brand mark guidelines for our members letterheads

Brand Mark – Colour

Where possible please use the 1 colour Pantone spot version of our brand mark. This artwork is available online at:

www.charteredaccountants.ie/brandidentity

Chartered Accountants Ireland

Pantone 208

Exception to the Rule

If, due to budget/printing restraints you cannot print an extra colour on your letterhead you may use the black version of our brand mark. This artwork is available online at:

www.charteredaccountants.ie/brandidentity

If you are not using the colour black in your current design you may reproduce our brand mark in the darkest colour available to you.

Chartered Accountants Ireland

Black

Brand Mark – Primary Position

Where possible the Chartered Accountants Ireland brand mark should always appear in the bottom right hand corner of your letterhead.

Brand Mark – Authorised Legend

Firms often ask what can be put on their letterheads. This brief article seeks to explain.

Firstly, the description "Registered Auditors" can be used. This is in addition, if your firm is entitled, to the description "Chartered Accountants". Both can be in singular if appropriate.

Next, the regulations on using the description "Chartered Accountants" are in Statement 12 of the Ethical Guide in Handbook 1. The description "Chartered Accountants" cannot form part of the firm name [2.1 Statement 12].

There is no requirement in the Audit Regulations to state that you are registered by Chartered Accountants Ireland to conduct audit work. If you want to, you can use the following legend:

"Authorised by the Institute of Chartered Accountants in Ireland (ICAI) to carry out company audit work. Chartered Accountants Ireland is the operating name of ICAI".

If IB authorised:

"Authorised by the Institute of Chartered Accountants in Ireland (ICAI) to carry out investment business. Chartered Accountants Ireland is the operating name of ICAI".

There is also a combined legend to cover both audit and investment business:

"Registered to carry on audit work and authorised to carry on investment business by the Institute of Chartered Accountants in Ireland (ICAI). Chartered Accountants Ireland is the operating name of ICAI".