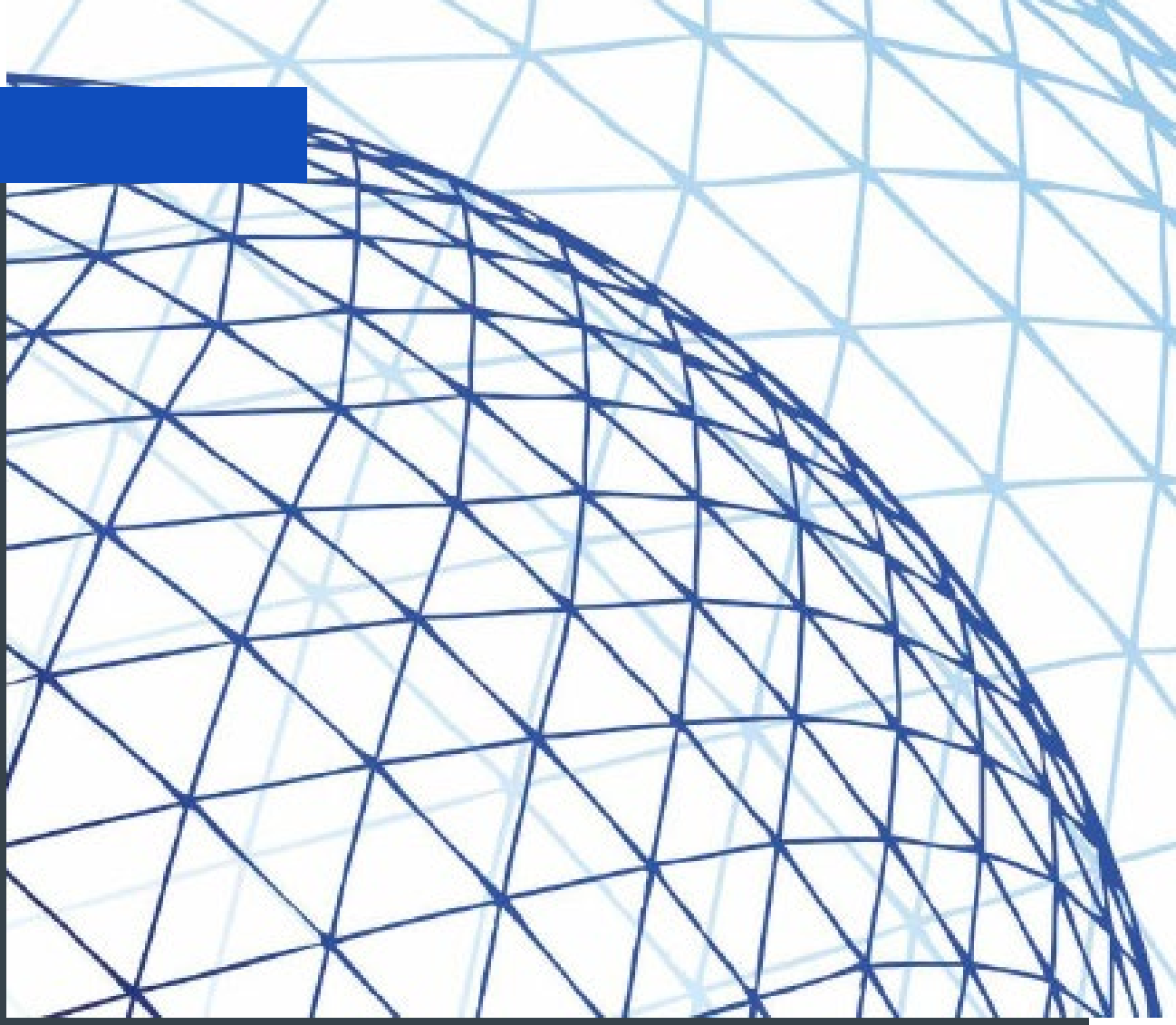
REGULATION



Guidelines for the personal use of the RICS logo and designations by RICS qualified professionals

With effect from 2 February 2022

RICS®

These guidelines set out the range of branding options available, with detailed information regarding correct usage. These guidelines, approved by the Standards and Regulation Board, should be read in conjunction with the Rules for the use of the RICS logo and designation by Firms.

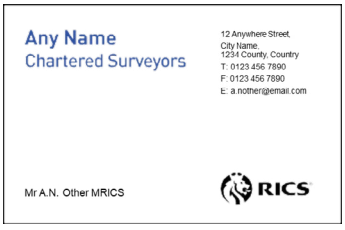
Personal use of the logo

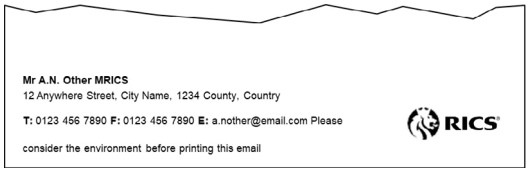
As a qualified RICS member, you have the right to use the logo for personal use, whether you are a partner, director or employee. This applies to all qualified members – Fellows (FRICS), Professional Members (MRICS) and Associate Members (AssocRICS), no matter what type of organisation you work for.

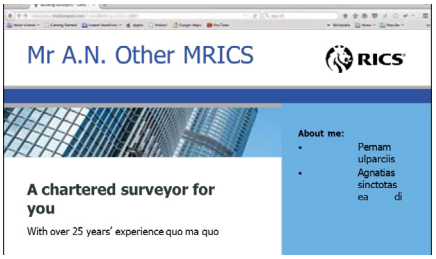
Examples of personal use –

- your business cards
- your personal email signatures
- your personal letterhead
- your personal website
- a web page specifically about your professional experience as an RICS qualified professional.

If you are a member at a regulated firm, you are also entitled to use the logo on firm material. Please refer to Guidelines for the use of the RICS logo and designations by firms.







Using the logo

The logo must always be shown as illustrated in these guidelines (figure 1). It cannot be altered in any way (figure 2).

The RICS logo is a registered trademark and should not be altered.

Figure 1: Registered master logo

TM version for use only in Brazil, Japan and Thailand.

Figure 2: Not permitted

Minimum clearance around the logo

The example shows the minimum clearance area around the logo (figure 3). There should be a minimum space around the logo equivalent to the size of the capital R in RICS.

Figure 3: Minimum clear space around logo

Colour

The logo can only appear in black or white (figure 4). You must not use other colours, or add effects such as drop shadows or gradients (figure 5).

Figure 4: Preferred colours – black or white

Figure 5: Do not use other colours, or add effects such as drop shadows or gradients

Minimum size

The table below shows the recommended size to use the RICS logo on different paper sizes. The absolute minimum size for the logo is 9mm. This is measured as the height of the lion's head.

There may be times where the minimum size is still too big for your artwork – very small advertisements, for example. Please contact RICS Brand Development for advice in these instances.

Suggested sizes for logo:

Minimum height	9mm
DL	14mm
A5	16mm
A4 letterhead	14mm
A4	20mm
American A4	20mm
A3	30mm
A2	46mm

Digital use of the logo

To maintain clarity and legibility the logo should be at a minimum size of 72 pixels wide (figure 6) for the master logo. In certain digital scenarios it is acceptable to use the stacked logo, where the minimum size is 38px wide (figure 7).

Figure 6: Minimum size for the master logo

Figure 7: Minimum size for the stacked logo

Chartered surveyor designation for RICS qualified professionals

The designation 'Chartered Surveyor' may be used by a sole practitioner who is a chartered member.

The right way to display this designation is as follows:

Joe Bloggs FRICS
Chartered Surveyor

If you are a member at a regulated firm, you are also entitled to use the designation 'Chartered Surveyors'. Please refer to *Guidelines for the use of the RICS logo and designations by firms*.

Delivering confidence

We are RICS. Everything we do is designed to effect positive change in the built and natural environments. Through our respected global standards, leading professional progression and our trusted data and insight, we promote and enforce the highest professional standards in the development and management of land, real estate, construction and infrastructure. Our work with others provides a foundation for confident markets, pioneers better places to live and work and is a force for positive social impact.

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