

# Promoting your RTPI membership



**RTPI**  
Royal Town  
Planning Institute



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# 1.0 Promoting your RTPI membership

## Promoting your RTPI membership

Whether it's your membership designation, post-nominal letters or displaying a member logo, promoting your RTPI membership gives you a competitive edge.

Your designation, post-nominal letters and RTPI member logo are versatile tools which can be applied to your everyday communications including your email signature, website and stationery to communicate your professional status. By leveraging your membership in your marketing materials and stationery, you'll be able to demonstrate your professional knowledge, expertise and commitment to working to the highest standards.

We encourage you to use these tools to promote your professional status and reap the full benefit of your association with the RTPI.



## 2.0 Post-nominals and member designations

## Post-nominals and member designations

We encourage you to use your post-nominals to showcase your achievements and expertise on your email signature website, business cards, CV, LinkedIn and other profiles.

Your member designation can be used as a descriptor in marketing materials to indicate that you have achieved a certain level of professional status and showcase your expertise.

Members may use the following member designations and post-nominals:

- Chartered town planner - MRTPI
- Fellow of the RTPI - FRTPI
- Legal member of the RTPI - LMRTPI
- Legal Associate of the RTPI - LARTPI
- Associate of the RTPI - AssocRTPI
- Honorary member of the RTPI - HonMRTPI



# 3.0 Member logos

## How to use your member logo

The RTPI member logos are an effective mark of quality which can give you, and your practice, a valuable point of difference.

There are specific logos available to promote your membership status:

- Chartered
- Fellow
- Legal Associate
- Associate

When using the RTPI member logo there are some fundamental rules which need to be followed to ensure that we maintain the look and impression of a professional membership body. Correct usage of the logos will allow your colleagues and clients to instantly know what your relationship with the RTPI is and the high standards they can expect in working with you.

You must always use the RTPI member logo which has been supplied to you without alteration.

The RTPI member logo and your practice logo must not be positioned next to each other as if to indicate a partnership between the two.

If you or your practice is organising an event or publishing a document, which is not being held on behalf of or endorsed by the RTPI, the main RTPI logo must not be used, and the member designation logo must not be positioned as if to indicate that the event or publication is organised by or endorsed by the RTPI.

You must use the member logo supplied to you, not the general RTPI logo, unless it has been provided to you for a specific purpose.

If you are working on our behalf, hosting an RTPI event or a document endorsed by the RTPI, please contact [marketing@rtpi.org.uk](mailto:marketing@rtpi.org.uk) to discuss logo usage.



## Member logo

### Chartered

This is the logo that chartered members can display to mark their professional commitment to professional standards and an ongoing investment in expertise through continuing professional development. It represents the gold standard of planning practice.

Both portrait and landscape variations are available. Please choose the appropriate format to suit your marketing materials and stationery.

Welsh-English bilingual logos are available.

Logos in the midnight colour are available to use on white backgrounds and white transparent versions of each logo are available for use on dark backgrounds. Choose the logo that aligns best with your brand's identity.



## Fellow

Fellow is the highest professional grade offered by the RTPI, and this logo can be used to mark this milestone in professional recognition.

Welsh-English bilingual logos are available.

Logos in the midnight colour are available to use on white backgrounds and white transparent versions of each logo are available for use on dark backgrounds. Choose the logo that aligns best with your brand's identity.



### Legal Associate

Legal Associate membership is awarded in recognition of achievement and demonstrable competence in planning law, and this mark can be used to demonstrate this professional achievement.

Welsh-English bilingual logos are available.

Logos in the midnight colour are available to use on white backgrounds and white transparent versions of each logo are available for use on dark backgrounds. Choose the logo that aligns best with your brand's identity.



## Associate

Associate membership indicates a partial professional qualification in your chosen planning field. Associate members can use this logo to showcase their knowledge and expertise.

Welsh-English bilingual logos are available.

Logos in the midnight colour are available to use on white backgrounds and white transparent versions of each logo are available for use on dark backgrounds. Choose the logo that aligns best with your brand's identity.



## Colour

The member logos are designed in one colour midnight (colour codes PMS 534 / CMYK 100, 71, 0, 51 / RGB 1, 46, 100).

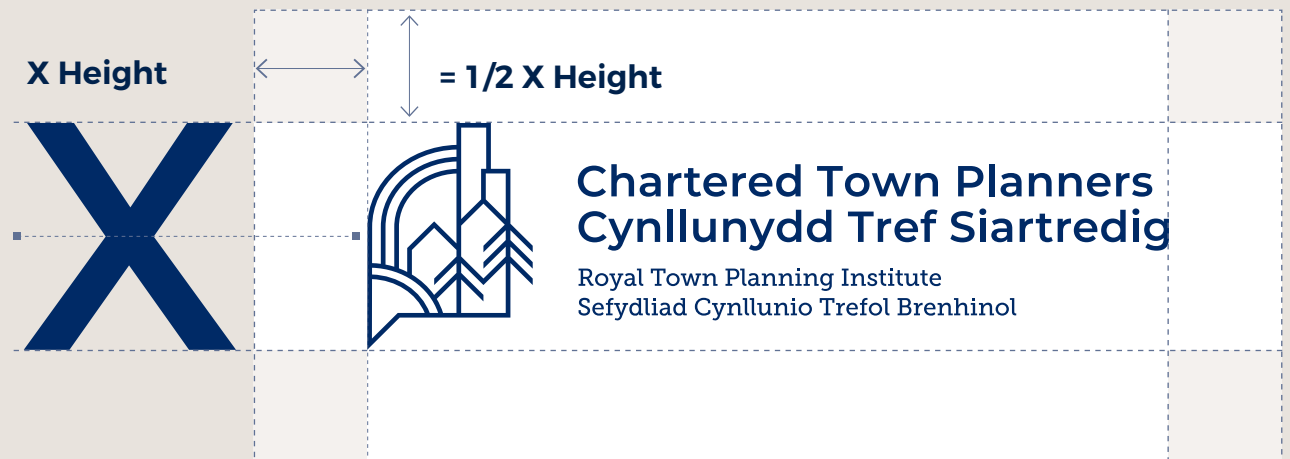
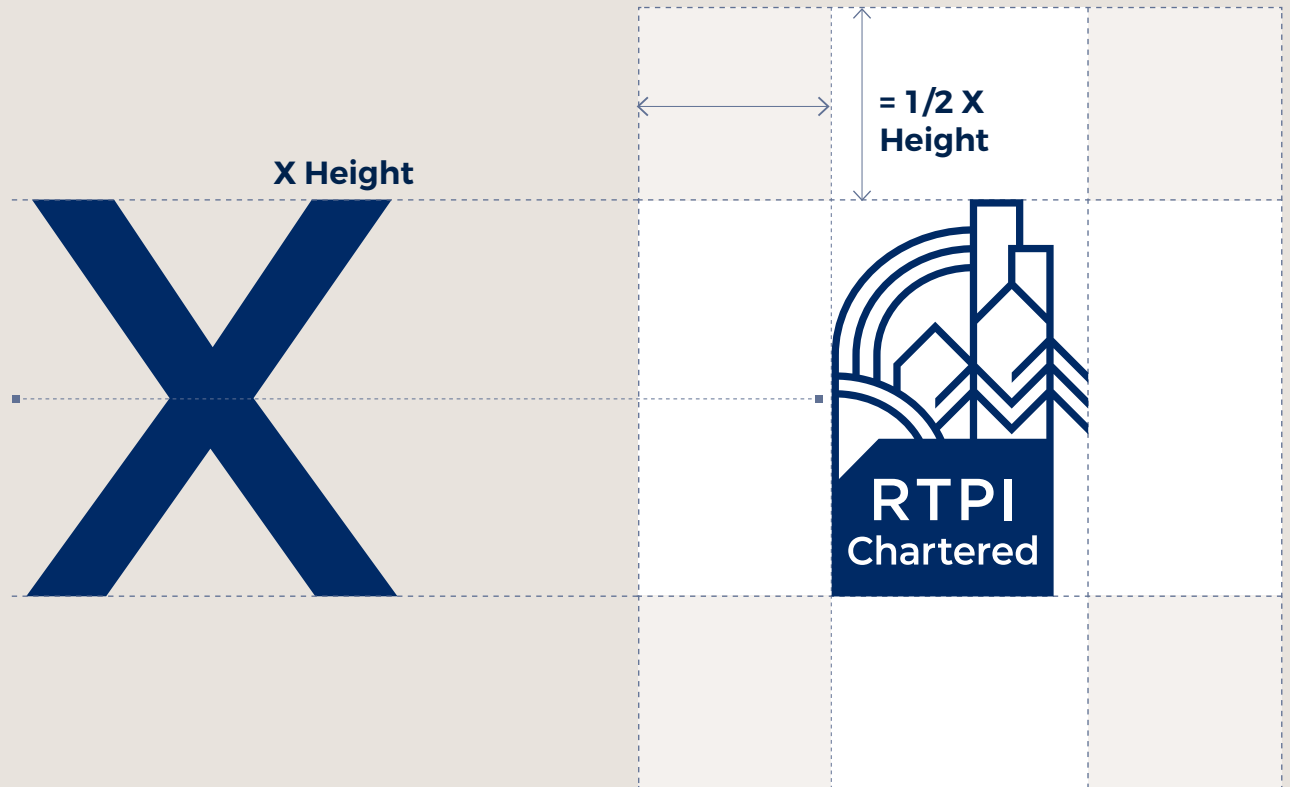
There is white version for use on dark backgrounds, which may align better with your brand's identity.

There are also white transparent versions for use dark backgrounds, which may align better with your brand's identity. Either is acceptable to use.



### Clear space

It is essential to leave plenty of clear space around your logo. The space should be clear of images, other icons, text or other logos. The minimum clear space around the logo is equal to half the height of the logo.

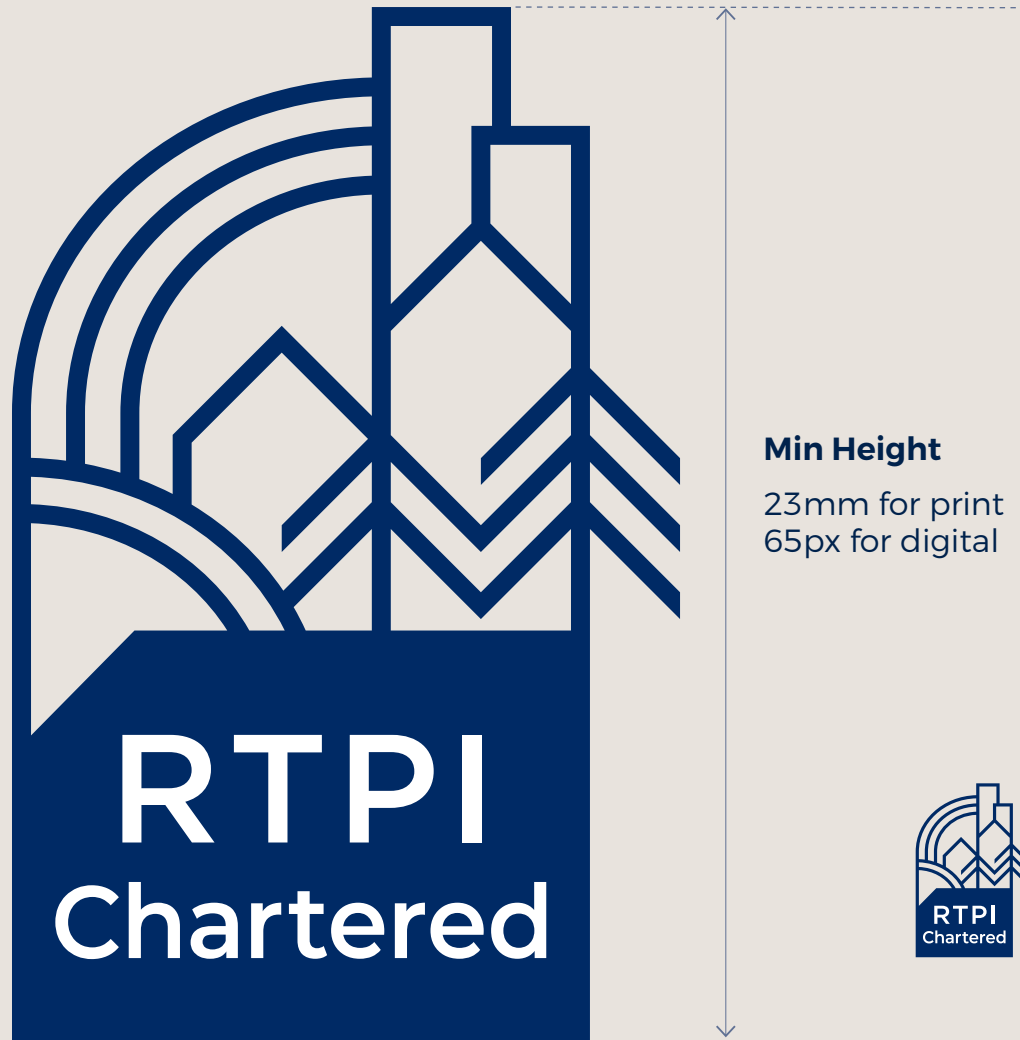


### Size

You may change the size of the RTPI member logo, however, it must maintain its correct proportions and always be legible. Please do not use the mark any smaller than 23mm in height for print or 65px for digital applications.

Where it is not possible to display the chartered logo, you can use the text line: Chartered Town Planner or Chartered Town Planners.

If you receive a request for a logo, please refer it to [marketing@rtpi.org.uk](mailto:marketing@rtpi.org.uk) so we can manage the distribution of logos to members to ensure that they are used in a manner consistent with our brand.



#### Min Height

23mm for print  
65px for digital



#### Actual size

23mm for print  
65px for digital



#### Actual size

23mm for print  
65px for digital

### Chartered Town Planners Cynllunydd Tref Siartredig

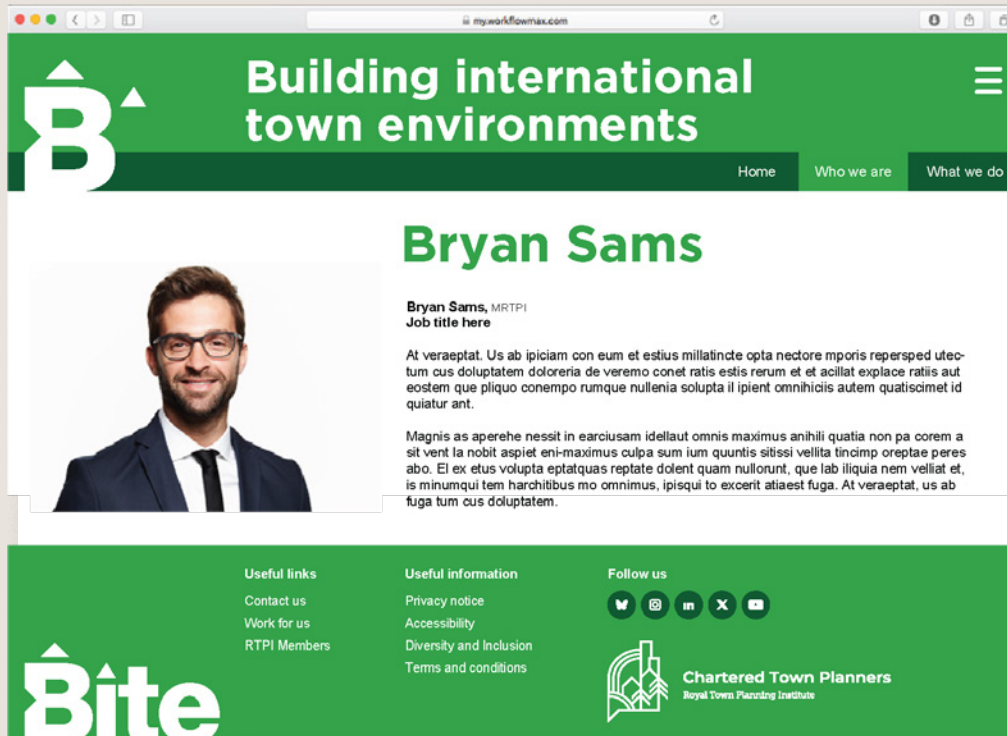
Royal Town Planning Institute  
Sefydliad Cynllunio Trefol Brenhinol

# 4.0 Examples

## Website

On websites, we prefer that the logo be placed in the footer and not adjacent to other logos, as this suggests a partnership between the two.

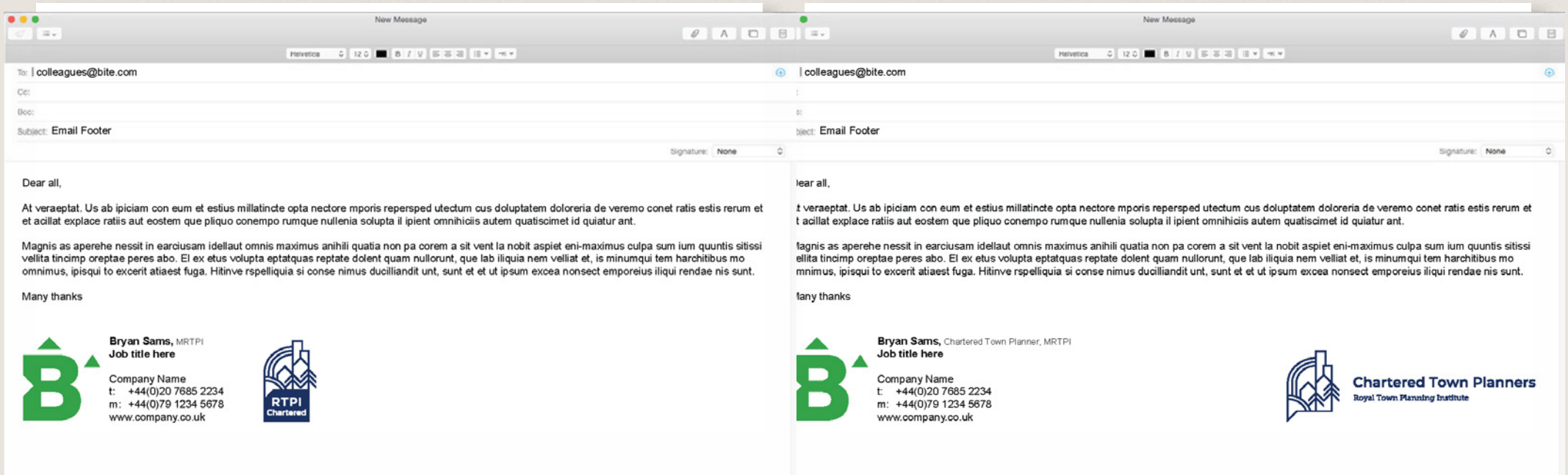
The example brand is for reference only.



## 4.2 Email signature

### Email signature

On email signatures, we prefer that the logo be placed underneath your contact details and not positioned next to any other logos, as this suggests a partnership between the two.



#### 4.3 Letterhead

### Letterhead

On letterheads, we prefer that the logo be placed in the footer and not positioned next to any other logos to avoid suggesting a partnership between the two.

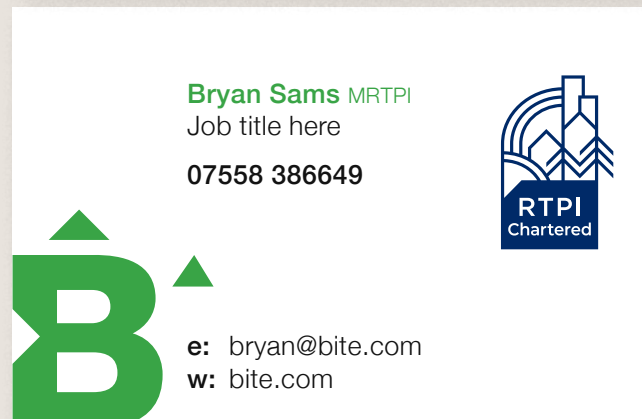
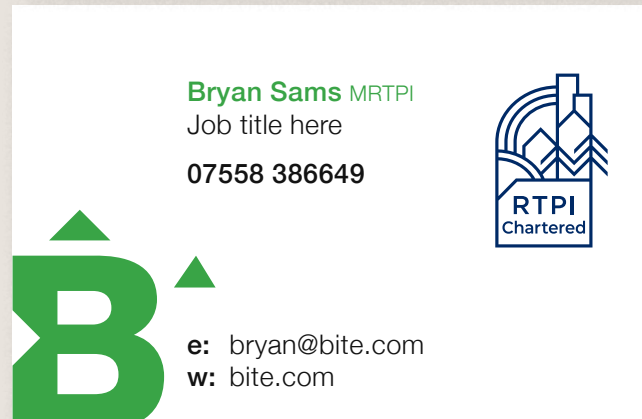
The example brand is for reference only.



## Business card

On business cards, we prefer that the logo not be positioned next to any other logos to avoid suggesting a partnership between the two.

The example brand is for reference only.



Please sign in to the website ([www.rtpi.org.uk](http://www.rtpi.org.uk)) to download the logos via the 'my benefits' area.

If you have any questions, please contact us:

Brand and marketing enquiries: [marketing@rtpi.org.uk](mailto:marketing@rtpi.org.uk)

Membership enquiries: [membership@rtpi.org.uk](mailto:membership@rtpi.org.uk)

General enquiries: [contact@rtpi.org.uk](mailto:contact@rtpi.org.uk)



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