

## Society of Chartered Surveyors Ireland Branding

### About our brand identity

The Society of Chartered Surveyors Ireland brand identity was developed to incorporate a modern and professional design while also recognising the former merging bodies, IAVI and SCS. The new design incorporates the corporate colours of SCS and IAVI and RICS to represent the merging of the SCS and IAVI to form the Society of Chartered Surveyors Ireland and its close association with RICS. The symbol represents a modern looking 'S' for 'Surveyor' as well as being shaped like the world signifying the global recognition of the Chartered Surveyor professional qualification.

Given the close association between the Society of Chartered Surveyors Ireland and RICS, the brand identities will appear together at all times in a combination called a 'lock-up'. The 'lock-up' must be displayed in one of the following formats:



Positive Vertical Lock-up



Boxed Vertical Lock-up



Positive Horizontal Lock-up



Boxed Horizontal Lock-up

There are rules governing the use and display of the brand identities and these must be adhered to at all times to ensure consistency and coordination of the presentation of both brands.

Some of the brand rules include:

1. We are known as the Society of Chartered Surveyors Ireland and never SCSi.
2. The Society of Chartered Surveyors Ireland master brand logo is made up of two elements that **MUST** appear together – the 'S' symbol and the Society of Chartered Surveyors Ireland lettering. Missing any of these elements does not constitute the master brand logo.
3. The Society of Chartered Surveyors Ireland and RICS brand identities must appear on one of the approved 'lock-up' formats and must not be reshaped or used individually.

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## Member use of branding

Members are encouraged to incorporate the branding, in accordance with the brand guideline rules, onto:

- Stationery and brochures
- Publicity material, advertising and directories
- Websites
- Sale and site boards
- Shops and offices

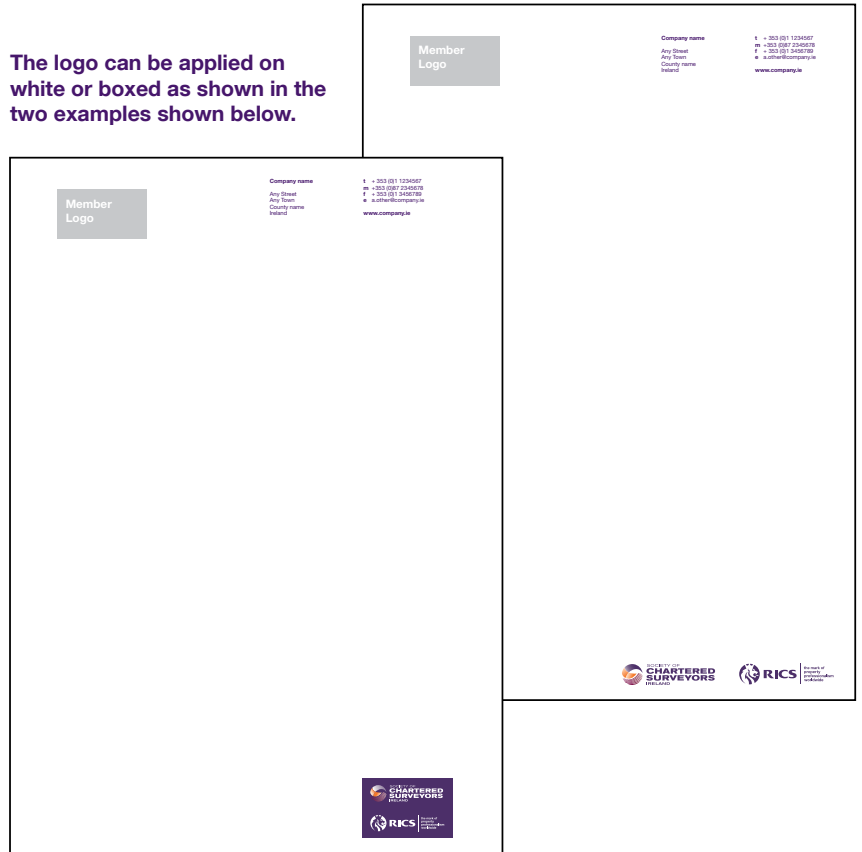
The Society of Chartered Surveyors Ireland branding is available to download from the website. For further information or to discuss extra branding material requirements please contact [brand@scsi.ie](mailto:brand@scsi.ie)

Examples of the correct application of the Society of Chartered Surveyors Ireland and RICS branding are shown on this page.

## Stationery

Members are encouraged to use the lock-up logo on their letterheads

The logo can be applied on white or boxed as shown in the two examples shown below.



## Signage and offices

