1. The CA Roundel/CA Lozenge and Window Sticker may only be used in connection with the professional services of a firm that meets the agreed criteria as set out in paragraph 2 below and who have completed a CA Request Form and received consent for use.

2. For the purpose of these terms and conditions, a firm is defined as one in which at least 50% of principals are ICAS members holding a Practising Certificate and who have voting control of the entity. If this status changes and you cease to qualify, you must notify the ICAS Practice Support team in writing and stop using the Window Sticker, CA Roundel/CA Lozenge and ‘A guide to choosing a Chartered Accountant’.

CA Roundel/CA Lozenge
3. A firm may use the CA Roundel/CA Lozenge on: firm stationery, including letterhead, envelopes, compliments slips; brochures and other promotional material; press advertising; digitally for use on firm websites; and, for office materials such as roller blinds and external office signage. CAs within the firm may include the CA Roundel/CA Lozenge on their business cards and email signature. CAs are also encouraged to use the designatory letters CA after their name.

4. The CA Roundel/CA Lozenge must be displayed in accordance with the CA Roundel/CA Lozenge – Design Guidelines. Any use not listed in these terms and conditions is not authorised unless written permission has been granted by ICAS.

5. The following uses of the CA Roundel/CA Lozenge are prohibited:
   a. On invoices, statements, cheques or any other form of financial stationery.
   b. On any commercial product or publication which directly or implicitly conveys that the content is authorised or associated with ICAS. This includes, but is not limited to, placing the logo on any articles, books, software or any other publication or product offered for sale by the firm.

6. No part of the CA Roundel/CA Lozenge may be altered or stylised and no additional words may be added or substituted, although the size of the logo may be increased or decreased proportionally. Please refer to the design guidelines for further information.

Window Sticker
7. Two versions of the Window Sticker are available; one with the text ‘Chartered Accountant’, the other with the text ‘Chartered Accountants’. The firm may choose which sticker it wishes to order.

Guide
8. ICAS reserves the right to charge for orders of ‘A guide to choosing a Chartered Accountant’ which are larger than 50 and for multiple orders from practices. Full details of any charges will be supplied by the ICAS Practice Support team at the point of order.