



INSTITUTE OF
**FINANCIAL
ACCOUNTANTS®**

A MEMBER OF THE IPA GROUP

MEMBER LOGO GUIDELINES

MAKING SMALL BUSINESS COUNT

The IPA Group has a long and rich history of supporting small business. We want to ensure that the work you do as an IFA Financial Accountant or IFA Tax Adviser is recognised and valued by everyone you deal with.

The new logo brings together three vital elements: our members, our staff and our stakeholders. It also represents the regions that make up the IPA Group's global community: Australia, the United Kingdom, Asia and our new and emerging markets. The central shield represents the combined strength we have when these areas overlap - together we are making small business count.

Please use the member logo on your stationery, business cards and website. These guidelines show how you can use the logo to promote yourself as an IFA member.



Jonathan Barber
Executive Director - UK
Institute of Financial Accountants



MEMBER LOGO

You can use the member logo if you are an IFA member who is entitled to use the designatory letters AFA, ATA, FFA or FTA after your name. You can use the IFA logo on your business cards, letterheads, website and promotional material.

If you need to check if you can use the logo please contact:

E membership@ifa.org.uk
T +44 (0)20 3567 5999

The logo is available in PNG and JPG formats for digital usage and EPS for printing and can be downloaded from www.ifa.org.uk/memberlogos.



INSTITUTE OF
**FINANCIAL
ACCOUNTANTS®**

A MEMBER OF THE IPA GROUP

HOW TO USE THE LOGO



DOs

- In advertisements promoting your own services.
- On your own stationery, publications, business cards, website and email signature.



DON'Ts

- In advertisements endorsing or approving the products of a third party, such as a client (this could mislead the public into believing the endorsement is made by the IFA).
- On commercial publications with non-members or in other ventures with non-members.
- On stationery, accounts or publications of a third party, such as a client, even those prepared by a member.



MINIMUM SIZE

To ensure clear reproduction and legibility of the logo, a minimum usage size has been set.

The minimum size is determined by the height of the logo which is measured from the top of the symbol to the baseline of the word block.

The minimum size for print is **15mm high**.

The minimum size on-screen is **70px high**.

KEEP IN MIND

The complete logo must not be used below this size.



ACTUAL MINIMUM PRINT SIZE

CLEAR SPACE

To ensure clear reproduction and legibility of the logo, a clear space zone has been set. This zone is determined by the scale of the monogram 'A' for vertical space and the width of the shield element for horizontal space.

No objects should enter this zone.



USAGE DON'TS

Consistent depiction of the logo maximises recognition and emphasises the integrity and professionalism of the brand. As such the logo should never be mistreated or modified.



CHANGES TO COLOUR



MODIFICATION OF LOGO LOCK-UP



DISTORTION



ADDITION OF ELEMENTS



BUSY OR DISRUPTIVE BACKGROUNDS



EFFECTS AND TREATMENTS

USING THE MEMBER LOGO IN PRINT

STATIONERY

The member logo can be used on all forms of stationery.

POSITIONING

The member logo should not be positioned directly next to your own logo.

COLOUR

Please use the full colour logo when using a four colour print process.

Do not change the colour of the logo.

SIZE

The member logo can be used at any size as long as it's not below the minimum 14mm but should not be displayed larger than your own logo.

USING THE MEMBER LOGO ONLINE

WEBSITE

The member logo should not be directly next to your own logo.

The member logo can be used at any size as long as it's not below the height minimum 70px and it should not be displayed larger than your own logo.

OTHER

The member logo can also be used on social media channels, online advertising and directories by the individual who is a member of the IFA.

USE OF IPA MEMBER LOGO

- A member of the IPA is allowed to use the IPA member logo. Usage of the IPA member logo is subject to the following conditions:
- You must use the most up-to-date IPA member logo.
- You must only use the IPA member logo that has been supplied by the IPA.
- You must not alter the IPA member logo in anyway - you may only use each logo in the format provided
- The IPA member logo can only be used by the individual who is a member with the IFA at the designation of Associate (AFA) or Fellow (FFA).

To download the IPA member logo, please visit publicaccountants.org.au/logos

Please make sure you follow the style guidelines referring to the IPA logo.

USING THE MEMBER LOGO IN PRINT

BUSINESS CARDS AND LETTERHEADS

PREFERRED POSITIONING

When producing IFA co-branded collateral, consistent placement of the logo is encouraged. This ensures clear reproduction and maximum visibility across collateral.

Bottom-left and top-right are the preferred placement positions however top-left and bottom-right are allowable if needed.

COLOUR

Please use the full colour logo when using a four colour print process.

Do not change the colour of the logo.

SIZE

The member logo can be used at any size as long as it's not below the minimum 14mm but should not be displayed larger than your own logo.

PRIMARY BUSINESS LOGO

JOHN SMITH
POSITION

E j.smith@yahoo.com
T +44 (0)7199 431431

107 Park Street, London WC1X 8QZ, UK
yourcompany.co.uk

PRIMARY BUSINESS LOGO

Obilo Lawal FFA
Business Coach

e obilo.lawal@domain.com
t +44 (0)71 9943 1431
olcoaching.com

PRIMARY BUSINESS LOGO

OMAR MIZRA
CEO

e. omar.mizra@iem.com
ph. +44 (0)7199 431 431

IEM.COM

PRIMARY BUSINESS LOGO

JOHN SMITH
POSITION

E j.smith@yahoo.com
T +44 (0)7199 431431

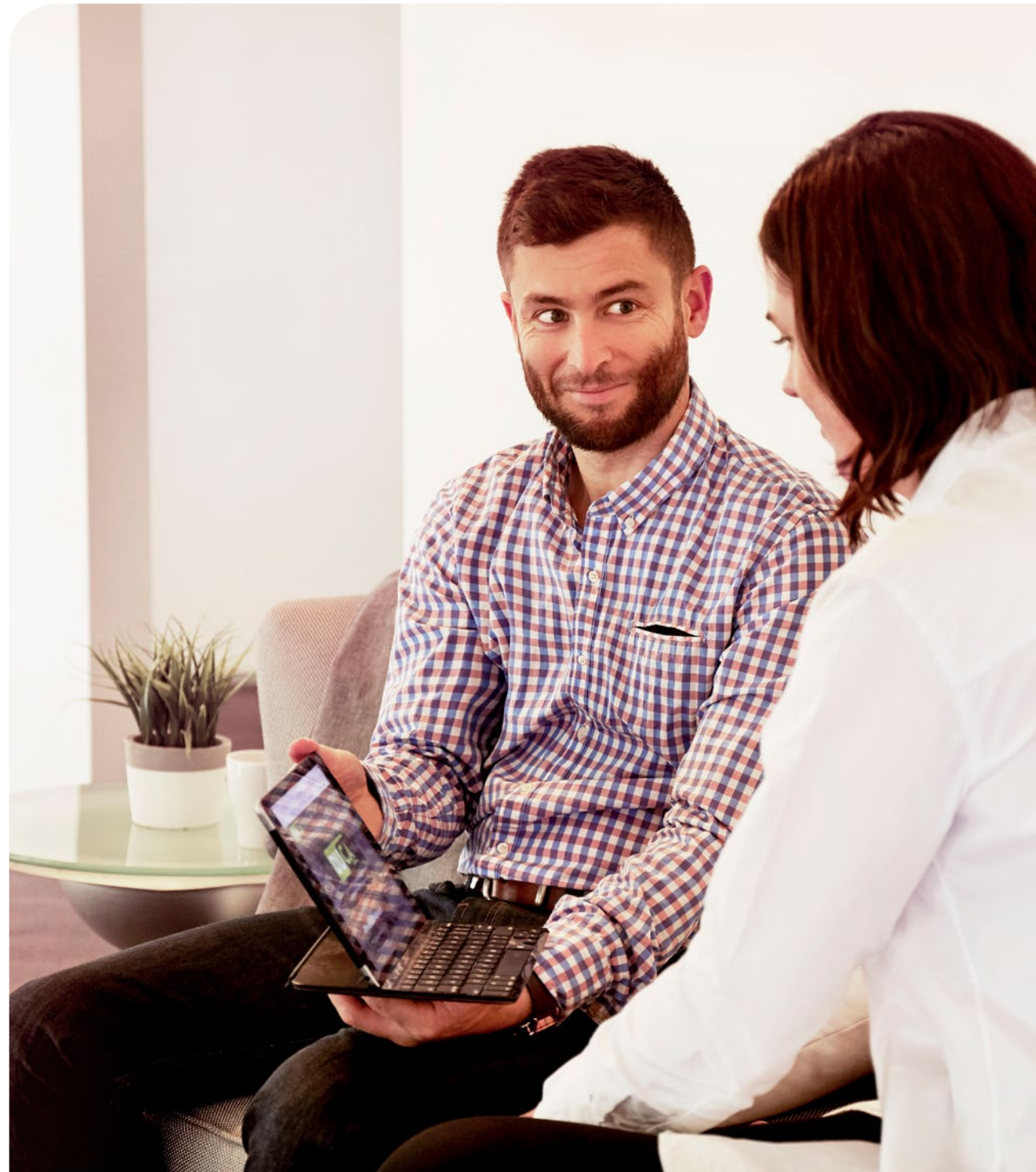
107 Park Street, London WC1X 8QZ, UK
YOURCOMPANY.CO.UK

If you have any queries regarding the guidelines, whether you are entitled to use these, or any general questions, please do not hesitate to contact the IFA Membership team on membership@ifaf.org.uk or call +44 (0)20 3567 5999.

Established in 1916, the Institute of Financial Accountants (IFA) is an internationally recognised professional accountancy membership body. Our members work within micro and small- to medium-sized enterprises or in micro and small- to medium-sized accounting practices advising micro and SME clients.

The IFA is part of the Institute of Public Accountants (IPA) Group, the world's largest SME-focused accountancy group, with 49,000 members and students in 100 countries.

We offer a programme of professional qualifications and education as well as resources, events, training and seminars.





INSTITUTE OF
**FINANCIAL
ACCOUNTANTS®**

A MEMBER OF THE IPA GROUP

INSTITUTE OF FINANCIAL
ACCOUNTANTS

CS111, Clerkenwell Workshops
27-31 Clerkenwell Close
Farringdon, London EC1R 0AT
T +44 (0)20 3567 5999
E mail@ifa.org.uk
IFA.ORG.UK