

# BRAND GUIDELINES

JUNE 2024



**Global Mindset,  
Asian Insights**

Application Guidelines and Usage  
For ISCA Members who are  
Chartered Accountants of Singapore



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# THE CHARTERED ACCOUNTANT OF SINGAPORE DESIGNATION

**CA (Singapore)**

The CA (Singapore) designation is a mark of excellence and distinction that signifies a fully qualified accounting professional.

## The Chartered Accountant of Singapore Designation

- Where a member is describing the professional designation, the description to be used is, “I’m a **Chartered Accountant of Singapore**”, or “I am a **CA (Singapore)**”.\*
- Members who wish to display the designation in their name card or biography, can do so in this manner:  
“**John Doe, CA (Singapore)**”

### Incorrect usage of designation:

- ✘ Non-practicing Member, Institute of Singapore Chartered Accountant (ISCA)
- ✘ Chartered Accountant (CA), Singapore
- ✘ Singapore (CA)
- ✘ Singapore Chartered Accountant
- ✘ (CA) Singapore
- ✘ Non-practicing CA (Singapore)

# THE CHARTERED ACCOUNTANT OF SINGAPORE DESIGNATION: USAGE RIGHTS

## CA (Singapore)

The CA (Singapore) designation is a mark of excellence and distinction that signifies a fully qualified accounting professional.

Proudly display the CA (Singapore) designation by ensuring your eligibility to use it.

**To display the CA (Singapore) designation on your name card and biography you have to meet the following conditions:**

- ✔ You have fulfilled the conditions or requirements for registration as a chartered accountant with the Institute of Singapore Chartered Accountants (ISCA).
- ✔ You are a full member with ISCA and your membership is active.

**You are not allowed to display the CA (Singapore) designation if:**

- ✘ You do not have an active membership status with ISCA.
- ✘ You have been suspended as a Member of ISCA.
- ✘ Your membership with ISCA has been cancelled by order of the Disciplinary Committee as a result of a disciplinary finding.



# THE CAW NETWORK MEMBER LOGO

For ISCA Members

WHO ARE

CA (Singapore)

The Chartered Accountants Worldwide Network Member Logo can be used by members of CAW member institutes locally and internationally.

ISCA Members who are **CA (Singapore)** holders can show that they are a Chartered Accountants Worldwide Network Member by using the CAW Network Member Logo.

Placing this identifier on your stationery, website, business card, document or your social media adds substantial value. It tells the world that you are part of a network of over 850,000 Chartered Accountants and over one million students in 190 countries.

Find out more about  
CAW Network Member



## The Chartered Accountants Worldwide Network Member Logo Variations

- Master logos should be used where possible for maximum impact.

### Master logos:



Horizontal master logo



Vertical master logo

Use the horizontal logo when height is considered limited.  
Use the vertical logo when width is considered limited.

- Wordmarks logos should be used exclusively in situations where space is limited.

### Wordmark logos:

Chartered Accountants Worldwide – Network Member

Horizontal wordmark

Chartered Accountants Worldwide  
Network Member

Vertical wordmark

Please ensure you always include 'Network Member' when using the wordmark.  
Use the horizontal wordmark when height is considered limited.  
Use the vertical wordmark when width is considered limited.

# THE ISCA LOGO

For ISCA Members

The members' version of the ISCA logo is meant to represent the individual's membership with ISCA.

The logo may not be altered in anyway nor used in ways not sanctioned in this Manual.

## Logo Elements

The Brand's name appears in a typeface that is designed exclusively for the Brand and cannot be duplicated by other typefaces. It is not allowed, under any circumstance, to recreate the logo using a non-designated typeface.

ISCA Logo for Members:

A PROUD MEMBER OF



Variations of ISCA Logo for Members:

Full Colour:

A PROUD MEMBER OF



Mono:

A PROUD MEMBER OF



Reversed:

A PROUD MEMBER OF



Use the reversed version of the ISCA Logo for Members on dark backgrounds.

# THE ISCA LOGO

## For ISCA Members

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### Logo Elements

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Incorrect usage:



Do not retype or re-create the Logo under any circumstances.



Do not stretch the Logo disproportionately.



Do not use the Logo as watermark or background.



Do not outline or apply any special effect to the Logo.



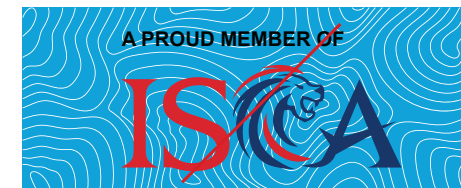
Do not remove the title from the Logo.



Do not remove the lion head or use it as watermark or background.



Do not place the Logo in front of any design elements.



Do not place the Logo on complicated backgrounds.

# CLEAR SPACE & MINIMUM SIZE FOR LOGO

For ISCA Members

## Clear Space

Clear Space refers to the area surrounding the different variations of the ISCA logos which must be free from graphic clutter. 'X' is based on the height of the letter "I" in 'ISCA'.

There should always be a clear space of 'X' around the logos.

## Minimum Size

Minimum size refers to the smallest dimension at which our identity can be reproduced. A minimum size restriction has been placed on all versions of the brand identity to ensure legibility.

Clear space:



Minimum Size:



30mm



85 pixels



# THE ISCA PROFESSIONAL & MEMBERSHIP MILESTONE DIGITAL BADGE

For ISCA Members

The ISCA Professional and Membership Milestone Digital Badge can be used by ISCA Members.

ISCA Digital Badges can be shared with clients, current and potential employers, and colleagues on online platforms and social media network like LinkedIn, Facebook and Twitter.

They can also be displayed on business cards, email signatures or embedded in websites, or digital resumes.

## ISCA Professional Badges



Chartered Accountant  
of Singapore



Fellow Chartered  
Accountant of Singapore

## ISCA Membership Milestones Badges



10 Years  
Milestone



20 Years  
Milestone



30 Years  
Milestone



40 Years  
Milestone



50 Years  
Milestone

### About the ISCA Professional and Membership Milestone Digital Badge:

- Digital badges allow people to verify your skills and achievements through information attached to the badge. ISCA issues digital badges to members who have held membership with ISCA for 10, 20, 30, 40 and 50 years in recognition of their membership milestones and loyalty.

More about digital badges



# LOGO & CA (SINGAPORE) DESIGNATION APPLICATIONS



# LOGO & CA (SINGAPORE) DESIGNATION APPLICATIONS

For ISCA Members

WHO ARE

CA (Singapore)

To ensure brand consistency in logo application across various mediums, please adhere to the logo application guidelines outlined in this manual.

These guidelines detail how our logo should be used across various mediums, ensuring consistency in size, placement, and colour.

Logo and CA (Singapore) designation applications for:

- Business Cards
- Email Signature
- Resume
- Website Profile

The CA (Singapore) designation have to be correctly displayed.  
(Refer to page 3 & 4 for more information)

## Business Card (with Logos)



## Business Card (without Logos)



\*This profile is fictitious and is meant for illustration purpose only.

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## Email Signature


### Email Signature

Email Signature

Dear John,

Thank you for your email.


Yours sincerely,  
Rachel Wang

  
COMPANY X

**Rachel Wang\* (Ms)**  
CA (Singapore)  
Partner, Audit

1002 Jalan Bukit Merah, #02-01/03, Singapore 159456  
Phone: +65 1234 5678 | +65 0000 0000  
Email: Rachelwang@companyx.com

A PROUD MEMBER OF



\*This profile is fictitious and is meant for **illustration purpose only**.

\*Do note that the ISCA Logo for Members can only be used in relation to your own profile/achievements and memberships. The logo should not be used in such a way that it may be misinterpreted that the firm is a member of ISCA or Chartered Accountants Worldwide.

# LOGO & CA (SINGAPORE) DESIGNATION APPLICATIONS

For ISCA Members

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(Refer to page 3 & 4 for more information)

## Resume

**Rachel Wang**  
CA (Singapore)

+65 1234 5678  
rachelwang@gmail.com

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### Personal & Professional Profile

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Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Sed ut tincidunt nulla. Fusce posuere euismod mauris,  
quis ullamcorper mauris vestibulum eget. Nullam nec neque velit.

Sed eget justo ut tortor tristique aliquet.  
Integer consectetur metus nec mauris ullamcorper, a finibus mi molestie.

Jan 2014 - Present:

A PROUD MEMBER OF  


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### Education

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XXXX - XXXX :  
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

XXXX - XXXX:  
Sed ut tincidunt nulla. Fusce posuere euismod mauris,  
quis ullamcorper mauris vestibulum eget. Nullam nec neque velit.

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For ISCA Members

WHO ARE

CA (Singapore)

To ensure brand consistency in logo application across various mediums, please adhere to the logo application guidelines outlined in this manual.

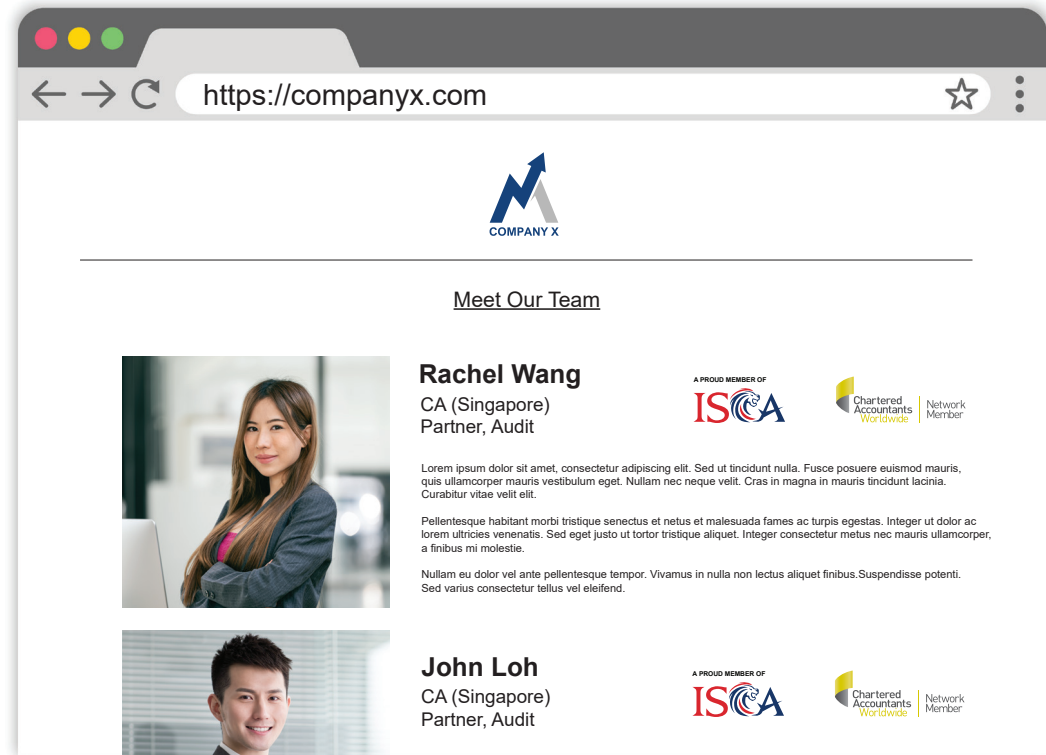
These guidelines detail how our logo should be used across various mediums, ensuring consistency in size, placement, and colour.

Logo and CA (Singapore) designation applications for:

- Business Cards
- Email Signature
- Resume
- Website Profile

The CA (Singapore) designation have to be correctly displayed.  
(Refer to page 3 & 4 for more information)

## Website Profile



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