

Rules For Members to use the STEP logo

Who can use the STEP logo?

- Full STEP members (TEP) only

Where can members use the logo?

1. Full members can use the logo on their individual firm business card. The logo is not allowed on the firm business card template used by all employees. The logo should only be used in relation to the STEP member.
2. Sole practitioners (STEP members) may use the logo on their letterhead, website, advertisements and marketing material. This also applies to sole practitioners practising through a corporate vehicle.
3. Full members may use the logo within a biographical profile within their firm's website and promotional material.
4. Full members can use the logo in their email footer. Please note the logo can only be used on the full members personal email signature, not the firm footer template.
5. The STEP logo can be used on a firm's letterhead, advertisements and marketing materials, providing the full member(s) of STEP are referenced. This should be done by either listing the full member(s) next to the logo or directing the reader to a dedicated page on the firms' website where TEP's are listed. The firm will be responsible for keeping this up-to-date.
6. STEP local branches and chapters may use the STEP Logo on all communication (email, print fliers etc.) and promotional material which provide details for STEP branch/chapter activities.

STEP members logo usage is not allowed for the following as this will imply the firm is a member or corporate member:

- The STEP logo should not be used within the homepage of a firm's website.
- The STEP logo should not be used within a firm's newsletter (print or email) where it may imply that the firm is a member of STEP.
- The STEP logo may not be included on any materials which imply a STEP endorsement of a particular firm, product or service.
- The STEP logo should not be used on any promotional materials that do not include a reference to the TEP's employed by the firm, as per point 5 above.
- At no time should the logo be used to imply the firm is a member of STEP. It should always be made clear who within the firm is a full STEP member(s).

How to use the logo:



- The STEP logo should be no more than 1.32cm high or 2.75cm wide when used.
- The STEP logo should always be at least 30% smaller than the firm logo.

Who cannot use the STEP logo?

- Anyone who is not a full member (i.e. TEP) of STEP.
- Students, associates, affiliates and retired members cannot use the STEP logo or TEP designation.
- Full members who have not paid their annual subscription fee for the current year.
- Any group, individual or firm who has not received prior consent from the STEP management team.

If you have any questions regarding the use of the STEP logo, or wish to obtain a copy of the logo, please email marketing@step.org