

Helpsheet: Use of ICAS Practice Logos

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Introduction

We recognise how important it is for our members, affiliates and firms providing specialist and regulated services to be able to distinguish themselves from unregulated accountants and promote their status as a trusted specialist and regulated professional and to be able to utilise the market advantage of the ICAS brand.

ICAS has therefore introduced processes through which members, affiliates and firms can use the ICAS practice logos in certain circumstances. This helpsheet is intended to help members, affiliates and firms better understand when and how these may be used.

In this helpsheet:

- “Firm” means any entity through which an ICAS member or ICAS affiliate is supplying accountancy or related services, including sole practitioners, partnerships, LLPs and limited companies.
- ‘ICAS practice logos’ covers the following:
 - i. ICAS practice logo (Individual) is an ICAS Authorised Practitioner, ICAS Insolvency Practitioner or ICAS Statutory Auditor
 - ii. ICAS practice logo (Firm) is an ICAS Insolvency Practitioners, ICAS Audit Registered Firm, ICAS Investment Business or ICAS AML Supervised

Who is eligible to use an ICAS practice logo?

The [ICAS practice logos](#) are intended to help signify that an individual member or affiliate or a firm is operating in a specialist and regulated service area. Accordingly, an ICAS practice logo can only be used where an individual or a firm is licenced or authorised by ICAS in relation to that regulated area.

Specifically, members and affiliates are permitted to use a ICAS practice logo (Individual) as follows:



where a current Practising Certificate issued by ICAS is held

[Download the ICAS Authorised Practitioner Logo and Guidelines](#)



where a current Insolvency licence issued by ICAS is held

[Download the ICAS Insolvency Practitioner Logo and Guidelines](#)



where a current Responsible Individual authorisation issued by ICAS is held

[Download the ICAS Statutory Auditor Logo and](#)

Guidelines

Firms are permitted to use a ICAS practice logo (Firm) as follows:



where all Principals in the Firm hold an Insolvency licence issued by ICAS

[Download the ICAS Insolvency Practitioners \(Firm\) Logo and Guidelines](#)



where the Firm is registered with ICAS to carry on audit work

[Download the ICAS Registered Audit Firm Logo and Guidelines](#)



where the Firm holds a current Designated Professional Body (Investment Business) authorisation issued by ICAS

[Download the ICAS Designated Professional Body \(Investment Business\) Authorised Logo and Guidelines](#)



where the Firm is supervised by ICAS in accordance with The Money Laundering, Terrorist Financing and Transfer of Funds (Information on the Payer) Regulations 2017

[Download the ICAS AML Supervised Firm Logo and Guidelines](#)



Are eligible members, affiliates and firms automatically able to use an ICAS practice Logo?

Yes. There is no application process required to be able to use an ICAS practice logo for those that are eligible to use them.

Before downloading and using an ICAS practice logo, make sure you have read the [Terms of Use](#), and the ICAS practice logo usage guide (included in each zip file), which explains which logo to use and how to apply it.

Are there any restrictions on how the ICAS practice logos can be used?

An ICAS practice logo (Individual) may be used by a member or affiliate on their business cards or email signature. Where the member or affiliate is a sole proprietor the ICAS practice logo may also be used on a letterhead, website and marketing material.

An ICAS practice logo (Firm) may be used by the firm on business cards, email signatures, letterhead, website and marketing material. Where used in advertisements these must be restricted to advertisements promoting the firm's services and must not be used in advertisements where a firm is endorsing or approving the products of a third party (such as a client). An ICAS practice logo (Firm) may not appear on accounts or publications of a third party, even if prepared by a member, affiliate or a firm.

Generally, an ICAS practice 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, affiliate or firm.

An ICAS practice logo cannot be used on commercial publications with non-members, or in other ventures with non-members without the express permission of ICAS and must be used in accordance with the specifications in the relevant logo usage guide.

Can I use both the individual version and firm version of a ICAS practice logo?

Any ICAS practice logo should only be used in a relevant context. For instance, an individual practice logo would be appropriate for an individual's business card or their own email signature but would not be appropriate to include on a website unless the website relates to a sole practitioner or is included only on a web page which relates to the individual who holds the authorisation. The ICAS practice logo for an individual and a firm should not be used alongside each other; it should be one version or another.

Can I still use the ICAS member logo (for individuals) and ICAS member logo (firm version)?

Yes, the ICAS practice logos have been created to allow the promotion of regulated specialisms. If you meet the criteria to use the ICAS member logo then you may still use that. We would encourage the use of the ICAS practice logos where the context of the regulatory authorisation is relevant and the ICAS member logos in more general contexts.

Useful links

[Guidance: Use of the description Chartered Accountant or CA](#)

Further information and assistance

Further assistance and information can be obtained from the Practice Support team. You can contact them through the Practice Support section of the [ICAS Technical helpdesk](#).

Disclaimer:

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