

CPA Co-branding Guide

In the light of the provisions laid down in sections 42(1)(h) and (ia) of the Professional Accountants Ordinance as well as sections 20AAZZN and 20AAZZO of the Accounting and Financial Reporting Council Ordinance, which restrict the use of the description “certified public accountant”, the initials “CPA” or the characters “會計師” for business purposes by practice units, only practice units are permitted to use the HKICPA logo on their stationery and only those CPAs working for practice units AND holding practising certificates are allowed to use the HKICPA logo on their business name cards.

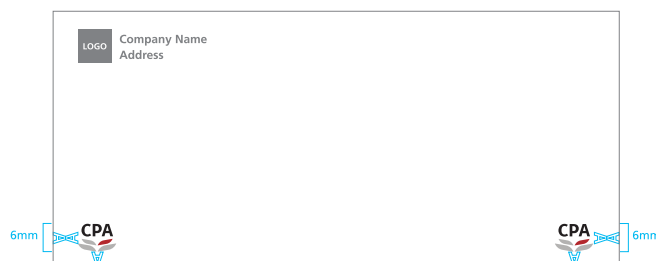
Please click [here](#) and read “HKICPA logo use by member practices – protection and promotion” before using the HKICPA Logo.

This sets out the guidelines for usage of the CPA Brand Identity. Consistently applied standards must be followed in order to protect the integrity of the Brand. **ALWAYS USE THE LOGOS SUPPLIED.** Never recreate or amend a logo yourself, or get a designer, artist or computer operator to recreate it for you.

BRAND LOGO

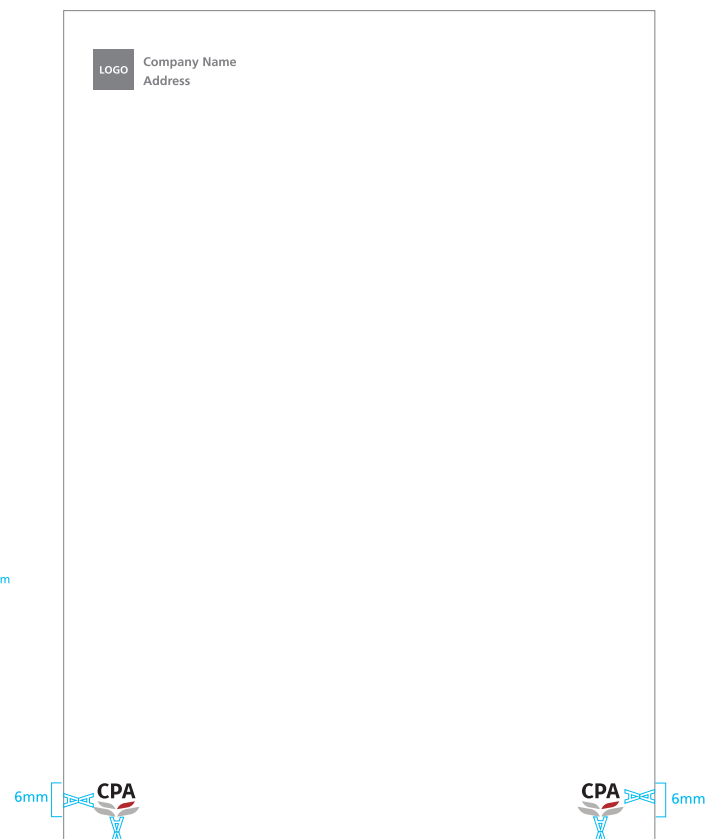
To protect the integrity of the brand the logo must not have anything added to it, placed over it, or be adjusted in any way. The logo must never

1. be shown at an angle;
2. be distorted or altered;
3. be separated into individual elements;
4. be printed over a complex background, such as a picture or illustration, which obscures its visibility and readability;
5. be used as a background or obscured by any other design printed over it;
6. be rotated, flashed or animated when used on-screen.



LOGO POSITION

The logo must always adhere to this proportion and always appear upright whenever the logo is used. The recommended position for the logo is at the bottom left or right side of stationery items. For organizations whose logos already appear in these areas the top left or right are acceptable.





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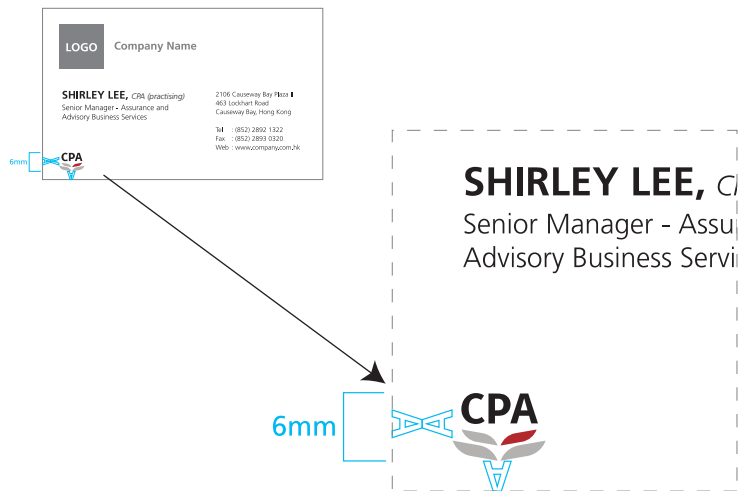
MINIMUM SIZE

The minimum size of the logo is 6mm in height. This is to ensure that the logo is unobstructed in any way and is readable.

AREA OF ISOLATION

To ensure visual impact, the CPA logo symbol must be surrounded by adequate space. This space is referred to as the "Area of Isolation" and must be adhered to in all applications of the logo symbol. The minimum area is defined by the height of the "CPA" alphabets from the top or bottom and twice the height of the alphabets from the sides. The area may be larger, but not smaller.

SHIRLEY LEE



COLOUR & BACKGROUNDS

Use the full logo whenever possible. When the CPA logo appears on a dark background, the signature should appear in solid white.

