

The Law Society accreditation scheme logos

Introduction

The Law Society has developed a family of logos to raise the profile of its professional accreditation schemes. The logos, which are shown on page 2, are for the exclusive use of accreditation scheme members and their firms.

Who can use the logo?

Membership of a professional accreditation scheme, other than the Conveyancing Quality Scheme, is specific to the individual solicitor or employee of a solicitors' firm who has completed the full assessment process and been accredited for membership. Scheme membership does not accrue to a solicitors' firm by virtue of the scheme membership of individual solicitors or employees.

Accreditation scheme logos are for use only by accredited scheme members and, subject to compliance with the conditions below, the accredited scheme member's firm.

Solicitors' firms are entitled to use the accreditation scheme logos on websites, stationery or other publicity or promotional materials only in the following circumstances:

- one or more solicitors or employees of the firm is a current accredited member of the scheme; and
- it is made clear to potential clients on websites, stationery or other publicity or promotional materials which of the firm's solicitors or employees are accredited to a particular scheme membership, or, if not practicable, the availability of such information should be notified to and be readily accessible by clients; and
- it is made clear to clients in the firm's engagement letter whether or not work in the relevant practise area will be conducted by, or in the case of trainee solicitors supervised by, an accredited scheme member.

Firms should note it may be an offence under trading standards or other applicable legislation or regulations to use an accreditation logo in such a way as potentially to misrepresent to a client the accredited status of the fee earner who will be conducting the case on the client's behalf. It is the responsibility of the firm to ensure it is compliant with all such legislation.

If an accredited scheme member leaves the solicitors' firm and there are no other accredited solicitors or employees of the particular accreditation scheme, the logo must be removed from websites, stationery or other publicity or promotional materials as soon as reasonably practicable.

Non-solicitor members of an accreditation scheme can only use the scheme logo whilst employed by a solicitors' firm.

The Law Society accreditation scheme logos may only be used by officially accredited scheme members.

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Guidelines for use

The Law Society accreditation scheme logos should be used on members' stationery and promotional material. To ensure that the logos are produced consistently please send a copy of these guidelines to your designer or printer along with the relevant logo.

Logos

Each scheme has its own logo and colour. The logos should always be shown as illustrated in Fig 1.1.

FIG. 1.1



Because of the printing process used for this brochure, these colours are indicative only.

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The logos may also be reproduced in black.
The coloured areas of the logos are printed in a 50% tint of black.
See Fig 1.2.

FIG. 1.2



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Exclusion zone

An exclusion zone should always be in place around the logos. This ensures that the logos are not devalued in anyway.

The exclusion zone should be equal to the height of the capital letter at the beginning of the scheme name (as shown in Fig 1.3).

FIG. 1.3 EXCLUSION ZONE



Minimum size

Always ensure that the logo is the correct size.

The size of the logo is determined by measuring the height of the logo.

This measurement should always be 20mm or greater (see Fig 1.4 Welsh and Fig 1.5).



FIG. 1.4 MEASURING THE LOGO



FIG. 1.5 MEASURING THE LOGO

How to download your logos

The logos are held on a secure website at

www.lawsocietylogos.com

To access the site you will need to enter the scheme member's name, company, SRA reference number (found on Practising Certificate) and scheme security code. The security code was supplied to you by the Law Society accreditation scheme unit. If you have any queries please e-mail accreditation@lawsociety.org.uk