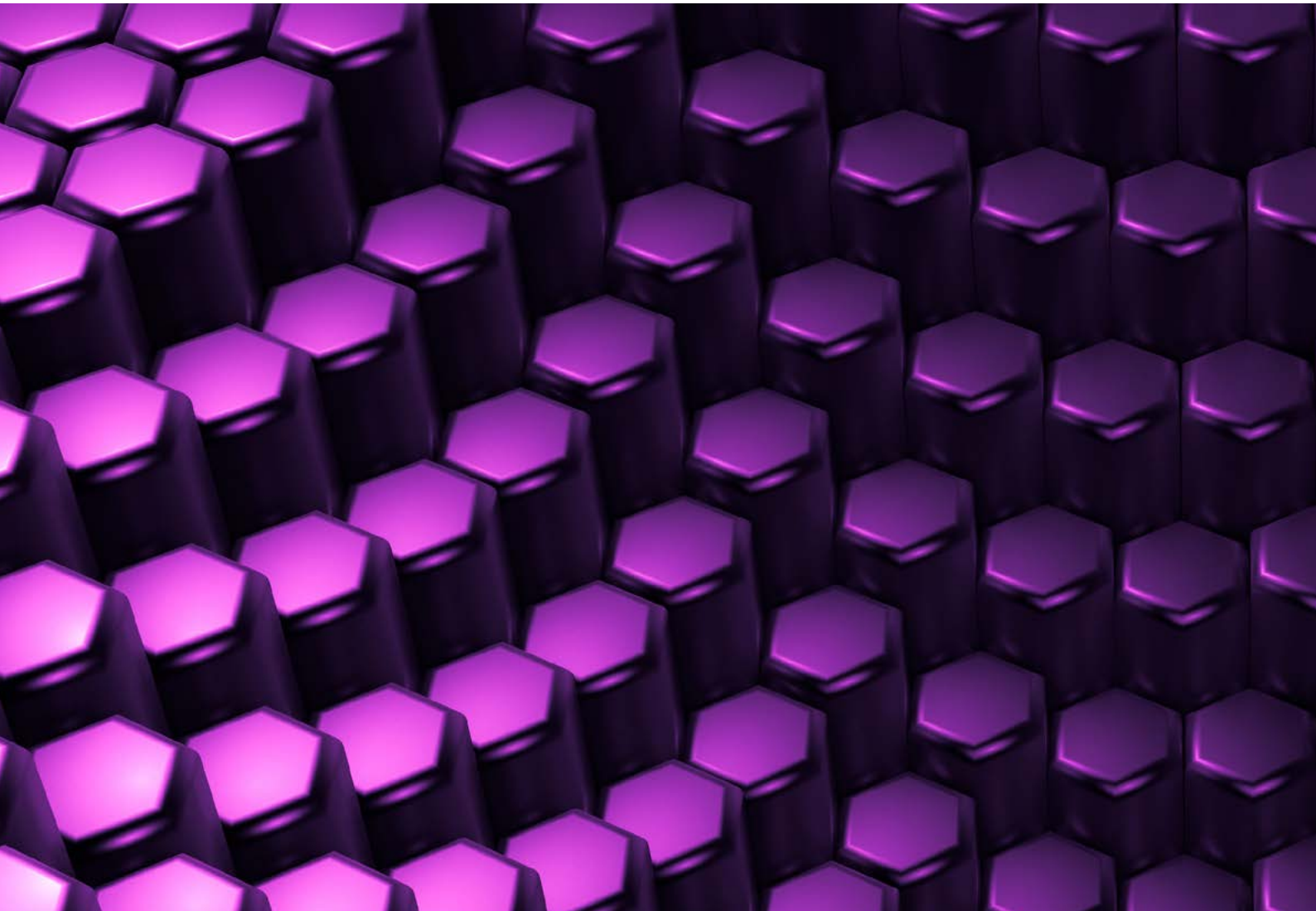




Guidelines for the use of the RICS logo and designations by firms

With effect from 1 April 2019



Use of designations and logo

These guidelines relate to the RICS Rules for the use of the RICS logo and designations by firms, set by the RICS Regulatory Board in accordance with Bye-Law 3.5 and Bye-Law 7.2.1 under powers provided by Regulation 7.2.4.

These guidelines set out the range of branding options available to comply with the rules, with detailed information regarding correct usage.

Regulated by RICS designation

A firm that is registered for regulation **must** display on its business literature a designation that ensures members of the public, clients and potential clients can easily identify it is regulated by RICS.

The designation offers an attractive marketing advantage to regulated firms. It distinguishes them from others in an often crowded and highly competitive trading environment.

Business literature where the designation must be visible includes:

- The firm's letterhead
- The firm's website
- The firm's terms of engagement in respect of surveying services (along with the mandatory text regarding RICS regulation as set out in the Rules)
- 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.

Only regulated firms are able to use the “Regulated by RICS” designation, not individual members. If a division, department, or practice area is registered for regulation then only that division, department, or practice area is able to use the “Regulated by RICS” designation.

For information on personal use of the RICS logo and designation please refer to the Guidelines for the personal use of the RICS logo and designations by RICS-qualified professionals.

Firms have two options:

1. To use the new branded “Regulated by RICS” designation

TM Version [for use only in Brazil, Japan and Thailand].



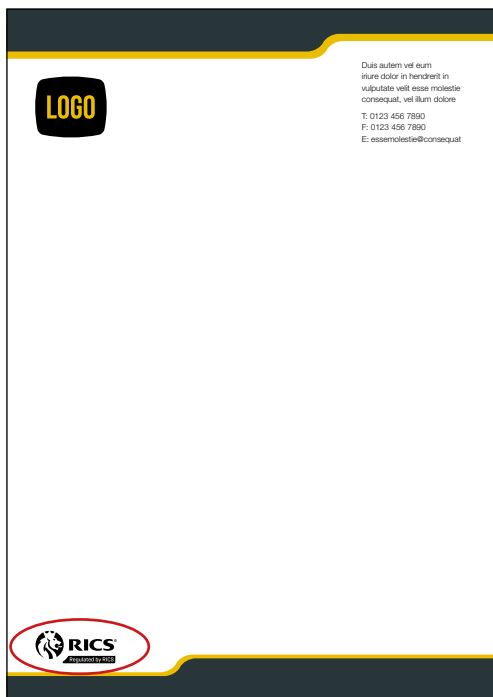
2. To use the words

“Regulated by RICS”

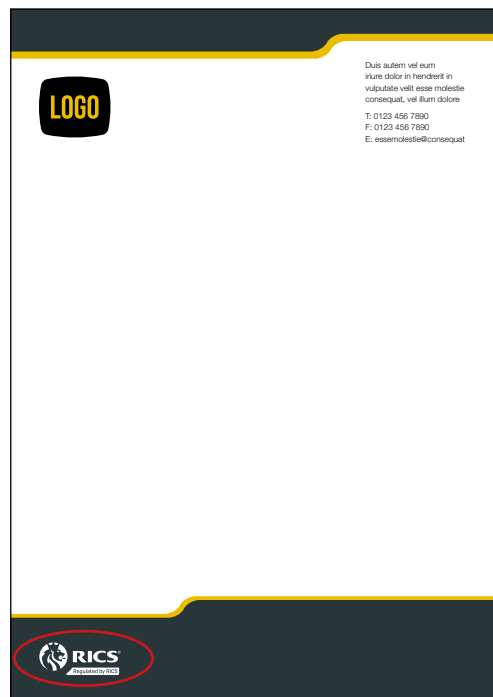
Use of the branded designation on mandatory materials

Firms should use the branded designation on their letterhead at the bottom of the page (**fig.1**).

fig.1: Correct use of the branded designation on letterheads



For use on dark backgrounds, a white version of the branded designation is available



On websites, the branded designation should be used in a prominent place in the header, ideally on all pages (**fig.2**).

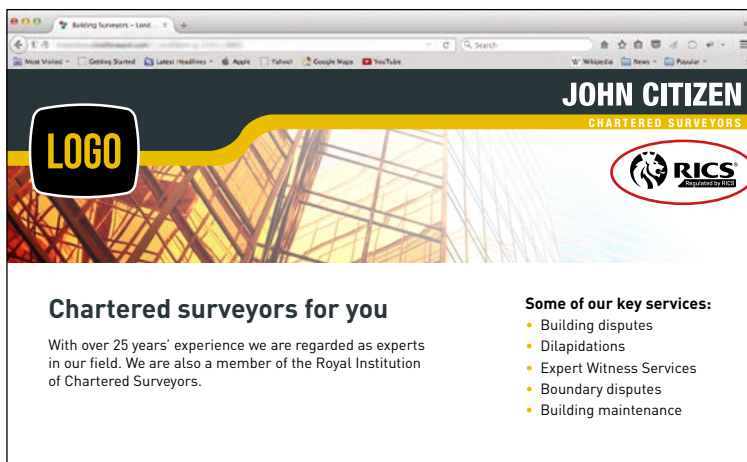


fig.2: Correct use of the branded designation on websites

On employees' business cards, the branded designation should be used in a prominent place **(fig.3)**



fig.3: Correct use of the branded designation on business cards

It is recommended that promotional material including signage should also feature the designation. **(fig.4)**

fig.4: Correct use of the branded designation on signage



However, where space is limited, there is a stacked version of the branded designation. **(fig.5) This must only be used on signage. (fig.6)**



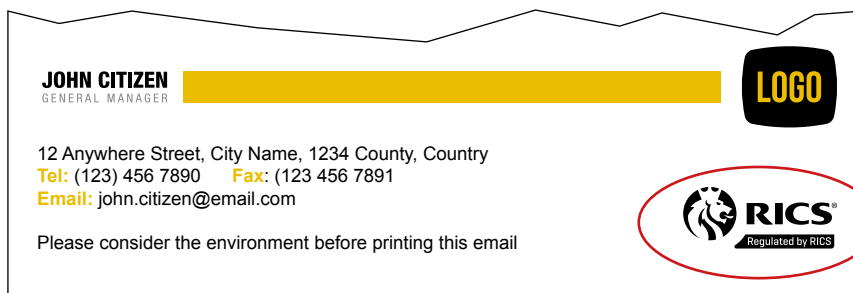
fig.5: Stacked branded designation for use on signage

fig.6: Correct use of stacked branded designation on signage



As an employee's corporate email signature is seen as equivalent to a business card, the branded designation should be used as illustrated below **(fig.7)**.

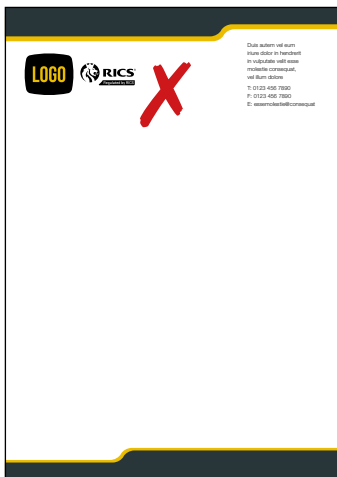
fig.7: Correct use of the branded designation on email footers



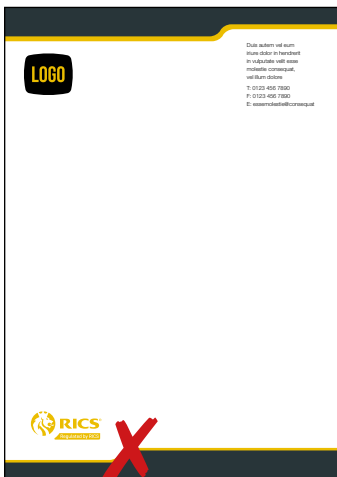
How not to use the branded designation

Do not (fig.8):

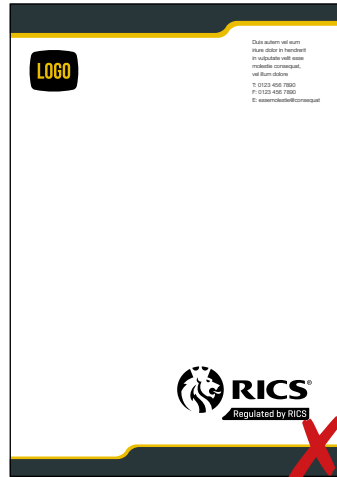
fig.8: Do not use the branded designation at the top of the page



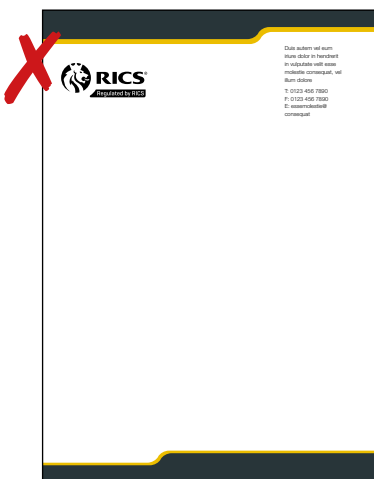
Do not use the branded designation in a colour other than black or white



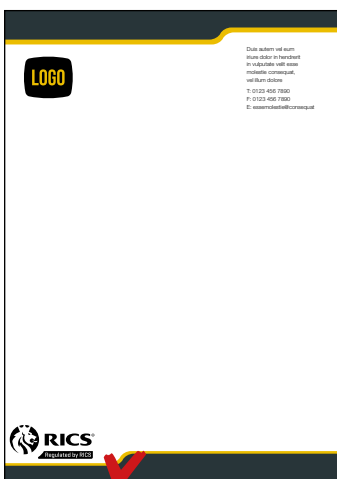
Do not make the branded designation bigger than the firm's own name or logo



Do not use the branded designation in place of your own name or logo



Don't place logo too close to edge of page or other page elements (see figure 17 for more on clearance space)



Do not place the branded designation inside a panel or box



Do not distort the branded designation

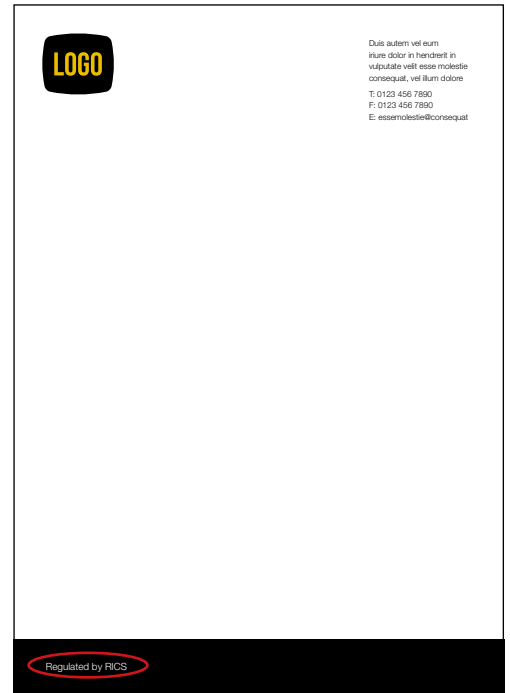
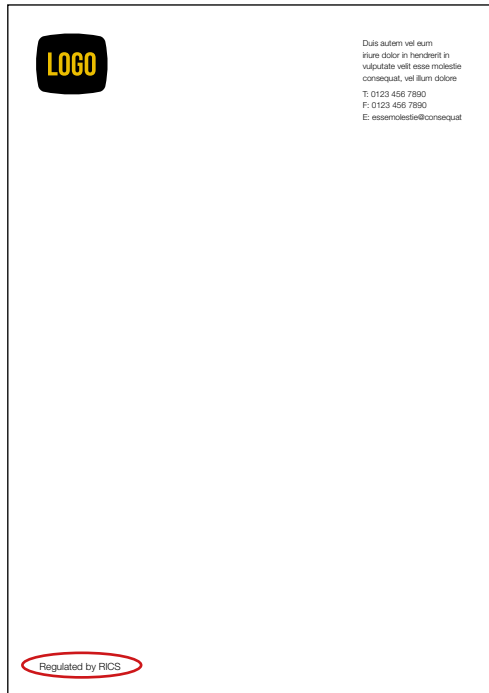


Use of the “Regulated by RICS” designation in words on mandatory materials

Firms should use ‘Regulated by RICS’ on their letterhead in black, at a font size between 10 and 12 point, at the bottom of the page (**fig.9**)

fig.9: Correct use of ‘Regulated by RICS’ on letterheads

On dark backgrounds, white text can be used



On websites, “Regulated by RICS” should be used in a prominent place in the header, ideally on all pages (**fig.10**).

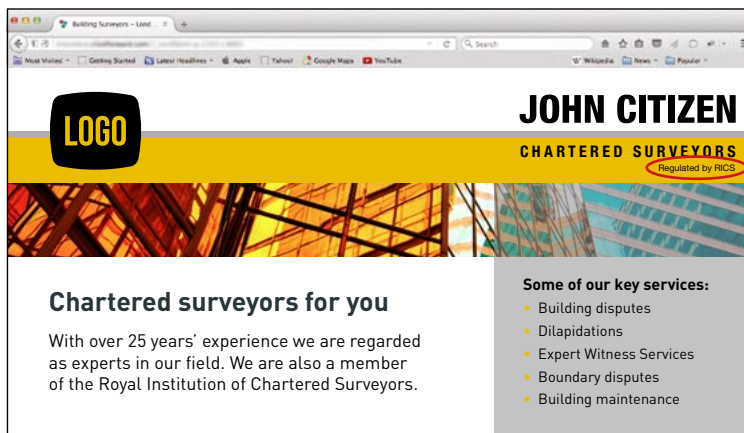


fig.10: Correct use of ‘Regulated by RICS’ on websites

On employees' business cards, "Regulated by RICS" should be used in black at the bottom left or right of the card (fig.11).

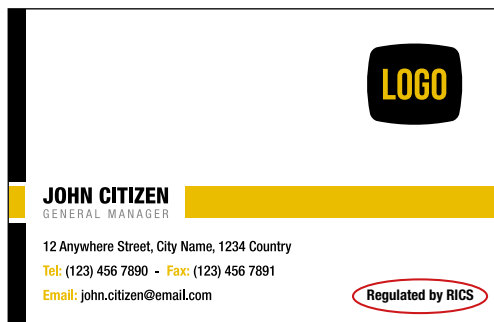


fig.11: Correct use of 'Regulated by RICS' on business cards

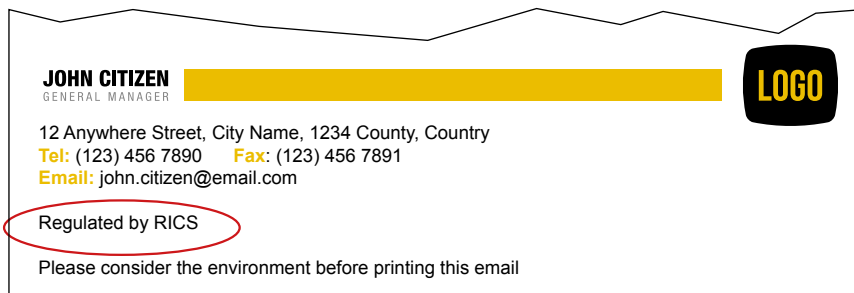
On signage, "Regulated by RICS" should be used in black at the bottom left or right of the sign (fig.12).



fig.12: Correct use of 'Regulated by RICS' on signage

On emails, "Regulated by RICS" should be used in a prominent place (fig.13).

fig.13: Correct use of the designation on email footers

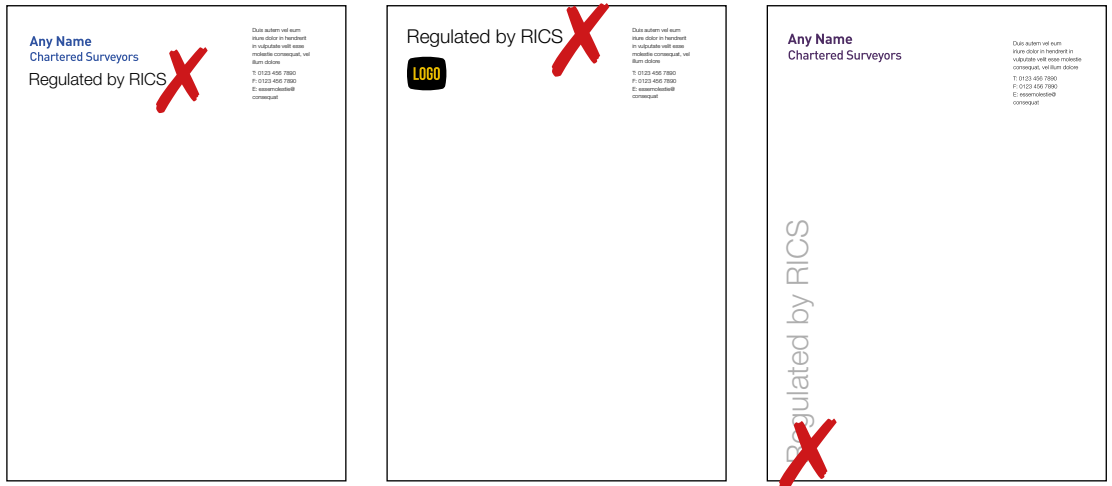


How not to use the words ‘Regulated by RICS’

Do not (fig.14):

fig.14: Do not make the designation too big like a headline or bigger than the firm’s own name or logo

Do not run the text down the edge of a page



Do not place the words inside a panel or box



Use of the RICS logo

It is mandatory for firms registered for regulation to feature the “Regulated by RICS” designation.

With the introduction of the new branded “Regulated by RICS” designation, it is envisaged that firms will move to use this instead of a combination of the RICS Master logo plus “Regulated by RICS” in words.

Regulated firms may still use the RICS Master logo as illustrated below until such time that materials are updated and use can be made of the branded “Regulated by RICS” designation.

Please note, from 1 April 2020 firms that are not registered for regulation will no longer be able to use the RICS Master logo.

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

Using the logo

The registered master logo in horizontal layout should be used in all scenarios, except for signage where the stacked logo can be used. These must always be used as illustrated in these guidelines and cannot be altered in any way (**fig.15 and 16**).

fig.15: Registered master logo



TM Version [for use only in Brazil, Japan and Thailand].

fig.16: Stacked logo - signage use only



Minimum clearance around the logo

The examples show the minimum clearance area around the logo (**fig.17**). There should be a minimum space around the logo equivalent to the size of the capital R in RICS.

fig.17: Minimum clear space around logo



Colour

The logo can only appear in black or white (**fig.18**). You must not use other colours, or add effects such as drop shadows or gradients (**fig.19**).

fig.18: Preferred colours – Black or White



fig.19: Do not use other colours, or add effects such as drop shadows or gradients



Minimum size

The table below (**fig.20**) 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 the RICS Brand Development for advice in these instances.

fig.20: 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 (**fig.21**) for the master logo. In certain digital scenarios it is acceptable to use the stacked logo, where the minimum size is 38px wide (**fig.22**).



fig.21: Minimum size for the master logo



fig.22: Minimum size for the stacked logo

Examples for common usage of the logo on a range of materials [figs.23-25]

fig.23: Sale board



fig.24: Sign board clearance space



fig.25: Outdoor building front



Use of “Chartered Surveyors” designation by firms

A partnership or company carrying on surveying services may use the Chartered Surveyors designation, as set out in the Rules.

The table below sets out correct usage of the Chartered Surveyors designation:

The right way [if eligible]	The wrong way
Joe Bloggs Surveyors Ltd	Joe Bloggs Chartered Surveyors Ltd
Joe Bloggs and Associates Chartered Surveyors Rural Business Consultants	Joe Bloggs and Associates Chartered Surveyors and Rural Business Consultants
Joe Bloggs Ltd – Chartered Surveyor	Joe Bloggs Chartered Surveyor Ltd
Joe Bloggs FRICS Chartered Surveyor	Joe Bloggs Ltd FRICS Chartered Surveyor
Joe Bloggs Ltd Chartered Surveyors Estate Agents and Valuers	Joe Bloggs Ltd Chartered Surveyors, Estate Agents and Valuers
Joe Bloggs Ltd Chartered Valuation Surveyors and Estate Agents <i>(The only time firms can link ‘chartered surveyors’ with estate agents under RICS Bye law B3.2.2 see rics.org/charter for more information)</i>	Joe Bloggs Ltd Chartered Surveyors and Estate Agents



Confidence through professional standards

RICS promotes and enforces the highest professional qualifications and standards in the valuation, development and management of land, real estate, construction and infrastructure. Our name promises the consistent delivery of standards – bringing confidence to markets and effecting positive change in the built and natural environments.

Americas

Latin America

ricsamericalatina@rics.org

North America

ricsamericas@rics.org

Asia Pacific

Australasia

australasia@rics.org

Greater China (Hong Kong)

ricshk@rics.org

Greater China (Shanghai)

ricschina@rics.org

Japan

ricsjapan@rics.org

South Asia

ricsindia@rics.org

Southeast Asia

sea@rics.org

EMEA

Africa

ricsafrica@rics.org

Europe

ricseurope@rics.org

Ireland

ricsireland@rics.org

Middle East

ricsmiddleeast@rics.org

United Kingdom RICS HQ

contactrics@rics.org