

FENSA Logo: Usage Guidelines

These guidelines are for the use and approval of the FENSA logo and FENSA Company Registration Certificate.

These guidelines have been developed to ensure that maximum consistency is gained throughout all communications relating to FENSA Limited and is applicable to all material carrying the FENSA logo and /or where FENSA Company Registration is used or referenced.

Reproduction guidelines for the FENSA logo are also provided in this document. It is extremely important that these guidelines are followed to ensure clarity of consumer and trade messages and maximise benefit for all FENSA Registered Companies.

Use of the FENSA Logo and the FENSA Certificate

Only installation companies that are registered on the FENSA Scheme can use the FENSA logo, display the FENSA company registration certificate and make references to being FENSA registered.

It is acceptable to use the FENSA logo on company paperwork, posters, sales brochures, business cards, advertising, exhibition stands, web sites, in showrooms and on vehicles.

In the event of suspension or withdrawal of certification, registered businesses must immediately cease to describe itself as a FENSA registered business, immediately cease distribution of all items on which the FENSA Logo is displayed, cease to display the FENSA Certificate and cease to make any references to FENSA that might mislead the reader about the status of the Company

This guidance is issued under the FENSA Rules and must be complied with at all times. Any registered business failing to follow this guidance must adhere promptly to any instructions to correct the breach or face the suspension or withdrawal of their FENSA certification.

FENSA Logo Usage

Only FENSA registered companies are allowed to use the FENSA logo subject to the guidance in this document. Inappropriate use of the logo will result in FENSA insisting the removal of the logo.

Copyright

The 'FENSA' logo is owned, and is a trademark of FENSA. It must not be used in any way so as to give the consumer the impression that the logo is owned by the advertiser/promoter if other than the FENSA Limited. The name of the advertiser/promoter should always be prominent so as to avoid consumer confusion.

Sub Licensing

The right to use the FENSA logo and the FENSA Certificate shall not be transferred, sold or supplied to any other person.

Reservation of Rights and Termination

FENSA Limited reserves all rights in the Creative Elements of the FENSA logo. FENSA Limited reserves the right to terminate any company's use of the Creative Elements upon reasonable notice being given to that user. In the event of misuse of the FENSA logo FENSA Limited will reserve the right to demand instant termination of use.

FENSA Limited reserves the right to pursue legal action and seek damages where the logo has been deliberately misused or approval has not been sought.

Guidelines for Reproduction



The FENSA Logo

The FENSA logo is a unique design and should only be used as shown in its entirety. Its elements should never be used independently from one another. See attached example. The FENSA logo should not be produced in any colours other than the specified black.

Note: It will ONLY be used in the following 2 other circumstances:

Without the words 'Registered Company' by FENSA Limited itself

With the FENSA Registration Number adjacent to the text 'Registered Company' by Registered Businesses

Sample: A Registered Business has a FENSA Registration number 12345



Logo Colours

The logo should be reproduced in black 100%.

Minimum Size

The FENSA logo can be reproduced at any size as long as it is fully legible.

To download a copy of the logo please visit www.fensaonline.com (download section).

Contact

For further guidance and advice on the use of the logo please contact FENSA's marketing department on telephone 020 7645 3715 or email marketing@fensa.org.uk.