

Chartered Institute of  
Architectural Technologists

# Group Membership Scheme logo guidelines

Version v1.0 | March 2019

# Section 1

## The crest & logo

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# Section 1

## The crest & logo

The formal letters of patent were presented to CIAT by the College of Arms on 4 June 1987. The granting of arms is an honour bestowed on very few institutions. The logo is taken from the Coat of Arms.

The logo is the Institute's identity and must be on all external documents and items. It remains the copyright of the Institute at all times and its use, in whatever format, must be approved by the Communications Director and/or the Chief Executive.

Only the Communications Department can issue the logo, except the Practice Department who administer the Registered Practice logo. The Institute may withdraw approval of the logo at any time.

The logo must always appear with the Institute's name.

## Section 1.0

### The crest

The Institute's crest is not for general use. The crest is only used for the *Annual Review*, Chartered Member and Accreditation certificates and for ceremonial occasions.

The use of the crest is only permitted with the written approval of the Chief Executive.

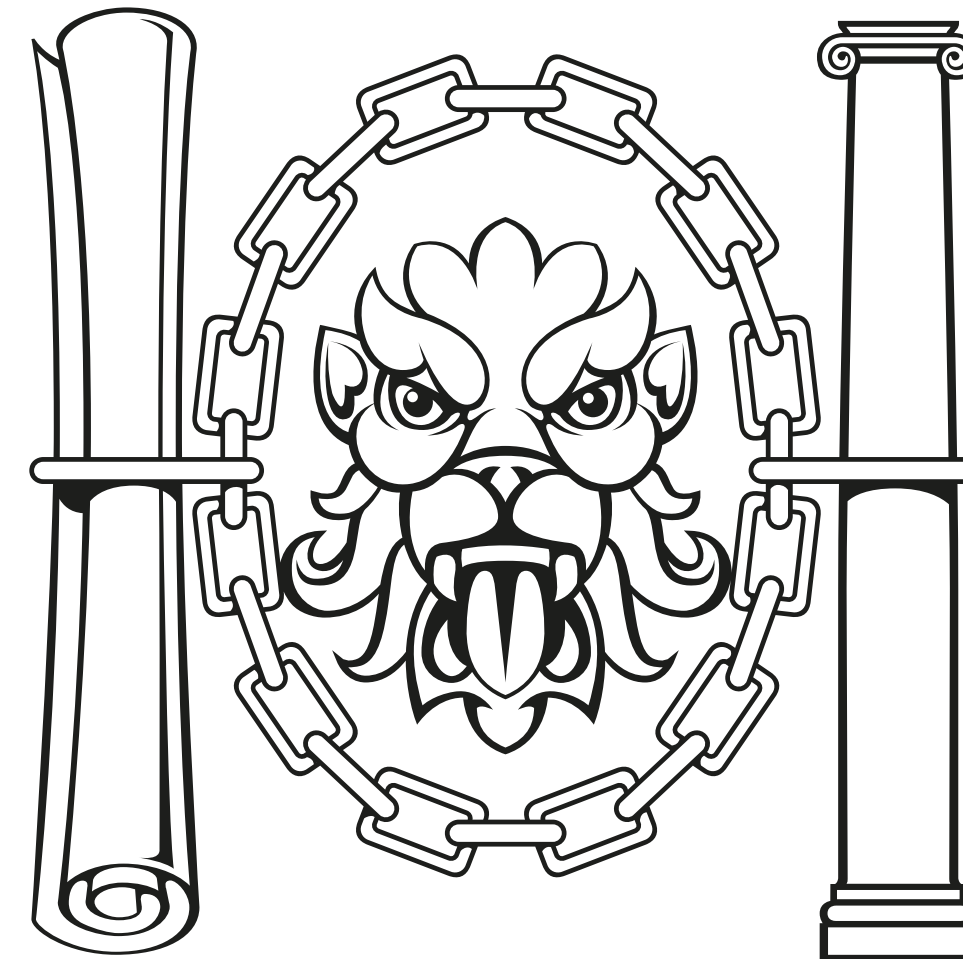


Section 1.1  
**Primary logo**

The logo represents a visual shorthand for the complete CIAT brand. It takes on the attributes of the Institute's Coat of Arms, that reflects our position and stands for the intrinsic quality of our Institute and the discipline.

The scroll on the left represents the design element of Architectural Technology, while the column on the right represents the completed building. These two elements are joined by a golden chain circling the head of the British lion.

The logo is not to be lifted from the website or any other material and originals must be obtained directly from the Communications Department.



Section 1.2  
**Short-form logo**

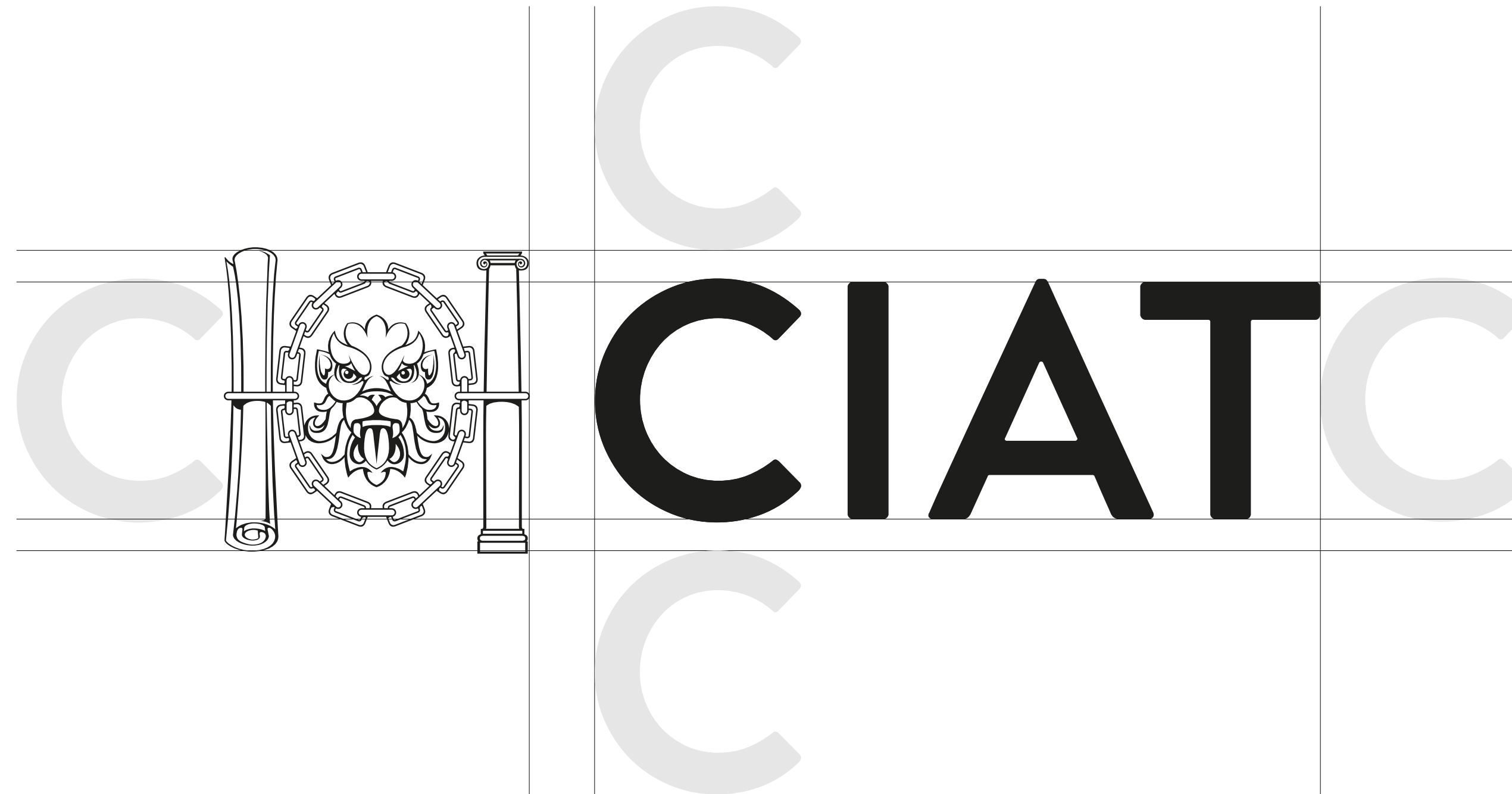
This logo serves as the primary identifying unit for communications. It should appear once on every communication piece.



## Section 1.3

### Short-form logo - exclusion zones

A minimum clearance space is necessary to ensure enough emphasis is given to the logo. Other elements on the page should be placed outside the clearance space, which is equal to the width and height of the 'C' character.



# Summary

- The use of the crest can be only be approved by the Chief Executive.

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- The logo has a short-form and a long-form version.

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- All use of the logo is approved by the Communications Department.

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- The logo is not to be taken or downloaded from any other source e.g. the website.

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## Section 2

# Use of the Group Membership Scheme logo

### 2.0 Use of the Group Membership Scheme logo

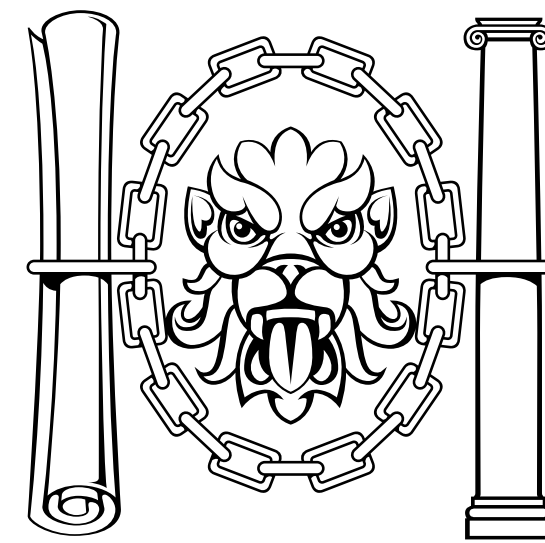
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## Section 2

# Use of the Group Membership Scheme logo

Organisations with members on the Group Membership Scheme (GMS) may make use of the Group Membership Scheme logo by applying for a licence. The logo is protected under copyright and as such all uses must be approved by the Institute.

Only the managing director/partner/LLP member/principal of the organisation can apply to the Institute for use of the Group Membership Scheme logo.



**CIAT**

GROUP MEMBERSHIP  
SCHEME MEMBER

Section 2  
Use of Group Membership Scheme logo

**Terms and conditions**

In these conditions the words standing in the first column of the following table shall bear the meanings set opposite to them respectively in the second column if not inconsistent with the subject or context:

Terms	Meaning
<i>'Chartered Member'</i>	Those Members awarded the suffix MCIAT and use of the designation “Chartered Architectural Technologist” by the Institute.
<i>'Institute'</i>	The Chartered Institute of Architectural Technologists.
<i>'Logo'</i>	The symbol by which the Institute is represented.
<i>Managing director/partner/ LLP member/principal</i>	An individual with controlling rights and responsibility for the organisation.

**Use of Group Membership Scheme logo**

1. These conditions shall apply to every use of the Group Membership Scheme logo by organisations on the Group Membership Scheme Register. The placing of an application for a licence will be deemed to be an acceptance of these conditions.
2. The Group Membership Scheme logo remains the copyright of the Institute at all times and its use, in whatever format, must be approved by the Institute. This is administered on its behalf by the Communications Department.
3. The Group Membership Scheme logo may not be downloaded, copied, amended or altered in any way. The electronic file provided by the Institute is the only version that may be used and the logo must be used as presented by CIAT (see Section 1).
4. The Group Membership Scheme logo may only be issued to an organisation participating in the Group Membership Scheme with a written application from the managing director/partner/LLP member/principal who holds a logo licence, granted by the Communications Department.
5. All use of the Group Membership Scheme logo is subject to the Institute's approval in any format, in any medium prior to print or publication. The medium bearing the logo may not be used or printed until approval has been given by the Institute. If the medium bearing the logo has been produced before its approval and a correction is needed, it is the organisation's responsibility to destroy all copies at their cost.
6. The Institute reserves the right to refuse, withdraw or cancel the logo licence at any time. A log of every Group Membership Scheme logo use is maintained by the Communications Department.
7. Any misuse of the Group Membership Scheme logo will be investigated with necessary advice and actions being taken.
8. The tagline Group Membership Scheme member should always appear below the Institute's initials.
9. Any stationery bearing the Group Membership Scheme logo should appear distinct from the Institute's own stationery.
10. The logo must never appear distorted. The recommended minimum size for the logo is 15mm high and should not be used at all below this size. There is no maximum recommended size for the logo.
11. By using the logo, there must be an undertaking to:
  - a. support the work of the Institute;
  - b. provide support to those within the Architectural Technology discipline for their career progression, regardless of their membership status;
  - c. recognise the Chartered Architectural Technologist, MCIAT, on a par with fellow Chartered professionals within the built environment team.
12. By using the logo it is understood that this is not an endorsement, but is an acknowledgement and recognition by the Group Membership Scheme organisation of the CIAT members within their team, as such, the Group Membership Scheme organisation will ensure that it shall, at all times:
  - a. act with integrity so as to uphold the standing and reputation of the Institute;
  - b. act faithfully and honourably in their professional responsibilities;
  - c. rely only on merit or fair competition to secure commissions and appointments;

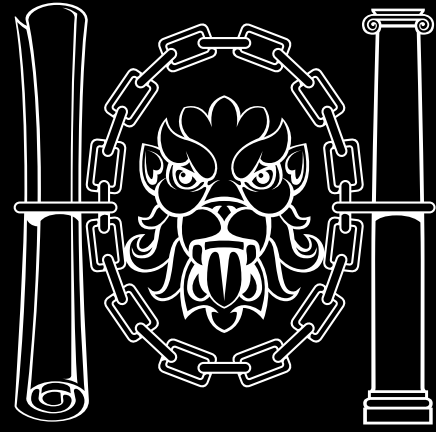
- d. not seek directly or indirectly to injure the professional reputation of another;
  - e. not knowingly misrepresent the views of the Institute;
  - f. not knowingly misrepresent their professional qualifications;
  - g. describe themselves factually and/or in good faith;
  - h. will obtain and maintain adequate professional indemnity insurance and provide evidence to CIAT when requested.
13. If they cease to be part of the Group Membership Scheme or the managing director/partner/LLP member/principal changes, then the Institute must be informed immediately and logo use will be reviewed accordingly.
14. If the organisation changes its structure, or merges etc. in any way, a new application for the use of the logo must be made.
15. These terms and conditions shall be governed and construed in accordance with the laws of England and Wales.

These terms and conditions of business are supplied in the interest of fair-trading and should be kept for reference.

Name:  
Membership number (if applicable):  
Organisation:  
Position:  
Signature:  
Date:  
Evidence of current professional indemnity insurance attached

**A signed copy of these conditions should be sent to the Communications Department.**

**END**



Chartered Institute of  
Architectural Technologists

# Questions

If you have any questions or would like further information contact the  
Communications Department or email [communications@ciat.org.uk](mailto:communications@ciat.org.uk)

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