

SPOTLIGHT ON ECONOMIA

USING THE ICAEW LOGO, GUIDANCE FOR STRATEGIC PARTNERS

OUR GUIDELINES

ICAEW is the largest and most widely recognised accountancy body in the UK. Our members are key influencers and decision makers in the world's leading global brands, extending the global network of ICAEW Chartered Accountants into every industry.

Once you are an approved partner of ICAEW, you are entitled to use our logo on promotional materials that relate to your partnership with us.

Your use of the logo reflects ICAEW's reputation, so it is important that you use it correctly. These guidelines explain how you can ensure that it remains consistent with our corporate branding.

Always use the master eps file to ensure accurate and professional reproduction, and also to ensure that the logo has not been altered in any way.

If you need help using the logo or understanding more about ICAEW's brand, please email us at brand@icaew.com

If you need to check your entitlement to use any of these logos, please contact us using the specific email address given on the relevant page.

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TWO COLOUR

There are two versions of our logo: black with red dividers, and white with red dividers.

Our background colour palette has been created to work with both logos.

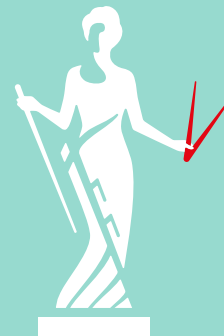
Take care when placing the logo, especially on photographic backgrounds. Select the most appropriate version to ensure that the entire logo, including the red dividers, stands out clearly.

SINGLE COLOUR

Limited use single colour black or white versions are available for monochrome printing only.



ICAEW
TECHNOLOGY
ACCREDITATION



ICAEW
TECHNOLOGY
ACCREDITATION

HOW TO USE OUR LOGO

The ICAEW logo can be used on marketing materials, webpages and any other assets used to promote your approved product or service. Always use a master logo from ICAEW and do not alter it in any way.

CLEAR SPACE

Use the letters 'ICA' from the logo to determine the minimum clear space around the logo.

SIZE

The minimum size for the logo is 10mm height. It can be any size above the minimum, but it should not be displayed more prominently than your own logo. The recommended size for our logo on an A4 document is 22mm in height.

BACKGROUND

Always use the logo on a plain background. Do not place it on a complicated background where the visibility will be affected.

POSTIONING

Our logo should not be positioned in the top left-hand corner of stationery or web pages, or directly next to your own logo.

When used in a digital environment the logo must not rotate, flash, turn, change dimensions, or move around the screen. It should remain static at all times.

COLOUR

There are two versions of our logo: black with red dividers, and white with red dividers.

Take care when placing the logo, especially on photographic backgrounds. Select the most appropriate version to ensure that the entire logo, including the red dividers, stands out clearly.

Minimum clear space



Minimum logo size



Use the letters 'ICA' from the logo to determine the minimum clear space for the logo

If you are a recognised ICAEW Member Rewards Partner, you can use the ICAEW Member Rewards Partner logo on your marketing/promotional materials, webpage and any other assets used to promote your approved product or service.

This logo allows you to promote your partnership with ICAEW Member Rewards and to highlight that your product or service has been selected. It helps instil member confidence that your product or service has been approved by a world leader in the accountancy and finance profession.

This dedicated logo can only be used if, after due diligence, you have been awarded ICAEW Member Rewards status. If your product or service has not yet been reviewed and approved by ICAEW, you are not entitled to use this logo.

If you are interested in becoming a Member Rewards partner, please email memberrewards@icaew.com to find out more.



ICAEW
MEMBER REWARDS
PARTNER

If you are a recognised ICAEW Technology Accreditation partner, you can use the ICAEW Technology Accreditation logo on your marketing materials and channels. This is a product accreditation, not a company accreditation so you can only use the logo to promote a specific accredited product.

ICAEW must see a draft before anything goes live.

This logo allows you, as an ICAEW Technology Accreditation partner, to show that your product has been approved and accredited. It helps instil confidence because your users will recognise that your product has been authorised by a world leader in the accountancy and finance profession.

This dedicated logo can only be used once you have passed an independent evaluation process. If your technology has not yet been accredited by ICAEW, you are not entitled to use this logo.

If you need to check your status and our terms and conditions of use, please email craig.mclellan@icaew.com



As a recognised ICAEW Partner in Learning, you can use the ICAEW Partner in Learning logo on your ICAEW classroom and marketing materials.

For more help on where and how to use the logo, please see Schedule 1 of the Partner in Learning Terms and Conditions which you can download from [icaew.com/pil](https://www.icaew.com/pil)

DESCRIPTOR WORDING

You must use the following descriptor wording in conjunction with the ICAEW Partner in Learning logo:

Recognised as an ICAEW Partner in Learning, working with ICAEW in the professional development of students

It must be used at least once alongside or underneath the logo within any new print or digital materials, or on any web page where the logo appears.

As long as the descriptor is displayed once at the point where the logo first appears in any materials or on any website, you can continue to use the logo elsewhere within the materials or website without the descriptor.

DISCLAIMER WORDING

In accordance with Schedule 3 of the ICAEW Partner in Learning Terms and Conditions you must also include the following additional disclaimer wording within all Partner in Learning supplementary training/tuition materials (this excludes marketing materials):

ICAEW takes no responsibility for the content of any supplemental training materials supplied by the Partner in Learning.

PARTNER IN LEARNING LOGO

The ICAEW Partner in Learning logo, ACA and ICAEW CFAB are all registered trademarks of ICAEW and are used under licence by [Partner in Learning Name]

Where you use ICAEW learning materials within your supplementary training/tuition materials you must also add the additional wording in the acknowledgements page:

ICAEW learning materials © ICAEW [insert year]

All rights reserved. Reproduced by [insert Partner in Learning name] with the permission of ICAEW

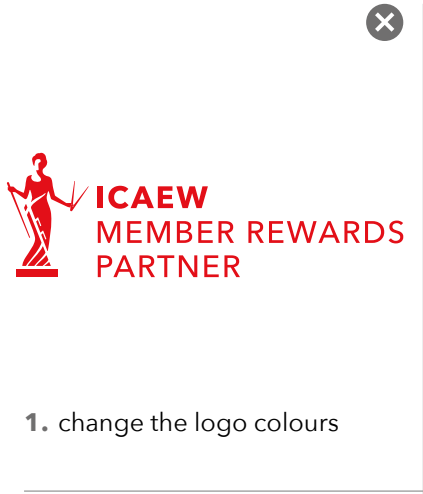

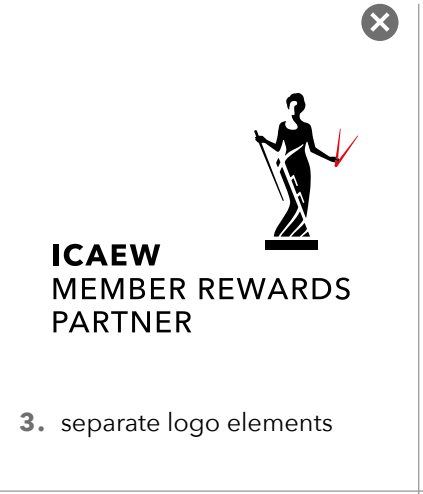


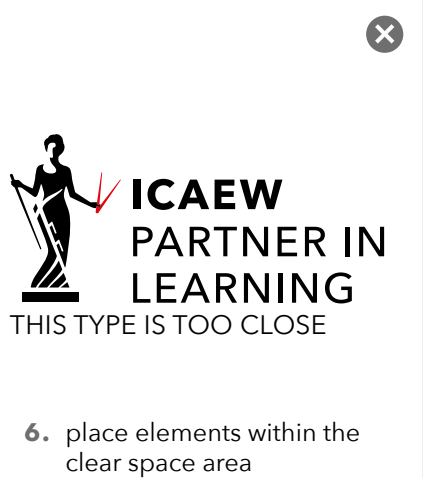
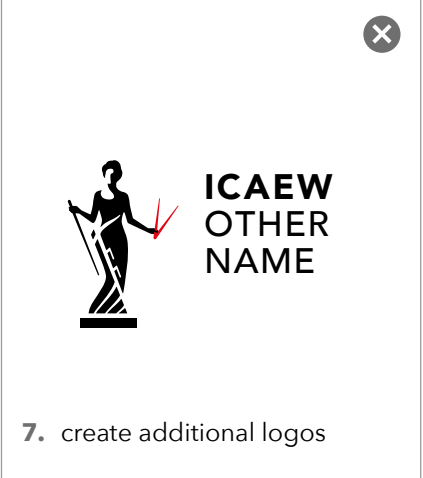
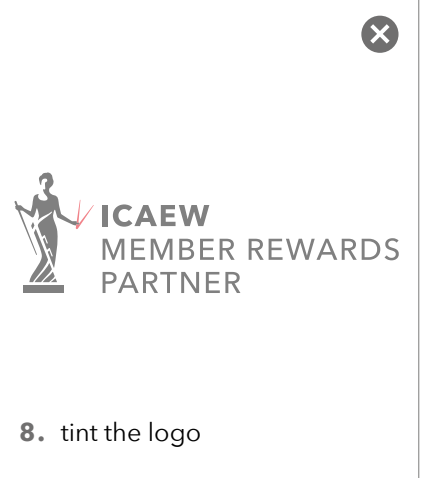
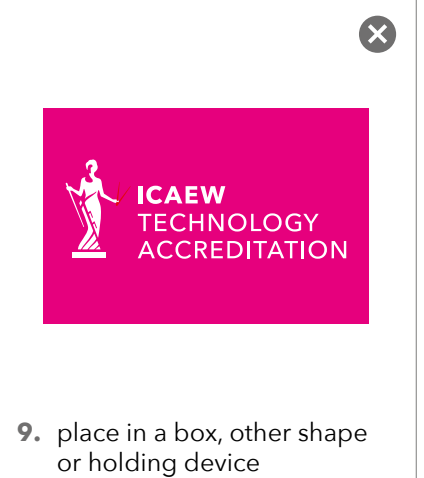
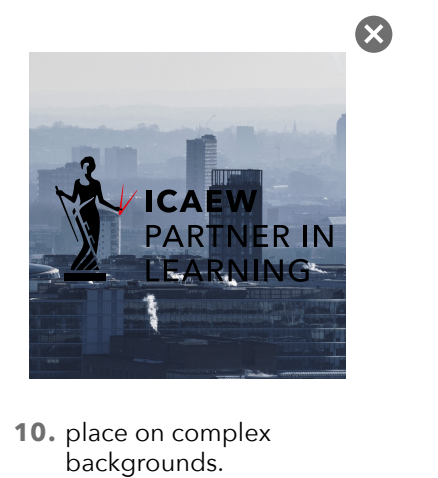
If you have any queries about the use of the logo or disclaimer please email partnerinlearning@icaew.com



LOGO DON'TS

INCORRECT USE OF THE LOGO

All versions of our logo should be treated with respect. They should never be altered, edited or recreated in any way. Never ...

 <p>1. change the logo colours</p>	 <p>2. rotate the logo</p>	 <p>3. separate logo elements</p>	 <p>4. distort the logo</p>	 <p>5. apply effects to the logo</p>
 <p>6. place elements within the clear space area</p>	 <p>7. create additional logos</p>	 <p>8. tint the logo</p>	 <p>9. place in a box, other shape or holding device</p>	 <p>10. place on complex backgrounds.</p>

Chartered accountants are talented, ethical and committed professionals. ICAEW represents more than 195,300 members and students around the world.

Founded in 1880, ICAEW has a long history of serving the public interest and we continue to work with governments, regulators and business leaders globally. And, as a world-leading improvement regulator, we supervise and monitor around 12,000 firms, holding them, and all ICAEW members and students, to the highest standards of professional competency and conduct.

We promote inclusivity, diversity and fairness and we give talented professionals the skills and values they need to build resilient businesses, economies and societies, while ensuring our planet's resources are managed sustainably.

ICAEW is the first major professional body to be carbon neutral, demonstrating our commitment to tackle climate change and supporting UN Sustainable Development Goal 13.

ICAEW is a founding member of Chartered Accountants Worldwide (CAW), a global family that connects over 1.8m chartered accountants and students in more than 190 countries. Together, we support, develop and promote the role of chartered accountants as trusted business leaders, difference makers and advisers.

We believe that chartered accountancy can be a force for positive change. By sharing our insight, expertise and understanding we can help to create sustainable economies and a better future for all.

www.charteredaccountantsworldwide.com
www.globalaccountingalliance.com

* Source: CAW, 2020 - Interbrand, Best Global Brands 2019

ICAEW

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icaew.com

BRAND ENQUIRIES

For any brand enquiries please contact the Brand team at:
brand@icaew.com



ICAEW is
carbon neutral