



ICAS Partner logo guidelines



Exclusion zone / minimum size

In order to maintain the consistent impact of our logo and to ensure that no other graphic element interferes with its presentation, we have set a clear area of space around it to minimise any interference. Please respect the Clear Space and minimum size set to ensure appropriate prominence and legibility of our identity. Placement of our logo can overlap solid colour and imagery to help to achieve greater stand-out for the logo. The minimum logo size is 40px (height) in digital, or 11mm (height) in print. Please see the graphic opposite for reference.

Modification and distortion

You should never modify any version of the ICAS Partner logo in any way (for example by changing font colour, compressing the logo, or adding alternative text) as it will undermine the consistency of the overall identity.

ICAS Partner logo usage

Our Partner logo is usable in several formats.

1. Primary logo

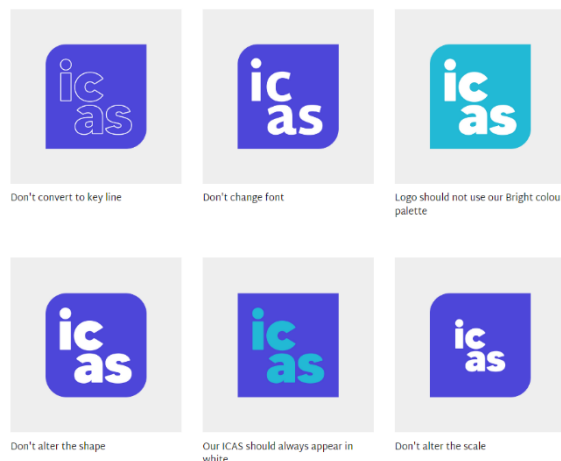
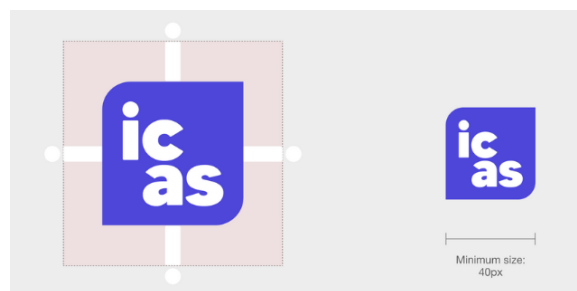
Used for instances when our logo is applied to something produced in full colour.

2. Monochrome positive

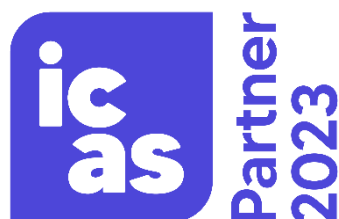
Used for instances when our logo is applied to something **not** produced in full colour.

3. Monochrome negative

Used in instances when our logo is applied to something produced in a coloured background.



Primary logo



Monochrome positive



Monochrome negative



Queries


If you have any questions on the use of the ICAS Partner logo, please do not hesitate to contact marketing@icas.com




CA House, 21 Haymarket Yards, Edinburgh, UK, EH12 5BH
+44 (0) 131 347 0100
connect@icas.com
[icas.com](https://www.icas.com)

 @ICASaccounting

 ICAS – The Professional Body of CAS

 icas_accounting

 icas_accounting