

Guidelines for using the ICAEW Business Advice Service logo

When using ICAEW Business Advice Service (BAS) logo we ask that you please do not alter the logo in any way, and always use original artwork. The BAS logo can be used on stationery, online and on promotional materials.

LOGO TYPES

The BAS logo comes in two formats – horizontal and vertical.

COLOUR AND SIZE

The BAS logo comes in two colours – black or white, please do not change the colours. In order for the logo to stand out, we recommend that you place it on a simple background and avoid complex, or busy backgrounds.

In order for your firm's logo to stand out we recommend that you use the BAS logo in a secondary capacity, therefore less prominent and not crowding out your logo

The minimum sizes when using the logo is 39x150px or 10x40mm (horizontal) and 67x75px or 19x21mm (vertical).

ANIMATION

When using the BAS logo in a digital environment, we request that it remain static. Please do not rotate, flash, turn, change colour or dimensions of the logo, or have it moving around the screen.

ENTITLEMENT

You are entitled to use the BAS logo if your firm is registered to offer the ICAEW Business Advice Service.

LOGO TYPE – HORIZONTAL



LOGO TYPE – VERTICAL

