

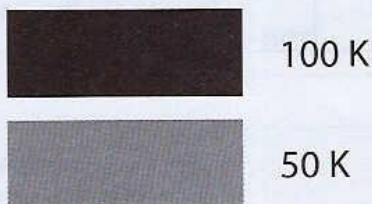
New Logo for Members of ICAI

As part of the ongoing drive to promote the brand of the CA profession, and responding to the long felt need to have a symbol of CA profession in India, the ICAI has come up with a new unique logo for its members. The new logo has been artistically designed to display the dynamism of the profession in modern times. Encapsulating the current beliefs, attitudes and values of the profession, the new logo seeks to enhance the identity of the members. Attempt has been made to



keep the new logo simple yet aesthetically pleasing and full of meaning and vigour.

Logo in Black & White



The logo consists of the letters 'CA' with a tick mark (upside down) inside a rounded rectangle with white background. The letters 'CA' have been put in blue, the corporate colour which not only stands out on any background but also denotes creativity, innovativeness, knowledge, integrity, trust, truth, stability and depth. The upside down tick mark, typically used by Chartered Accountants, has been included to symbolise the wisdom and value of the professional. The green colour in the tick mark signifies growth, prosperity, harmony and freshness.