GUIDANCE

How to apply our visual identity
Authorised training employer logo

ICAEW

Introduction

Congratulations on achieving ICAEW accreditation as an authorised training employer (ATE).

You are now able to use this logo on your business communications related to the recruitment of ICAEW students (including ACA and Higher Apprentices).

This logo allows organisations who are an ICAEW authorised training employer (ATE) to be recognised for their commitment to student training and development. It helps instil confidence because your organisation has been authorised by a world leader in the accountancy and finance profession.

This dedicated logo can only be used by ATE s who currently train ICAEW students or who are in the process of recruitment. If you are not yet authorised as an ATE or no longer train ACA students, you are not entitled to use this logo. If you need to check your status and our terms and conditions of use, please email ate@icaew.com

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 logo has not been altered in any way. This can be requested from ate@icaew.com

AUTHORISED TRAINING EMPLOYER LOGO

Authorised training employer 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.

Authorised training employer logo

Clear space and minimum size

10mm/50px

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.

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