



AIC Logo – Brand Guidelines

It is recommended that all members read through our brand guidelines before any usage of our logo to ensure that the AIC identity is clearly communicated.

This document highlights brand usage and is a guide on how to use the AIC brand in a clear and consistent way.

The AIC logo may only be used in accordance with the rules set out below.

The AIC logo is registered under UK Copyright law the AIC arrows are a registered trade mark and owned by AIC Ltd.

1. Logo Usage



Example 1

The logo should be displayed as show above. The pantone reference for the AIC purple is 259. The CMYK split is 70/96/14/4.

When using the AIC logo no changes are permitted for example:-



Do not rotate the logo.

Example 2



Do not stretch or re-size the logo

Example 3



Do not change the logo Background.

Example 4



2. Logo Sizes

The logo proportions should be kept within the proportions shown in Example 1. The logos must not be “stretched either in a vertical or horizontal direction. Rotated or the background amended. The logo should not be sized smaller than the measurements shown below, if the logo is smaller than this it becomes difficult to read.

No smaller than 15mm in width

No smaller than 10mm in height

3. Authorised Members

Only current members of AIC are entitled to use the logo. A high resolution image will be supplied on acceptance into AIC Ltd membership.

To arrange a copy of the AIC high resolution logo please contact your Membership Services Manager on 01733 385232.

4. Stationery and Other Printed Material

The AIC logo can be used on your company headed paper and other stationery as required by using the supplied high resolution AIC Logo.

AIC high resolution logo can be arranged by contacting your Membership Services Manager on 01733 385232.

5. Website Usage

The AIC Logo can be used on current AIC members website as long as the rules outlined in section 1 and 2 are followed.

6. Unauthorised Use of the AIC Logo

Members that have resigned or left AIC membership are not able to use the logos and must immediately cease to use any stationery and other material on which the AIC brand is displayed.

All AIC brand must also be removed from the non-members Website.

Companies that are found to be using the logos without authorisation will have action taken against them by AIC for breach of intellectual property law.



7. Termination of AIC Logo usage.

AIC reserves the right to bring to an end the use of the AIC brand.