



Air Conditioning Contractors of America

Style Guide



ACCA's brand is absolutely nothing without consistency. We depend on you to build our brand by using the styles outlined in our brand guide. As with all style guides, we should be sure that all language and images represent the diversity and inclusion we would hope to see in our audience. Visual presentation is one of the keys to success of our brand, so please follow these guidelines to ensure a consistent portrayal of our visual identity across all communication efforts.

ACCA® Brand Story.....



Who We Are:

ACCA is the only nationwide, non-profit association for professionals that install and maintain HVACR, indoor environment, and building performance systems.



Where We Began:

ACCA has roots that stretch back to the early 20th century, which were incorporated in its present form over 50 years ago.



What We Do:

We provide our 60,000+ professionals and 3,000+ contractor company members from the indoor environment and energy services community with networking opportunities, education, and advocacy services that support their business development interests while championing the national health of the HVACR industry.



At ACCA We:



Write the standards

for the design, maintenance, installation, testing, and performance of indoor environment systems.



Unite contractors

through our unique learning opportunities, events and online communities.



Provide

exclusive technical, legal, and marketing resources.



And fight

aggressively for contracting business interests in Washington, DC and in every state in the country.



Our Vision:

ACCA will proactively represent the professional indoor environment and energy community with an emphasis on legislative, technical, and regulatory issues. We will provide comprehensive training and the certifications needed to be successful at creating innovative, comfortable, safe and energy efficient systems.



Our Mission:

To lead America's indoor environmental and energy professionals to business success.

Primary Logo



Secondary Logo



Logo Colors: Allow for ACCA Blue (gradient or solid), black and white.

Don'ts: Use other colors, no shadowing, no tilting, no overlays, ensure visibility against backgrounds

Colors

The consistent use of color is an easy way to stand out in the industry. Our corporate color palette includes a blue theme with orange with supporting tones. We use limiting colors that serve to strengthen our brand.



HEX: #315086
RGB: 49, 80, 134
CMYK: 91, 75, 21, 6



HEX: #47bbec
RGB: 71, 187, 236
CMYK: 61, 7, 0, 0



HEX: #f5861e
RGB: 245, 134, 30
CMYK: 1, 58, 100, 0



HEX: #949599
RGB: 148, 149, 153
CMYK: 45, 36, 34, 1



HEX: #e1e5cc
RGB: 225, 229, 204
CMYK: 12, 4, 22, 0



HEX: #1e1e1e
RGB: 30, 30, 30
CMYK: 72, 66, 65, 75

Typography

Fonts are a backbone of design. At ACCA, we use practical and easy to read fonts. Fonts chosen are optimized for web, print and mobile interfaces. Fonts range from Arial, Open Sans, Helvetica, etc.

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ACCA Trademarks

- ComfortTools®
- Powered by Manual D®
- Powered by Manual J®
- Powered by Manual N®
- Manual SPS®
- Manual Zr®
- Manual B®
- Manual D®
- Manual N®
- Manual S®
- Manual J®
- J®
- Air Conditioning Contractors of America®
- ACCA®
- ACCA logo®
- MIX Group®
- QA Quality Assured (Logo only)
- Qtech®
- Qtech Logo

Imagery & Voice



ACCA Is:

- An advocate for HVAC Contractors on Capitol Hill
- Tools to win fights close to home
- Set the standards for Contracting Excellence
- Professional
- Giving back
- Industry resources
- Networking
- Educates
- Multi-generational
- Bi-partisan
- Diverse
- Not directly affiliated with any one manufacturer or distributor

ACCA Is Not:

- Not settling for unprofessional
- Hardhats
- Overalls
- "Chuck in a truck"
- "Old white guys" / "Good ole boys"
- Affiliated with any one political party
- International
- Job placement
- Consumer advice
- Legal counsel
- Homeowner DIY advice