These guidance notes are intended to assist firms who wish to use the CA lozenge.

THE CA LOZENGE
The CA lozenge is available for firms to use on firm stationery, including letterheads, envelopes and compliments slips; digitally for use on firm websites; and for office materials such as roller blinds and external office signage. In order to preserve the quality, standing and status of this brand mark you should follow the guidelines set out below and comply with the CA lozenge Terms and Conditions. If you have any queries or concerns, please contact the Practice Support team on 0131 347 0254.

PROCESS COLOUR VERSION
For use on full colour documents. This version of the CA lozenge is made up of two colours: Pantone 289 and Pantone 285

POSITIVE MONOCHROME VERSION
For use when the CA lozenge is applied to something not produced in full colour. The monochrome version should remain black and no other colour.

THE CA LOZENGE USAGE
In order to maintain the constant impact of the CA lozenge and to ensure that no other graphic element interferes with its presentation, we have set a clear area of space around it to minimise any interference. This is based on the height of letter A in the CA lozenge, as shown in the bottom right graphic.

The CA lozenge should never be reproduced in colours not specified in this document. Nor should it be placed on a background that has not been recommended. The CA lozenge should never be recreated in another font or another colour. It should never be placed over an image or have its proportions distorted in any way.

YOU MUST NOT
- Change the spacing between the individual elements or characters
- Change the colour of the CA lozenge
- Change the arrangement of the elements
- Place the CA lozenge at an angle other than horizontal or vertical
- Change the proportion of the CA lozenge
- Place the CA lozenge on a non-brand colour

The full CA lozenge must not be reproduced any smaller than 30mm in width.
These guidance notes are intended to assist firms who wish to use the CA Roundel.

**THE CA ROUNDEL**

The CA Roundel is available for firms to use on firm stationery, including letterhead, envelopes and compliments slips; digitally for use on firm websites; and for office materials such as roller blinds and external office signage. In order to preserve the quality, standing and status of this brand mark you should follow the guidelines set out below and comply with the CA Terms and Conditions. If you have any queries or concerns, please contact the ICAS Member Support Services team on +44 (0)131 347 0254.

**PROCESS COLOUR VERSION**

For use on full colour documents.

This version of the CA Roundel is made up of two colours: Pantone 289 and Pantone 285

**POSITIVE MONOCROME VERSION**

For use when the CA Roundel is applied to something not produced in full colour. The monochrome version should remain black and no other colour.

Where it is not possible to use the positive version of the CA Roundel, for example, on dark backgrounds, a negative version is available. In this instance, all elements feature in black and white.

**THE CA ROUNDDEL USAGE**

In order to maintain the constant impact of the CA Roundel and to ensure that no other graphic element interferes with its presentation, we have set a clear area of space around it to minimise any interference. This is based on the height of the letter A in the CA Roundel, as shown in the bottom right graphic.

The CA Roundel should never be reproduced in colours not specified in this document. Nor should it be placed on a background that has not been recommended. The CA Roundel should never be recreated in another font or another colour. It should never be placed over an image or have its proportions distorted in any way.

**YOU MUST NOT**

- Change the spacing between the individual elements or characters
- Change the colour of the CA Roundel
- Change the arrangement of the elements
- Place the CA Roundel at an angle other than horizontal or vertical
- Change the proportion of the CA Roundel
- Place the CA Roundel on a non brand colour

The full CA Roundel should not be reproduced any smaller than 10mm in width.

If a CA Roundel smaller than 10mm is required please contact Gordon Shillinglaw at gshillinglaw@icas.org.uk