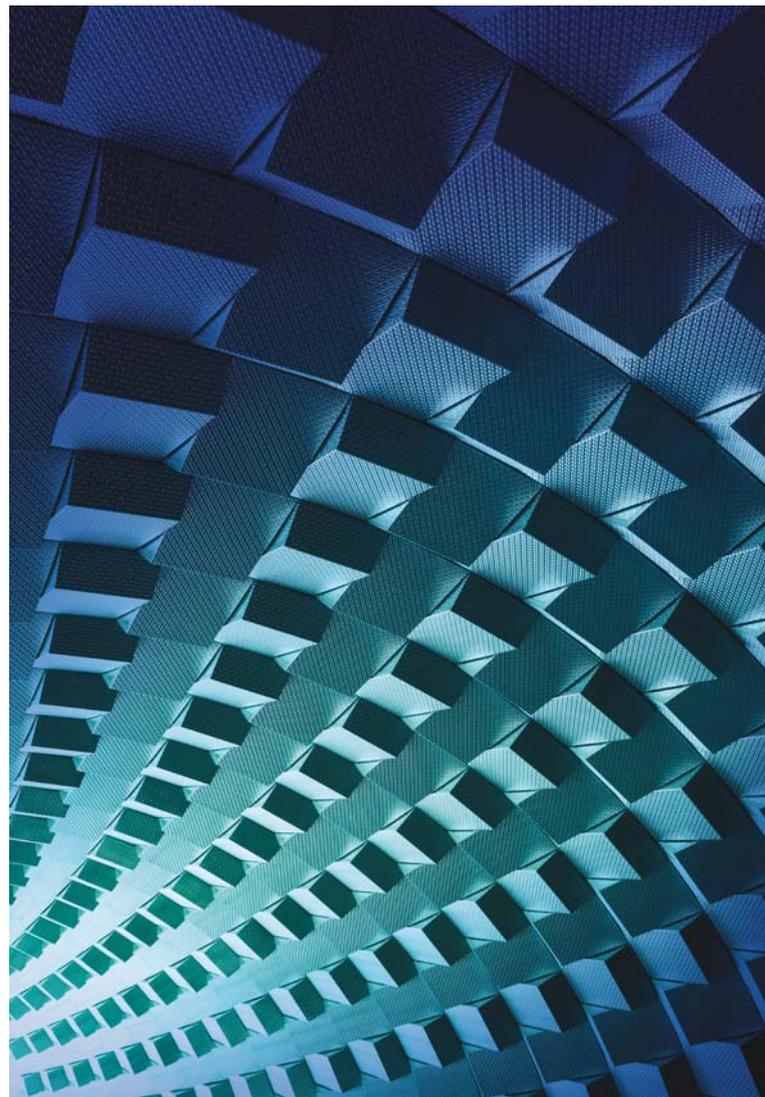
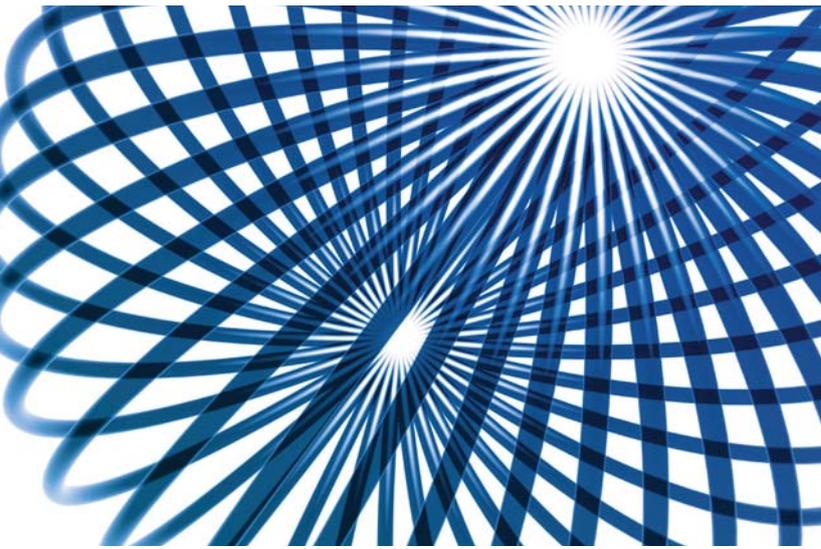


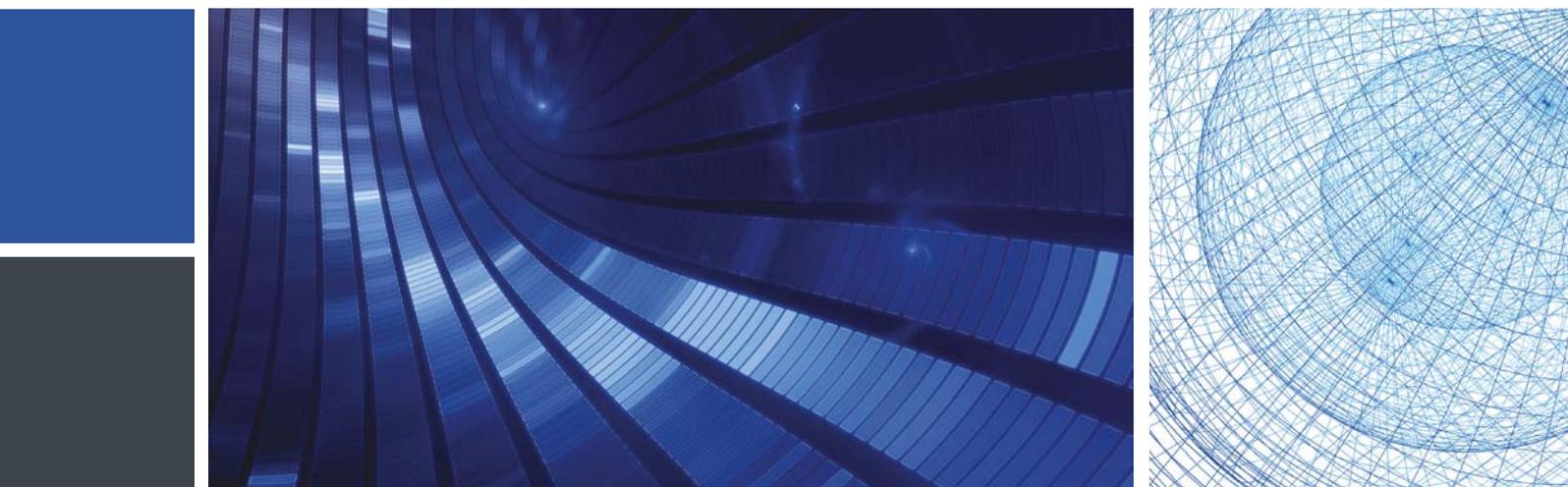


Use of firm designations

Version 3

with effect from 27 October 2015





Use of designations and logos

This policy statement sets out the Regulatory Board's approach to regulated firms' compliance with Firms Conduct Rule 13 and our branding guidelines for members and firms.

Regulated by RICS designation

It is essential for members of the public, clients and potential clients easily to identify firms that are '**Regulated by RICS.**' A firm registered for regulation must display on its business literature a designation to denote that it is regulated by RICS. This designation should appear on the letterhead of all regulated firms.

In addition, it is recommended that all advertising and other public-facing communication materials carry the designation wherever possible.

Use of the designation '**Regulated by RICS**' offers an attractive marketing advantage to regulated firms. It distinguishes them from others in an often crowded and highly competitive trading environment. The overall objective is to develop and strengthen recognition of the '**Regulated by RICS**' designation bringing clear and immediate benefits to RICS regulated firms and their clients.

The firms that cannot use the firms' designation

While members of the attached classes (students, trainee surveyors, trainee associates) are able to register their firms for regulation, they will not be able to use the firms' designation '**Regulated by RICS.**' They are also unable to use the RICS logo or chartered designation to promote their activities.

The size and position of '**Regulated by RICS**'

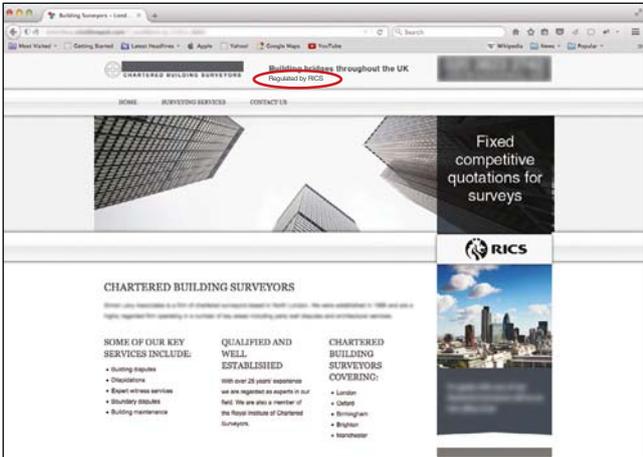
Firms should use '**Regulated by RICS**' on their letterhead between 10 and 12 point on the bottom of the page (fig.1). The wording '**Regulated by RICS**' should be reproduced in black. We realise that, for some firms, positioning the designation this precisely may not be possible because of their own brand guidelines and image. In these cases, we would ask you to use sensible judgement and place it in a discreet position, but not close to the RICS logo.

fig.1: Examples of correct use of 'Regulated by RICS'

Use on letterheads



Use on websites



Use on sign boards



How not to use ‘Regulated by RICS’

It’s crucial that you do not (fig.2):

- Make the designation too big like a headline
- Position it close to, or under, the RICS logo
- Place the wording ‘**Regulated by RICS**’ inside a panel or box
- Reverse the wording out of a solid or tinted background
- Run it down the edge of a page.

The designation is intended to be subtle, while showing the public that they can trust your firm to work to the highest ethical and professional standards.

Chartered surveyors designation for firms

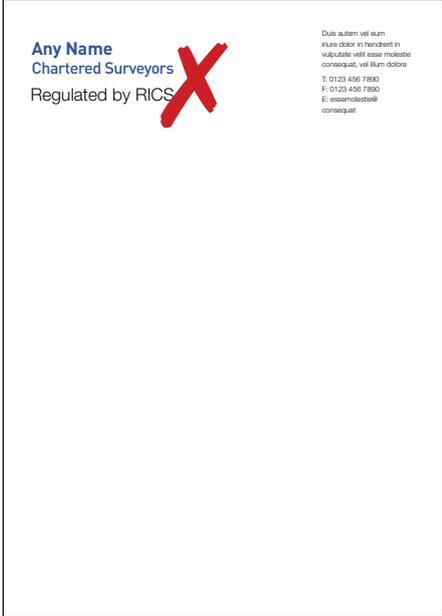
The designation “**Chartered Surveyors**” may be used by a sole practitioner who is a chartered member. A partnership or company carrying on surveying services (in conjunction with either its corporate name or its trading name) may also use the designation if fifty per cent or more of the partners or directors are chartered members provided that:

- No partner or director has been expelled from membership of RICS and not subsequently re-admitted;
- There is an agreement in force 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;
- Where a designation is used in conjunction with 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;
- Where a designation is used in conjunction with a company’s trading name, the company’s corporate name is also stated in legible characters on all Stationery, electronic communications and public displays. Under no circumstances shall the company register a corporate name which uses the words “Chartered Surveyor(s)” as part of its registered, company name. The registered company name (also known as corporate name) is different from the company’s trading name, which can reference this designation.; and
- Each individual partner or director who is a chartered member uses the appropriate designatory initials when he conducts the business of the partnership or company.

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

fig.2: Examples of incorrect use of 'Regulated by RICS'

Do not use too big like a headline



Do not position close to the RICS logo



Do not place the wording inside a panel or box



Do not run the text down the edge of a page



Do not reverse the wording out of a solid or tinted background



Use of logos by members and third parties

01. Personal use of the logo

As a qualified RICS member, you have the right to use the logo on personal stationery (e.g. business cards), whether you are 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 you work for or the activities you carry out.

02. Use of the logo by firms

The logo can only be used by a practice providing independent surveying services to the public in the UK* if it is regulated by RICS.

(* Providing a surveying service to the public means acting to provide a service(s) considered by RICS to be within those which are responsibilities of RICS' professional groups to professional, corporate, institutional and all other clients.)

All other organisations (including practices outside of the UK) involved in surveying activity – whether in a commercial or institutional context, but not an educational establishment – can use the logo. However, these organisations must have one or more chartered or associate surveyor director(s) or partner(s) involved in surveying activity, or be a department within an organisation (unless it is an educational establishment) where a fully qualified RICS member is the director or manager.

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

03. Using the logo

The logo must always be shown as illustrated in these guidelines (fig.3 & 4). It cannot be altered in any way (fig.5). You must have permission to use it, please contact the Brand Development team at brandprojects@rics.org for further information.

04. Minimum clearance around logo

The examples show the minimum clearance area around the logo (fig.6). There should be a minimum space around the logo equivalent to the size of the capital R.

05. Colour

The logo can only appear in black or white (fig.7). You must not mix colours, or add effects such as drop shadows or gradients. See the examples for accepted use of colour.

fig.3: Registered master logo



fig.4: Stacked logo - signage use only



fig.5: Not permitted



fig.6: Minimum clear space around logo



fig.7: Preferred colours - Black or White



06. Minimum size

Choosing the appropriate size of logo

The table opposite (fig.8) 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.**

Choose the most suitable size for the format you are using.

There may be times where the minimum size is still too big for your artwork - very small adverts, for example. **Please contact the RICS Brand Development for advice in this instances.**

Digital

To maintain clarity and legibility for digital work, we have a minimum size of 74 x 25 pixels when using the RICS logo.

07. Examples of the logo in use

The logo variants can be used as illustrated. (fig.9-12)

08. Regulated by RICS

Firms which provide independent surveying services to the public may be regulated by RICS. As a result, these guidelines only apply to these practices. **Only firms are able to use the Regulated by RICS designation, not individual members.**

Further information

If you have any queries about these guidelines please contact the Brand Development team at **brandprojects@rics.org**

fig.8: Suggested sizes for logo:

Minimum height	9mm
DL	14mm
A5	16mm
A4 letterhead	14mm
A4	20mm
American A4	20mm
A3	30mm
A2	46mm

fig.9: Personal stationery

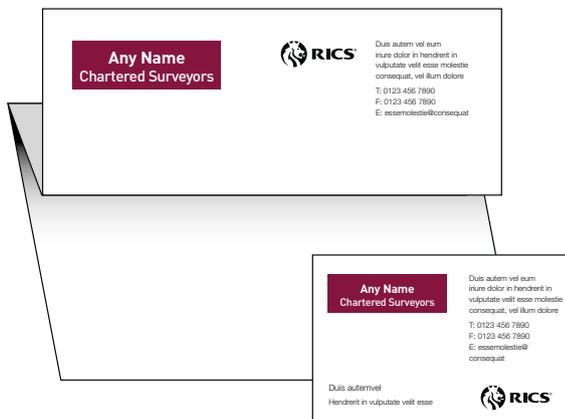


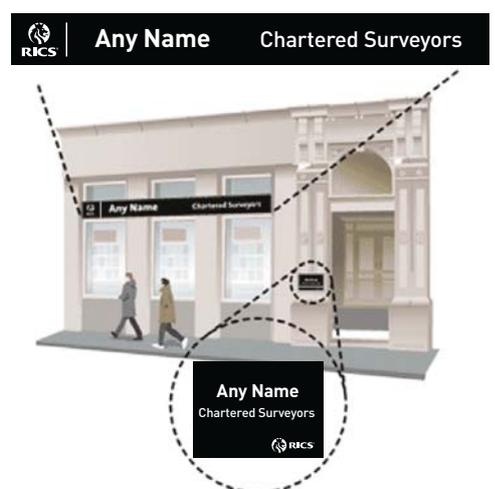
fig.10: Sale board



fig.11: Sign board



fig.12: Outdoor building front





Confidence through professional standards

RICS promotes and enforces the highest professional qualifications and standards in the development and management of land, real estate, construction and infrastructure. Our name promises the consistent delivery of standards – bringing confidence to the markets we serve.

We accredit 118,000 professionals and any individual or firm registered with RICS is subject to our quality assurance. Their expertise covers property, asset valuation and real estate management; the costing and leadership of construction projects; the development of infrastructure; and the management of natural resources, such as mining, farms and woodland. From environmental assessments and building controls to negotiating land rights in an emerging economy; if our members are involved the same professional standards and ethics apply.

We believe that standards underpin effective markets. With up to seventy per cent of the world's wealth bound up in land and real estate, our sector is vital to economic development, helping to support stable, sustainable investment and growth around the globe.

With offices covering the major political and financial centres of the world, our market presence means we are ideally placed to influence policy and embed professional standards. We work at a cross-governmental level, delivering international standards that will support a safe and vibrant marketplace in land, real estate, construction and infrastructure, for the benefit of all.

We are proud of our reputation and we guard it fiercely, so clients who work with an RICS professional can have confidence in the quality and ethics of the services they receive.

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