

Directory of Consultants User Guide

Introduction

The [ICF Directory of Consultants](#) gives councils, businesses, organisations, and individuals instant access to local forestry and arboricultural consultants through an easy-to-use online database. Each profile offers details of the consultant's services, contact details, and a link to their 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

To be included in the Institute of Chartered Foresters Directory of Consultants, members must meet the following criteria:

- Registered Consultants must be either Professional Members or Fellows of the Institute of Chartered Foresters, holding either the Chartered Forester, Chartered Arboriculturist or Chartered Environmentalist designation.
- Registered Consultants, whether sole practitioners, partners in, or employees of, a business, must hold appropriate professional indemnity insurance, currently set at a minimum of £500,000.
- Registered Consultants must agree to abide by the Institute of Chartered Foresters' Code of Conduct.
- Registered Consultants must comply with the Institute of Chartered Foresters' 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 post-nominals (MICFor or FICFor) must be included.

A Registered Consultant who no longer meets all of the above criteria will be removed from the Directory of Consultants. With immediate effect, they must remove the Registered Consultant logo from their business stationery, signage, and professional promotional materials.

New users – Creating your entry

If you are not already listed on the Directory of Consultants but meet the above criteria, click [here](#) and login (using the same membership number and password you would use for the Members' Area) to apply.

Existing users – Managing your entry

If you are already listed on the Directory of Consultants, you can click [here](#) and login (using the same membership number and password you would use for the Members' Area) to make changes to your profile.

Once logged in, you can click **Modify Your Entry** to change the information displayed on your profile, including:

- Company and contact details
- Type of consultant
- Up to three regions in which you operate or provide services
- A short piece of text giving more information on the services you offer
- Your logo
- Your specialisms
- Your insurance details (it is vital that this information is up to date or your entry will be delisted after a short grace period)

You can also click **Update Your Insurance** to add evidence and an expiry date for your professional indemnity insurance. If we do not have sufficient evidence or your insurance has expired, your profile will be hidden from the Directory of Consultants until this is rectified.

Registered Consultant Logo – Conditions of Use

Registration in the Directory of Consultants comes with it the entitlement to use the 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 Registered Consultant logo by a sole practitioner:

- Letterhead
- Business cards
- Email signature
- Website
- Signage

The 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 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 Registered Consultant logo is restricted to the individual's correspondence and profile, and must not indicate any endorsement of, or affiliation with the company.

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 the Institute of Chartered Foresters. For more information about the Institute of Chartered Foresters Corporate Logo, contact a member of staff via icf@charteredforesters.org

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

Brand Guidelines

The following brand guidelines are designed to maintain the quality and professional use of the 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. 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, so the logo will not have a white box around it.



The logo must not be printed on any of the following:

- 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 Registered Consultant logo should clearly appear to be from the consultant and not the Institute. The Institute 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's logo, with the 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 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 Institute's armorial bearings can ONLY be used by the Institute. 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
- use the logo within/as part of your company's logo
- twist or distort the logo's proportions
- crop the logo
- use the logo in ways that would have a negative effect on the Institute of Chartered Foresters 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 Institute's 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 Institute's Registered Consultants logo adhere to the Conditions of Use outlined in Section 2.

Further Information

For further advice on the conditions of Institute's Registered Consultant logo use or recommendations regarding placement, please email icf@charteredforesters.org