

LOGO GUIDELINES

Use of Logos by Members

The ISCP has created logos for use by members to be displayed on marketing materials such as websites and business cards. Logos are membership specific and are available for the following levels of membership:

- Full Member (MISCP) (AFISCP) (FISCP)
- Accredited Member (MISCPAccred) (AFISCPAccred) (FISCPAccred)
- Associate Member (AssocMISCP)
- Accredited Supervisors

Use of Logos by Approved Centres, Course and Workshop Providers

The ISCP has created logos for use by Approved Centres, Course and Workshop Providers to be displayed on marketing materials to indicate that a Centre or Course/Workshop is 'Recognised by The International Society for Coaching Psychology as providing continuing professional development/continuing professional education for its Members'. Logos are available for the following:

- Approved Centre
- Recognised Workshop / Recognised Course

Guidelines for using ISCP Logos

When using an ISCP logo please consider the following guidelines:

- Logos can be used on websites, business cards, letterheads and marketing materials.
- Do not copy logos from the website. Please email office@isfcp.net and the appropriate logo will be emailed to you. This will ensure you receive a high-quality resolution logo.
- The colour of the logo must not be changed. A monochrome (black and white) version can be used.
- Members must use only the logo relevant to their class of ISCP membership.
Logos for Courses/workshops can be used only where recognition has been specifically awarded in writing by the Society.



- The following shortened form of words may also be used on adverts 'International Society for Coaching Psychology Recognised Course' and/or 'Society for Coaching Psychology Recognised Workshop'
- Members are advised to consider the Societies code of ethics and practice when using the logos.

Formatting the Logos

The current size of the logos is 138 x 110 pixels. To resize the logos without distorting the image and wording follow the instructions below:

- Open the file using Microsoft Office Picture Manager
- Click on 'Edit Pictures' on the toolbar
- Select 'Resize' on the left hand pane
- To keep the current shape of the logo it is recommended to use the option labelled 'percentage of original width x height'. Select this by clicking in the circle next to this option, then use the up or down arrow keys to increase/decrease the percentage by which the logo should be amended.
- To specify a specific width and height use the option labelled 'custom width x height'. Either use the up or down arrow keys to increase/decrease the size or enter the desired pixel sizes into the boxes.

Promoting the Society through use of Logos

The Society encourages its members to add the logo to their email signatures to promote the existence of the society. Instructions on how to do this can vary according to the email system used. Instructions can be sourced on the internet. The Society is unfortunately unable to provide technical assistance.