



GUIDANCE



*How to apply our visual identity
ICAEW Partner in Learning logo*

Introduction

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

Use of this logo carries the reputation of ICAEW, so it is important that you use it correctly and consistently. These guidelines will help you ensure that it always looks professional on your communications, in a way that is consistent with our branding.

Always use master artwork to ensure accurate and professional reproduction, and to ensure that the mark has not been altered in any way.

For more direction on where and how the logo can be used please see Schedule 1 of the Partner in Learning Terms and Conditions which you can download from icaew.com/pil

ICAEW PARTNER IN LEARNING LOGO



DESCRIPTOR WORDING

The following descriptor wording must be used 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

The descriptor 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, the logo can continue to be used elsewhere within the materials or website without the descriptor.

DISCLAIMER WORDING

Please note that 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

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 are using ICAEW learning materials within your supplementary training/tuition materials you must also add the additional wording within the acknowledgements page:

ICAEW learning materials © ICAEW 2017

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

DOWNLOAD LOGOS

To download the logos please visit icaew.com/pil



ICAEW Partner in Learning logo

CLEAR SPACE

Use the letters ICA from the logo to determine the minimum clear space. As illustrated opposite, use the letters 'ICA' from 'ICAEW' to determine the clear space.

MINIMUM SIZE

The minimum size for the logo is 10mm height.

FORMATS

The logo is available in eps format for printing and png for digital.

BACKGROUND

Always use the logo on a white background. Do not place on coloured or complicated backgrounds where the visibility will be affected.

POSITIONING

If our logo is on a communication with another logo, it should be less prominent.

The preferred position is at the top right or bottom left. It should never be positioned top left.

ANIMATION

When using 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.



ICAEW Partner in Learning logo



Clear space and minimum size



Minimum logo size

Colour

TWO COLOUR

There are two versions of our main 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.

SINGLE COLOUR

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



Black and red logo



White and red logo



Mono black



Mono white

ICAEW connects over 147,000 chartered accountants worldwide, providing this community of professionals with the power to build and sustain strong economies.

Training, developing and supporting accountants throughout their career, we ensure that they have the expertise and values to meet the needs of tomorrow's businesses.

Our profession is right at the heart of the decisions that will define the future, and we contribute by sharing our knowledge, insight and capabilities with others. That way, we can be sure that we are building robust, accountable and fair economies across the globe.

ICAEW is a member of Chartered Accountants Worldwide (CAW), which brings together 11 chartered accountancy bodies, representing over 1.6m members and students globally.

ICAEW

Chartered Accountants' Hall
Moorgate Place
London
EC2R 6EA
UK

T +44 (0)20 7920 8100
E generalenquiries@icaew.com
icaew.com

