

Chartered accountants are now dodgy disco divas

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The ICAEW has adopted a new logo:

So now, apparently, we are dodgy looking disco divas communicating a rather unsubtle message accompanied by a threat of impailment on the end of a rather dubious looking blunt stick.

To put it another way, it looks sexist. And the possible suggestion that this might be about measurement comes with an implicit threat not to ask how the answers were reached.

What's a little shocking is that I helped pay for that. I might need to lie down for a bit.