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1

OVERVIEW

This co-branding guideline manual illustrates the correct usage of SAICA brand identity in various co-branding scenarios.

How we communicate contributes greatly to the image people have of SAICA and your business. Please use this manual as a working reference for all forms of visual communications involving the SAICA brand.

Note that only members and associates of SAICA are allowed to use the SAICA logos on their corporate stationery and promotional material.

Co-branding examples are included in this manual to aid in ensuring the correct design and layout of various elements using the SAICA brand.

It is important to note that the SAICA logos may not be used to promote third party commercial events. For use in such events, approval needs to be obtained from SAICA.





BENEFITS OF CO-BRANDING

Co-branding is a value-adding mechanism that serves to increase the credibility of the product or service your company provides to the market. You probably have a logo for your practice and your clients will recognise it as a symbol of **professional and quality service**.

But what about new clients? How can your business leverage co-branding to persuade new clients to **choose your practice** rather than that of your competitors?

SAICA is at the forefront of developing, influencing and leading the highest standards in professional excellence in the delivery of quality accountancy and finance skills for the nation.

By co-branding you will be able to leverage the power of association with a reputable and globally recognised accountancy body.

SAICA has developed logos for CAs(SA) and AGAs(SA) members and associates.

CA(SA) members in practice can use a member of SAICA logo as well as Chartered Accountants Worldwide member network identifier logo.

AGA(SA) can use the AGA and associate of SAICA logos. Details on how to apply these as part of practice branding are in the follow-up pages.





CODE OF PROFESSIONAL CONDUCT OF SAICA - REVISED 2018

There are 5 fundamental principles of ethics for professional accountants of which professional behaviour is one. Professional behaviour is to comply with relevant laws and regulations and avoid any conduct that the professional accountant knows or should know that might discredit the profession (Section 110.1 A1).

Subsection 115 deals specifically with professional behaviour, section R115.2 states:

When undertaking marketing or promotional activities, a professional accountant shall not bring the profession into disrepute.

A professional accountant shall be honest and truthful and shall not make:

- (a) Exaggerated claims for the services offered by, or the qualifications or experience of, the professional accountant; or
- (b) Disparaging references or unsubstantiated comparisons to the work of others.

115.2 A1 - If a professional accountant is in doubt about whether a form of advertising or marketing is appropriate, the professional accountant is encouraged to consult with the Institute.



A

SOCIAL MEDIA GUIDELINES

Everything you say and do online reflects on SAICA.

When engaging on social media, be mindful that you, as a member or associate, are a SAICA ambassador. Whether by listing that you are a SAICA member or associate, associating with other SAICA members or associates, or making the affiliation apparent from the content you post. Therefore before posting anything on social media, ask yourself whether your content is something that could reflect negatively on you, your chosen profession or SAICA.

These guidelines provide guidance on your participation on social media, by providing guidance as to what constitutes acceptable and unacceptable behaviour and to ensure that your use of social media does not compromise the reputation of SAICA and its members.

These guidelines cover the use of social media by all SAICA members and associates, in both personal and professional capacity.

Social media means any facility for online publication and commentary, including, without limitation, blogs, wikis and platforms such as Facebook, Instagram, WhatsApp, LinkedIn, Twitter, Snapchat, YouTube, all other forms of communication that may now and in the future be classified or generally regarded as social media.

Important principles to remember.

The following principles and guidelines outline the conduct that is to be followed when engaging online.

- Communications on social media are no different from offline communications.
- Do not air your grievances online.
- Do not share private information or intellectual property.
- Use privacy settings.
- Do not violate the privacy of SAICA, other SAICA members and associates, employing organisations or your clients or colleagues.

- Respect the law and the rights of others.
- Do not speak on SAICA's behalf.
- Do not misuse the SAICA identity.
- Do not speak negatively about your competitors or any other SAICA members and associates.
- Be truthful and avoid misrepresentations.

SAICA social media includes:



@OfficialSAICA



@saica_ca_sa



SAICA CA(SA)



@saicaza

Please note:

Refer to the full **social media policy** on the SAICA website.



A

CHARTERED ACCOUNTANTS WORLDWIDE (CAW) - NETWORK MEMBER GLOBAL IDENTIFIER

Chartered Accountants Worldwide (CAW) plays an important role in protecting and developing the Chartered Accountancy brand and profession around the world. CAW has secured the commitment from all Chartered Accountancy Institutes to adopt a global brand 'core' that connects the strategies of individual countries around building 'trust leadership'. This has been an important step in global coherence and connectedness.

To ensure that we retain a strong voice both locally and globally. One way to do this is through a global identifier which may be offered by the CAW institutes (to which SAICA is a member of) to signify that their individual members, who are qualified Chartered Accountants, are part of a global network which shares a common brand and values.

The aim of the identifier is:

 Add value to individual Chartered Accountants as globally connected, and increase their relevance and credibility.

- Increase the sense of scale, community and connectivity between Chartered Accountants locally and globally.
- Encourage the promotion of chartered accountancy by individual Chartered Accountants around the world to drive presence and counter the growth of competitive brands in their markets.
- To promote and drive trust leadership, and ultimately.
- Increase the value of Chartered Accountants globally.

What does the CAW network mean?

It means that our SAICA members are part of a professional network of over **750,000** Chartered Accountants and over 1 million students in more than 190 countries who are bound together by mutual trust and who share a commitment to building trust so as to create prosperity for all.

We are seeking to establish Chartered Accountants as the trust leaders in the eyes of students, accountants, business and government, leading on excellence, ethics, expertise and a commitment to the public interest.

CAW Network Member Global Identifier

May be used by Chartered Accountants, who are members of a CAW institute, in any of the following formats – type only and together with the logo, depending on where it is being used.

The CAW Network Member Global Identifier must always be used in accordance with the global identifier brand guidelines. It communicates that the individual members are part of a wider Chartered Accountancy community that spans the globe.





CHARTERED ACCOUNTANTS WORLDWIDE (CAW) - NETWORK MEMBER GLOBAL IDENTIFIER

CAW Network Member Global Identifier

- It is a consistent sign off or badge that identifies chartered accountancy as a global profession.
- It's NOT a designation.
- It's NOT a qualification.
- It does not convey reciprocity. There are separate, reciprocal agreements in place between institutes regarding the qualification which differ between markets. These are entirely separate from the identifier.

Benefits of CAW network member global identifier to SAICA members

Demonstrate that you are part of a wider global Chartered Accountancy profession, which stands for the highest technical and ethical standards. The identifier aims to:

- Enhance the reputation and global recognition of the Chartered Accountancy brand.
- Further raise the profile and visibility of the Chartered Accountancy brand in "their" own and key markets around the world where the CA brand is not represented.

- Support members with access to international events, CPD, networking and thought leadership as part of the CAW family.
- Encourage students and potential students to join as they are part a global profession, one that could take them anywhere in the world.

Benefit to you as a member of CAW

- Show that you are part of a professional global force, respected around the world for the highest technical and ethical standards.
- Be seen as a local market expert, whilst showing that you are part of a global profession.
- Help improve global recognition and enhance your professional reputation with employers and business leaders.
- Access to international events, CPD, networking and thought leadership wherever you are working worldwide.

How can the identifier be used?

The identifier will always be used in conjunction with the local qualification/designatory letters and in accordance with the brand guidelines. Members (who are "qualified" Chartered Accountants) are encouraged to use it on their business cards, CVs, email signatures, stationary, website and social media.

Members will be able to access the global identifier via a link from their home institute website refer to SAICA website for more information and how to access the global identifier: visit www.saica.co.za



GOLDEN RULES SAICA & CAW LOGO APPLICATION

Follow these basic guidelines and you'll be off to a good start in building your own brand, leveraging off the solid reputation of SAICA.

01

The SAICA and CAW logo should never be bigger than your practice's logo. Your visual identity takes precedence – after all, this is a communication from you to your clients. Our logo is there to lend added credibility and to support your already excellent reputation.

02

Never make the SAICA or CAW logo smaller than 27mm/102 pixels wide. For visibility and clarity, your logo must always be larger, so this rule is more flexible.

03

Your logo should ideally go top left, as people always read from left to right and top to bottom – your practice comes first! The SAICA and/or CAW logo can then go top right or bottom left. If you prefer your logo in the top right corner, then you can place the other logos in the bottom left or bottom right.

04

For a neat and professional look, place your logo in line with the SAICA and CAW logo.

05

Never distort or recolour the SAICA or CAW logo.

06

Always use the complete SAICA logo –

and be sure to keep the primary and secondary type in the logo.

* Disclaimer - NB: The CAW and member of SAICA co-branding is only applicable to CA(SA







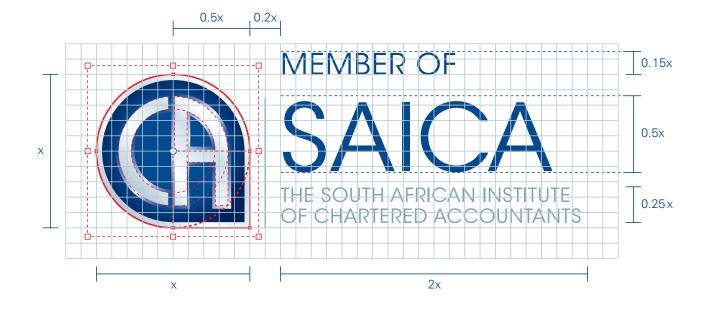
MEMBER OF SAICA | LOGO CONSTRUCTION

CA(SA) practices enjoy the benefit of using the "member of SAICA logo" on practice stationery, thus enjoying increased credibility. The primary use of the SAICA logo on practice stationery is to indicate that the practice's partners are members of SAICA. It endorses the practice as 'quality assured'. The logo can only be used if all members are "members of SAICA"

Size and Positioning

The 'member of' line, 15% of the 'x' height is left aligned with the logo type and positioned above the logo symbol, as indicated below. This line may not have any other configuration in relation to the SAICA logo. The colour of the 'member of' line corresponds with the primary logo type and is written in the primary font only.

The 'member of' SAICA logo should never exceed the size of the practice's logo. Specific guidelines cannot be provided as each practice has its own visual identity system, however, always strive to uphold the SAICA brand and augment the name of the institute, "The South African Institute of Chartered Accountants".





MEMBER OF SAICA | CORRECT USE OF LOGO















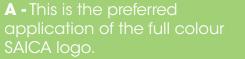












- **B -** On the Silver or Grey backgrounds, the logo type and dividing line will change to Ocean Blue.
- **C** On any black or dark backgrounds, the logo type and dividing line will change to white.
- **D** The one colour Ocean Blue logo can be used for any one colour print jobs.
- **E -** On any dark coloured backgrounds the reversed white logo can be used.
- **F -** The all black logo can be used for any one colour print jobs.





MEMBER OF SAICA | INCORRECT USE OF LOGO



























- **B** Don't twist or bend the logo in any way.
- **C** Don't apply different colours to sections of the logo.
- **D -** Never use the logo symbol on its own.
- **E -** Never take away the primary and/or secondary logo type.
- **F -** Don't use a low-res file that looks fuzzy or pixelated .



CAW | LOGO CONSTRUCTION

Chartered Accountants around the world have the opportunity to demonstrate their global connectedness using the Chartered Accountants Worldwide Network (CAW) Member identifier.

Placing this identifier on your stationery, website, card or documents adds substantial value.

This section provides guidelines on how you can apply the Chartered Accountants Worldwide Network Member identifier to your business, ensuring it is displayed professionally with the consistency of other network members.

Protecting the master logo

The clear space around the logo is important in maintaining the professional look of the identifier.

It is based upon the cap height 'A' found in 'Accountants.
The 'A' is the minimum clear space required. You should aim for a larger clear space area if possible.

PLEASE NOTE:

Never use the CAW logo without using the 'Member OF SAICA' logo





Chartered Accountants Worldwide
Network Member

Chartered Accountants Worldwide – Network Member





CAW | CORRECT USE OF LOGO















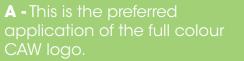












- **B -** On the Silver or Grey backgrounds, the logo type will change to Black.
- **C** On any black or dark backgrounds, the grey logo type will change to white.
- **D -** The black logo can be used for any one colour print jobs.
- **E -** On any dark coloured backgrounds the reversed white logo can be used.
- **F -** The all white logo can be used for any one colour print jobs.





CAW | INCORRECT USE OF LOGO

























- **A** Don't stretch the logo vertically or horizontally.
 - **3 -** Don't rotate the logo.
- **C** Don't add elements to the logo.
- **D** Don't apply different colours to sections of the logo.
- **E -** Don't apply shadows to the logo.
- **F** Don't use a low-res file that looks fuzzy or pixelated.





TRAINING OFFICE ACCREDITED STAMP

Registered and accredited SAICA training offices may use the SAICA training office stamp on their practice website and outside signage.

The SAICA accredited training stamp is to endorse the practice as a quality assured training office. Members are able to access the stamp on the SMP section on the SAICA website.



Register to become a SAICA training office

Training offices play an important role in strengthening and growing the CA(SA) profession by developing the skills, professionalism and ethics of future SAICA members.

As a training office, you gain significant benefits for both the organisation and the training officer.

Six reasons why being a SAICA training office is a smart move for Your organisation

- 1. Play an empowering role in skills development.
- 2. Develop quality candidates for your organisation.
- 3. Self-development and upskilling.
- 4. Self-fulfilment by making a positive contribution.
- 5. Save money and reap great tax benefits.
- 6. Assistance with managing the training process.

For more information visit: **www.saica.co.za**





CORPORATE STATIONERY | BUSINESS CARDS











Cellphone Number Email Address Business Telephone Number Business Address

www.companywebsite.co.za

Chartered Accountants Worldwide - Network Member





You have the option of designing a single-sided business card, or using both sides to show off your brand. The CAW horizontal wordmark logo is to be used.

- A On a single-sided card, place the practice and SAICA logo next to each other. The CAW logo to be placed at the bottom.
- **B -** On a double-sided card, use the front to display your own logo, and add SAICA and CAW to the back with your details.
- **C** Double-sided business card using additional creative elements.

You may want to consider a more creative layout, and include additional design elements as part of your extended visual identity.





CORPORATE STATIONERY | **ENVELOPES**

The SAICA and CAW logo placement on envelopes should always be placed to the right of your practice's logo, next to the address details, at the back of the envelope.



CORPORATE STATIONERY | **LETTERHEADS**





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For all letterheads, the SAICA and CAW logos should always be placed next to each other in the footer.

- A Placement option 1
- C Placement option 3
- **D** Letterhead using additional creative elements.

Add some additional design elements to create a unique and memorable letterhead that leaves a lasting impression.



SIGNAGE | OUTDOOR























A - Landscape orientation

B - Portrait orientation



SIGNAGE | PULL UP BANNERS



Make sure pull-up banners are engaging, with simple, clear messages that tell the viewer something about your business. These are not brochures, so keep it short and punchy.

Remember that these are placed on the floor, so don't apply logos too far down where viewers might miss them!





SIGNAGE | TEARDROP BANNERS



The SAICA logo should always be placed opposite the practice's logo to the left - Never on the right, as we read from top to bottom.

The CAW vertical wordmark logo should then either be placed underneath the SAICA logo or to the left of it.





SIGNAGE | VEHICLE BRANDING



There are so many different types of cars you may want to brand, so here are a few things to keep in mind:

Make sure to include your contact details where it's highly visible. If your logo doesn't explain exactly what you do, include an explanatory tagline.

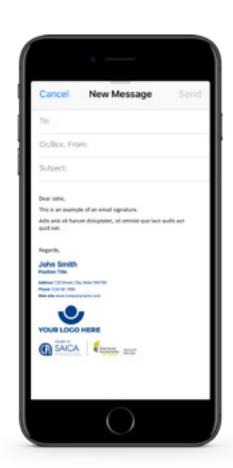
Include the SAICA and CAW logo where it doesn't interfere, but is visible enough to lend credibility to your brand.





DIGITAL | EMAIL SIGNATURES

The SAICA and CAW logo placement on email signatures should always be placed to the right of the practice's logo or below it.







DIGITAL | POWERPOINT TEMPLATE



For your presentations, make sure that your logo appears on all slides.

Include the SAICA and CAW logo on your content slides, in a position where it wouldn't distract from or obscure the content of the presentation.

Avoid creative elements on standard slides. Rather include those on your Title Slide and Section Breaks.



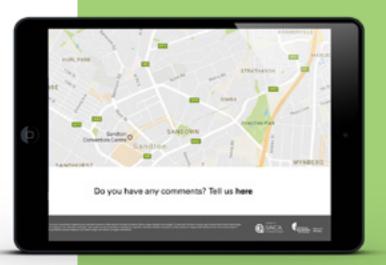


DIGITAL | WEBSITE

MARLBO Do you have any comments? Tell us here Lorem ipsum dolor Lorem ipsum dolor Lorem ipsum dolor Lorem ipsum deler Lorem ipeum dolor sit amet. Lorem ipsum dolor sit amet. Lorem ipsum dolor sit armet, Lorem igsum dolor sit armet, cons ectetuer adipiscing elit, cons ectetuer adipiscing elit, consectetuer adipiscing elit, cors ectatuer adipiscing elit, sed diam nonummy nith evsed diam nonummy nibh eused diam nonummy nibh eused diam nonummy nibh eu-YOUR LOGO HERE

Include the SAICA and CAW logo in the footer on every page of your website.

Make sure to link the SAICA logo to the SAICA website and the CAW logo to the CAW website.







CLOTHING | CAP, GOLF AND T-SHIRT



The SAICA logo should always be placed opposite the practice's logo to the right, on the sleeve - Never on the left, as we read from left to right.

The CAW vertical wordmark logo should then be placed underneath the SAICA logo.

- A Golf shirt
- **B** T-shirt
- **C** Cap: Practice logo goes on the front of the cap in this case. The SAICA and CAW master logo then goes at the back of the cap.
- **D** For golf shirts and t-shirts, the CAW and SAICA logo is to be placed on the left arm sleeve.







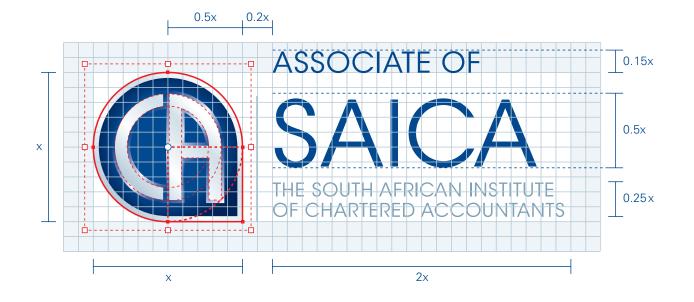
ASSOCIATE OF SAICA | LOGO CONSTRUCTION

AGA(SA) practices enjoy the benefit of using the "associate of SAICA logo" on practice stationery, thus enjoying increased credibility. The primary use of the SAICA logo on practice stationery is to indicate that the practice's partners are associates of SAICA. It endorses the practice as 'quality assured'.

Size and Positioning

The 'associate of' line, 15% of the 'x' height is left aligned with the logo type and positioned above the logo symbol, as indicated above. This line may not have any other configuration in relation to the SAICA logo. The colour of the 'associate of' line corresponds with the primary logo type and is written in the primary font only.

The 'associate of' SAICA logo should never exceed the size of the practice's logo. Specific guidelines cannot be provided as each practice has its own visual identity system, however, always strive to uphold the SAICA brand and augment the name of the institute, "The South African Institute of Chartered Accountants".



Please note:

The usage of the CAW logo is strictly for CAs(SA) members only.



ASSOCIATE OF SAICA | CORRECT USE OF LOGO



























- **B -** On the Silver or Grey backgrounds, the logo type and dividing line will change to Ocean Blue.
- **C -** On any black or dark backgrounds, the logo type and dividing line will change to white.
- **D** The one colour Ocean Blue logo can be used for any one colour print jobs.
- **E -** On any dark coloured backgrounds the reversed white logo can be used.
- **F -** The all black logo can be used for any one colour pringobs.



MEMBER OF SAICA | INCORRECT USE OF LOGO



























- **B -** Don't twist or bend it in any way.
- **C** Don't apply different colour sections to the logo.
- **D -** Never use the logo symbol on its own.
- **E -** Never take away the primary and/or secondary logo type.
- **F -** Don't use a low-res file that looks fuzzy or pixelated .





AGA(SA) | LOGO CONSTRUCTION

AGA(SA) is an endorsed brand of the SAICA master brand. It does leverage off the SAICA brand by using common components. Essentially, the brand construction is a modification of the SAICA logo symbol, primary logo type and secondary logo type. The revised logo symbol adopts the same colour pallette of the SAICA colour palette.

Always ensure that the correct logo and colour values are used in the **AGA(SA)** logo.

The AGA(SA) logo should always be accompanied by the **'associate of'** SAICA logo on all collateral. The width of the 'associate of' SAICA logo must always be the same as the width of the AGA(SA) logo.

Protecting the logo

The clear space around the logo is important to maintaining the professional look of the identifier. It is based upon the cap height 'A' found in '(SA)'.

The 'A' is the minimum clear space required. You should aim for a larger clear space area if possible.





AGA(SA) | CORRECT USE OF LOGO













- A This is the preferred application of the full colour AGA(SA) logo.
- B On any dark coloured backgrounds the reversed white logo can be used.
- **C -** The all black logo can be used for any one colour print jobs.



AGA(SA) | INCORRECT USE OF LOGO



























- **B -** Don't twist or bend it in any way.
- **C** Don't apply different colour sections to the logo.
- **D -** Never use the logo symbol on its own.
- **E -** Never take away the primary and/or secondary logo type.
- **F -** Don't use a low-res file that looks fuzzy or pixelated .





CORPORATE STATIONERY | BUSINESS CARDS















Cellphone Number Business Telephone Number Business Address

www.companywebsite.co.za



You have the option of business card, or using both sides to show off your brand.

You may want to consider a more creative layout, and elements as part of your







CORPORATE STATIONERY | **ENVELOPES**

The SAICA and AGA(SA) logo placement on envelopes should always be placed to the right of your practice's logo, next to the address details, at the back of the envelope.





CORPORATE STATIONERY | **LETTERHEADS**



















- A Placement option ¹
- **B -** Placement option 2
- **C -** Placement option 3
- Letterhead using additional creative elements

Add some additional design elements to create a unique and memorable letterhead that leaves a lasting impression.



SIGNAGE | OUTDOOR























A - Landscape orientation

B - Portrait orientation



4

SIGNAGE | PULL UP BANNERS



Make sure pull-up banners are engaging, with simple, clear messages that tell the viewer something about your business. These are not brochures, so keep it short and punchy.

Remember that these are placed on the floor, so don't apply logos too far down where viewers might miss them!





SIGNAGE | TEARDROP BANNERS



The SAICA logo should always be placed opposite the practice's logo to the left - Never on the right, as we read from top to bottom.

The AGA(SA) logo should then either be placed underneath the SAICA logo or to the left of it.





SIGNAGE | VEHICLE BRANDING



There are so many different types of cars you may want to brand, so here are a few things to keep in mind:

Make sure to include your contact details where it's highly visible. If your logo doesn't explain exactly what you do, include an explanatory tagline.

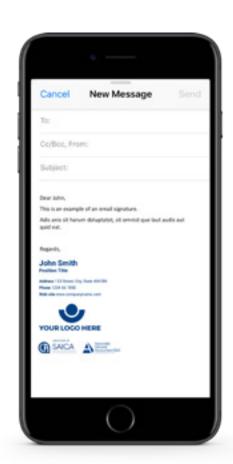
Include the SAICA and AGA(SA) logos where it doesn't Interfere, but is visible enough to lend credibility to your brand.

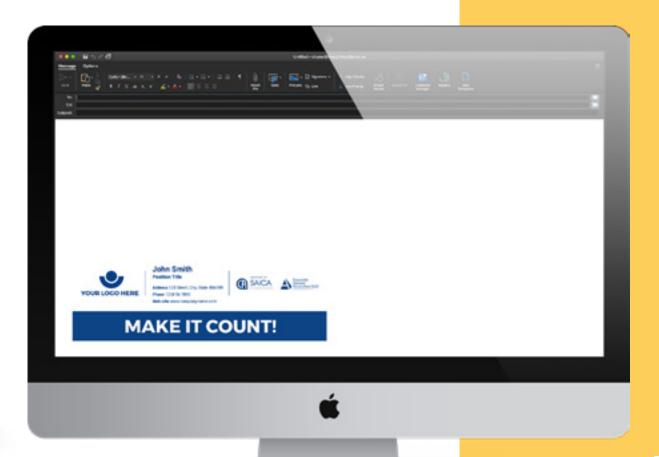




DIGITAL | **EMAIL SIGNATURES**

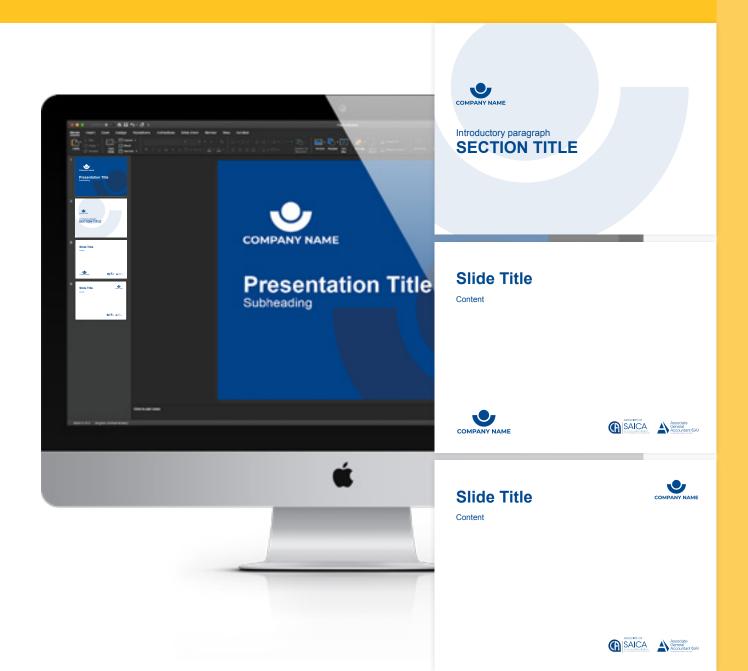
The SAICA and AGA(SA) logo placement on email signatures should always be placed to the right of the practice's logo or below it.







DIGITAL | POWERPOINT TEMPLATE



For your presentations, make sure that your logo appears on all slides.

Include the SAICA and AGA(SA) logos on your content slides, in a position where it wouldn't distract from or obscure the content of the presentation.

Avoid creative elements on standard slides. Rather include those on your Title Slide and Section Breaks.

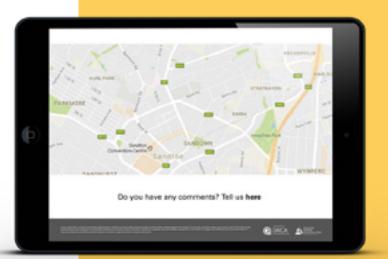


DIGITAL | WEBSITE

KRAMERVILLE MARLEO STRATHAVON Do you have any comments? Tell us here Lorem ipsum dolor Lorem ipoum dulor Lorem ipsum delar Lorem ipsum delar Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet. Lorem ipsum dolor sit arnet. Lorem ipsum dolor sit armet, consectetuer adipiscing elit, consectetuer adipisoing elit, consectetuer adipiscing elit, consectetuer adipiscing elit, sed diam nonummy nibh eused diam nonummy nibh eused diam nonummy nibh eused dam nonummy nith eu-YOUR LOGO HERE

Include the SAICA and AGA(SA) logos in the footer on every page of your website.

Make sure to link the SAICA logo to the SAICA website and the AGA(SA) logo to the AGA(SA) website.







CLOTHING | CAP, GOLF AND T-SHIRT



The SAICA logo should always be placed opposite the practice's logo to the right, on the sleeve - Never on the left, as we read from left to right.

The AGA(SA) logo should then be placed underneath or to the right of the SAICA logo.

- **4 -** Golf shirt
- **B -** T-shirt
- C Cap: Practice logo goes on the front of the cap in this case. The SAICA and AGA(SA) logo then goes at the back of the cap.
- **D -** For golf shirts and t-shirts, the SAICA and AGA(SA) logo is to be placed on the left arm sleeve.





THANK YOU

You're not alone...
If you need help with any aspect of cobranding, contact smp@saica.co.za



develop.influence.lead.