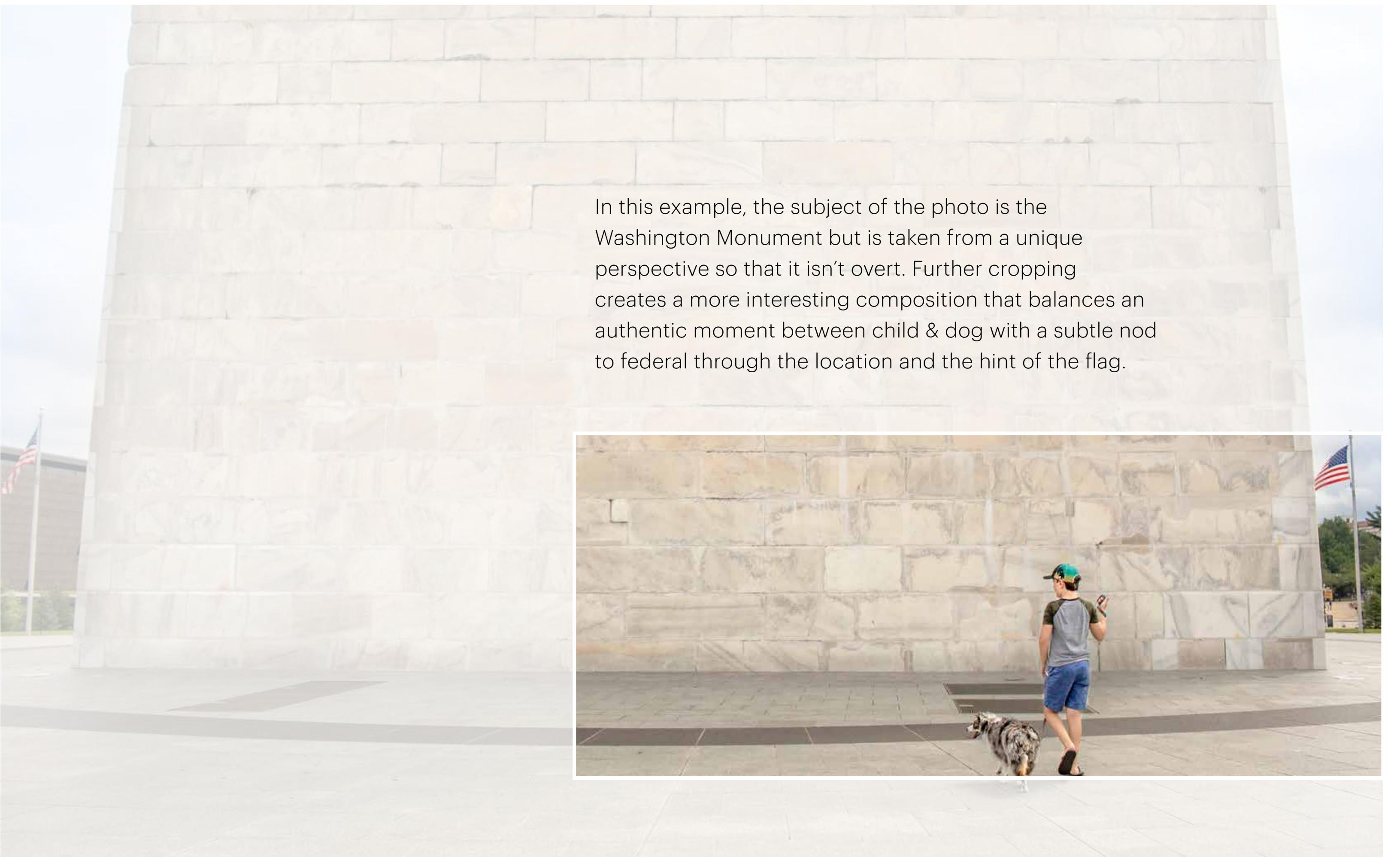


Fit for Federal

When adapting these guidelines for applying to federal subject matter

If you want to incorporate images associated with the federal government, we encourage people to find creative, unexpected ways to differentiate ourselves from other companies serving the federal market.

For example, if you would like to feature a flag, consider showing it as part of a larger environment, or as part of a backdrop or setting, i.e., as a laptop or postage sticker, a badge/patch, or hanging from building in a city streetscape. These inventive, uncommon uses are more memorable, and help to set ourselves apart from competitors from a visual perspective.



In this example, the subject of the photo is the Washington Monument but is taken from a unique perspective so that it isn't overt. Further cropping creates a more interesting composition that balances an authentic moment between child & dog with a subtle nod to federal through the location and the hint of the flag.



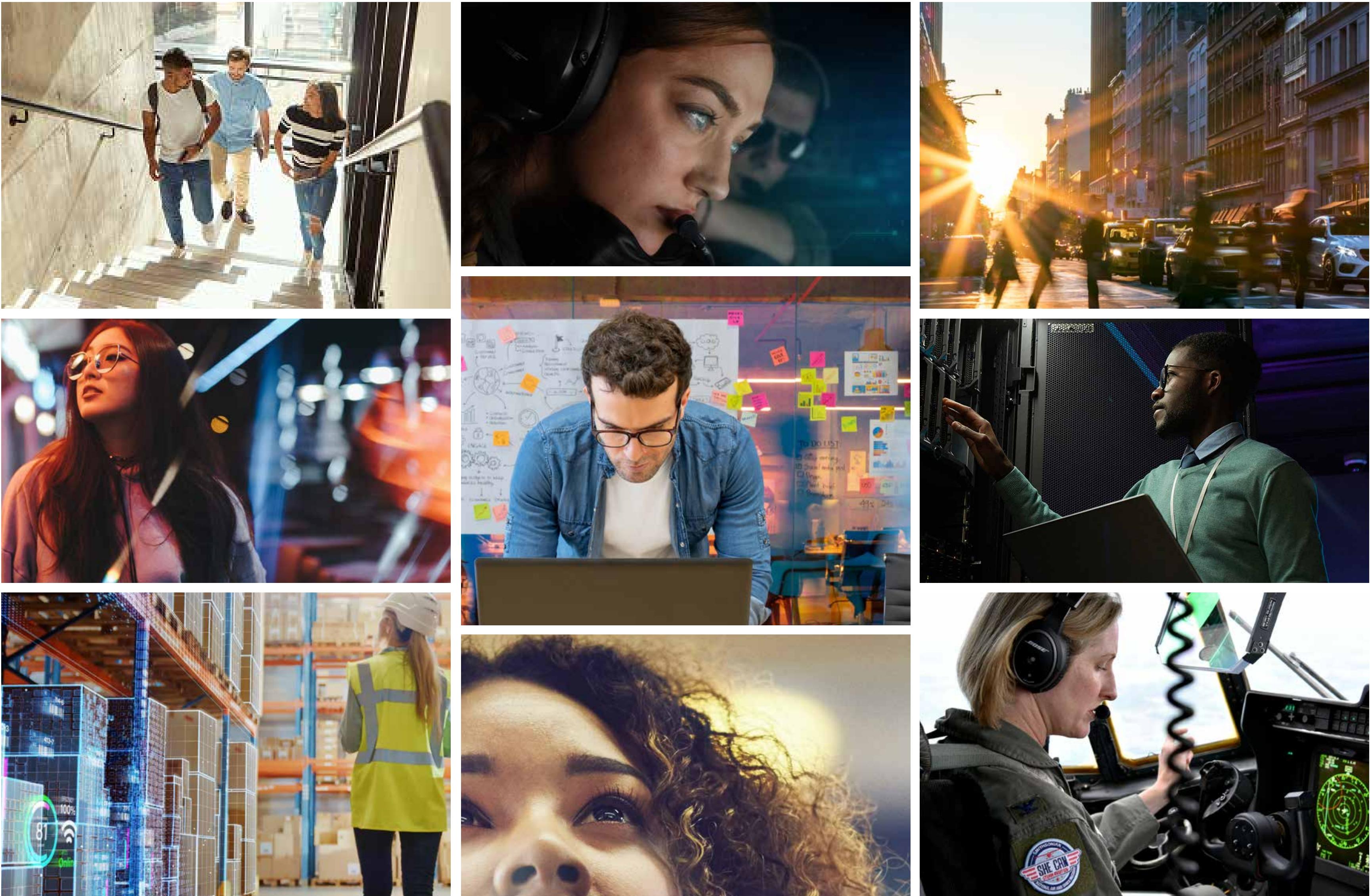
Photography Image Categories

Our photography celebrates authentic humanity while simultaneously expressing the concept of human ingenuity combining with technology to create something transformative.

To help delineate the various facets of this idea, we create six image categories:

- Authentic Portraiture
- Life at Work
- User-generated Content
- Dynamic Place
- Powerful Innovation
- Visible Outcomes

The first three categories focus on genuine humanity, while the last three focus on the effect of technological advancement on the world around us. From bold portraiture to highlighting innovation in our everyday lives, everything coalesces around a sense of honest human expression.



Photography

User-generated content

User-generated content (UGC) allows more personal, genuine, and relatable imagery to be featured as part of our visual system. These images should evoke candid shots of individuals who personally benefit from their interactions with Accenture Federal Services. They should be consistently natural in terms of lighting and composition.

The goal of this content is to highlight genuine experiential moments and should therefore be candid rather than posed. Subjects should appear at ease in their environments. Images should evoke a sense of spontaneity and never feel overly considered.



Photography

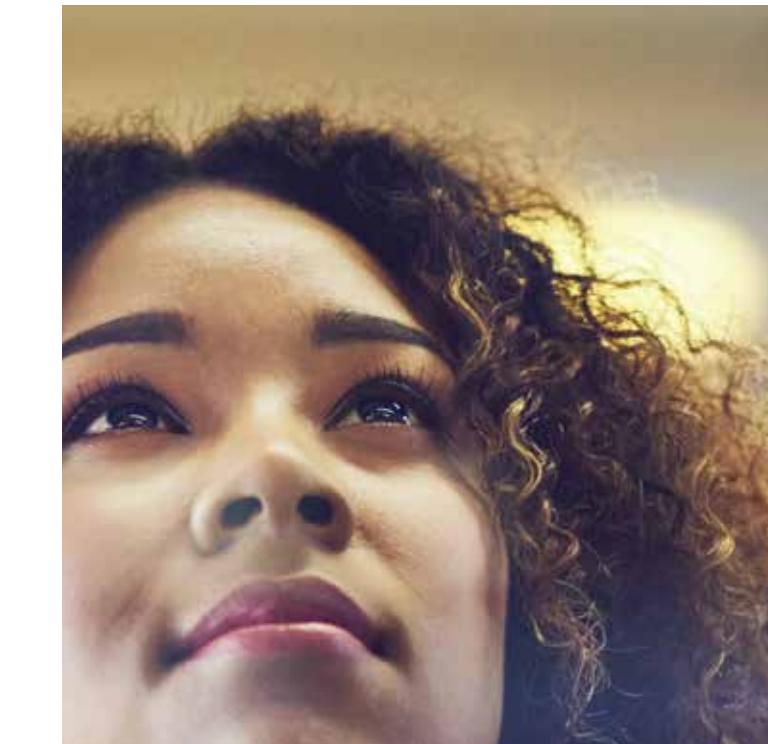
Do this, not that



Do this: Emotionally charged; natural lighting; shot at close range



Not this: Stiff; artificial studio lighting; cropped after the fact



Do this: Intimate; natural lighting; shot at close range; emphasis given to eyes



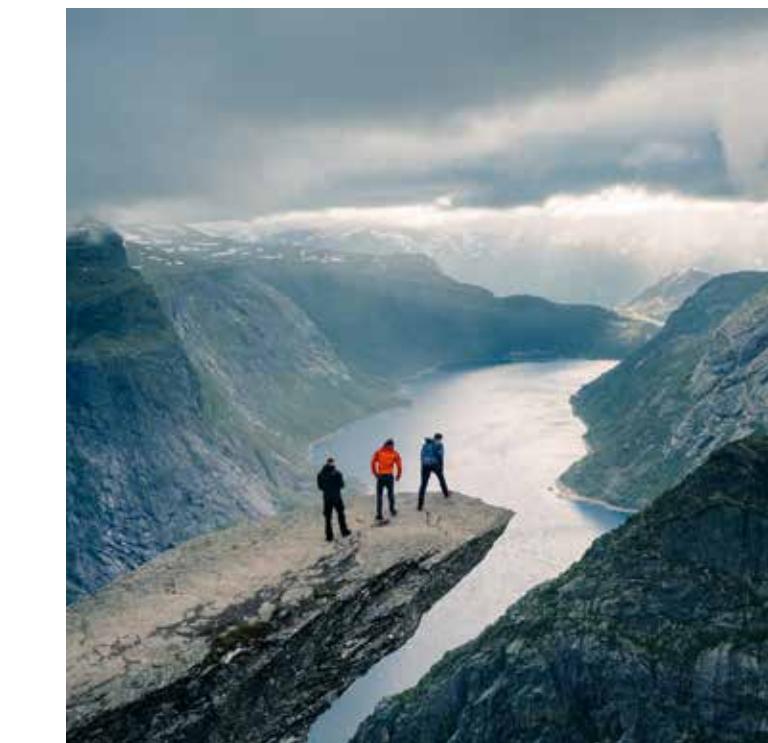
Not this: Posed; artificial studio lighting; cold



Do this: In-the-moment; active; balance of tech and humanity



Not this: Posed; stereotypical office setting; passive



Do this: Impactful; inspiring; natural; demonstrates outcome



Not this: Staged/posed; lacks gravitas; stereotypical representation of success

Photography

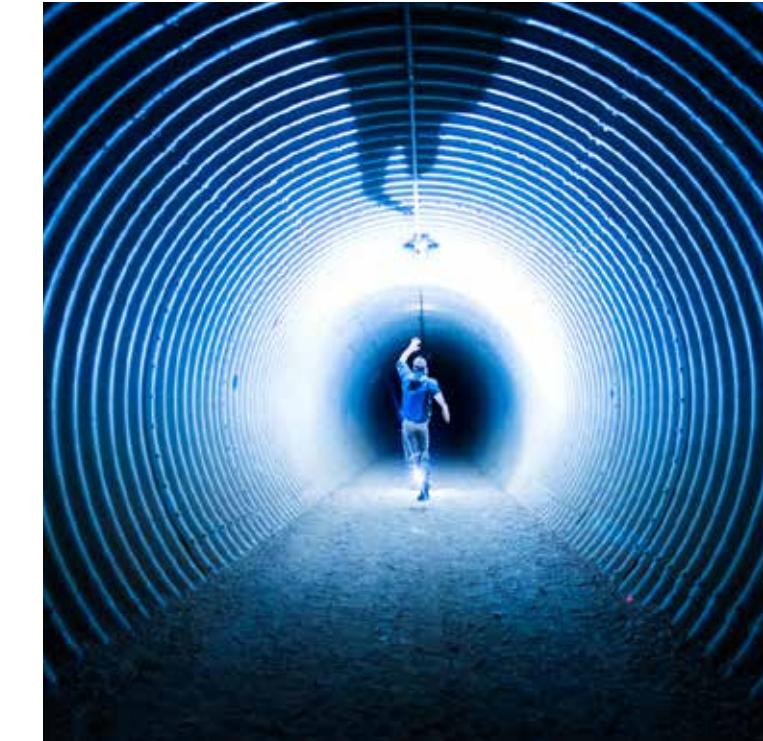
Do this, not that



Do this: Warm; spontaneous; subject shown in natural environment



Not this: Overly staged; artificial lighting; emotion is forced



Do this: Vibrant; active; atmospheric



Not this: Muted colors; artificial graphics; passive; uses technology tropes



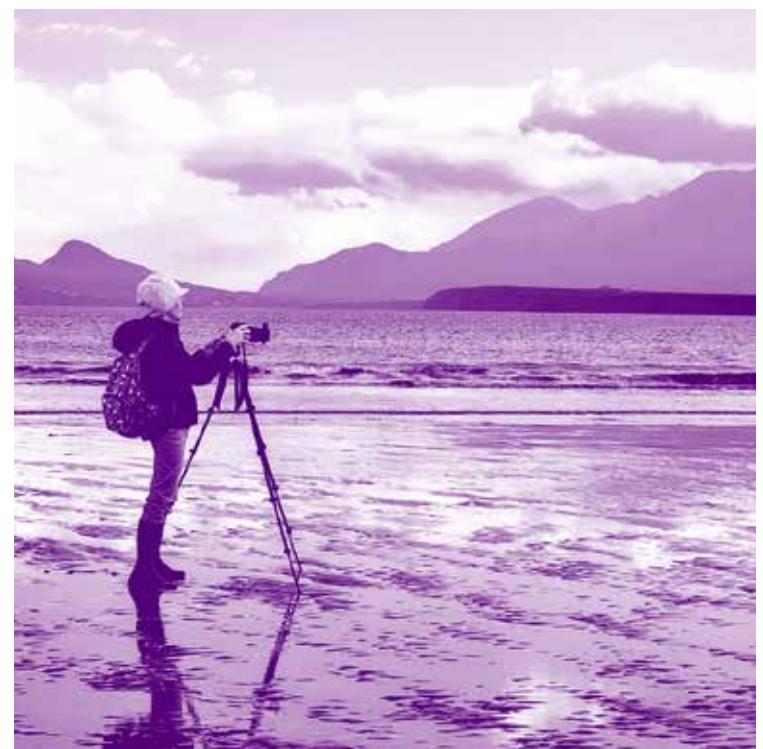
Do this: Dynamic angle; strong sense of motion; tangible energy



Not this: Disconnected/removed; stagnant; flat composition



Do this: Full-color, vibrant photography



Not this: Colorized or heavily manipulated photography

Merchandise

Overview

If your budget allows, look for items that allow for multiple imprint locations or a larger imprint area to accommodate the wordmark as well as the Greater Than symbol.

Outcomes will differ depending on the material and imprint method (ie. screen print vs embroidery vs. heat transfer). Embroidery may offer the brightest purple depending on the thread color available.

Purple will print much duller than what you see on screen. Often closer to mauve. General recommendation is to stick with black and white branding, which is timeless.

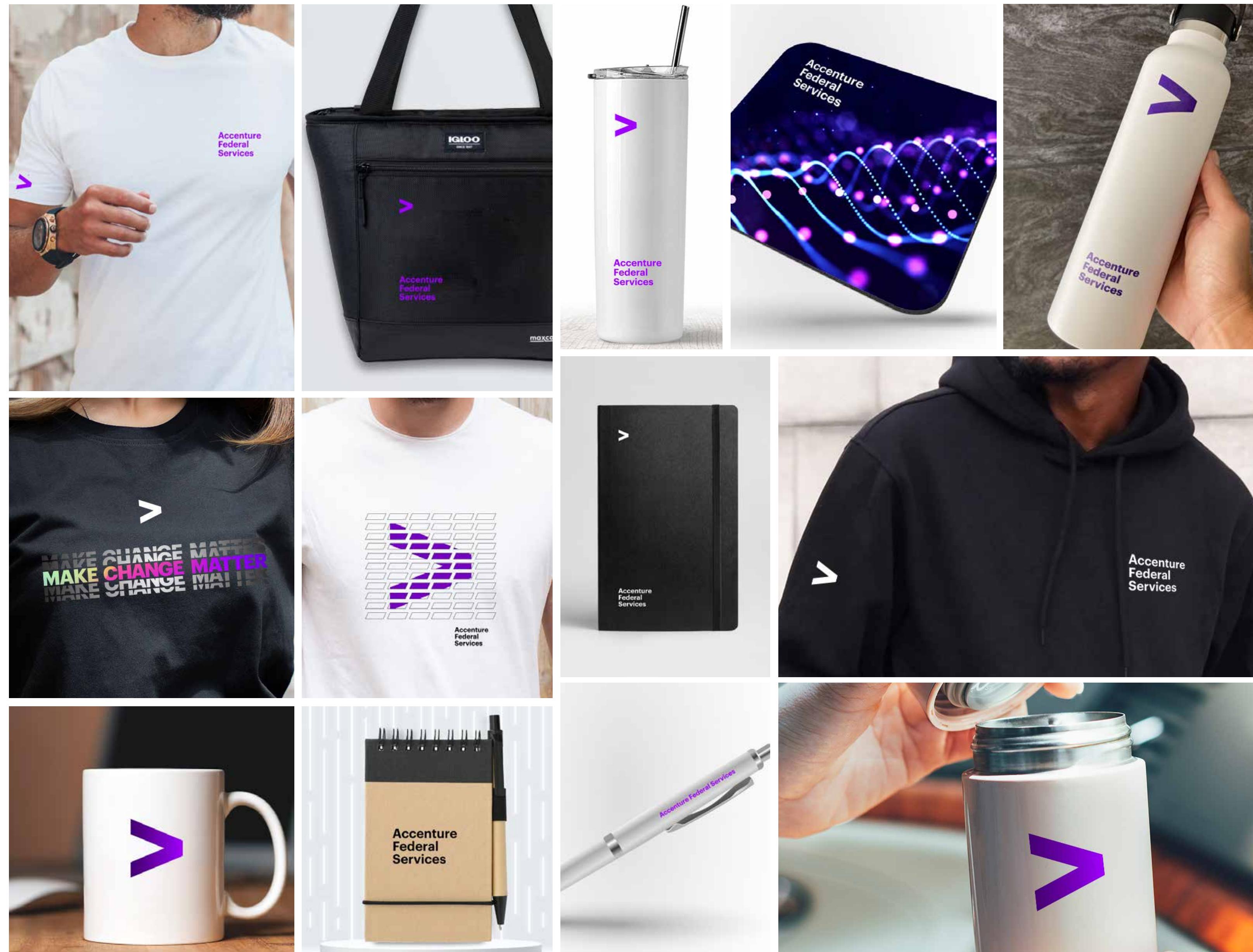
Ordering process

Orders may be placed through our approved vendor - **Staples Promotional Products**.

The Staples team is ready to help you source items to fit your budget and schedule.

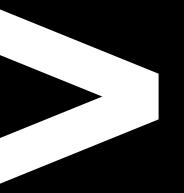
Staples will not begin work on an order until they have a PO. Be sure you have enough time in your schedule to secure this before production begins. Note that we have instructed Staples to source only sustainable products.

Click [Special Orders](#) to get started.



Images shown are for illustrative purposes. Actual color representation may differ.





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Additional Resources

- [Accenture Brand Space](#)
- [Accenture Federal Services Brand Space](#)