



Society of
Mortgage
Professionals

Standards. Professionalism. Trust.

Member Logo

Guidelines for usage



Member logo | Black

As a member of the Society of Mortgage Professionals you are entitled to use the relevant member logo on your communications.

There are two versions of the Member logo for you to choose from. The second version displays the strapline: Standards. Professionalism. Trust. and can be viewed on page 5.

Either version of the logo can be used interchangeably, however, they do have different minimum size constraints which need to be taken into consideration before you decide which to use. More details on minimum sizing and application are provided throughout these guidelines.

Member logos

®



Member

Society of
Mortgage
Professionals

Link to more information

We recommend that you embed this link into the Member logo for digital use. This will enable users to find out more about what it means to be a Member of your professional body:

smp.org.uk/member-logo

Member logo | White

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Member logo | Use

It is important to leave plenty of clear space around the Member logo.

This helps it stand out and ensure that any secondary material does not undermine its authority.

The Member logo has a recommended area of clear space around it to prevent any secondary material affecting its legibility. This area should be left clear of type, images, shapes and other logos.

This has been defined as X which is the space from the edge of the crown to the centre of the line in the sword.

Exclusion zones should be maintained each time the Member logo is used, including on photographic backgrounds, where an appropriate area of clarity within the image should be used.

Minimum size

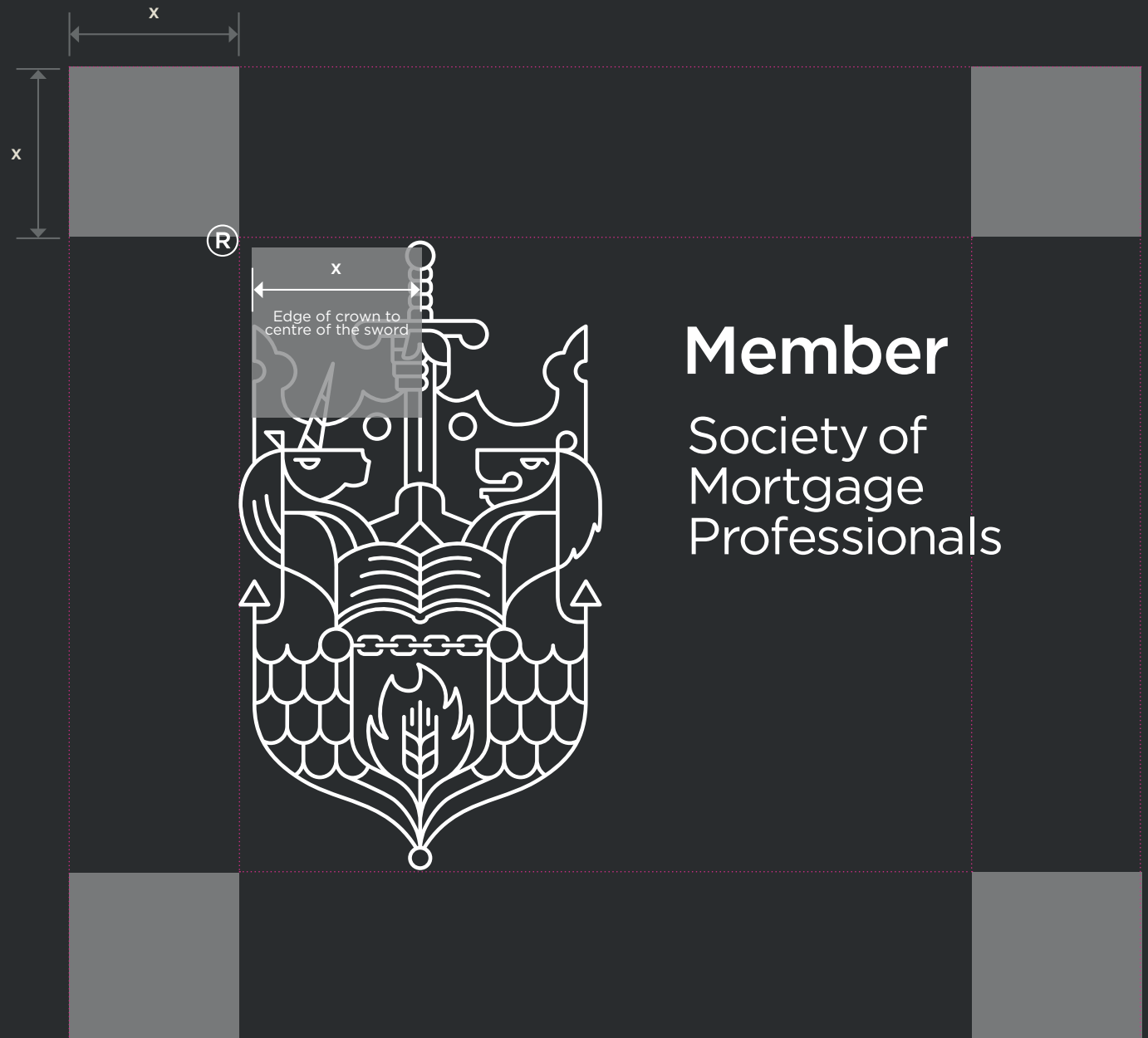
It is important that the Member logo is not reproduced too small – it must remain legible and clear at all times.

Please do not use the Member logo any smaller than 20mm for print or 75.5px for online (height) for the standard landmark.



Colour

- The preferred colours in which the logo should appear is either black or white.



Member
Society of
Mortgage
Professionals

Member logo with strapline | Black

A second version of the Member logo displaying the strapline is also available for members to use.

Standards. Professionalism. Trust.

The strapline is used by the Chartered Insurance Institute and its societies to promote the values key to our purpose of building public trust within the profession.

For members, displaying the strapline represents the values you strive to maintain as part of your commitment to the CII Code of Ethics and obligations of membership, and reinforces the level of professionalism that your clients and professional peers can expect to receive.

Member logo with strapline

®



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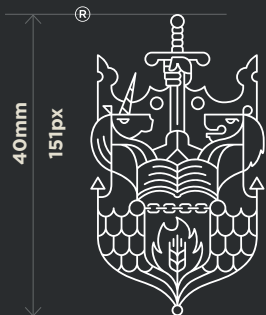
This has been defined as X which is the space from the edge of the crown to the centre of the line in the sword.

Exclusion zones should be maintained each time the Member logo is used, including on photographic backgrounds, where an appropriate area of clarity within the image should be used.

Minimum size

It is important that the Member logo is not reproduced too small – it must remain legible and clear at all times.

Please do not use the Member logo any smaller than 40mm for print or 151px for online (height) for the standard brandmark.



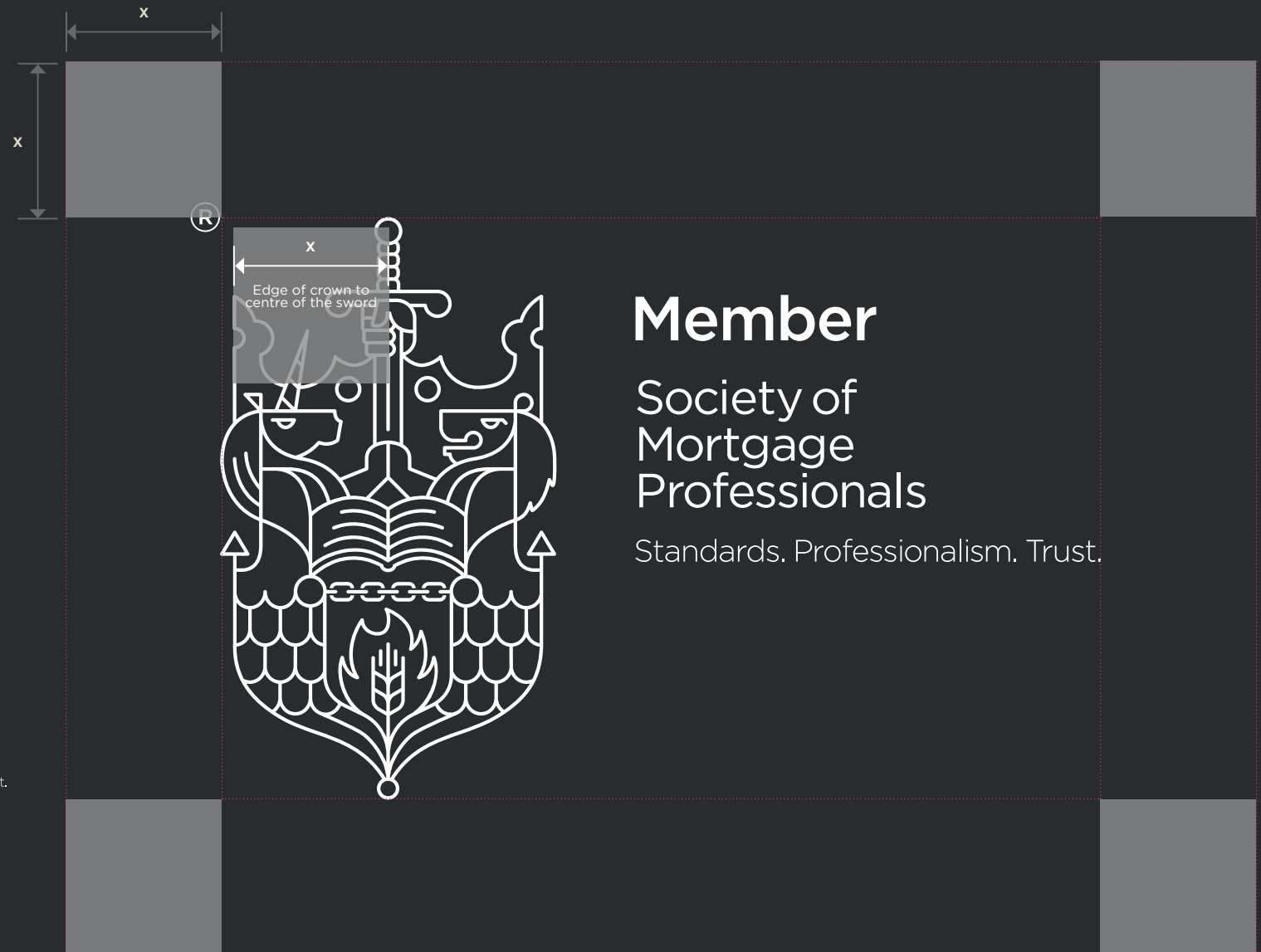
Member

Society of
Mortgage
Professionals

Standards. Professionalism. Trust.

Colour

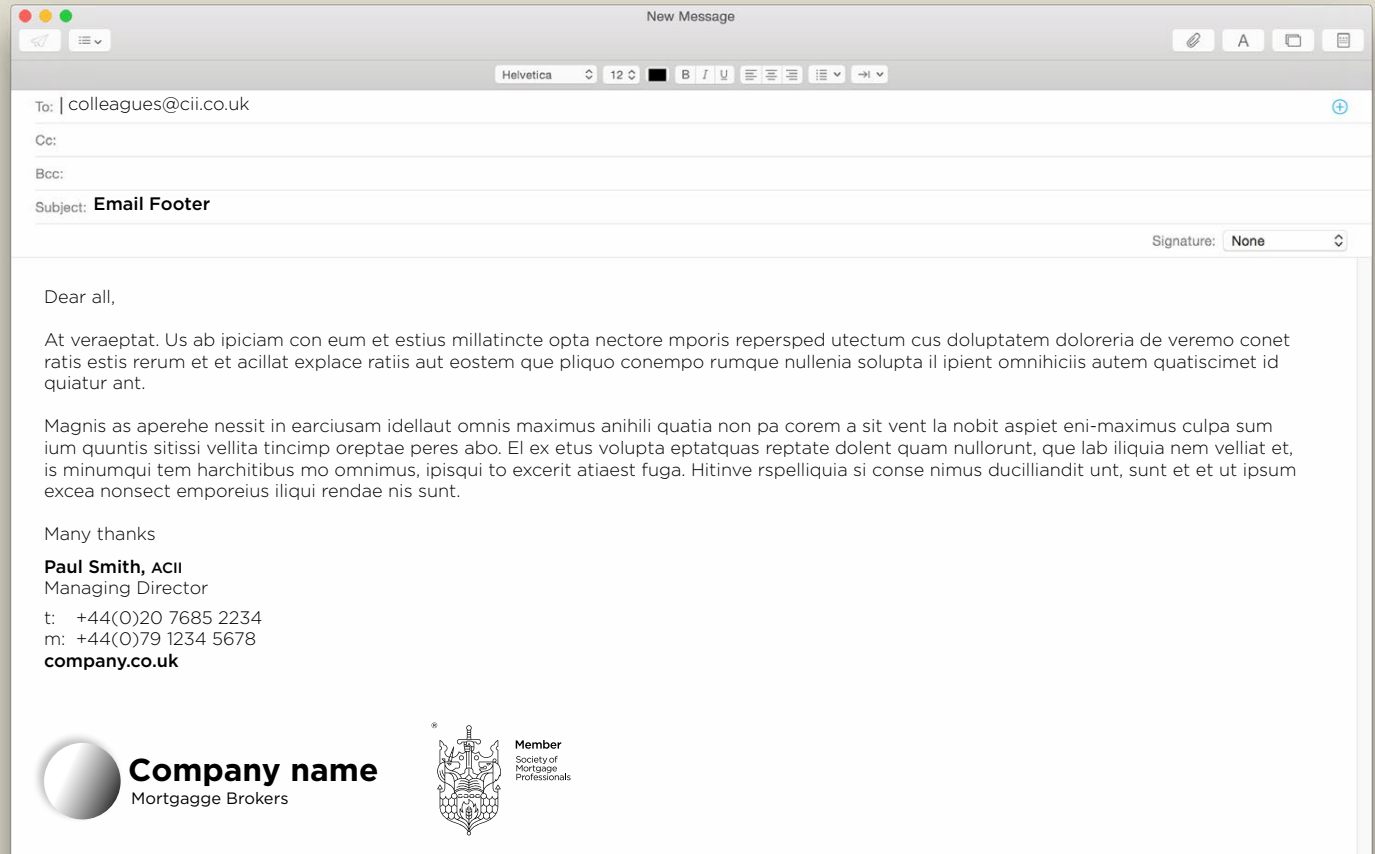
- The preferred colours in which the logo should appear is either black or white.



Using the Member logo

The Member logo is designed to be used on your personal marketing collateral:

- Use to communicate your membership of the Society of Mortgage Professionals
- Where possible the member logo should appear in black or white.
- It is important that wherever you apply the Member logo, it is clearly relating to you, as an individual, and not your organisation.

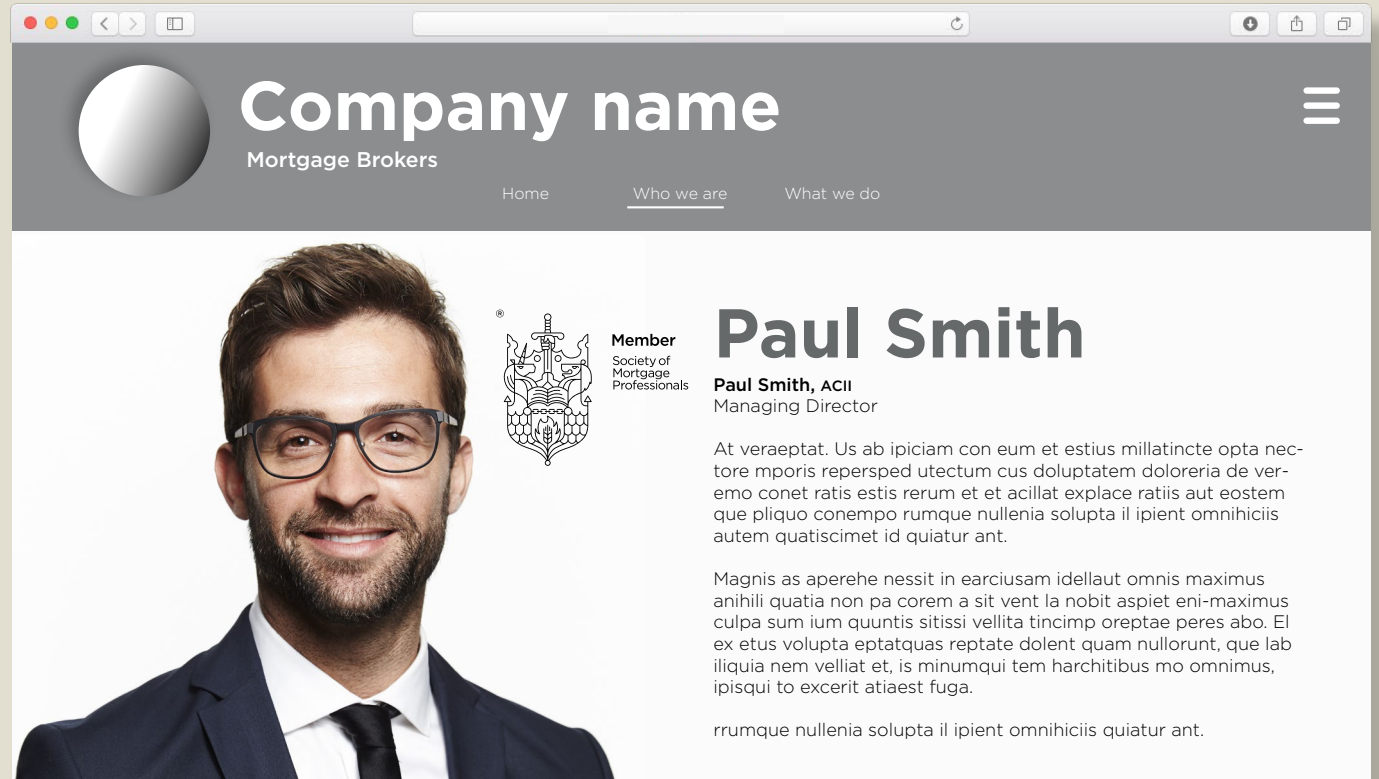


Business card

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Using the Member logo with strapline

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Business card

Company name

Mortgage Brokers

Paul Smith, ACII
Managing Director
paul.smith@companyname.co.uk
t: +44(0)20 7685 2234
m: +44(0)79 1234 5678
company.co.uk

Letterhead

Paul Smith, ACII
Managing Director
paul.smith@companyname.co.uk
t: +44(0)20 7685 2234
m: +44(0)79 1234 5678
company.co.uk



Dear Mr Smith

Re Volorum volor abor as dolupta ssimus

Explabo ratissitia voluptate volore volorit et laborat alitae porpore ssecus endis doluptatae destem ulparum comnimus venimag niminust ute eos est, vit, volorep eliquaecae nis ni denet harchicate expedit fugia verferf erspit, aborepe eserspe rnatus autem hitate moloribus et eris quibusam quam fugias se voluptibus ium ationem volut mint rem sus sum doluptat officta escipicimus.

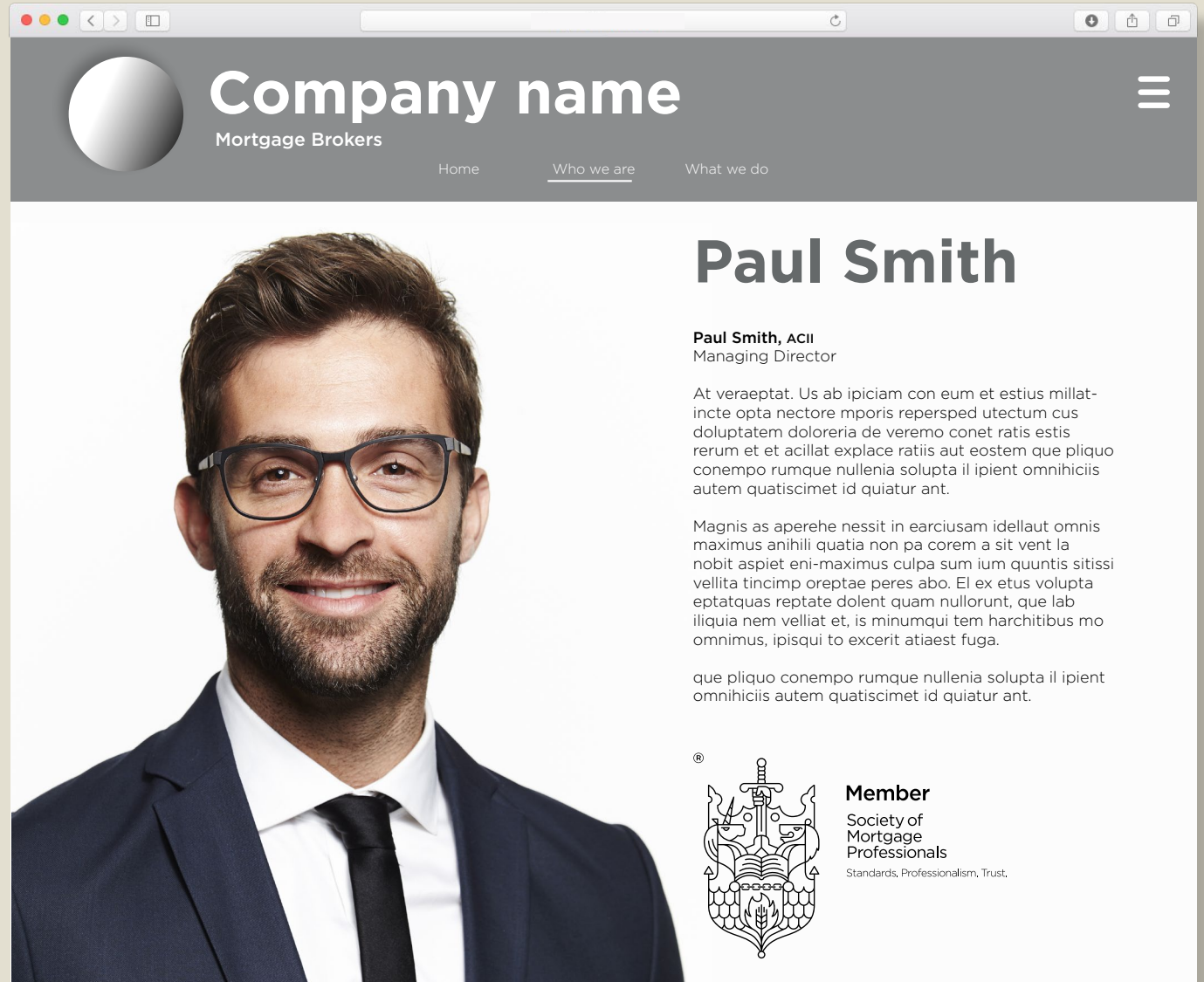
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Using the Member logo with strapline

The Member logo is designed to be used on your personal marketing collateral:

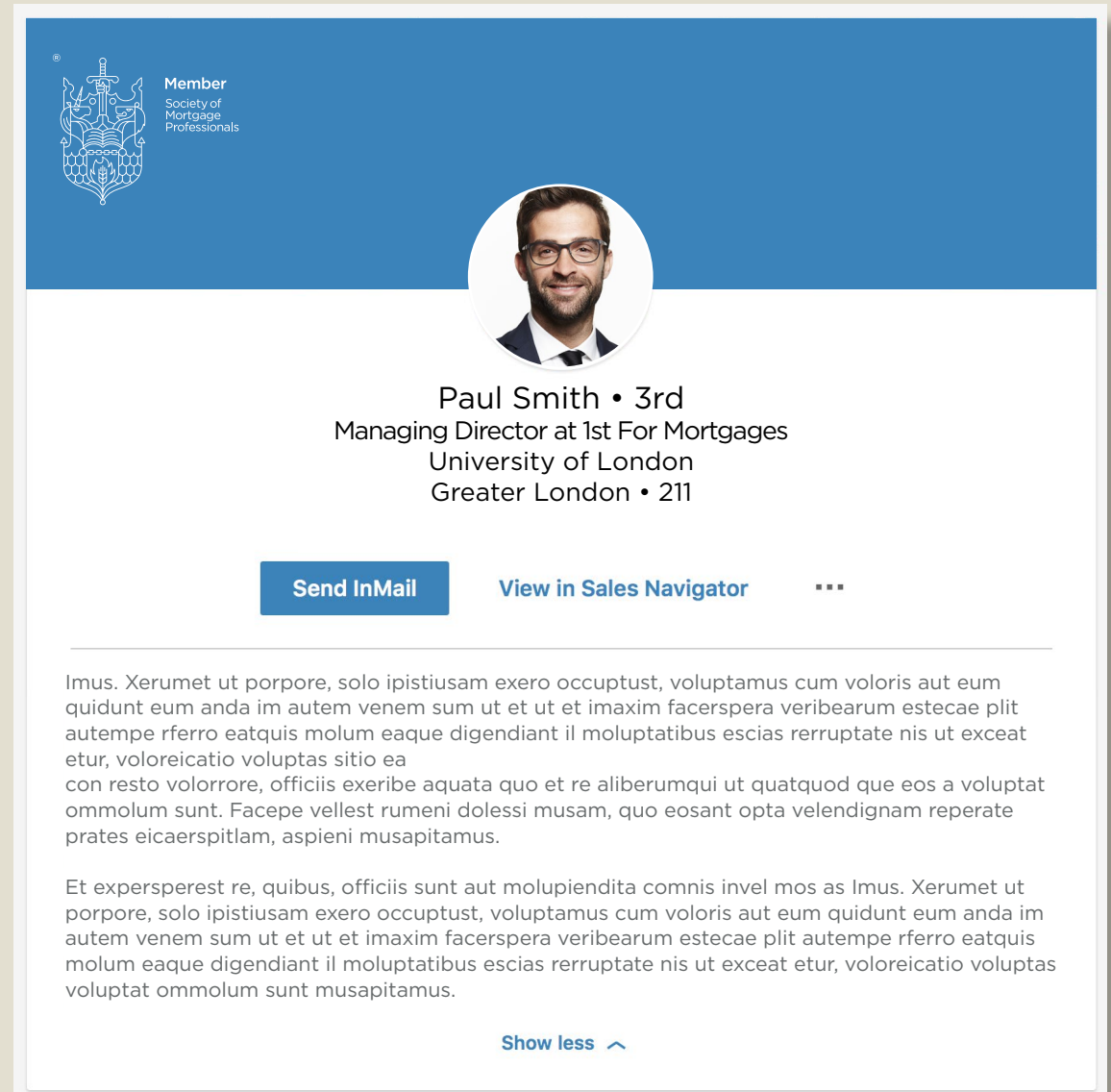
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Using the Member tagline logo

The Member logo is designed to be used on your personal marketing collateral:

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**Society of Mortgage
Professionals**

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