ICAS member and member firm logo guidelines

Introduction

Exclusively for use by our members and member firms, the ICAS member logo has been designed to promote their status as a Chartered Accountant and / or CA Firm.
All members of ICAS are entitled to use the ICAS member logo on their letterhead, business cards, website, email signature and marketing materials.

The ICAS members logo allows all our members – no matter their industry, size or location – to illustrate their profession, and showcase what it means to be an ICAS Chartered Accountant.

Terms of Use

By downloading and using either version of the ICAS member logo members are agreeing to the Terms of Use set out below:

1. Only current members of ICAS are permitted to use the member logo (for individuals)

2. A firm may only use the ICAS member logo (firm version) where:
   - The firm is regulated by ICAS in accordance with ICAS' Rules and Regulations; and
   - More than 50% of the principals of the firm are Chartered Accountants (or the firm has otherwise been authorised by ICAS to use that designation).

3. Any ICAS logo must not be used in any way which:
   - may damage the credibility, reputation or goodwill of ICAS;
   - may mislead any third party;
   - may be interpreted to endorse any third-party products or services; or
   - gives it greater prominence than any other logo or brand used by the member.

4. Member firms may use the ICAS member logo (firm version) in advertisements promoting their own services, however they may not use it in advertisements where a member firm is endorsing or approving the products of a third party (such as a client). It also may not appear on accounts or publications of a third party, even if prepared by a member.

5. Members may not use any of the ICAS logos on commercial publications with non-members, or in other ventures with non-members without the expressed permission of ICAS.

6. All uses of the ICAS member logo must be in accordance with the specifications in the Brand Guidelines or logo usage guide.

7. The ICAS logos are the intellectual property of ICAS and are protected by applicable copyright and /or other intellectual property laws.

8. All uses of any ICAS logo must stop immediately if:
   - an individual using an ICAS logo ceases to hold ICAS membership; or;
   - an individual or firm is otherwise directed by ICAS to stop using an ICAS logo.

9. Any use of an ICAS logo in breach of these terms may render a member liable to disciplinary action under ICAS ' Rules and Regulations

Versions of the ICAS member logo

There are two versions of the member logo – one for Individuals (Chartered Accountant) and another for member firms (Chartered Accountants). For each version of the member logo, there are three colour variations. The colour variations give the flexibility to use the logo on different coloured backgrounds, however no ICAS logo should be used on a patterned or complex background.

Primary logo

This is the full coloured logo and should be applied to something produced in full colour. This is to be used in the first instance and can be applied to lighter coloured backgrounds. All elements of the logo must be clearly visible.

Monochrome positive

Used for instances when our logo is applied to something not produced in full colour.

Monochrome negative

Used in instances when our logo is applied to something produced in a coloured background.

Primary logo (individual version)

icas Chartered Accountant

Primary logo (firm version)

icas Chartered Accountants

Monochrome positive

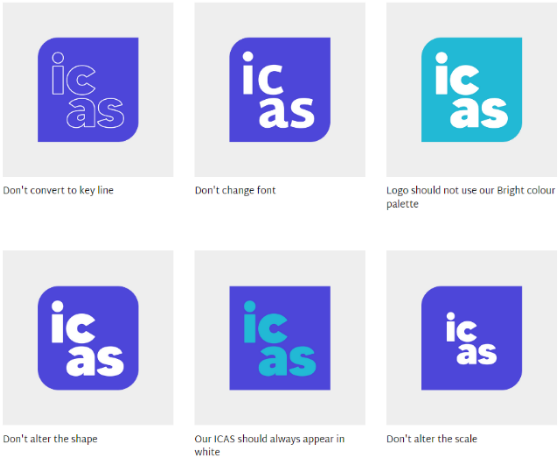
icas Chartered Accountant

Monochrome negative

icas Chartered Accountant

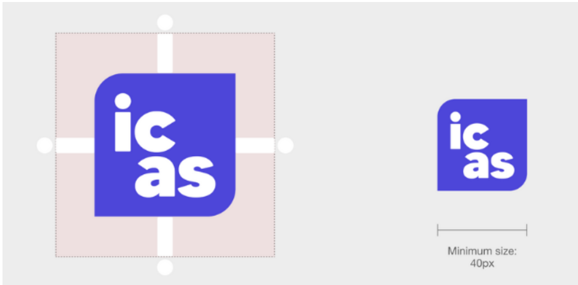
Modification and Distortion

You should never modify any version of the ICAS member logo in anyway (for example by changing font colour, compressing the logo, or adding alternative text) as it will undermine the consistency of the overall identity.



Minimum size

Our full logo should never be reproduced any smaller than 30mm in width. If a logo smaller than 30mm is required please contact the ICAS marketing team at marketing@icas.com



Exclusion zone

To ensure the logo has maximum impact, always keep the area around it clear. The ICAS logo is always surrounded by a minimum clear space area which must remain free of other elements (type of graphics). The minimum clear space around the logo is defined by the four roundels as illustrated opposite.

Queries

If you have any questions on the use of the ICAS member or member firm logos, please do not hesitate to contact marketing@icas.com

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