Singapore CA Qualification and CA (Singapore) New Branding Guidelines
Frequently Asked Questions (FAQs) for Accredited Training Organisations

1) Why is SAC changing the name of the qualification from Singapore QP to Singapore CA Qualification shortly after its introduction in 2013?

A: The name change is to better reflect the professional designation it leads to, the Chartered Accountant of Singapore designation. It is also more aligned with the qualifications of the Chartered Accountants Bodies in Chartered Accountants Worldwide.

2) When is the deadline for ATOs to adhere to the new logo and branding guideline on physical and digital collaterals?

A: The SAC understands the need to have some lead time to reprint the physical premiums and collaterals. Taking that into consideration, we are implementing the deadline of 1 April 2017 for all ATOs and organisations to change to the new logo and name for both physical and digital collaterals. This also ensures that the ATOs are able to use up their premiums with the old name and logo.

Please refer to the Branding Guide for more details on how to implement the new logo and name.

3) Is there a transitional period for ATOs that have recently produced large quantity of hardcopy collaterals (name cards, brochures etc.) with the previous ATO lock-up logo printed on them?

A: All physical and digital collaterals must adhere to the new branding guidelines by 1 April 2017.

4) How frequent should ATOs expect further changes to the ATO branding guidelines?

A: In general, there should be few major changes to the ATO branding guidelines for the next 1 to 2 years.

5) What happens when an ATO does not adhere to the new branding guidelines after 1 April 2017?

A: SAC will take the appropriate steps to ensure action on adhering to the new guidelines will be taken. A reasonable timeline will also be given to adjust and change to the new guidelines.
6) What are the benefits of using the ATO logo lock-up?

A: The ATO logo lock-up represents the ATO status of the organisation to train, support and mentor Singapore CA Qualification Candidates. Using the logo lock-up on your name cards and collaterals will elevate your branding as a qualified employer with structured training and career development capabilities to groom future Chartered Accountants of Singapore.

7) Who can we consult in the SAC on the approval of the finalised artwork?

A: Please send all finalised artwork to the SAC Corporate Communications team at lin_shuzhen@sac.gov.sg and bryan_tan@sac.gov.sg

8) How long will it take for the SAC to review the finalised artwork?

A: SAC will take 1 to 2 working days to review the finalised artwork.

9) Are there additional charges by the SAC for the usage of the ATO logo lock-up?

A: No, there are no additional charges for existing ATOs. However, please send all finalised artwork for approval to the SAC Corporate Communications team before you publish or print them (See Question 8)

The above information is subject to changes without prior notice.