



SPOTLIGHT ON ECONOMIA

HOW WE USE OUR LOGO

OUR GUIDELINES

In an increasingly competitive world, it's vital that the value of being an ICAEW Chartered Accountant is understood and appreciated by everyone you deal with.

You can use versions of the ICAEW logo to help you stand out from the crowd and promote the value you provide for businesses and clients, large and small.

From business cards to websites, using the logo(s) will help you to demonstrate your status and reputation as an ICAEW Chartered Accountant.

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 artwork 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:

E firms.information@icaew.com

T +44 (0)1908 248 250

W icaew.com/logos

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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.



HOW TO USE OUR LOGO

You can use the logo on your stationery, publications, website, social media channels, online advertising, directories, event stands, conference displays and office signage.

You cannot use it on the stationery, accounts, website or publications of a third party, such as a client.

CLEAR SPACE

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

SIZE

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

POSITIONING

The 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 should remain static at all times. It must not rotate, flash, turn, change dimensions, or move around the screen.

FORMATS

The logo is available in eps format for printing and png for digital. To use it in your email signature, re-size the png version.

Minimum clear space



Minimum logo size



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

INDIVIDUAL MEMBER LOGO

Any ICAEW member who is entitled to use the ACA or FCA designation may use the member logo, whether you work in business or practice.

RESTRICTIONS OF USE

Members may use this logo in advertisements promoting their own services. You may not use it in advertisements to endorse or approve the products of a third party, such as a client (to avoid misleading the public into believing the endorsement is made by ICAEW).

Members may not use this logo on commercial publications with non-members, or in other ventures with non-members.

This logo may only be used on members' own stationery and publications. You may not use it on the stationery, accounts or publications of a third party, such as a client, even those which you have prepared.

If your employer isn't a member firm, you can only use the logo on your own personal business card, email signature etc.



ICAEW
CHARTERED
ACCOUNTANT



ICAEW
CHARTERED
ACCOUNTANT

MEMBER FIRMS LOGO

Only member firms that meet the [relevant requirements](#) can use the member firm logo.

RESTRICTIONS OF USE

Member firms may use this logo in advertisements promoting their own services. 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 (to avoid misleading the public into believing the endorsement is made by ICAEW).

Member firms may not use this logo on commercial publications or in other ventures with non-ICAEW individuals or firms.

This logo may only be used on a member firm's own stationery and publications. It may not be used on the stationery, accounts or publications of a third party, such as a client, even those prepared by a member.



ICAEW
CHARTERED
ACCOUNTANTS



ICAEW
CHARTERED
ACCOUNTANTS

AUTHORISED TRAINING EMPLOYER LOGO

This logo can be used by organisations which are authorised to train ACA students and currently do so or are in the process of recruitment.

This logo recognises your commitment to student training and development. You can use it on your business communications related to the recruitment of ICAEW students (including ACA and apprentices).

If you are not yet authorised as an ICAEW authorised training employer (ATE) or no longer train ACA students, you are not entitled to use this logo.



ICAEW
AUTHORISED
TRAINING EMPLOYER



ICAEW
AUTHORISED
TRAINING EMPLOYER

PROBATE LOGO

This logo can only be used by ICAEW probate accredited firms.

RESTRICTIONS OF USE

ICAEW probate accredited firms may use this logo in advertisements to promote your own services. You may not use it in advertisements where a licence holder is endorsing or approving the products of a third party, such as a client (to avoid misleading the public into believing the endorsement is made by ICAEW).

You may not use the logo on commercial publications or in other ventures with non-ICAEW individuals or firms.

You may use the logo on your stationery and publications but not on the stationery, accounts or publications of a third party, such as a client, even those you have prepared.



ICAEW
ACCREDITED
FOR PROBATE



ICAEW
ACCREDITED
FOR PROBATE

Individuals who hold an ICAEW insolvency licence can use the ICAEW licensed insolvency practitioner (UK) logo.

Firms – where all the insolvency practitioners take their licence from ICAEW – can use the ICAEW licensed insolvency practitioners (UK) logo.

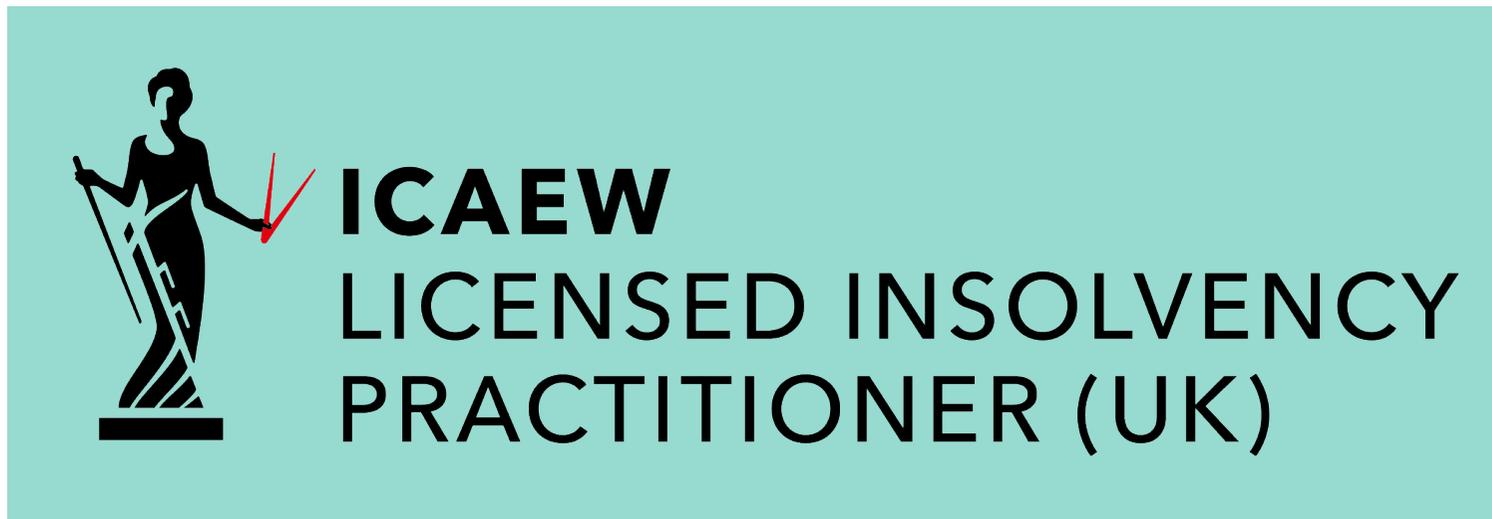
RESTRICTIONS OF USE

ICAEW licensed insolvency practitioners/firms may use these logos in advertisements promoting their own services. You may not use them in advertisements where a licence holder is endorsing or approving the products of a third party, such as a client (to avoid misleading the public into believing the endorsement is made by ICAEW).

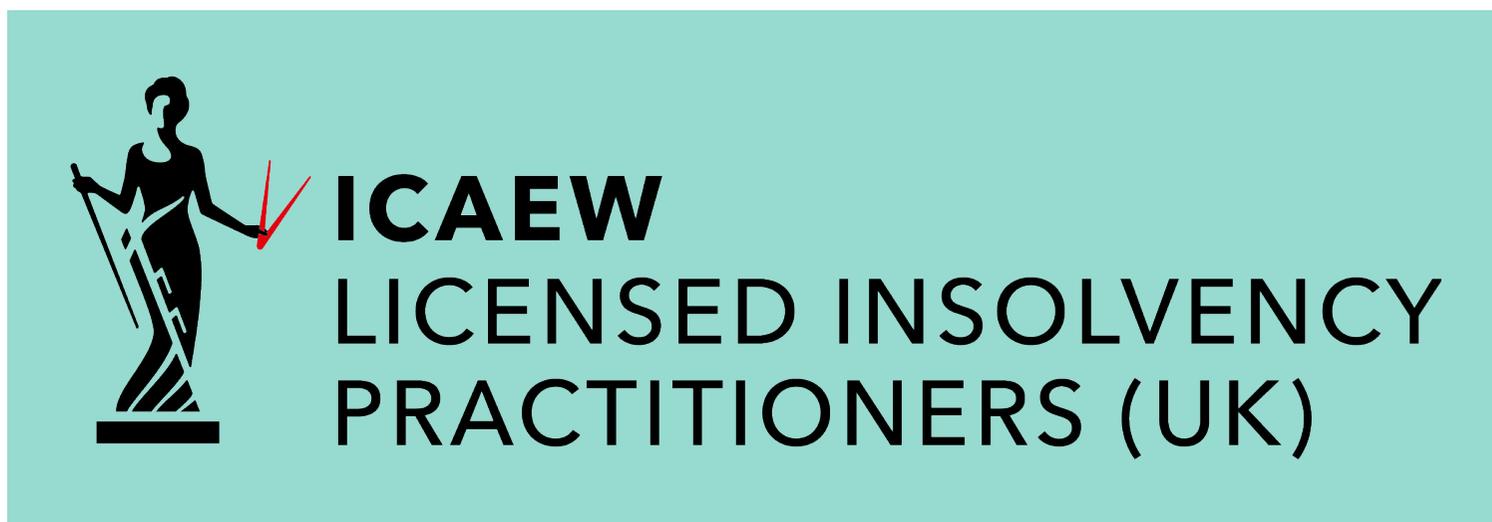
You may not use the logo on commercial publications or in other ventures with non-ICAEW individuals or firms.

You may use the logo on your stationery and publications but not on the stationery, accounts or publications of a third party, such as a client, even those you have prepared.

LICENSED INSOLVENCY PRACTITIONER LOGO



Individuals



Firms

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 ...



1. change the logo colours



2. rotate the logo



3. separate logo elements



4. distort the logo



5. apply effects to the logo



6. place elements within the clear space area



7. create additional logos



8. tint the logo



9. place in a box, other shape or holding device



10. place on complex backgrounds.

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

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ICAEW is
carbon neutral