

Visual identity guidelines



The Society of Chartered Surveyors Ireland –
enhancing, advancing and enforcing professional
standards in construction, land and property.



Executive summary

These visual identity guidelines explore the core elements of The Society of Chartered Surveyors Ireland visual identity and how we implement our brand essence visually – through print and online communications channels. The core elements include our logo, colour palette, typography and grid.

These core elements form the foundation of the Society of Chartered Surveyors Ireland visual identity and the guidelines explain why they must always be followed. This said, we have tried to ensure that they allow a degree of freedom that will enable you to meet the needs of the various markets we operate in and the multiple stakeholder groups we communicate with.

Contents

Find your way

These are our visual identity guidelines. They're about how we apply our brand essence through our visual identity and how we look.

Use these guidelines to ensure that whenever you use elements of our visual identity, they are used consistently and help us live our brand through our communications.

1.0 Introduction

Welcome

The Society of Chartered Surveyors Ireland is the leading body for construction, land and property professionals.

To help ensure that we build a world class brand, a brand that inspires people and gains the respect and status that it deserves it is vital that we communicate with all of the stakeholder groups that we interact with in a highly consistent and credible way. These guidelines set our values, our essence and our proposition through our visual identity and then bring that to life in a flexible yet single-minded way; to ensure that every market applies the core graphic elements in the same way and that we communicate verbally in the same way too.

1.0 Introduction

1.1 Our brand essence

To enhance, advance and enforce standards and to promote the usefulness of the profession for the public advantage.

What we do

- Award of a professional qualification, MSCSI/ FSCSI
- Promoting the diverse knowledge of the profession
- Maintaining the highest educational and professional standards
- Protecting consumers through strict codes of practice
- Providing expert advice on property and built environment issues
- To be the State Registration Body for the title of Quantity Surveyor and Building Surveyor under the Building Control Act, 2007

Our Audience/Benefits

General Public

- Reassurance
- Provide independent and impartial industry information
- Redress

Members

- Status
- Commercial advantage
- Education
- Increase profile of Chartered Surveyors

Businesses

- Commercial advantage

Government and other bodies

- Expertise
- Objectivity
- Convenience

Our values

**Integrity
Balanced
Considered
Regulated
Expert
Transparent
Passionate
Informed
Approachable**

Our brand ambition

To be perceived as a thought leader, a primary source of considered advice and information. Passionate about setting and promoting standards. Responsive, intellectually able and driven to do things better.

1.0 Introduction

1.2 Association with RICS

We have a unique association with RICS, the leading organisation in the world for professionals in property, land, real estate, construction and related environmental issues.

We co-brand our communications to ensure clear and consistent communication of our relationship with RICS.

We use a master brand hierarchy, which means we don't use any sub-brands. When you need to express one of our marketplaces, products or services, simply set it in our typeface. It's important that we keep our logo clear of clutter and iconic to avoid confusion.



A photograph of a modern building's interior, featuring a glass and steel structure with a curved ceiling and large windows. The image is overlaid with a blue gradient and a large, semi-transparent circular graphic on the right side.

2.0 Identity Elements

Our logo is our most important identity element. It appears in everything we do, and we need to ensure that it is presented in a consistent way to help establish it as the visual mark of professionalism in land, construction and property.

2.0 Identity elements

2.1 The components

Verbally and within text

We are known as the Society of Chartered Surveyors Ireland and never SCSl.

Visually

This is our corporate visual identity, the mark that is a cue to the brand and what it stands for.

The Society of Chartered Surveyors Ireland master brand logo is made up of two elements that MUST appear together – the “S” symbol and the Society of Chartered Surveyors Ireland lettering. Missing any of these elements does not constitute the master brand logo.

The elements



“S” symbol

SOCIETY OF
**CHARTERED
SURVEYORS**
IRELAND

Lettering

2.0 Identity elements

2.1 Logo: The components

The following do not constitute the master logo and are considered to be incomplete versions of the logo.

Therefore the examples illustrated here should not be used. In rare cases it may only be possible to use elements



2.0 Identity elements

2.2 Logo: Clearances

Minimum clearance area

The examples shown here illustrate quite clearly the minimum clearances required when applying our logo to artwork. We stress that this is a minimum requirement and that at times, the clearance area will be more than shown.

Give it room to breathe

Simply draw a bounding box around our logo and using three times the Cap Height of SOCIETY as reference, create an exclusion zone around the logo. There are no exceptions to the clear space rule – we must respect our logo by giving it ‘room to breathe’. This ensures that the logo has a prominent position.

At times when our logo sits bottom right or left on a page or full page press, double the clearance spaces on the bottom right to prevent the logo appearing to fall off the page.



It may not always be possible to observe strict clearances for every application. If you are unsure consult the Society of Chartered Surveyors Ireland's Brand Guardian (refer to Contacts section 10.0).

2.0 Identity elements

2.3 Application

What not to do to our logo

Our logo must not be compromised. Some of the rules to observe are:

- don't present it in any colours but Pantone 269C (purple) or Pantone 432C (grey) or black or white
- don't stretch it
- don't remove elements
- don't add to it
- don't bevel it
- don't add drop shadows
- don't re-draw it
- don't outline it
- don't use a secondary RICS colour
- don't add gradients

To illustrate



- don't stretch it



- don't add drop shadows



- don't add gradients



- don't remove elements



- don't outline it



- don't present it in any colours but Pantone 269C (purple) or Pantone 432C (grey) or black or white



- don't add to it



- don't use a secondary RICS colour



- and don't mix colours

2.0 Identity Elements

2.4 Size(s)

Choosing an appropriate size

Absolute minimum size



A4: Generally the most applied size



Suggested sizes for logo application:

Logo width	Min	DL	A5	A4	A3	A2
40mm	●	●	●	●	●	●
50mm	●	●	●	●	●	●
65mm	●	●	●	●	●	●
85mm	●	●	●	●	●	●
165mm	●	●	●	●	●	●

Size matters

A range of sizes for our logo has been recommended for 'A' size print formats, to bring consistency to communication materials. If the format you are working with is not an 'A' size, please match it to the closest 'A' size.

Minimum size

To maintain clarity and legibility, we have a minimum size for our logo and all the clear space surrounding it. In extreme cases, for instance very small ads, the logo could be sized below the minimum when printed black on white space only.

Digital

To maintain clarity and legibility for digital work, we have a minimum size of 120 x 60 pixels when using our logo.

2.0 Identity Elements

2.5 Relationship to RICS logo

Proportion

We understand that our relationship with RICS is integral to successfully communicating our respective brand values and ambitions. We have established our new identity to work along side the RICS identity. Our logo is proportionally balanced to the RICS logo and should be sized accordingly.

Balanced horizontally



Balanced vertically



2.0 Identity Elements

2.6 Logo lock-up (colour)

We have created specific reproducible artwork which combines the Society of Chartered Surveyors Ireland and RICS as one unit. This logo lock-up is designed to create consistent and easy application of both logos on member applications.

When members wish to apply both logos they must only use the lock-up artwork provided.

The colour version is the recommended and preferred option for logo lock-up reproduction.
There are multiple versions of the logo lock-up to accommodate various application types.



Positive Vertical Lock-up



Boxed Vertical Lock-up



Positive Horizontal Lock-up



Boxed Horizontal Lock-up

2.0 Identity Elements

2.6 Logo lock-up (mono gradient)

The mono gradient colour version of the lock-up allows for reproduction without the use of gradients

This version should only be considered once the colour versions have been excluded due to reproduction limitations.



Positive Vertical Lock-up



Boxed Vertical Lock-up



Positive Horizontal Lock-up



Boxed Horizontal Lock-up

2.0 Identity Elements

2.6 Logo lock-up (mono line colour)

The mono line colour version of the lock-up allows for reproduction without the use of gradients

This version should only be considered once the colour and mono gradients versions have been excluded due to reproduction limitations.



Positive Vertical Lock-up



Boxed Vertical Lock-up



Positive Horizontal Lock-up



Boxed Horizontal Lock-up

2.0 Identity Elements

2.7 Logo lock-up (black and white gradient)

The black and white gradient version of the lock-up allows for reproduction without the use of colour

This version should only be considered once the colour and mono gradients/line versions have been excluded due to reproduction limitations.



Positive Vertical Lock-up



Boxed Vertical Lock-up



Positive Horizontal Lock-up



Boxed Horizontal Lock-up

2.0 Identity Elements

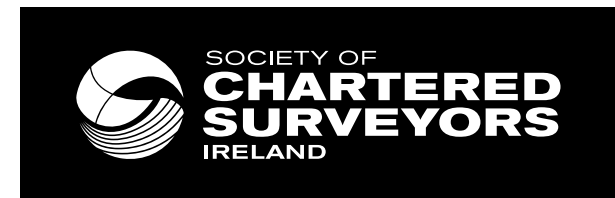
2.8 Logo lock-up (black and white line)

The black and white line version of the lock-up allows for reproduction without the use of colour or gradients

This version should only be considered once the colour, mono gradients/line and black and white gradient versions have been excluded due to reproduction limitations.



Positive Vertical Lock-up



Boxed Vertical Lock-up



Positive Horizontal Lock-up



Boxed Horizontal Lock-up

2.0 Identity Elements

2.8 Positioning for Society of Chartered Surveyors Ireland led communications

It is important to position our logo correctly.

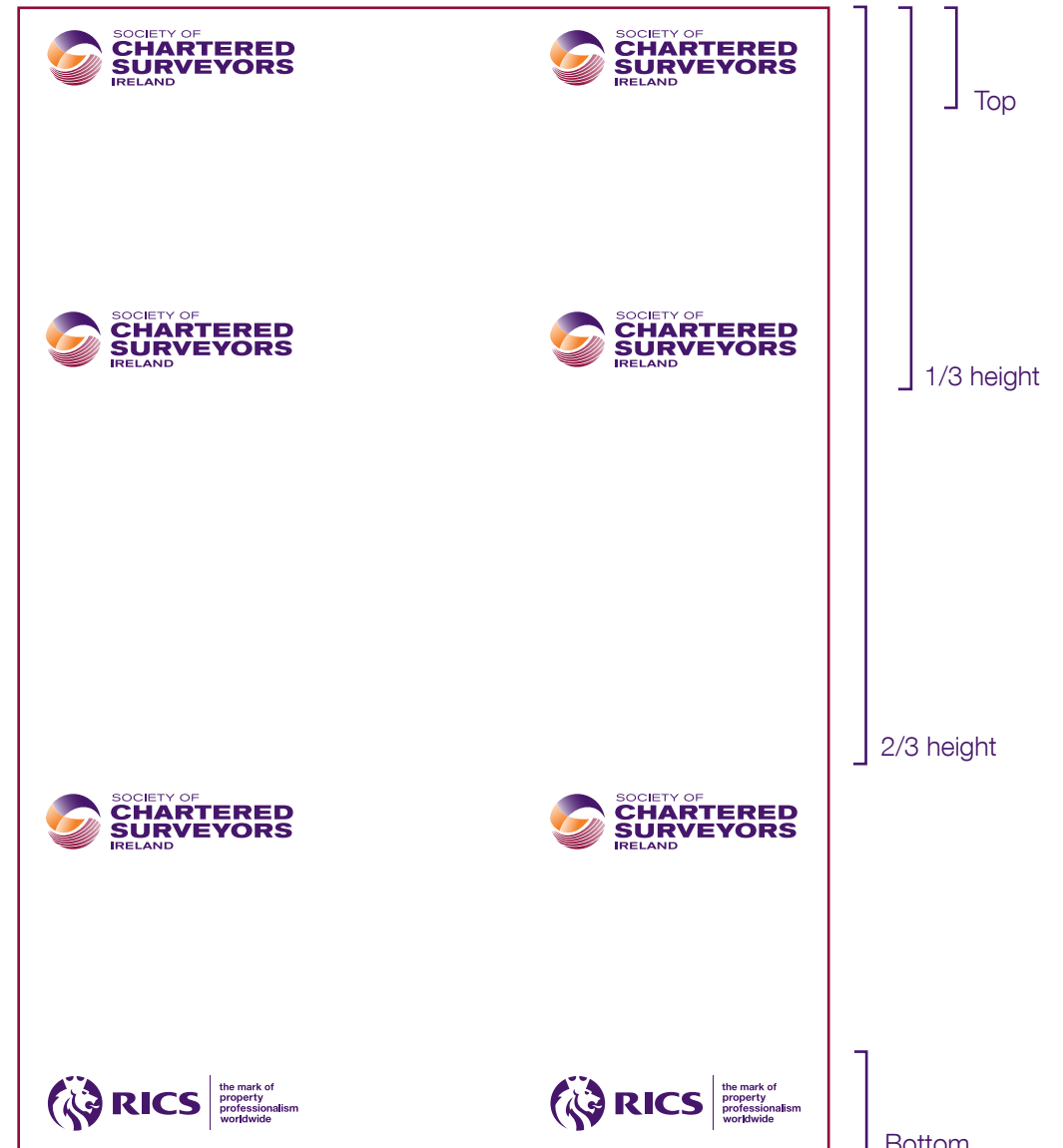
This will help to maintain consistency and enhance brand recognition across all communications. Our logo can appear in the six locations shown. It must not be centred under any circumstances.

Refer to Grids section 4.1 and Applying a banner section 4.4 to see how the grid can provide alternative spots in which to place the brand mark banner along the vertical axis.

Strategic partner logos

Most of our communication requires to be branded with the RICS logo. The RICS logo is to be positioned discreetly in either bottom corner to the Society of Chartered Surveyors Ireland logo. Be sure to size the RICS logo so that it doesn't overpower the Society of Chartered Surveyors Ireland logo.

RICS' logo should never be centred on the page.



2.0 Identity Elements

2.9 Positioning for Society of Chartered Surveyors Ireland led communications

Our brand mark banner is important

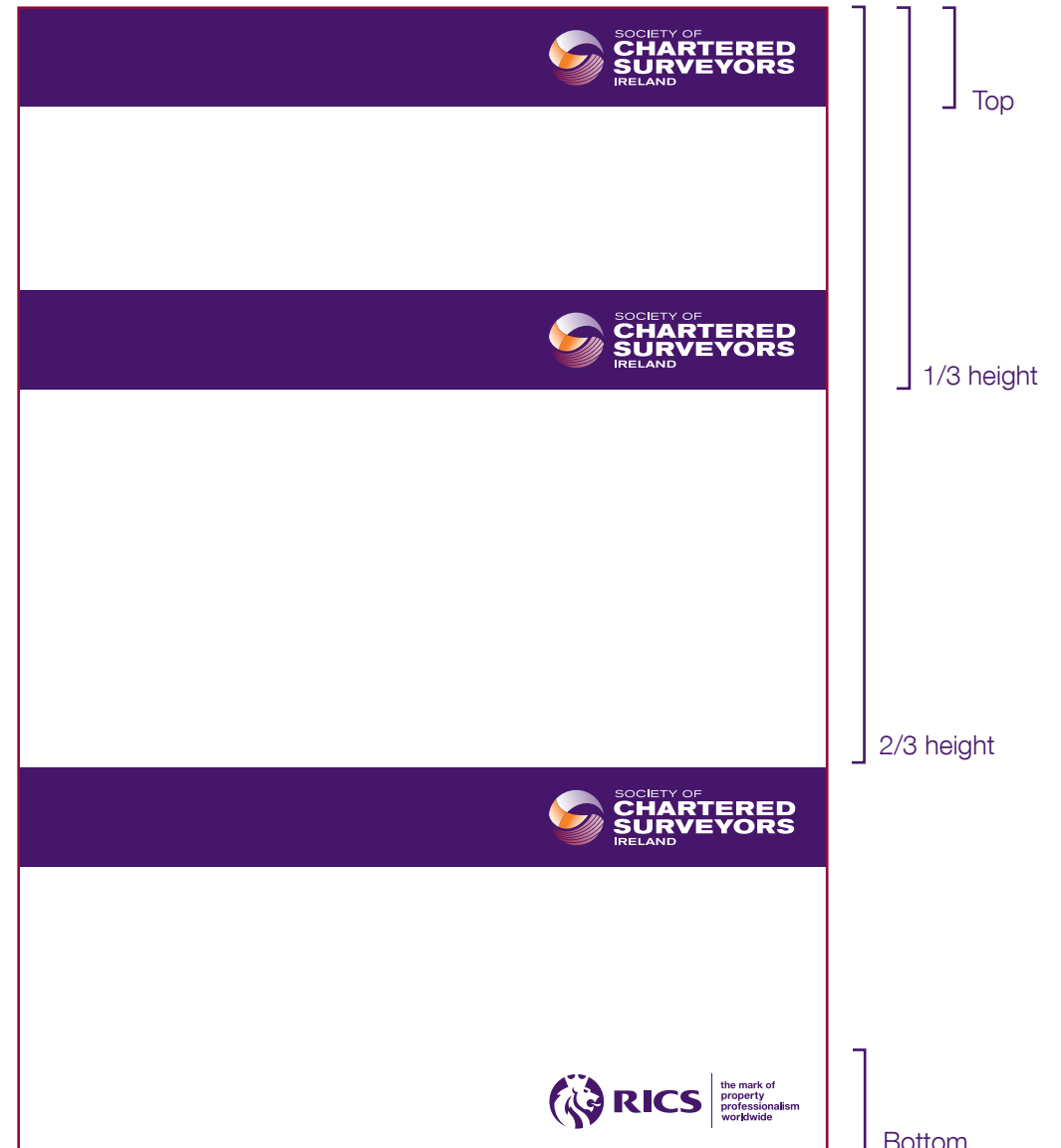
This will help to maintain consistency and enhance brand recognition across all communications. Our brand mark banner can appear in the three locations shown.

Refer to Grids section 4.1 and Applying a banner section 4.4 to see how the grid can provide guidance in where to place the brand mark banner along the vertical axis.

Strategic partner logos

The RICS logo is to be positioned discreetly in either bottom corner to the Society of Chartered Surveyors Ireland logo. Be sure to size the RICS logo so that it doesn't overpower the Society of Chartered Surveyors Ireland logo.

RICS' logo should never be centred on the page.



2.0 Identity Elements

2.10 Positioning for RICS & Society of Chartered Surveyors Ireland co-branded communications

When we co-brand a RICS communications piece we always maintain equal dominance by positioning both logos on the same horizontal axis.

Co-branding

The rule of thumb when applying a co-branded piece is if the communication originated from RICS and the Society of Chartered Surveyors are localising it to the Irish market then co-branding should be used.



2.0 Identity Elements

2.11 Using our logo as a graphic device

Our logo can be used as a graphic device on Society of Chartered Surveyors Ireland communications.

we allow the logo to stand alone once our master brand is shown unaltered on the cover and back cover of the communication piece. we allow our logo to be used imaginatively including placing imagery within it, cropping it dynamically, using it as a keyline, overlying it over photographs, using it as a tinted background etc.

Do not over use the logo as a graphic device. Our look and feel is flexible and allows for no use of the logo as a graphic device should none be required.

Working examples of our look and feel can be seen in section 8 of this document.

We do not allow members to use our logo as a graphic device.



3.0 Colour

The Society of Chartered Surveyors Ireland has a strong and distinctive way of using colour.

The following pages explain our colour palette and how to use each part of the palette effectively. Our colours are assertive and self-assured. Use them confidently but also sparingly.

3.0 Colour

3.1 Corporate palette

Corporate palette

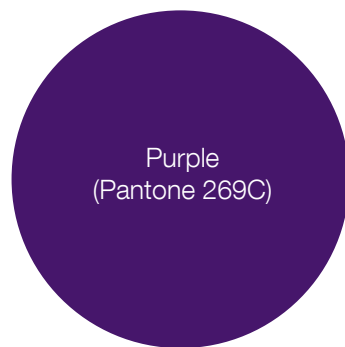
Our palette is comprised of our corporate colours: purple (Pantone 269C), burgundy (Pantone 216C), orange (Pantone 158C) and grey (Pantone 432C).

The rationale behind using these colours as our corporate palette is to bring together the core colours of our original two organisations: SCS and IAVI, together with the RICS corporate colours to ensure consistency in all our communications.

Together, the corporate palette is iconic and reassuring. They allow our brand to convey a sense of heritage, but without seeming in any way old-fashioned.

Applying colour

The Society of Chartered Surveyors logo and the RICS' logo can only appear on white or in corporate purple (Pantone 269C) and corporate grey (Pantone 432C); on mono projects in black.



Purple
(Pantone 269C)

Purple

Print

CMYK 82/94/28/17
RGB 77/48/105
Pantone 269c

web safe

Hex #4d3069



Burgundy
(Pantone 216C)

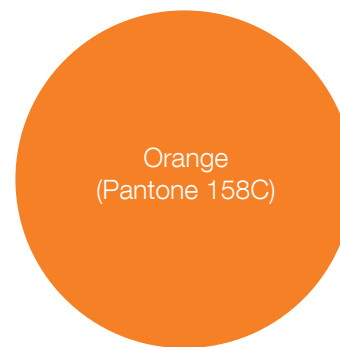
Burgundy

Print

CMYK 13/96/26/54
RGB 124/35/72
Pantone 216c

web safe

Hex #7C2348



Orange
(Pantone 158C)

Orange

Print

CMYK 0/65/95/0
RGB 227/114/34
Pantone 158c

web safe

Hex #E37222



Grey
(Pantone 432C)

Grey

Print

CMYK 77/63/53/41
RGB 54/66/74
Pantone 432c

web safe

Hex #333333

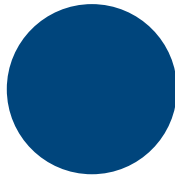
3.0 Colour

3.1 Secondary palette

Secondary palette

Certain areas of the Society of Chartered Surveyors Ireland have established themselves using colour. Below are the colours they align themselves with. The logo cannot appear in these colours. Instead it should be reversed out of the Brand banner or appear on white with the relevant colour below or above as a block background.

Membership

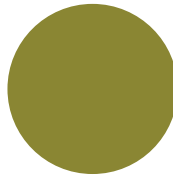


Membership Blue

Print
CMYK 100/57/0/40
RGB 2//34/106
PANTONE® 295C

web safe
Hexadecimal #003366

Students

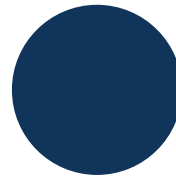


Student Green

Print
CMYK 47/36/100/11
RGB 138/133/22
PANTONE® 399C

web safe
Hexadecimal #999933

Graduates

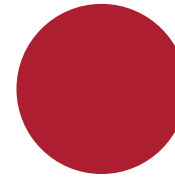


APC Blue

Print
CMYK 100/82/35/33
RGB 16/51/90
PANTONE® 7463C

web safe
Hexadecimal #003366

Associates

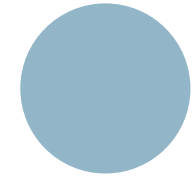


Associate Red

Print
CMYK 22/100/85/14
RGB 172/26/47
PANTONE® 187C

web safe
Hexadecimal #990000

Senior Professionals

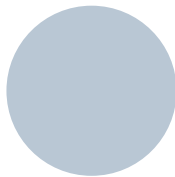


RICS Metallic Blue

Print
CMYK n/a
RGB 75/125/158
PANTONE® metallic 8201C

web safe
Hexadecimal #336699

Senior Professionals

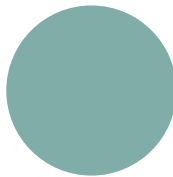


RICS Non-Metallic Blue

Print
CMYK tba
RGB 138/159/172
PANTONE® 5435C

web safe
Hexadecimal #336699

Fellows

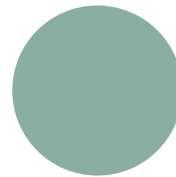


Fellows Metallic

Print
CMYK n/a
RGB 110/152/150
PANTONE® metallic 8281C

web safe
Hexadecimal #669999

Fellows

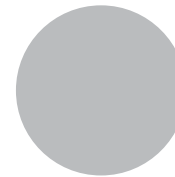


Fellows Non-Metallic

Print
CMYK tba
RGB 148/168/153
PANTONE® 5565C

web safe
Hexadecimal #669999

Affiliates

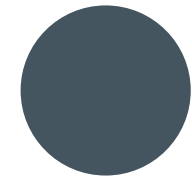


Affiliates Silver

Print
CMYK 18/11/8/23
RGB 64/68/68
PANTONE® Cool Grey 6C/
Metallic 877

web safe
Hexadecimal #999999

Corporate Grey



Corporate Grey

Print
CMYK 77/63/53/41
RGB 54/66/74
PANTONE® 432C

web safe
Hexadecimal #333333

3.0 Colour

3.1 Secondary palette (continued)

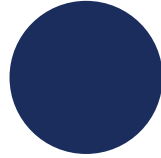
Matrics



Matrics Orange

Print
CMYK 0/65/100/0
RGB 255/121/0
PANTONE® 151C

web safe
Hexadecimal #ff6600

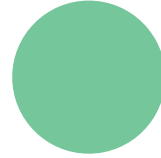


Matrics Blue

Print
CMYK 100/89/31/31
RGB 0/38/99
PANTONE® 281C

web safe
Hexadecimal #003366

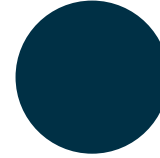
Regulation



Regulation Green

Print
CMYK 54/0/51/0
RGB 113/205/157
PANTONE® 346C

web safe
Hexadecimal #66cc99

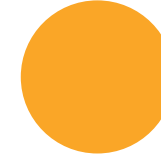


Regulation Blue

Print
CMYK 100/73/48/48
RGB 0/48/69
PANTONE® 303C

web safe
Hexadecimal #003366

Books

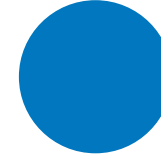


Books Orange

Print
CMYK 0/40/95/0
RGB 242/174/0
PANTONE® 7409C

web safe
Hexadecimal #ff9900

Built Environment Professional Group



Built Environment Blue

Print
CMYK 90/48/0/0
RGB 0/102/204
PANTONE® 285C

web safe
Hexadecimal #0066cc

Land Professional Group

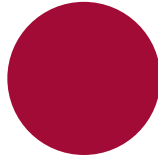


Land Green

Print
CMYK 26/3/93/17
RGB 153/204/51
PANTONE® 383C

web safe
Hexadecimal #99cc33

Property Professional Group

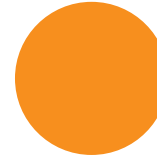


Property Red

Print
CMYK 7/100/65/32
RGB 153/0/51
PANTONE® 201C

web safe
Hexadecimal #990000

Forums

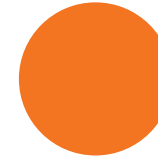


Forums Orange

Print
CMYK 0/53/100/0
RGB 245/102/0
PANTONE® Orange 021C

web safe
Hexadecimal #ff9933

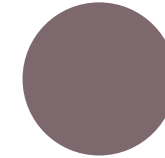
Awards



Awards Orange

Print
CMYK 0/68/100/0
RGB 243/116/33
PANTONE® 158C

web safe
Hexadecimal #ff6633



Awards Earth

Print
CMYK 50/56/47/15
RGB 126/105/109
PANTONE® 437C

web safe
Hexadecimal #666666

4.0 Grids and banners

Both the grid and banners are important elements of the Society of Chartered Surveyors Ireland & RICS' identity. They are layout tools that work across a wide variety of communication formats (e.g. print, outdoor and digital environments).

The objective is to provide structure for core products, marketplaces and strategic partner communications that are instantly recognisable.

It also provides greater consistency to the way our visual identity is applied.

4.0 Grids and banners

4.1 Grids

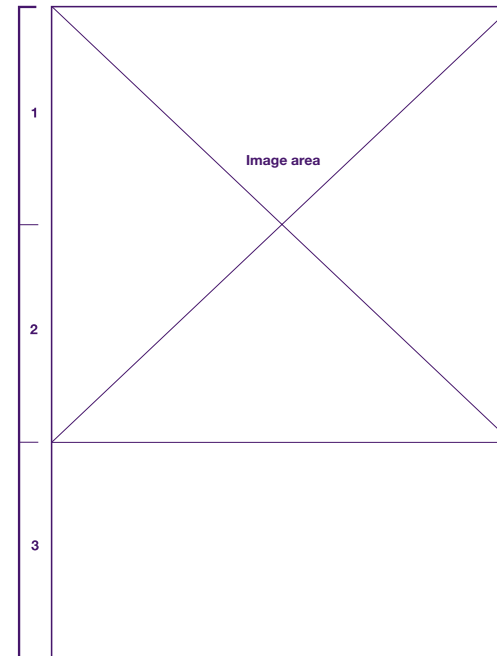
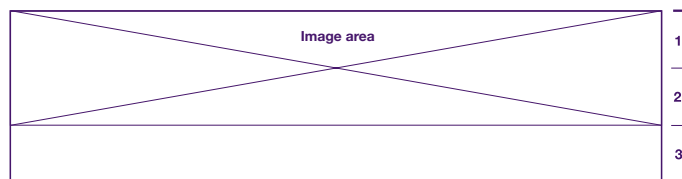
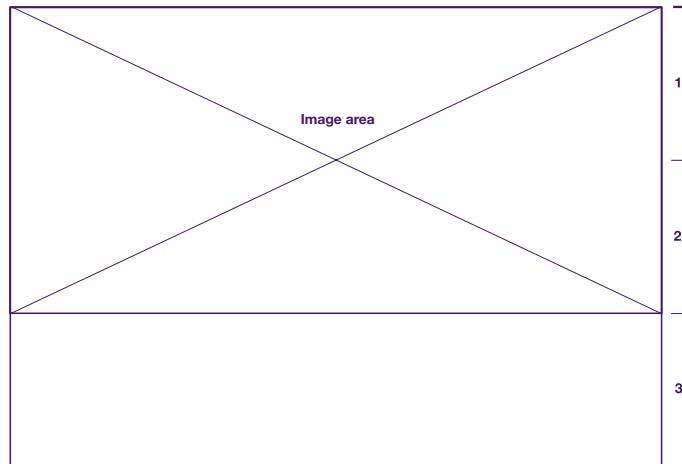
The 3 box horizontal grid

Grids can become complicated and restrictive when creating guidelines. In creating the new RICS grid, we took into consideration the needs of the global organisation to ensure consistency with some degree of flexibility. With this in mind we decided to keep it as simple as possible and devise a three horizontal box grid that allows us to break up the page.

When setting type, feel free to use the vertical axis as you wish only restricting yourself to the horizontal guidelines created.

In creating a grid firstly:

- Determine the size of the document
- Divide the vertical axis in 3 equal parts
- Determine what space is used as an image area.



4.0 Grids and banners

4.1 Banners

It is important that banners are used wherever possible.

For positioning follow the three equally divided box rule as explained in Grids section 4.1.

The banner can appear in numerous positions along the horizontal division lines. It can then be used to separate white space from image areas in an imaginative way.

Note the use of both solid and reversed banner types.



Standard Society of Chartered Surveyors Ireland positive banner



Standard Society of Chartered Surveyors Ireland reversed out banner



Co-branded RICS & Society of Chartered Surveyors Ireland banner

5.0 Typography

The Society of Chartered Surveyors Ireland uses typography in a strong and consistent way. Our typeface is the extensive Helvetica Neue family, chosen for its crisp and clean characteristics as well as to complement our brand.

5.0 Typography

5.1 Font

Corporate typeface

The Helvetica Neue family is the primary typeface to be used on all communications material.

Helvetica Neue is best described as a timeless classic and is readily available.

It's available in several weights which gives us plenty of scope for variety:

- Thin 35 Helvetica Neue
- Light 45 Helvetica Neue
- Roman 55 Helvetica Neue
- **Medium** 65 Helvetica Neue
- **Bold** 75 Helvetica Neue

Digital typeface

Use our Helvetica Neue Family font wherever you can in headlines and subheads. However, we know that for some digital applications you won't be able to use it for live copy – although it's always worth investigating. For these web executions, substitute Helvetics Neue with Arial.

Arial must never appear on other communications.

Helvetica Neue 35 Thin

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 45 Light

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 55 Roman

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 65 Medium

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue 75 Bold

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

6.0 Boilerplate

All printed materials, such as leaflets, brochures and online PDFs should feature the Society of Chartered Surveyors Ireland boilerplate copy.

This is a short piece of text which captures the key elements of what we do. Please ensure you use the current boilerplate available on www.scsi.ie.

6.0 Boilerplate

6.1 Boilerplate copy

All printed materials, such as leaflets, brochures and online PDFs should feature the Society of Chartered Surveyors Ireland boilerplate copy.

This is a short piece of text which captures the key elements of what we do. Please ensure you use the current boilerplate available on www.scsi.ie.

Dating back to 1895, the Society of Chartered Surveyors Ireland is the independent professional body for Chartered Surveyors working and practicing in Ireland.

Working in partnership with RICS, the pre-eminent Chartered professional body for the construction, land and property sectors around the world, the Society and RICS act in the public interest: setting and maintaining the highest standards of competence and integrity among the profession; and providing impartial, authoritative advice on key issues for business, society and governments worldwide.

Advancing standards in construction, land and property, the Chartered Surveyor professional qualification is the world's leading qualification when it comes to professional standards. In a world where more and more people, governments, banks and commercial organisations demand greater certainty of professional standards and ethics, attaining the Chartered Surveyor qualification is the recognised mark of property professionalism.

Members of the profession are typically employed in the construction, land and property markets through private practice, in central and local government, in state agencies, in academic institutions, in business organisations and in non-governmental organisations.

Members' services are diverse and can include offering strategic advice on the economics, valuation, law, technology, finance and management in all aspects of the construction, land and property industry.

All aspects of the profession, from education through to qualification and the continuing maintenance of the highest professional standards are regulated and overseen through the partnership of the Society of Chartered Surveyors Ireland and RICS, in the public interest.

This valuable partnership with RICS enables access to a worldwide network of research, experience and advice.



The graphic is a dark blue rectangular box containing white text. At the top left is the Society of Chartered Surveyors Ireland logo, which consists of a stylized globe icon and the text 'SOCIETY OF CHARTERED SURVEYORS IRELAND'. At the top right is the website 'www.scsi.ie'. The main body of text is arranged in several paragraphs, with some key phrases in bold. At the bottom left is the RICS logo, which includes a globe icon and the text 'RICS the mark of property professionalism worldwide'.

Dating back to 1895, the Society of Chartered Surveyors Ireland is the independent professional body for Chartered Surveyors working and practicing in Ireland.

Working in **partnership with RICS**, the pre-eminent Chartered professional body for the **construction, land and property** sectors around the world, the Society and RICS act in the public interest: setting and maintaining the **highest standards of competence and integrity** among the profession; and providing **impartial, authoritative** advice on key issues for business, society and governments worldwide.

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www.scsi.ie

Society of Chartered Surveyors Ireland
38 Merrion Square,
Dublin 2, Ireland
Tel: +353 (0)1 644 5800
Email: info@scsi.ie

RICS the mark of property professionalism worldwide



7.0 Imagery

Imagery plays a big part in expressing our brand identity. Our members operate in many spheres and our supporting imagery should reflect those core areas of specialism where appropriate.

Our images are not staged, stylised or clichéd but thought provoking, topical and iconic.

7.0 Imagery

7.1 Image bank

Our image resource

Over time, we have accumulated a vast quantity of approved imagery which is accessible to approved agencies and strategic partners. Images exist of a wide range of subjects including civic infrastructure, cityscapes and buildings. It is recommended that the resource be visited first to find relevant imagery.





8.0 Working examples

To demonstrate our look and feel we've provided some examples which have been developed to show how flexible these guidelines are.

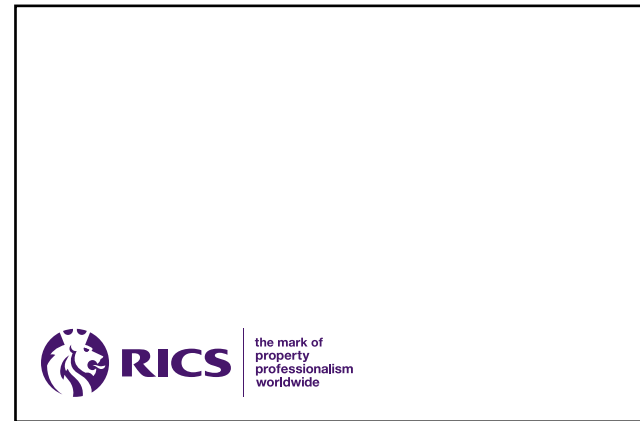
8.0 Working examples

8.1 Corporate stationery

Business Cards for Society of Chartered Surveyors Ireland staff only



Card Front



Card Back

Combines Business Cardd for RICS & Society of Chartered Surveyors Ireland staff



Card Front

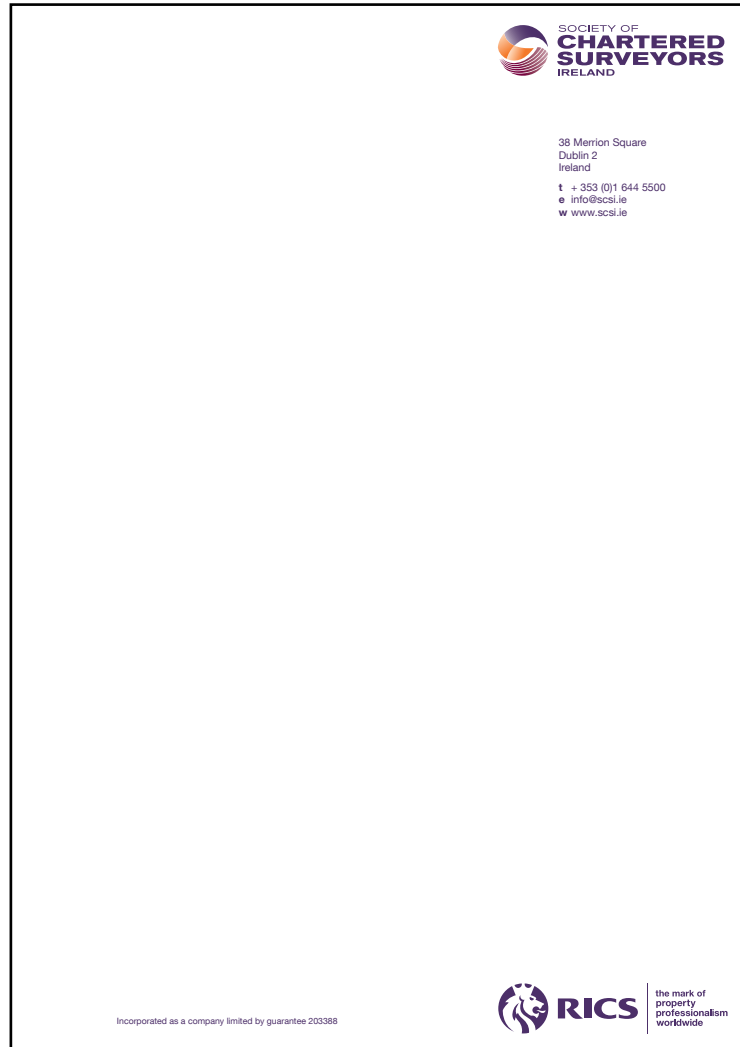


Card Back

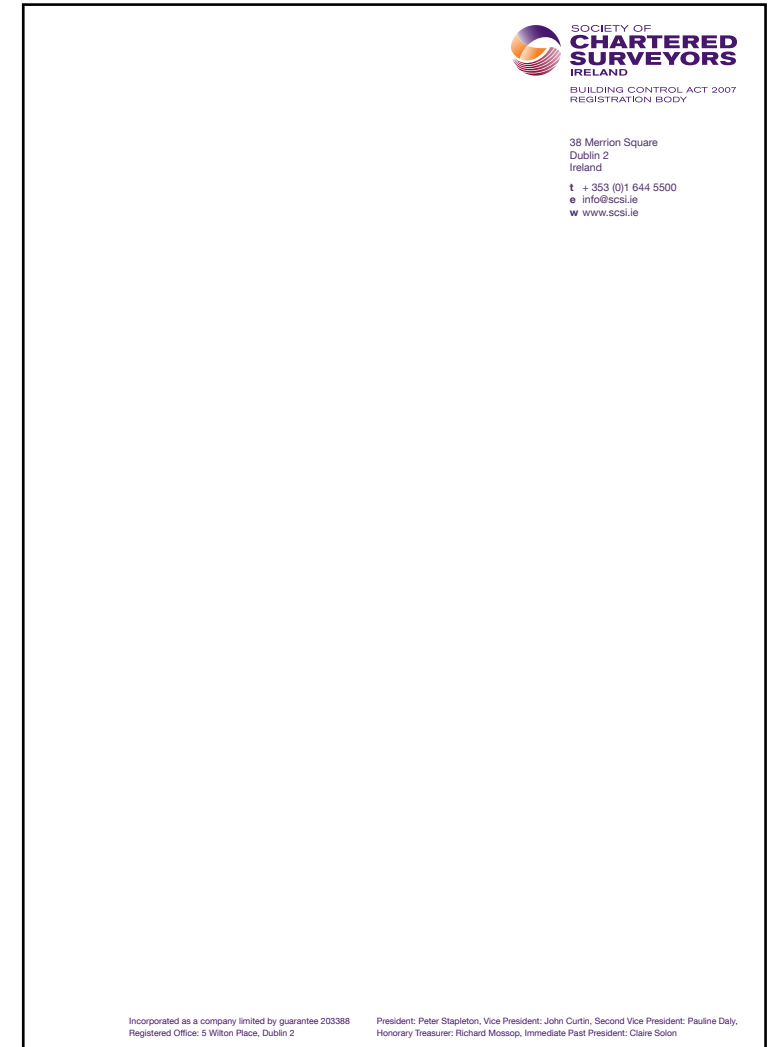
8.0 Working examples

8.1 Corporate stationery

Letterhead for Society of Chartered Surveyors Ireland with RICS logo



Letterhead for Society of Chartered Surveyors Ireland Statutory Registration function only



8.0 Working examples

8.1 Corporate stationery

**Compliment slip for Society of Chartered Surveyors Ireland
with RICS logo**



8.0 Working examples

8.2 Press Adverts



 **SOCIETY OF
CHARTERED
SURVEYORS
IRELAND**

**The Society of Chartered Surveyors
Ireland – enhancing, advancing and
enforcing professional standards
in construction, land and property.**

**The Society of Chartered Surveyors Ireland is the leading
professional body for construction, land and property
professionals in Ireland.**

With approximately 4,000 members nationwide, the Society of Chartered Surveyors Ireland, in conjunction with RICS, awards the Chartered Surveyor professional qualification which is the internationally recognised mark of excellence in the construction, land and property sectors.

Members of the Society of Chartered Surveyors Ireland are construction, land and property professionals typically employed in both the private and public sectors in Ireland.

The Society of Chartered Surveyors Ireland works in partnership with RICS, the worldwide professional body for Chartered Surveyors that is committed to setting and upholding the highest standards of excellence and integrity and has a global network of over 100,000 members.

**Independent
Expert
Qualified**

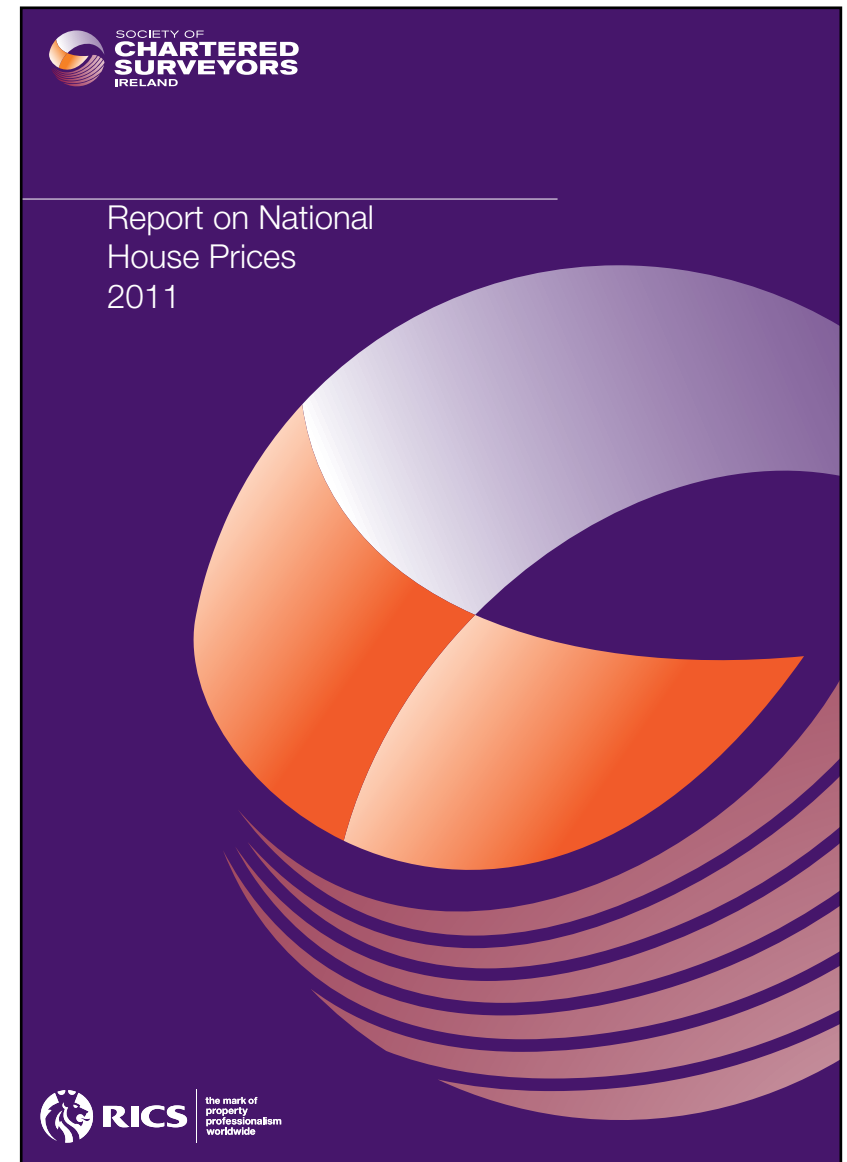
Society of
Chartered Surveyors Ireland
38 Merrion Square,
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Tel: + 353 (0)1 644 5500
Email: info@scsi.ie

www.scsi.ie

 **RICS** | the mark of
property
professionalism
worldwide

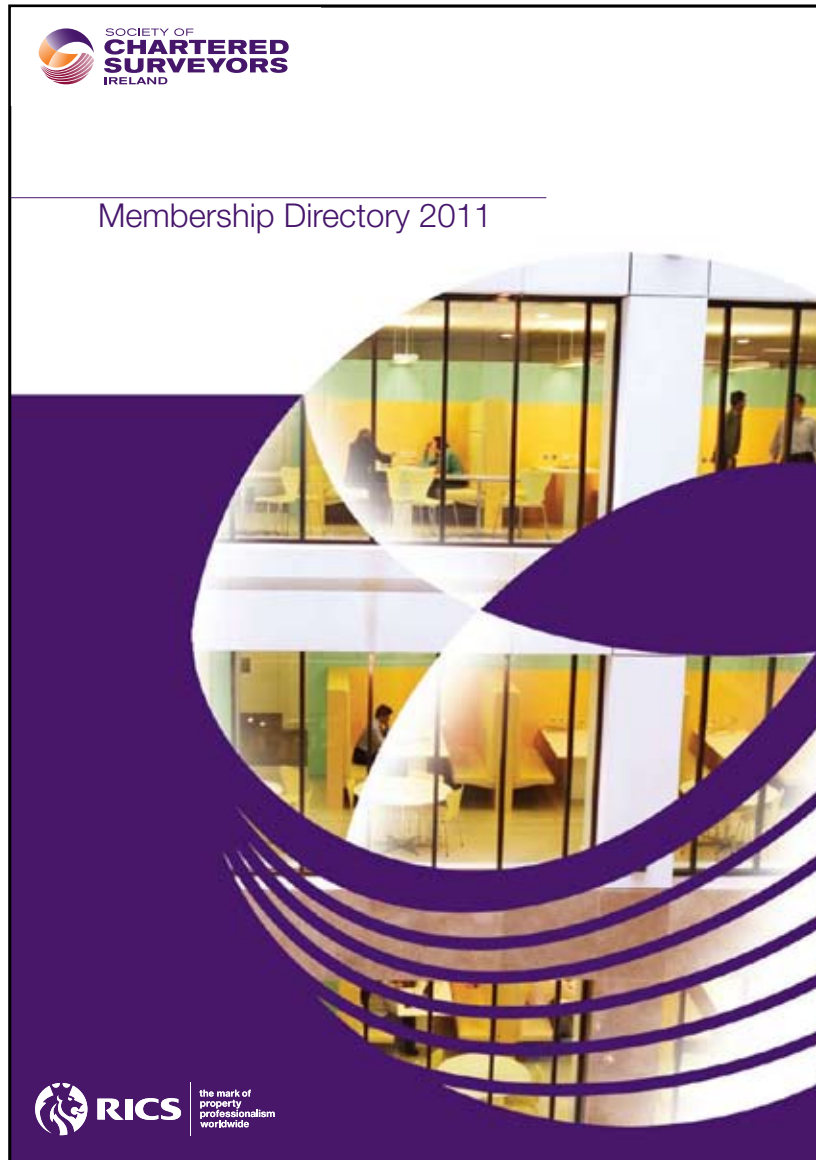
8.0 Working examples

8.3 Cover Examples



8.0 Working examples

8.3 Cover Examples



8.0 Working examples

8.4 Website

The screenshot shows the homepage of the Society of Chartered Surveyors Ireland. The browser address bar displays 'http://www.scsi.ie/'. The website features a navigation menu with links for HOME, ABOUT, MEMBERSHIP, EDUCATION, REGULATION, REGISTRATION, EVENTS, NEWS & PUBLICATIONS, and JOBS. The main header includes the Society of Chartered Surveyors Ireland logo and the RICS logo with the tagline 'the mark of property professionalism worldwide'. A search bar is located in the top right corner.

The main content area is divided into two columns. The left column contains the following text:

The Society of Chartered Surveyors Ireland

The Society of Chartered Surveyors Ireland is the leading professional body for construction, land and property professionals in Ireland.

We are committed to enhancing, advancing and enforcing professional standards in the construction, land and property sectors.

The Society of Chartered Surveyors Ireland was established as a result of a merger between the Society of Chartered Surveyors (SCS) and the Irish Auctioneers & Valuers Institute (IAVI). [Learn more](#)

The right column features a large banner image of a modern building at night with the word 'construction' overlaid in white text. Above the banner, it reads: 'The Society of Chartered Surveyors Ireland - enhancing, advancing and enforcing professional standards in...'

Below the main content, there are several sections:

- Membership Log-in:** A form with fields for 'Login' and 'Password', a 'Remember me' checkbox, and 'Login' and 'Forgot your password?' buttons.
- Latest News:** A section with a date '12/04/11' and a headline 'Official launch of the Society of Chartered Surveyors Ireland'. The text below reads: 'The official launch of the Society of Chartered Surveyors Ireland took place at the AVIVA stadium today. The guest speaker was Mr. Frank Daly, Chairman of the National Asset Management Agency.' It includes links to 'Download the Society of Chartered Surveyors Ireland press release' and 'Download NAMA Chairman Frank Daly's speech here'.
- Latest Events:** A section with a date '26/04/11' and a headline 'Property and Facilities Management AGM'. The text below reads: 'The first AGM of the Property and Facilities Management Professional Group will take place on April 26th.'
- Members:** A list of links: CPD, Professional Groups, Members Area, and Publications.
- Public:** A list of links: What is a Chartered Surveyor?, Regulation, Education, and Publications.
- What is a Surveyor?:** A section with a photo of two men in a meeting and a 'What is a Surveyor?' button.
- Find a Surveyor:** A section with a photo of a man in a suit and a 'Find a Surveyor' button.
- Registration Body:** A section with a photo of a man in a suit and a 'Registration Body' button.
- Education:** A section with a 'Education' button.
- Young Members:** A section with a 'Young Members' button.
- Publications:** A section with a 'Publications' button and a 'Guide to House Rebuilding' link.

At the bottom left, there is a 'More about Professional Groups' link. The browser status bar at the bottom shows 'Done'.



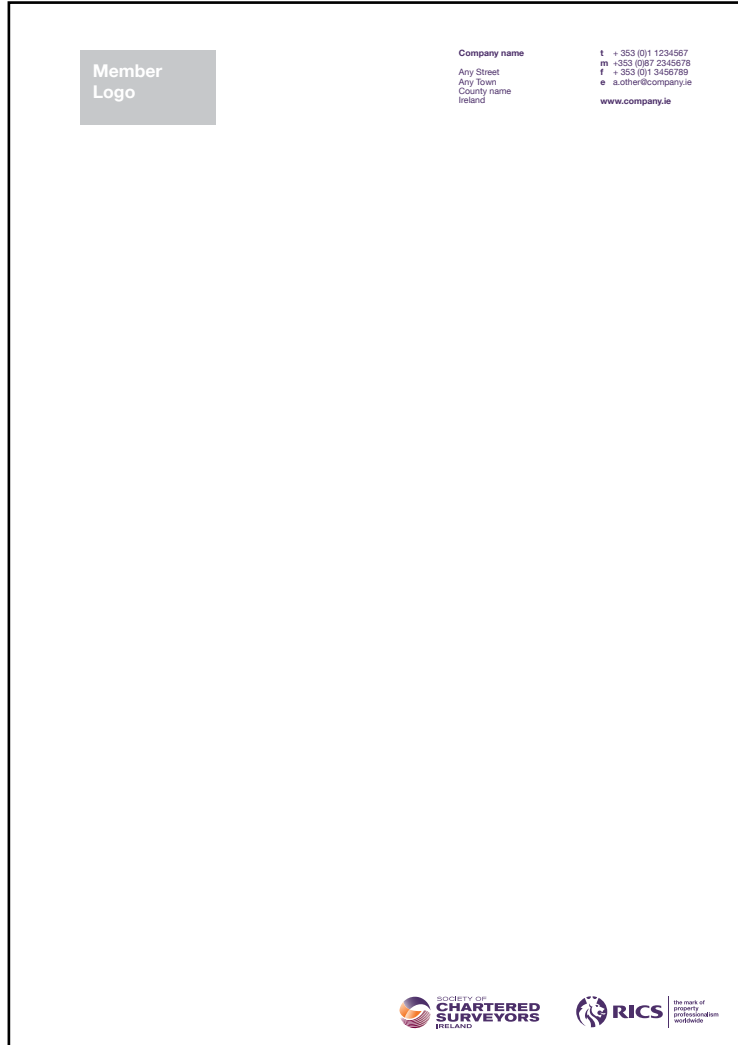
9.0 Member branding examples

To demonstrate SCSi look and feel we've provided some examples which have been developed to show how flexible these guidelines are.

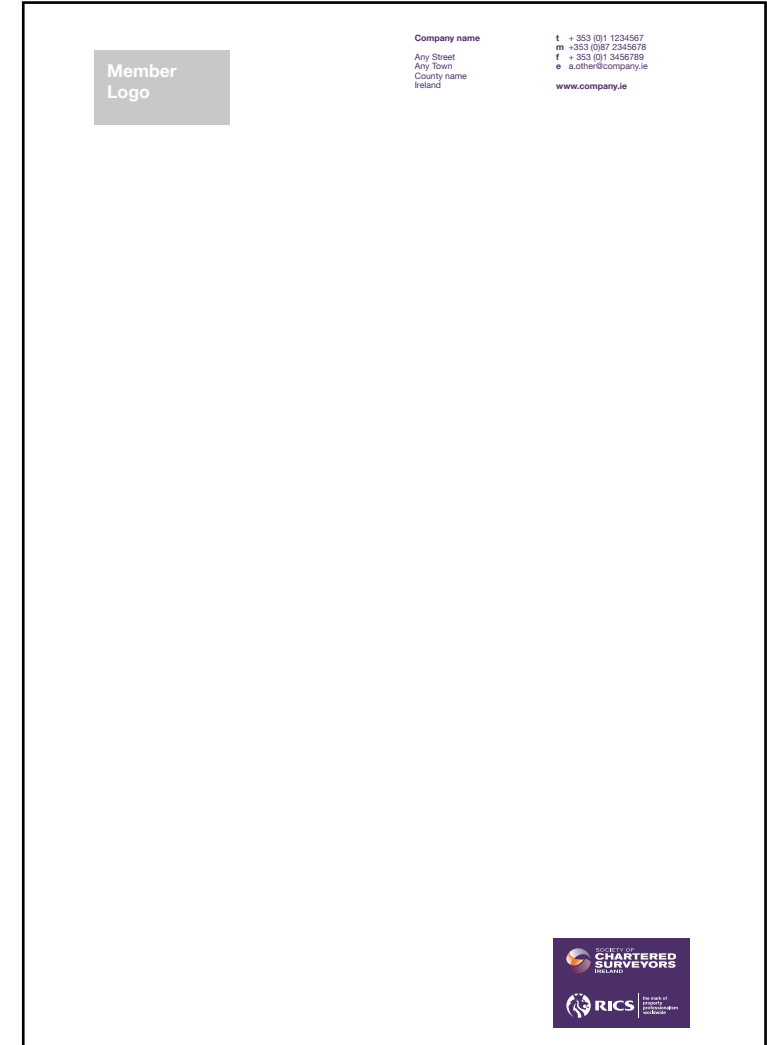
9.0 Member branding examples

9.1 Member stationery

Members are encouraged to use the lock-up logo on their letterheads



The logo can be applied on white or boxed as shown in the two examples shown below



9.0 Member branding examples

9.1 Member stationery

Business Cards for Members can have logo lock-up applied to the front, ensure the lock-up does not go smaller than 55mm wide



Card Front

Members are encouraged to use the lock-up brand on the backs of their business cards if space does not allow for application on the front side



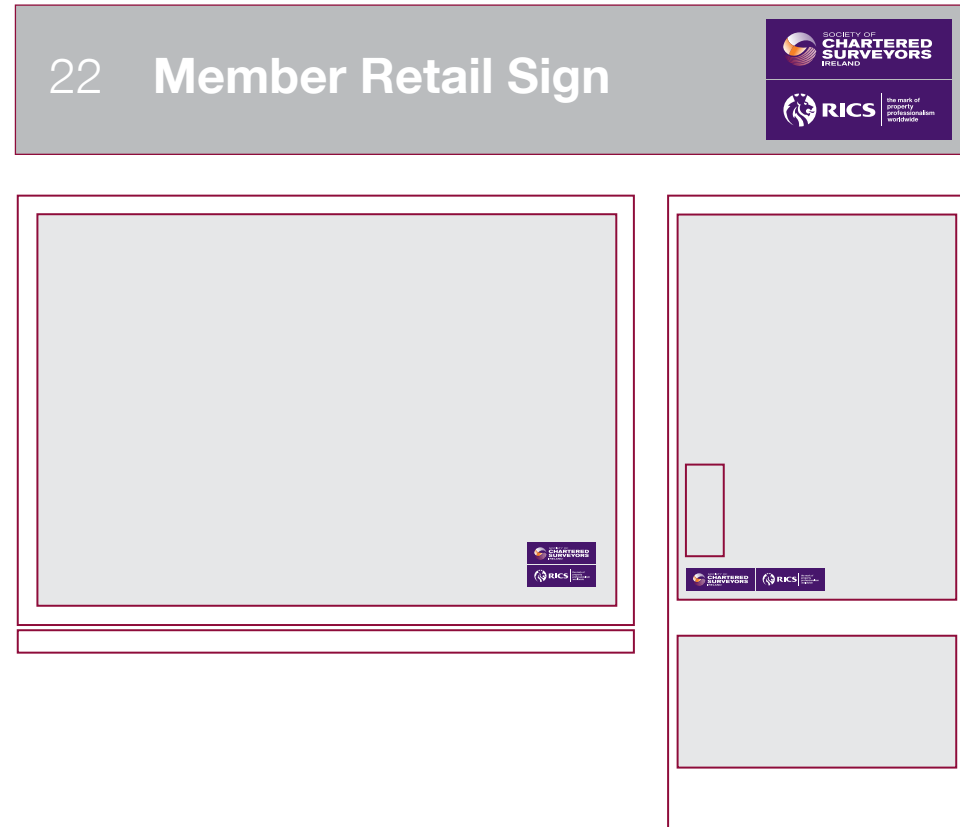
Card Back White



Card Back Pantone 269

9.0 Member branding examples

9.2 Member signage



10.0 Contacts

Thank you for taking the time to read and familiarise yourself with these guidelines. Hopefully you've found it easy to navigate and comprehend. We're keen to ensure that our visual identity is communicated in a single-minded way, which is why we have clear guidelines on how to use our corporate identity. If you're still unsure about a solution that suits your needs, don't hesitate to contact us.

10.0 Contacts

Our Brand Guardian can supply relevant logos and assist you when producing communication materials.

Contact our Brand Guardian:

Conor O'Donovan
Society of Chartered Surveyors Ireland
38 Merrion Square, Dublin 2

Tel: (01) 644 5500

Fax: (01) 661 1797

brand@scsi.ie

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