

RICS Registered Valuer logo

01. Who is eligible to use the RICS Registered Valuer logo?

RICS Registered Valuer is the international mark of valuation expertise, and is open to all RICS qualified members undertaking valuations under RICS Valuation – Professional Standards (the Red Book). All members who have registered and been accepted as meeting the standards set out for Valuer Registration are entitled to call themselves an ‘RICS Registered Valuer’ and use the logo.

The designation RICS Registered Valuer and logo are only for use by individual Registered Valuers and must be in compliance with the guidelines set out here. If an individual deregisters or is deregistered from being a Registered Valuer, he or she must cease using the logo and designation.

RICS Valuer Registration regulates individuals and not firms, therefore firms are not entitled to use the designation ‘RICS Registered Valuer’ or any logo attached to the designation.

The RICS Registered Valuer logo underpins international valuation expertise, quality assured by an arm’s length independent regulatory regime.

Items of individual stationery the RICS RV logo can be used on:

- Compliment slips
- Letterheads
- Website
- Business cards
- Emails
- Valuation reports* – *but only on individual reports which have been produced and signed by an RICS Registered Valuer in accordance with the current RICS Valuation Standards (the Red Book)*.

The Valuer Registration logo should NOT be used to validate the work of a non-RICS non-VR practitioner.

If a valuation report has been produced on a joint basis, the logo can only be used on a report which has been produced with an adequate degree of supervision and involvement by a suitably qualified RICS member who is an RICS Registered Valuer.



The RICS Registered Valuer logo is a mark of international valuation expertise, quality assured by a regulatory regime.

By using an RICS Registered Valuer, consumers and clients know they are working with a professional who is a technically and ethically competent individual and have protection in place if things go wrong.

The logo should be a clear sign of quality assurance in promotional materials to members.

What do we mean by quality assured?

RICS quality assured means that individual members work to our international professional standards, and commit to our technical and ethical competence. These are underpinned by independent, arm’s length regulation, which includes protection for both the member and the consumer if things go wrong.

What don't we quality assure?

We quality assure the individual, the skills and expertise of the valuer producing the report, NOT individual reports produced and signed by an RICS Registered Valuer.

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02. The master logo

This is our corporate Registered Valuer logo. It is the mark that represents, not only our brand, but is also a symbol of reassurance, stating that the bearer of this mark adheres to the values and expertise that RICS stands for.

The RICS Registered Valuer logo (fig.1) is constructed from two master brand elements, the lion's head and the RICS letters. The logo **MUST** always appear as shown opposite. No alterations/ deviations to the master logo are permitted.

Not acceptable

The following (fig.2) do not constitute the master logo and are considered to be incomplete versions of the logo. Therefore the examples illustrated or any other variations are not permissible for use.

fig.1: Master logo



fig.2: Not permitted



03. Clearances

Minimum clearance area

The examples shown here illustrate quite clearly the minimum clearances required when applying the RICS Registered Valuer logo to artwork. We stress that this is a minimum requirement and that at times, the clearance area will need to be more than shown.

Give it room to breathe

Simply draw a bounding box around the RICS Registered Valuer logo and using the Cap R as reference (fig.3), create an exclusion zone around the logo. There are no exceptions to the clear space rule – our logo is respected by giving it ‘room to breathe’. This ensures that the logo has a prominent position.

At times when the RICS Registered Valuer logo sits bottom right or left on a page or full page press, double the clearance spaces on the bottom right to prevent the logo appearing to fall off the page (fig.4).

It may not always be possible to observe strict clearances for every application. If you are unsure contact the RICS branding department for advice.

fig.3: clearance zone



fig.4: double clearance zone



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04. Sizing

Choosing the appropriate size of logo

Absolute minimum size



A4: Generally the most applied size



Size matters

A range of sizes for the RICS Registered Valuer logo has been recommended for 'A' size print formats, to ensure consistency to communication materials. If the format you are working with is not an 'A' size, please match it to the closest 'A' size.

Minimum size

To maintain clarity and legibility, we have a minimum size for the RICS Registered Valuer logo and all the clear space surrounding it. In extreme cases, for instance very small ads, the logo could be sized below the minimum when printed black on white space only.

Digital

To maintain clarity and legibility for digital work, we have a minimum size of 86 x 32 pixels when using the RICS Registered Valuer logo.

It may not always be possible to observe strict sizes for every application. If you are unsure contact the RICS branding department for advice.

Suggested sizes for logo application:

Logo width	Min	DL	A5	A4	A3	A2
30mm	●	●	●	●	●	●
36mm	●	●	●	●	●	●
48mm	●	●	●	●	●	●
62mm	●	●	●	●	●	●
120mm	●	●	●	●	●	●

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05. Colour specifications

Applying colour

The RICS Registered Valuer logo can only appear in black (fig.5).
Alternative colours can be used but with the logo appearing in white with a solid background (fig.6).

Limited restrictions apply with special metallic inks, foils and white.

fig.5: Preferred colour usage



fig.6: Reversed out option

