



**Irish Tax  
Institute**

Chartered Tax Adviser (CTA)

BRAND GUIDELINES

## A new look for the Irish Tax Institute

The Irish Tax Institute recently undertook a re-brand which consisted of an in-depth audit of all brand materials. A new look and feel was developed for the Institute using modern brand fonts, colour palettes and photography, showcasing a distinctive look and consistent feel.

## New logo developed for Chartered Tax Advisers and Firms

As part of the re-brand, a new logo was developed for use by our members and member firms. We would encourage members to use the new Chartered Tax Adviser (CTA) logo.

## Who can use the dedicated Chartered Tax Adviser (CTA) logo?

Individuals who have obtained the CTA qualification, maintained their membership fully up to date with the Institute and fully comply with the Institute's Code of Professional Conduct (including CPD requirements).

The Chartered Tax Advisers (CTA) logo can be used by a professional services firm where, if the firm is a partnership, the majority of the principals of the firm who primarily provide tax advice are qualifying individuals as discussed above or, where the firm is a limited company, qualifying individuals manage or control 51% or more of the company.

In situations where the professional services firm or the limited company do not meet the required criteria, individual members within that firm or company may still use the term Chartered Tax Adviser (CTA) to differentiate themselves provided that they meet the individual criteria above.

## Chartered Tax Adviser (CTA) logo



### Clearance space

In order to give prominence to this logo, an area of clear space surrounds it to ensure that it is always clear of other graphic elements such as text or a distracting photographic image.

### Minimum size

The endorsed brandmark should always be legible, clear and reproduced to the highest standards. The recommended minimum size for the wordmark itself is 22mm in width as shown here.



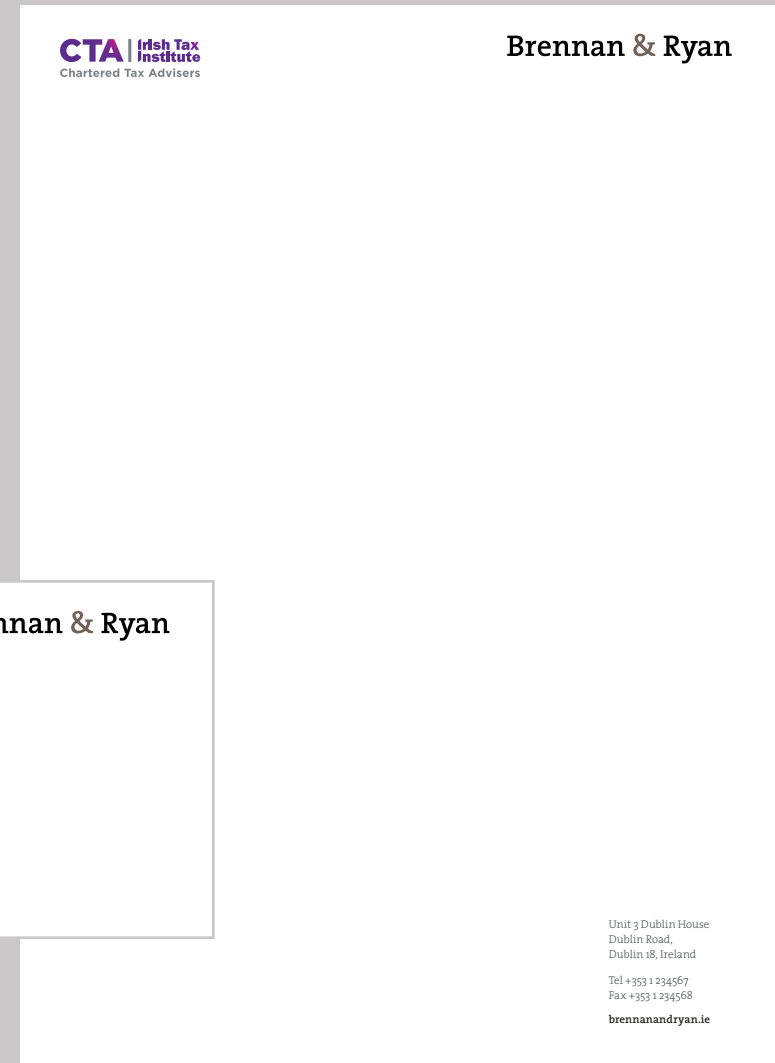
22mm

## Guidelines for use of the new CTA logo

Example of the new logo in use on a firm's letterhead and individual's business card.

To ensure consistency for our new Chartered Tax Adviser (CTA) logo, we've illustrated some examples of our logo on printed communications. The general rule is that the Chartered Tax Adviser (CTA) logo is always placed on the top left. Exceptions to this rule can be made for one-off pieces of communications.

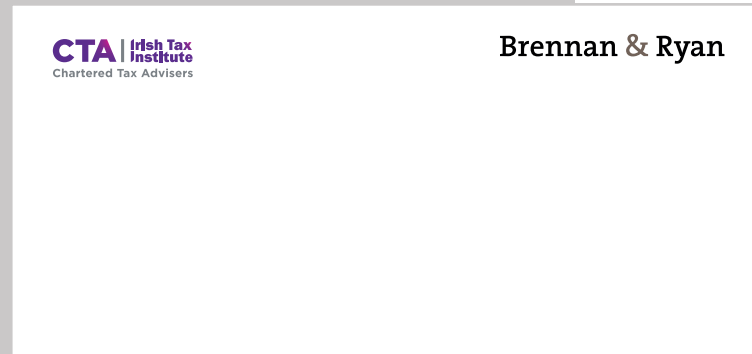
Letterhead example



Business Card example



Compliments slip example



## Chartered Tax Adviser (CTA) typographic treatment (i.e. without logo)

Chartered Tax Adviser (CTA)  
Name Surname, CTA  
CTA Fellow

Business Card example

**John Smith**  
Job Title  
Chartered Tax Adviser (CTA)

50 Thomas St,  
Merchants Quay,  
Dublin 8

E: johnsmith@gmail.com  
T: +353 086 6068683

Chartered Tax Adviser (CTA)

Business Card example

**John Smith, CTA**  
Job Title

50 Thomas St,  
Merchants Quay,  
Dublin 8

E: johnsmith@gmail.com  
T: +353 086 6068683

Name Surname CTA

Business Card example

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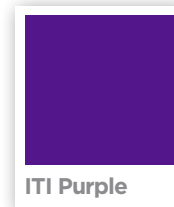
CTA Fellow

## Colour

Our brand colour palette is made up of a core set of colours that represent our brand. Alongside this is a secondary colour palette for when we need to easily differentiate publications etc.

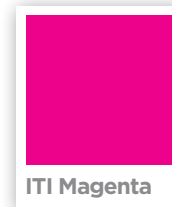
### Primary colours

These are the colours that make up our landmarks and our key brand elements. They should never be substituted, and printers should always match to the specifications indicated here.



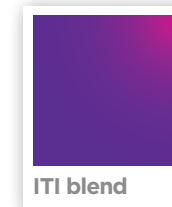
**ITl Purple**

**PMS 2597**  
**CMYK** 80, 99, 0, 0  
**RGB** 92, 6, 140  
**WEB** 5C068C



**ITl Magenta**

**PMS Magenta**  
**CMYK** 0, 100, 0, 0  
**RGB** 212, 15, 125  
**WEB** D40F7D



**ITl blend**

**CMYK** 80, 100, 0, 0  
**CMYK** 0, 100, 0, 0  
Radial blend at -130° from top right corner.  
Location 16%

### Secondary colours

These support the primary colours.

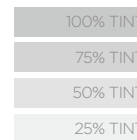
The secondary colours are for special treatments of the crest, and as large areas neutral background colour.

Tints are available to create subtle backgrounds, depending on the level of contrast required

### Secondary colours



**PMS Cool Grey 8**  
**CMYK** 23, 16, 13, 46  
**RGB** 136, 139, 141  
**WEB** 888B8D



**PMS Cool Grey 3**  
**CMYK** 8, 5, 7, 16  
**RGB** 200, 201, 199  
**WEB** C8C9C7

## List of master artwork files created

### Print

#### Chartered Tax Adviser Logo:

##### AI

- CTA\_Logo\_Black.ai
- CTA\_Logo\_CMYK.ai
- CTA\_Logo\_PMS 2 Colour.ai
- CTA\_Logo\_White.ai

##### EPS

- CTA\_Logo\_Black.eps
- CTA\_Logo\_CMYK.eps
- CTA\_Logo\_PMS 2 Colour.eps
- CTA\_Logo\_White.eps

### Digital

#### Chartered Tax Adviser Logo:

##### JPG

- CTA\_Logo\_Black\_72DPI.jpg
- CTA\_Logo\_Black\_300DPI.jpg
- CTA\_Logo\_RGB\_72DPI.jpg
- CTA\_Logo\_RGB\_300DPI.jpg

##### PNG

- CTA\_Logo\_Black\_72DPI.png
- CTA\_Logo\_Black\_300DPI.png
- CTA\_Logo\_RGB\_72DPI.png
- CTA\_Logo\_RGB\_300DPI.png

# Contact

If this document doesn't provide all the answers to the questions you may have please contact a member of the Communications team.

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