

Logo Application Guidelines

Guidelines with regards to use of the logo of the Institution of Structural Engineers by members/organisations

Organisation

- 1.1 A substantial part of the work of the organisation 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 any headed paper, compliments slip, invoice and statement where the logo is to be displayed.
- 1.3 Organisations **may not** be described as 'Chartered Structural Engineers'/'Incorporated Structural Engineers'/'Technician Members of the Institution of Structural Engineers'.

Medium

2. The logo may be used on the following company/organisation material only.
 - Headed paper
 - 'With compliments' slip (generic company/organisation)
 - Invoice
 - Statement
 - Practice brochure
 - Premises nameplate
 - Site signboard (vide Institution leaflet)
 - Website

For any other intended use, please contact the Institution

Manner of use

3.1 The logo has three variations for printed applications (see logo table). The full colour version should be used unless printing restrictions apply. This logo must always be used on a white background.

3.2 The logo must be used as follows:

Printed matter

- **A4 size** When using the logo on A4, our primary logo has a recommended size of 67.5mm.
- **Minimum size** Our primary logo must never appear smaller than 40mm, this is to ensure legibility and quality reproduction when printed.
- **Other sizes** Increase the size of the logo proportionally for documents larger than A3.

Nameplate

Up to 150mm

Signboard

In accordance with the Institution's Site Signboard guidelines.

Websites

Use logo on a white or light background. If it is absolutely necessary to put the logo on a dark background, talk to us about special artwork.

Make sure the clearspace rule is followed (see item 3.3). The digital logo artwork provided includes the clearspace area for your convenience.

It is a condition of your licence that the digital artwork is used as supplied, and you do not alter it in any way, including renaming the digital file.

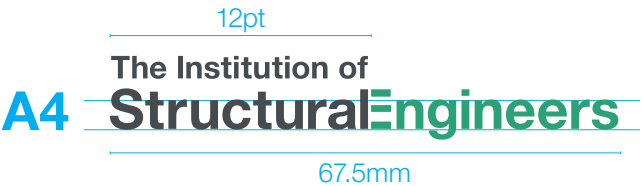
Full colour version	Restriction versions 1 Colour + 1 tint	Restriction versions 1 Colour
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The Institution of
StructuralEngineers

The Institution of
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StructuralEngineers

Tint = 60% Black



3.3 The logo should always have 'clearspace' around it. The illustration (right) shows how the clearspace is calculated.

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.



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** On approval, and following payment of the licence fee, the Institution will issue a licence and an electronic version of the logo.
- 4.3** A licence is awarded on an annual basis upon payment of the annual Logo licence of £50 + VAT. The renewal of the licence will coincide with the Member's membership subscription renewals.

Unauthorised use

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

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