

**DIRECTORY OF REGISTERED CONSULTANTS**

**APPLICATION FORM & GUIDELINES**

# Introduction

The [ICF Directory of Consultants](http://www.charteredforesters.org/directory-of-consultants/) gives councils, organisations instant access to local forestry and arboricultural consultants, through an easy-to-use online database. Each profile offers a full specification of the consultant’s services, contact details, and a link to a business website. Members listed are also permitted to use a Registered Consultant logo, subject to conditions of use.

# Criteria for Inclusion in the Directory of Consultants

In order to be included in the ICF Directory of Consultants, members must meet the following criteria:

* Registered Consultants must be chartered members of the Institute, holding either the MICFor or FICFor titles.
* Registered Consultants, whether sole practitioners or partners in, or employed by, a business, must hold appropriate professional indemnity insurance, currently set at a minimum of £500,000.
* Registered Consultants must agree to abide by the ICF Code of Conduct.
* Registered Consultants must comply with the Institute’s CPD requirements.
* The Registered Consultant must renew their registration annually and pay in advance the relevant fee set by the Institute.
* Where the names of partners or directors are listed, their ICF designatory letters (MICFor/FICFor) must be included.

A Registered Consultant who no longer meets the above criteria will be removed from the Directory of Consultants and with immediate effect must remove the Registered Consultant logo from their business stationery, signage and professional promotional material, if used.

# Registered Consultant Logo – Conditions of Use

Registration in the ICF Directory of Consultants comes with it the entitlement to use the ICF Registered Consultant logo, subject to conditions of use. These conditions ensure that the logo is used correctly and only by those authorised to do so.

## Approved Logo Uses

### Sole Practitioner Use

The following are appropriate uses of the ICF Registered Consultant logo by a sole practitioner:

* Letterhead
* Business cards
* Email signature
* Website
* Signage

The ICF Registered Consultant logo may not be used in any context where it appears to promote a professional or personal opinion. Please ask for advice if you are unsure of this.

### Individual Use within Company or Department

The ICF Directory of Consultants is a register of individuals, and as such is open to employees of companies and departments within companies. However, where a consultant is not a sole practitioner, use of the ICF Registered Consultant logo is restricted to the individual’s correspondence and profile, and must not indicate any endorsement of, or affiliation with the company itself.

Approved uses include:

* Business card
* Email signature
* Staff profile on a business website

The logo may **NOT** be used by companies in any of the following contexts:

* Website homepage
* Signage
* Company letterhead
* Newsletters
* Advertising
* Directories
* Third-party publications

An alternative logo service is available to any company where at least 50% of the company directors or partners are chartered members of ICF. For more information about the ICF Corporate Logo, contact Julie Adamson, ICF Marketing & Communications Officer.

***Please note that use of the ICF Registered Consultant logo remains at the discretion of the Institute and may be assessed by ICF on a case-by-case basis.***

## Brand Guidelines

The following brand guidelines are designed to maintain the quality and professional use of the ICF Registered Consultant logo. It is the responsibility of the Registered Consultant to ensure that the following conditions are adhered to, and any failure to do so will result in immediate removal of the logo from their marketing and communications materials.

### Logo File

The Registered Consultant logo will be provided via email in one of the formats listed below. Please ensure that the file format is appropriate for its use (web or print), to avoid any distortion, pixilation, or other quality issues.

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| --- | --- |
| **Logo Use** | **Preferred file type** |
| General Microsoft applications | PNG, JPG |
| Websites | PNG, JPG |
| High quality print jobs | TIFF, EPS |

### Logo Background

When the logo is used on a coloured background, it can clash or be illegible. In those instances, a monochrome PNG format version should be used. PNG images support transparencies, meaning that when it is used the logo will not have a white box around it.

Do **NOT** print the logo on:

* A background of the same tone or colour
* Visually complicated images
* Textured backgrounds
* An image with the same tone or colour

### Exclusion Zone

The logo has an exclusion zone to help it stand out clearly in use. The exclusion zone is a space around the logo equivalent to the size of the blue ‘C’ shape used on the left side of the logo. No other information should come inside this boundary. See below:



### Position

Any marketing or communications materials bearing the ICF Registered Consultant logo should clearly appear to be from the consultant and not the Institute, and therefore ICF asks that all Registered Consultants consider positioning in relation to their use of the logo. For example, company letterhead must give preference to the company logo, with the ICF Registered Consultant logo at the bottom of the document.

### Sizing

The logo must not appear smaller than 40mm wide on documents sized at A4. The logo must, however, appear smaller than the consultant’s company logo. When used in an email signature, the ICF Register of Consultants logo should be shorter in width than the consultant’s own company logo or signature line.

### Logo Form

The logo on its own, and the Institutes armorial bearings, can ONLY be used by the Institute itself. It is crucial that those using the Registered Consultant logo;

* Do not split the symbol and the letters, or alter the logo in any way
* Do not use the ICF logo within/as part of your company's logo
* Do not twist or distort the logo's proportions
* Do not crop the logo
* Do not use the logo in ways that would have a negative effect on ICF or its members

### Colour

The logo colours must remain intact unless the logo is produced in monochrome. The black and white logo provided should be used on all black and white distribution as printing the colour version in black and white reduces the quality of the logo.

### Website Use

Registered Consultants are encouraged to use the ICF Registered Consultant logo on their website with appropriate placement as described in Section 2.1. Where possible, please link the logo to www.charteredforesters.org

### Third-party Use

It is the responsibility of the Registered Consultant to ensure that any third parties (designers, marketers, web developers etc) working with the ICF Registered Consultants logo adhere to the Conditions of Use outlined in Section 2.

## Further Information

For further advice on the conditions of ICF Registered Consultant logo use or recommendations regarding placement, please contact:

***Julie Adamson***

*Marketing & Communications Officer*

*julie.adamson@charteredforesters.org*

*0131 240 1425*

# Directory of Registered Consultants Application Form

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| **Personal Details (name and designation ONLY will be shown in the Directory)** |
| Full Name:Membership No:Designations: | Phone Number:Email Address:  |

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| **Business Details (all details will be shown in the Directory)** |
| Business Name:Position/job title:Business Address:Postcode: | Tel:Mobile:Email:Website: |

*You will be listed under your ICF Region. However, more than one* [*ICF Region*](http://www.charteredforesters.org/about-the-icf/icf-regions/) *can be added to your profile if your work covers other parts of the UK.*

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| **ICF Regions Covered**  |
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*Please use plain and factual language in the sections below. These sections allow you to personalise your profile and emphasise key areas of strength, making it easier for the user to match your services to their requirements.* *Please remember that you are describing your services and not necessarily those of the company that you work for. ICF reserves the right to edit your entry.*

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| **Description (100 words or less)** |
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| **Specialisms (20 words or less)** |
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| I agree to abide by the ICF Code of Conduct. I agree to keep a CPD record and understand that this must be submitted to the Institute on request. I agree to abide by the Criteria for Inclusion in the Directory of Registered Consultants (Section 1) and the Conditions of Use of the ICF Registered Consultant logo (Section 2).  |

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| **Signature** |  | **Date** |  |

## Payment

The cost of this service is **£60 (£50 + VAT at the current rate)**, per calendar year. Subscription demands are issued in December of each year.

Payment options are:

* Direct Debit (please request a Direct Debit Mandate)
* Cheque made payable to Institute of Chartered Foresters
* BACS payment (Account 00182167 Sort Code 83-51-00)
* Online payment (visit the [ICF Member’s Area](http://icf.cpdnow.net/Logon.aspx))

## Form Return

Please return this form, with a copy of your **current professional indemnity insurance (minimum of £500,000),** telling us your chosen payment option, by post or email to:

icf@charteredforesters.org

OR

Institute of Chartered Foresters

59 George Street

Edinburgh

EH2 2JG

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| All data is held in accordance with the Data Protection Act 1998  |