

FOUR WAYS FOR MEMBERS TO USE THE REFRESHED SCSi LOGO

ESTABLISH YOURSELF AND YOUR BUSINESS AS PROFESSIONALS
WITH THE HIGHEST STANDARDS.

The Society has recently refreshed its corporate identity as follows:



We are asking members to use that branding for their own benefit.

The purpose is:

- to show your clients and potential clients that you practise to the highest international standards;
- to identify you as a business person who is best qualified to carry out your professional work; and
- to identify the SCSi as the leading professional body in property, land and construction.

1 Email signatures

You can add the correct icon to your email signature with the appropriate professional skill (Estate Agent, Auctioneer, Valuer, Quantity Surveyor, Building Surveyor, etc) followed by the title of membership – Associate, Chartered, Fellow.

These icons are available from a new branding page on the members' area of the Society's website.

Here are some examples:



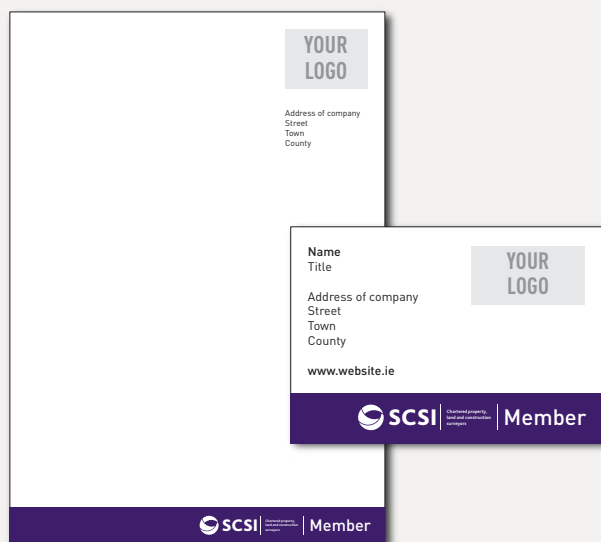
Name
Title
Address
Phone



Name
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Address
Phone



Name
Title
Address
Phone



Letterheads and business cards

There is a standard format for use of our logo on company letterheads and business cards. The logo should not be used in any way other than as shown on letterheads and business cards.

The artwork for the SCSI and RICS logos is available from the branding page on the members' area of the Society's website. Members are advised to note the restrictions on the use of the RICS logo (see panel below).



Office window signs

For all members, two window signs are enclosed with this edition of the *Surveyors Journal*.

Further copies can be purchased by any member at a nominal cost from Audrey Jordan, Communications and Digital Marketing Co-ordinator (audrey@scsi.ie).



For Sale, Sale Agreed and Sold signage

Members are encouraged to add the Society's logo to their property transactions signs so that buyers and sellers are aware if the company is a member or not. All 'For Sale', 'Sale Agreed' and 'Sold' signs should carry the SCSI logo as illustrated here.

The artwork for use on these signs is available from the branding page on the members' area of the Society's website and will need to be given to your sign makers.



Use of RICS logo

For Fellows, Chartered Members and some Associates of SCSI who are RICS members, the RICS logo can also be used where it is appropriate to the individual such as on personal stationery. Use of the logo by firms is only allowed when the firm is formally registered for regulation with RICS. The RICS logo is a registered trademark and should not be used or altered without permission.

For more details see:

<https://www.rics.org/globalassets/rics-website/media/news/consultations/rics-logo-use-and-designation-rules---exposure-draft-december-2018.pdf>

For any queries on access to the refreshed logo and related artwork, contact Audrey Jordan, Communications and Digital Marketing Co-ordinator on 01 664 5500 or by email to audrey@scsi.ie.