Business card guidelines

High performance. Delivered.
A. Introduction

Accenture now uses a suite of business cards to communicate the breadth and depth of our services to the market.


The following guidelines are intended to provide you with the necessary information to implement our new business card suite. It is important that we all share a basic understanding of how to use our visual identity using the highest quality materials and production processes.

The stationery system is managed through the Global Brand team (layout specifications); the Procurement organization (selection of vendors) and the Workplace organization (ordering and fulfillment process). Communication of items, processes and resource information are handled by Workplace and the Global Brand Team.

Cards should be printed using high-quality materials and production processes. To ensure we meet standards worldwide, these items should be sourced through printers who are qualified to produce this level of quality. Once Workplace Solutions has identified a local printer, the Global Brand Team must be engaged to approve proofs.

If you have questions or need guidance, please contact the Global Brand Hotline: Chicago: +1 312 737 6000 London: +44 20 7844 2255 Bangalore: +91 80 4186 5807 E-mail: global.brand@accenture.com
B. Materials and print specifications

Accenture Rotis font
The Accenture Rotis font is a customized version of Rotis developed exclusively for use on Accenture materials. Vendors will need to order the Accenture Rotis font directly from Monotype Imaging.

For business cards and other stationery items the Accenture Rotis Semi Sans Regular and Bold faces are used.

The font is available in cross-platform TrueType format. The cost for the font is about $500 US and may be purchased on the following site: http://www.fonts.com/info/services/corporate-identity/accenture-corporate-fonts

Additionally, you will be able to order specific sets to accommodate various language needs. For further details, contact Monotype Imaging directly.

Monotype Imaging Inc.
Attn: Eli Wilkie
500 Unicorn Parkway
Woburn, MA 01801, US
Tel: +1 800 424 8973 (prompt 2) (US & Canada only) or +1 781 970 6000

Paper stock
Accenture is committed to incorporating environmental leading practices into company business operations. In support of that policy, Neenah Environment PC100 White or an equivalent recycled sheet should be used. It is important to use a high quality, bright white sheet to reinforce the Accenture brand concept of light. For a sample of the approved recycled paper, please contact the Global Brand Hotline.

Please note:
If you cannot source Neenah paper in your location please contact the Global Brand Hotline for approval on an equivalent sheet. When using an equivalent sheet, paper manufacturer watermarks should not be used as they detract from our brand.

Accenture Signature
The correct size and position of the Accenture Signature for business cards is specified in the following pages. The Accenture Signature and the Growth Platform lockups are specific art files and should never be redrawn, recreated or distorted.

Recycled symbol
While we specify fine recycled papers for our business cards, we do not require the use of the “100% recycled paper” symbol on each card. However, we recommend using the symbol as a way to emphasize our commitment to sustainability. See appendix for more details.

Inks
Accenture business cards are imprinted with black and a suite of PANTONE inks.

The following specified PANTONE inks should be used to execute the Greater Than Symbols above the Signature and on the back of the cards in the Greater Than Lockup and the for the additional Signature lockup art for the Growth Platforms and Accenture Consulting.

The use of all of the following 8 ink colors should be evenly distributed in every order of Accenture business cards (Signature without lockup).

- Warm Red: PMS 485
- Aquamarine: PMS 3275
- Tangerine: PMS 165
- Sky Blue: PMS 2925
- Kelly Green: PMS 354
- Yellow Orange: PMS 1375
- Pool Blue: PMS 306
- Saffron Yellow: PMS 7549

The following inks are specified for use on the Growth Platforms and Accenture Consulting business cards.

- Accenture Digital: Saffron Yellow: PMS 7549
- Accenture Technology: Kelly Green: PMS 354
- Accenture Operations: Pool Blue: PMS 306
- Accenture Consulting: Purple: PMS 072 Blue

Accenture Strategy Materials
The Accenture Strategy business cards are engraved on a black paper and should only be produced by approved suppliers.
C. Content specifications

C.1 Business cards content guidelines

Name and title area:
Recommendation:
1. Individual’s name and professional designation or degree if appropriate (See professional designations and degrees section on the following page)

2. Title - maximum of three lines, 4 as an exception. If the Business Name is incorporated as part of the title, it is recommended that the Business Name should not be repeated at the top of the address block. All levels of employees may now include titles on their business cards.

Address and contact area:
3. Include legal entity if required by country legal standards (e.g., "Accenture LLP" or "Accenture GmbH"). No legal entity is required on business cards for the US and Canada. To identify your country need, please confirm with your local legal department.

4. We allow a 1-to-2 line Business Name to be inserted on corporate and Accenture Consulting business cards at the top of the address / contact block. Please note, when using this text, it is recommended that the same Business Name should not be repeated in the employee title. Only Business Services names and Accenture Federal Services may appear on the Business Name line and are selected from an approved list.

5. Required postal delivery information in maximum of three lines. Address information should be shown according to postal standards. If space allows, please include full words; otherwise recognized abbreviations may be used.

6. Contact numbers and email: a maximum of five contact lines is available.

Recommendation:
- Personal office phone number
- Mobile (optional)
- Twitter handle

Use of a Twitter handle is an optional complement to your business card contact details. If leveraged, an Accenture Twitter handle is recommended – examples include: @Accenture, @AccentureStrat, @AccentureCloud, @Accenture_Jobs, @Accenture_Labs. Choose an Accenture handle that best reflects the Accenture group you work in and/or your professional expertise. For more detail regarding the use of social media and Accenture Policy 1461 reference the Social Media Playbook at https://social-media-playbook.accenture.com.
- Accenture e-mail address (broken into 2 lines after the "@", if over 36 characters).

Overall:
- Maximum length for each line is 36 characters
- No Business Names other than from Approved Business Name List
- Address/contact information should be either national (no country reference at all) or international
- Country should be referred to by common name rather than formal (i.e. "Germany" vs. "Federal Republic of Germany")
- Formatting of the phone number should follow recommendation of the International Telecommunication Union: plus sign followed by country code, the STD code if any (without common STD/area code prex digits or long distance access digits), then the local number.

C.2 Professional designations and degrees

Professional designations or degrees may be used by all employees based on local business protocol or if the individual chooses to do so. For business cards, the designation should follow the name on the first line, unless the name exceeds 36 characters. If so, the designation should rest on the second line.

Approved designations are as follows:
- Military designations
- Doctor (M.D.)
- M.Sc. (Master of Science)
- M.B.A. (Master of Business Administration)
- C.P.A. (Certified Public Accountant)
- C.F.A. (Chartered Financial Analyst)
- C.P.C.U. (Chartered Property Casualty Underwriters)
- C.I.R.M. (Certified Integrated Resource Manager)
- P.M.P. (Project Management Professional)
- C.M.P. (Certified Meeting Professional)

Any other professional designation or degree must be escalated to the Global Brand Hotline for approval (see contact information below).

Non-approved designations:
- Unless culturally appropriate, the use of "Mr.", "Mrs.", "Ms." or "Miss" is not approved.

C.3 Business card and personalized stationery approved exceptions

Approved items:
- Only business cards may feature client engagement addresses (utilizing a c/o) or client e-mail addresses. Legal has confirmed that Accenture stationery may not be created for locations other than official offices. This directive ensures that the company is properly representing itself vis-à-vis conducting business in appropriate jurisdictions based on current legal and tax agreements.
- An assistant’s name or international telephone number may appear on business cards or personalized stationery if there is appropriate space on the card.
- "No name" business cards are acceptable for general office or team use such as: reception areas, recruiting teams, etc.
- Two-sided business cards are approved for countries requiring language translation, or Managing Directors conducting business in multiple locations.

Non-approved items:
Vendors, contractors or outsourced services employed by Accenture will not be provided business cards.

Questions regarding the ordering process should be directed to your local Workplace Manager.

If you have any additional questions please contact the Global Brand Hotline:
Chicago: +1 312 737 6000
London: +44 20 7844 2255
Bangalore: +91 80 4186 5807
E-mail:   global.brand@accenture.com

Revised 02/2016
D. Layout specifications

D.1 Corporate functions:

Size: 3-1/2” x 2” or 90 mm x 50 mm
Signature:
- Size: 8.826 mm H
Paper stock:
100# or 270g/m2, Neenah Environment Cover, PC 100 White Smooth or equivalent
Printing method:
Lithography
Color:
- Black: Use on Accenture Signature, Name, Title, address / contact block and High Performance Delivered tagline.
- One of 8 specified colors from Accenture palette: Warm Red: PMS 485; Aquamarine: PMS 3275; Tangerine: PMS 165; Sky Blue: PMS 2925; Kelly Green: PMS 354; Yellow Orange: PMS 1375; Pool Blue: PMS 306; Saffron Yellow: PMS 7549: Use on the Greater Than Symbols.

Name:
- Accenture Rotis Semi Sans Bold, 8 point on 9 points of leading
- Top aligns to 28.3 mm from the bottom edge

Title:
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- No more than 3 lines, 4 as an exception.
- Titles may be incorporated on all business cards.
- Positioned flush left, directly below Name
- If a Business Name is used as part of a title, it is recommended that it not be repeated in the first lines of the address block.

Business Name line(s):
- An optional Business Name may be set in the first 1-2 lines of the address / contact block.
- The Business Name, if used, should be set 8 point on 9 points of leading.
- Only Business Services or Accenture Federal Services may appear on the Business Name line(s). An approved list has been supplied to Workplace contacts and print vendors.
- Align first line 28.3 mm from the bottom edge of the card, flush left to the center 4 mm gutter.
- If a Business Name is used in the first lines of the address block, it is recommended that it not be repeated as part of a title.

Address / contact block:
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- May not exceed 8 lines (including Business Name if used)
- Align first line of address / contact information with the center 4 mm gutter
- Email line may break if needed after the “@” symbol.
- Approximately 36 characters per line is available, but this will vary depending on the use of capitals and letter widths.

Option with Business Name as part of title

Option with Business Name on separate lines
D.3 Accenture Consulting

Size: 3-1/2” x 2” or 90 mm x 50 mm
Signature:
- Size: 8.826 mm H
Paper stock: 100# or 270g/m2, Neenah Environment Cover, PC 100 White Smooth or equivalent
Printing method: Lithography
Color:
- Black: Use on Accenture Signature, Name, Title, address / contact block and High Performance Delivered tagline.
- Pantone 072: Consulting lockup and Greater Than Symbols

Name:
- Accenture Rotis Semi Sans Bold, 8 point on 9 points of leading
- Top aligns to 28.3 from the bottom edge

Title:
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- No more than 3 lines, 4 as an exception
- Titles may be incorporated on all business cards.
- Positioned flush left, directly below employee Name
- If a Business Name is used as part of a title, it is recommended that it not be repeated in the first lines of the address block.

Business Name line(s):
- An optional Business Name may be set in the first 1-2 lines of the address / contact block.
- The Business Name, if used, should be set 8 point on 9 points of leading.
- Only Business Services may appear on the Business Name line(s). An approved list has been supplied to Workplace contacts and print vendors.
- Align first line 28.3 mm from the bottom edge of the card, flush left to the center 4 mm gutter.
- If a Business Name is used in the first lines of the address block, it is recommended that it not be repeated as part of a title.

Address / contact block:
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- May not exceed 8 lines.
- Align first line 28.3 mm from the bottom edge of the card
- Left align address / contact information with the center 4 mm gutter
- Email line may break if needed after the “@” symbol.
- Approximately 36 characters per line is available, but this will vary depending on the use of capitals and letter widths.

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Option with Business Name as part of title

Option with Business Name on separate line
D.5 Accenture Digital:

Size: 3–1/2" x 2" or 90 mm x 50 mm

Signature:
- Size: 8.826 mm H

Paper stock: 100# or 270g/m2, Neenah Environment Cover, PC 100 White Smooth or equivalent

Printing method: Lithography

Color:
- Black: Use on Accenture Signature, Name, Title, address / contact block and High Performance Delivered tagline.
- Pantone 7549: Digital lockup and Greater Than Symbols

Name:
- Accenture Rotis Semi Sans Bold, 8 point on 9 points of leading
- Top aligns to 28.3 from the bottom edge

Title:
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- No more than 3 lines, 4 as an exception.
- Titles may be incorporated on all business cards.
- Positioned flush left, directly below the Name

Business Name line(s):
- Business Name line(s) are not used on Accenture Digital business cards.

Address / contact block:
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- May not exceed 8 lines (including Business Name if used)
- Align first line 28.3 mm from the bottom edge of the card
- Left align address / contact information with the center 4 mm gutter
- Email line may break if needed after the “@” symbol.
- Approximately 36 characters per line is available, but this will vary depending on the use of capitals and letter widths.
**D.5.1 Accenture Digital wordmarks:**

- **Size:** 3–1/2” x 2” or 90 mm x 50 mm
- **Signature:**
  - Size: 8.826 mm H
- **Paper stock:** 100# or 270g/m2, Neenah Environment Cover, PC 100 White Smooth or equivalent
- **Printing method:** Lithography
- **Color:**
  - Black: Use on “Accenture” and the tagline of each wordmark, Name, Title, address / contact block and High Performance Delivered tagline.
  - Pantone 7549: Use on “Interactive”, “Mobility” and “Analytics” in the wordmarks and the Greater Than Symbol.

**Name:**
- Accenture Rotis Semi Sans Bold, 8 point on 9 points of leading
- Top aligns to 28.3 from the bottom edge

**Title:**
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- No more than 3 lines, 4 as an exception.
- Titles may be incorporated on all business cards.
- Positioned flush left, directly below the Name

**Address / contact block:**
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- May not exceed 8 lines (including Business Name if used)
- Align first line 28.3 mm from the bottom edge of the card
- Left align address / contact information with the center 4 mm gutter
- Email line may break if needed after the "@" symbol.
- Approximately 36 characters per line is available, but this will vary depending on the use of capitals and letter widths.

**Business Name line(s):**
- Business Name line(s) are not used on Accenture Digital wordmark business cards.

**Option for Accenture Interactive**

- Firstname M. Lastname
- First Line – Title
- Second Line – Title
- Third Line – Title

**Option for Accenture Analytics**

- Firstname M. Lastname
- First Line – Title
- Second Line – Title
- Third Line – Title

**Option for Accenture Mobility**

- Firstname M. Lastname
- First Line – Title
- Second Line – Title
- Third Line – Title

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9 Business card guidelines Layout specifications

Revised 02/2016
D.7 Accenture Technology:

Size: 3-1/2” x 2” or 90 mm x 50 mm

Signature:
- Size: 8.826 mm H

Paper stock: 100# or 270g/m2, Neenah Environment Cover, PC 100 White Smooth or equivalent

Printing method: Lithography

Color:
- Black: Use on Accenture Signature, Name, title, address / contact block and High Performance Delivered tagline.
- Pantone 354: Technology lockup and Greater Than Symbols

Name:
- Accenture Rotis Semi Sans Bold, 8 point on 9 points of leading
- Top aligns to 28.3 from the bottom edge

Title:
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- No more than 3 lines, 4 as an exception.
- Titles may be incorporated on all business cards
- Positioned flush left, directly below employee Name

Business Name line(s):
- Business Name line(s) are not used on Accenture Technology business cards.

Address / contact block:
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- May not exceed 8 lines.
- Align first line 28.3 mm from the bottom edge of the card
- Left align address / contact information with the center 4 mm gutter
- Email line may break if needed after the “@” symbol.
- Approximately 36 characters per line is available, but this will vary depending on the use of capitals and letter widths.
D.9 Accenture Operations:

Size: 3-1/2" x 2" or 90 mm x 50 mm

Signature:
- Size: 8.826 mm H

Paper stock: 100# or 270g/m2, Neenah Environment Cover, PC 100 White Smooth or equivalent

Printing method: Lithography

Color:
- Black: Use on Accenture Signature, Name, Title, address / contact block and High Performance Delivered tagline.
- Pantone 306: Operations lockup and Greater Than Symbols

Name:
- Accenture Rotis Semi Sans Bold, 8 point on 9 points of leading
- Top aligns to 28.3 mm from the bottom edge

Title:
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- No more than 3 lines, 4 as an exception.
- Titles may be incorporated on all business cards
- Positioned flush left, directly below employee Name

Business Name line(s):
- Business Name line(s) are not used on Accenture Operations business cards.

Address / contact block:
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- May not exceed 8 lines.
- Align first line 28.3 mm from the bottom edge of the card
- Left align address / contact information with the center 4 mm gutter
- Email line may break if needed after the "@" symbol.
- Approximately 36 characters per line is available, but this will vary depending on the use of capitals and letter widths.
Note: Accenture Strategy business cards are engraved using specific inks and paper and should not be produced by vendors unless approved by the Global Brand team.

Size: 3-1/2” x 2” or 90 mm x 50 mm

Signature:
- Size: 8.826 mm H

Paper stock:
- 130# or 352g/m2 Neenah Classic Crest, Epic Black, Smooth Cover or equivalent

Printing method: Engraving

Color:
- White: Use on Accenture Signature, Name, Title, address / contact block.
- Red: Strategy lockup and Greater Than Symbol.

Name:
- Accenture Rotis Semi Sans Bold, 8 point on 9 points of leading
- Top aligns to 028.3 from the bottom edge.

Title:
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading.
- No more than 3 lines, 4 as an exception.
- Titles may be incorporated on all business cards.
- Positioned flush left, directly below employee Name.

Business Name line(s):
- Business Name line(s) are not used on Accenture Strategy business cards.

Address / contact block:
- Accenture Rotis Semi Sans Regular, 8 point on 9 points of leading
- May not exceed 8 lines.
- Align first line 28.3 mm from the bottom edge of the card
- Left align address / contact information with the center 4 mm gutter
- Email line may break if needed after the “@” symbol.
- Approximately 36 characters per line is available, but this will vary depending on the use of capitals and letter widths.
Appendix: Application of the recycled paper symbol

While we specify fine recycled papers for our business cards, we do not require the use of the "100% recycled paper" symbol on each card. However, we recommend using the symbol as a way to emphasize our commitment to sustainability. Also, if there is a local requirement the examples below may be followed.

Standard business card with recycled symbol and message

Two-language business card with recycled symbol and message

Note: China has a 7 line exception to accommodate transliteration lockups.

The recycled paper symbol and message on a standard business card should go on the back at the lower left margins. The symbol should be printed in black outlined with a 0.3 pt. rule and be no more than 3 mm in height. The accompanying text should be set in 7 pt. Accenture Rotis Semi Sans.