

# Rules for the use of the RICS logo and designation by firms

Version 6 with effect from 2 February 2022

# Scope

These Rules are made by the Standards and Regulation Board in accordance with Bye-Law 3.5 and Bye-Law 7.2.1 under powers provided by Regulation 7.2.4.

They set out:

- who is entitled to use the RICS logo and the RICS regulatory designation for registered firms
- the requirements for using the RICS logo and
- the use of the chartered surveyor designation by firms.

# Rules

## 1 Interpretation

In these Rules, unless the context otherwise requires:

- 1.1** 'Member' means a chartered Member or non-chartered Member who is registered for regulation with RICS (those holding an AssocRICS, MRICS, or FRICS designation).
- 1.2** 'Registered Firm' means a Firm registered for regulation with RICS.
- 1.3** 'RICS logo' means each of the RICS lion's head and letters, which are each a registered trademark.



- 1.4** 'RICS Registered Firm designation' means the words 'Regulated by RICS'.

## 2 Permitted use of RICS logo and registered firm designation

**2.1** The RICS logo may only be used by a Member or a Registered Firm, unless otherwise authorised by RICS.

**2.2** The RICS Registered Firm designation may only be used by an RICS Registered Firm.

## 3 Requirements

**3.1** When using the RICS logo; the chartered surveyor designation and, where applicable in respect of firms, the Registered Firm designation, a Member or Registered Firm must:

- a** comply with the Standards and Regulation Board's Policy Statement and RICS branding guidelines for Members and Registered Firms as set out in Appendix A
- b** comply with the Rules of Conduct, Rules for the Registration of Firms and these Rules
- c** act in accordance with the obligations set out in RICS' Royal Charter and Bye-Laws
- d** not alter the RICS logo or RICS Registered Firm designation without permission
- e** not use the RICS logo in a manner that could have an adverse impact upon its status as a registered trademark
- f** not use the logo or designation(s) in a manner that could bring the profession into disrepute and
- g** not use the chartered surveyor designation in a manner that could have an adverse impact on its status as a registered trademark.

# Appendix A

## Policy and guidelines for use of the RICS logo and Registered Firm designation

In accordance with section 3.1 of the *Rules for the use of the RICS logo and designations by firms*, this policy statement contains mandatory requirements for RICS Members and Registered Firms. It sets out RICS' requirements for the use of the RICS logo and the RICS Registered Firm designation.

RICS takes robust steps, where necessary, to protect the intellectual property rights in the RICS logo and related designations.

Please refer to the detailed branding guidelines for use of the RICS logo and designations that are available at [rics.org](https://www.rics.org)

### RICS logo

#### Personal use of the logo

RICS Members have the right to use the RICS logo appropriately and professionally on personal stationery (e.g. business cards), whether 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 they work for or the surveying activities they carry out.

#### Use of the logo by firms

The logo can only be used by a firm that is registered for regulation with RICS – a Registered Firm.

It must be used appropriately and professionally. The RICS logo is a registered trademark and should not be used or altered without permission.

## Registered Firm designation – 'Regulated By RICS'

### Core requirements

RICS' *Rules of Conduct* require that 'Firms must display on their business literature, in accordance with RICS' published policy on designations, a designation to denote that they are regulated by RICS'.

Only firms registered for regulation by RICS are permitted to use the RICS Registered Firm designation ('Regulated by RICS'). Its usage by individuals is not permitted. When doing so RICS Registered Firms must meet the following requirements.

It is essential for members of the public, clients and potential clients to identify firms that are 'Regulated by RICS' easily. A firm registered for regulation must display the 'Regulated by RICS' designation in a manner clearly visible to both potential and existing clients of the firm, and must appear on all of the following:

- the firm's letterhead
- the firm's website
- the firm's terms of engagement in respect of surveying services and
- externally facing information on the firm's formal complaint handling processes.

It is also recommended that all advertising and other public-facing promotional materials regarding surveying services carry this designation.

In addition to this, RICS also requires every regulated firm to include the following text in their terms of engagement issued to clients in respect of its surveying services:

**[Name of Firm]** is regulated by RICS for the provision of surveying services. This means we agree to uphold the RICS Rules of Conduct and all other applicable mandatory professional practice requirements of RICS, which can be found at [www.rics.org](http://www.rics.org). As an RICS regulated firm we have committed to cooperating with RICS in ensuring compliance with its standards. The firm's nominated RICS Responsible Principal is **[insert name, job title and contact details]**.

Firms are permitted to use a non-English language equivalent of this statement to support effective communication.

Where it chooses, RICS may authorise an alternative version of this statement to adequately reflect the scope of the RICS registration of a firm.

RICS also provides a branded version of the Registered Firm designation, which combines the RICS logo and the words 'Regulated By RICS'. This may be used as an alternative to the Registered Firm designation alone.



## Use of 'chartered surveyors' designation by firms

### Sole practitioners

The designation 'chartered surveyor(s)' may be used by a sole practitioner who is a chartered member.

### Partnerships and company names

A partnership or company carrying on surveying services may also use the chartered surveyor designation if:

- 50% or more of the partners or directors are chartered members
- no partner or director has been expelled from membership of RICS and not subsequently re-admitted
- the chartered surveyor designation is only used in the business' trading name and does not feature in the business' corporate name
  - where a designation is used in conjunction within a partnership's trading name, either the names of all partners are stated in legible characters on all stationery, electronic communications and public displays or, if there are more than 20 partners, a list of the names of all the partners may be maintained at the partnership's principal place of business or
  - where a designation is used in conjunction with a company's Trading Name, the company's registered corporate name is also stated in legible characters on all stationery, electronic communications and public displays.
- the firm is registered with RICS for Regulation, if it has its principal office in the UK
- for any firm that has its principal office outside the UK that is not registered for regulation by RICS, there is an agreement between the partners (for a partnership) or all directors (for a company) that any surveying services carried on by the partnership or company shall be conducted at all times in accordance with the Rules of Conduct, and a copy of that agreement must be supplied to RICS on demand and
- each individual partner or director who is a chartered member uses the appropriate designatory initials when they conduct the business of the partnership or company.

### For the purposes of this Appendix

**'Corporate name'** means the corporate name that a business has registered as its registered, legal name with the Registrar of Companies located in the country where the business is domiciled (for example, Companies House in the UK, the Companies Registration Office in the Republic of Ireland, etc.).

**'Trading name'** means the pseudonym chosen and used by a business to operate under and which is a different name from its registered, corporate name.

## 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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