



GUIDELINES WITH REGARD TO USE BY MEMBERS/ORGANISATIONS OF THE LOGO OF THE INSTITUTION OF STRUCTURAL ENGINEERS

1 ORGANISATION

- 1.1 A substantial part of the work of the organisation (or identifiable division thereof) must be in, or closely related to, structural engineering.
- 1.2 At least one of the directors or partners responsible for the structural engineering work must be a Chartered or an Incorporated Structural Engineer or a Technician Member of the Institution of Structural Engineers, and the member's name and designatory initials must appear on the headed paper of the organisation (or relevant division thereof).
- 1.3 Organisations may not be described as 'Chartered Structural Engineers'/'Incorporated Structural Engineers'/'Technician Members of the Institution of Structural Engineers'.

2 MEDIUM

The logo may be used on all types of documentation and publicity of the organisation (but not private notepaper) including:

- Headed paper
- 'With compliments' slip
- Business card
- Report cover
- Fax sheet
- Invoice
- Statement
- Certificate
- Drawing sheet
- Practice brochure
- Publicity leaflet
- Advertisement
- Premises nameplate
- Site signboard (*vide* Institution leaflet)
- Website.

3 MANNER OF USE

- 3.1 The logo should normally be printed in black, unless special circumstances apply.
- 3.2 The logo comprises the lion head and 'IStructE'. The Institution's full name, however, must not be included.
- 3.3 The size of the logo must be as follows:
- | | | |
|----------------|---|--------------------------------------------------------------|
| Printed matter | | |
| A4 size | - | 10-25mm commensurate with other matter on the document |
| other sizes | - | commensurate with A4 size requirements |
| Nameplate | - | up to 150mm |
| Site signboard | - | in accordance with the Institution's Site Signboard leaflet. |
- 3.4 If the Institution's logo is used in conjunction with other logos, they must be of equal prominence.
- 3.5 The organisation's full name must be displayed with each use of the logo.
- 3.6 The name of an individual may only appear on a 'with compliments' slip or business card carrying the logo if the individual is a Chartered or an Incorporated Structural Engineer or a Technician Member of the Institution of Structural Engineers.
- 3.7 Publicity and advertisements do not require pre-publication approval by the Institution in this respect alone.

4 APPLICATION PROCEDURE

- 4.1 Applications must be made on the Institution's form and be accompanied by a draft or sample of each of the items incorporating the logo for which permission is sought.
- 4.2 Provided that the application meets the above criteria, permission may be given by the secretariat; otherwise, the application must be referred to the Professional Conduct Committee.
- 4.3 On approval, the Institution will issue a licence and an electronic version of the logo.
- 4.4 Permission will lapse and be subject to renewal in the event of any significant change in the organisation. Reapplication should then be made, as before.

5 UNAUTHORISED USE

Unauthorised use of the logo will continue to be referred to the Professional Conduct Committee for appropriate action.