

Dear Practitioner:

ICANS is pleased to advise that the new CA logo is now available for use by members who meet the licensing requirements and wish to license the use of the CA logo.

In launching the new logo, the profession has further strengthened and protected the brand identity associated with the CA logo by registering it as a Certification Mark under the provisions of the Trademarks Act. The Certification Mark may only be used under license. By ensuring that users execute the license agreement, the profession is safeguarding against individuals using our logo in unauthorized ways.

The CA logo can be used only in association with accounting services, audit and assurance services and taxation services offered to the public by chartered accountants. Use of the logo by a member or firm in connection with any other activity is an unauthorized use and is not permitted.

Logo Licensing Process

The CA licensing and download center is now operational on the CICA website. Once you have executed the CA logo license agreement you will be authorized to use the CA logo. Please click on the attached link [http://www.cica.ca//index.cfm/ci_id/39617/la_id/1.htm] to gain access to the CA logo download center, execute the license agreement and download the logo and guidelines for use.

Outlined below is further information regarding the logo licensing process:

- To be eligible for licensing of the CA logo, the licensee must be a member in good standing of ICANS, and/or a member in good standing who is in practice within a professional services firm (including partnership, limited liability partnership or professional corporation) that is at all times controlled by chartered accountants, and be carrying on professional activities and rendering services in accounting, audit and assurance, and taxation offered to the public pursuant to the ICANS By-Laws.
- Using the URL address provided above, a member can access the download site and must then complete the password protection entry step using their member number and family name to gain entry.
- Members gaining entry to the download center will be able to view, download or print the CA logo license agreement. They must either click on the “I Agree” button to execute the license or click on the “I Disagree” button to exit.
- The members who click on “I Agree” will be provided access to the full colour logo and the black line art logo versions in EPS//JPG//PNG//WMF file formats which are downloadable as zip files. The download file also contains a PDF document that has the CA logo usage guidelines that will explain and illustrate the logos, colours, minimum size and protected space.

If you have questions about the licensing of logo use, please contact Wenda Bennett, CA [wbennett@icans.ns.ca] or Michele Wood-Tweel, CA [mwood-tweel@icans.ns.ca]

If you have questions related to the download center, please contact Ofelia Cantor in the CICA Communications Group at ofelia.cantor@cica.ca.

Wenda Bennett, CA

Director, Professional Standards

The Institute of Chartered Accountants of Nova Scotia

1791 Barrington St., Ste. 1410, Halifax NS B3J 3L1

Office: 902.425.3291 Ext. 26 Fax: 902.423.4505

e-mail: wbennett@icans.ns.ca

www.icans.ns.ca