

Chartered Professional Accountants of British Columbia
Guidelines for the Licensed
Use of the CPA Logo (Mark)

The CPA Logo is available for download and use by Members and Firms in professional practice in accordance with the terms of the CPA & Design Mark Firm/Member Agreements.

How to use the CPA Logo

The CPA Logo can be used on business cards, letterhead, presentations or other communications. Prohibited use includes placing the CPA Logo on any articles, books, software or other publications or products offered for sale by you or any third party. Use of the CPA Logo should not directly or indirectly convey that the contents of the document, product or service is authorized or associated with CPA Canada or CPA British Columbia.

Selecting the Correct Logo

For CPA Firms, the plural version of the CPA Logo “Chartered Professional Accountants” must be used in conjunction with the firm name. For the Sole Proprietor or individual Member, the singular version of the CPA Logo “Chartered Professional Accountant” must be used.

CPA Logo with Firm’s Name, Sole Proprietor’s Name

The CPA Logo MUST be displayed in conjunction with the name of the Licensee.

In a horizontal application, a minimum space of 3x is required between the CPA Logo and the name of the Licensee. Align the bottom of the name with the CPA Logo.

In a vertical application, a minimum space of 3xs is required between the CPA Logo and the name. Align the name with the CPA Logo to the left.

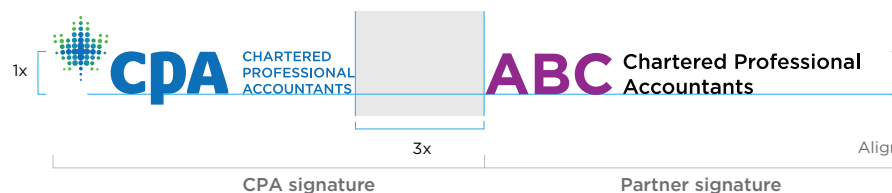
Firm Logo



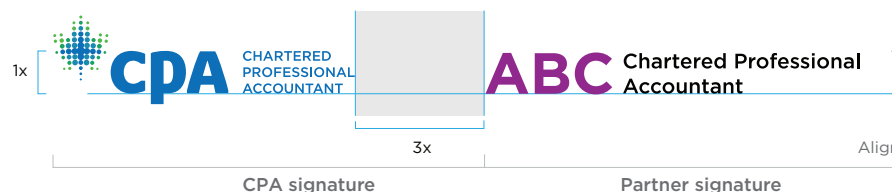
Sole Proprietor/Member Logo



Minimum space in firm co-branding applications in a horizontal arrangement



Minimum space in sole proprietor co-branding applications in a horizontal arrangement



Minimum space in co-branding applications in a vertical arrangement



Image

The CPA Logo is comprised of three elements:

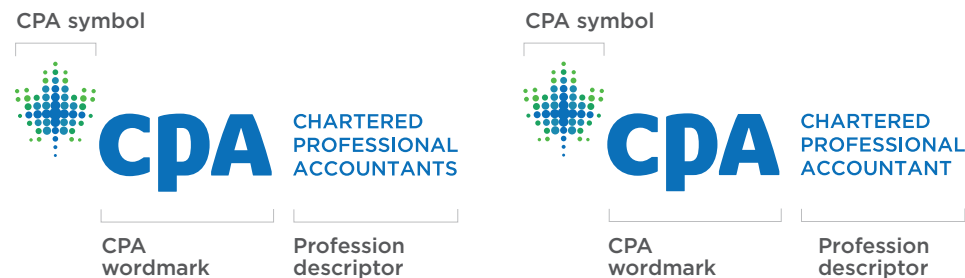
1. The CPA symbol – the leaf
2. The CPA wordmark – the letters cpa
3. The profession descriptor – the words Chartered Professional Accountant(s)

The CPA Logo should always appear exactly as seen. The colour, font and space between the elements may not be modified in any way. The elements may not be separated.

Size and Space

At all times, the CPA Logo must be surrounded by protected, clear space. This protected space must be no less than the height of the cpa letters. In other words, measure the height of the letters and ensure the space all around the CPA Logo is at least equal to that measurement.

There is a minimum application size for the CPA Logo. In print, the smallest allowed use of the CPA Logo is 0.325 inches high. In a digital format, a minimum size of 34 pixels high is required.



Print and digital application



Print application



Digital application



Colour

The approved artwork is provided at the download centre in either full colour, black or reverse (white). The Logo must never appear in any colours other than the approved versions supplied by CPA British Columbia.

The CPA primary colour palette is a CMYK four-colour process as diagramed below.

The reverse (white) CPA Logo may be used on both approved blue colours or both approved greens in addition to grey and black.

The black Logo may appear on both approved blue colours or both approved greens in addition to white.

The full colour Mark may only appear on white, black and light grey.

CPA symbol and wordmark colours

CPA Blue
C100 M52 Y0 K0
R0 G111 B186
HEX #006FBA
Pantone 293

CPA Light Blue
C100 M0 Y10 K25
R0 G115 B151
HEX #007397
Pantone 633

CPA Green
C100 M0 Y86 K3
R0 G154 B73
HEX #009A49
Pantone 347

CPA Light Green
C69 M0 Y100 K0
R67 G176 B42
HEX #43B02A
Pantone 361

CPA full-colour signature



CPA full-colour signature on black



CPA black line art signature



CPA reverse (white) signature



Examples of what not to do with the CPA Logo

Do not angle the signature.



Do not print the signature in a single colour other than black or reverse (white).



Do not place the signature on a background that makes it hard to read.



Do not stretch, condense or modify the proportions of the signature.



Do not change the approved colour combinations.



Do not change the arrangement of the signature elements.



Do not add drop shadows or other graphic effects.



The full-colour signature must not appear on a colour that may contrast with the logo colours.



Examples of what not to do with the CPA Logo... Continued

Do not use the signature as text.

What can



do for you?

Do not change the approved typestyle.



Do not violate the brand's protected space.



Do not use the wordmark without the symbol.



Do not add campaign slogans to the signature.

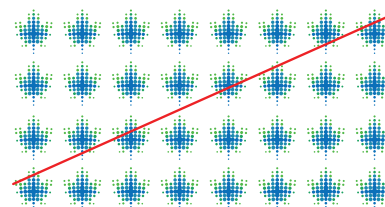


We're better as one

Do not alter the symbol.



Do not use the signature symbol alone as a decorative pattern.



Do not place the signature on a complex background.



For further information on use of the CPA Logo, please contact [email address here](#)