

# FSC Standard No. 7

## References to FSC's Logo, Membership, Standards or Guidance Notes

22 June 2016

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**FSC Membership this Standard is most relevant to:**

This Standard applies to all FSC Members and is binding on Full Members. Supporting Members are encouraged to adopt the principles of this Standard in relation to references to the FSC and the use of the FSC logo.

**Date of this version:**

This Standard was issued on 22 June 2016, and commences from 1 July 2016. This Standard replaces repealed Standard 7; which related to the use of and references to the FSC Logo, Membership, Standards or Guidance Notes.

**History (prior versions) of this Standard:**

The prior version of this Standard (relating to FSC) was repealed on 22 June 2011. This is the first version of this Standard relating to use of the FSC logo and reference to FSC Membership, Standards and Guidance Notes.

**Main Purposes of this Standard:**

The main purposes of this Standard are:

- to encourage FSC members to display the FSC Logo on appropriate documentation;
- to specify how the FSC Logo should be displayed appropriately; and
- to specify how membership with FSC should be promoted through a Statement of Membership.

**This Standard is to be read in conjunction with Standard 13, Standard 20, Standard 22**

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# FSC Standard No. 7

## 1. Title

This Standard may be cited as FSC Standard No. 7 References to the FSC Logo, Membership, Standards or Guidance Notes.

## 11. Date of Issue

22 June 2016

## 11. Effective Date

This Standard applies in relation to an FSC Member's operations on and from 1 July 2016.

## 11. Application

This Standard applies to all FSC Members who are characterised as Full Members of the FSC under its Constitution and references to FSC Members in this Standard will be read accordingly.

Where there is a conflict between the requirements of this Standard, applicable legislation, and where relevant the constitution or governing rules of a Scheme, the requirements of this Standard should, having regard to the purpose of the Standard, be modified appropriately so that, as far as is practicable, the FSC Member complies with the requirements of this Standard.

## 11. Statement of Purpose

The purpose of this Standard is to specify Standards to be adopted by FSC Members in the use of, or reference to, the FSC Logo, membership of FSC, the FSC Standards or Guidance Notes.

## 11. General Principles

- 6.1 All FSC current Members are encouraged to promote their membership of FSC and to display the FSC Logo in all materials such as prospectuses, relevant disclosure documents, accounts, member or investor reports or other communications (including online communications), and advertising.
- 6.2 All Full members of the FSC are required to comply with FSC's Standards and encouraged to have regard for FSC's Guidance Notes. This commitment to industry best practice goes beyond the baseline regulatory requirements and demonstrates a level of integrity of which FSC Members should be proud.
- 6.3 This Standard specifies how FSC Members should use or refer to the FSC Logo, membership or the Standards and Guidance Notes.
- 6.4 Although this Standard by definition can apply only to Full Members, those Members who are Supporting Members are encouraged also to use the FSC Logo and refer to their FSC membership in the same way as applies to Full Members and as set out in this Standard. If a Supporting Member uses or refers to the FSC Logo or its membership of the FSC in accordance with this Standard, that Member will be taken to have the permission of the FSC to so do. However, if a Supporting Member proposes to make reference to the FSC or use the FSC logo in a manner not contemplated or authorised for Full Members under this Standard they should apply to the FSC Secretariat for permission to so do as described in paragraph 12 of this Standard.

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6.5 This Standard applies to all forms of communication whatsoever issued by FSC Members whether hard copy, electronic, online or web-based or audio/visual (for example radio, television or web-based advertisements).

6.6 Only FSC Members are able to use the FSC Logo or promote membership of FSC.

### 11. Explanatory note

7.1 Only those companies, subsidiaries and entities listed on the FSC Member's membership application and those entities which are treated as *conglomerate members* under paragraph 2.8 of FSC Standard No. 1 –*Code of Ethics, Code of Conduct*, and which accordingly are subject to FSC's compliance processes, may use the FSC Logo or make reference to membership or the FSC Standards.

7.2 Under the conditions of membership and consistently with the disciplinary procedures outlined in Standard No. 1 –*Code of Ethics, Code of Conduct*, FSC may give notice to any member company requiring that they cease (within the period provided in that notice):

- using the FSC logo in the particular context(s) set out in the notice; and/or
- promoting their membership of FSC; and/or
- referring to compliance with FSC Standards.

7.3 Non-FSC Members on occasion may be given permission to use the FSC Logo, e.g. in the publication of a joint report. Such permission must be sought in writing from the Chief Executive Officer of FSC and must have regard to the specifics of this Standard.

### 11. The FSC Logo

8.1 The FSC Logo is as it appears below, and should appear with a reference to FSC itself (name in full or initialism):



8.2 FSC is the registered proprietor of the FSC Logo and in that capacity authorises and encourages all classes of members of the association to use the logo.

8.3 In any single document, where the FSC Logo is first used, it must be accompanied by a Statement of Membership (except for a front cover in which case the statement can appear on the inside front page or facing page). Please see section 10 for comments regarding Statements of Membership.

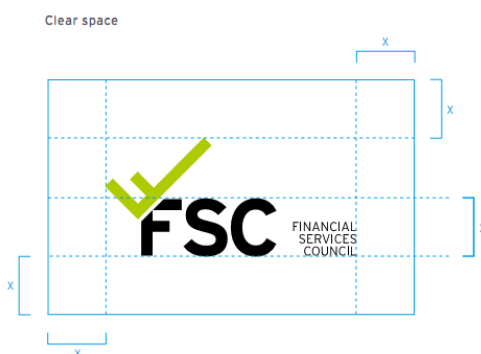
### 11. How to use the FSC Logo

9.1 The FSC Logo is made up of several elements - the logo tick, the logo type and the FSC name.

These elements have been specifically designed to work together and should never be separated.

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- 9.2 The FSC Logo works best in two colours – FSC Brand Green and Black (see the Brand Guidelines document which accompanies this Standard).
- 9.3 Mono application: If colour is not available or printing costs prohibitive, members are entitled to use the FSC Logo in black or white on a black background. On request, FSC members may reproduce the logo in a one-colour process. This option is only available subject to approval by FSC. Under no circumstances should the FSC Logo appear in any other colour.
- 9.4 The FSC Logo colours are:
- FSC Brand Blue - Green Pantone 382 U (Uncoated); CMYK C30 M95 (Uncoated) or C40 M100 (Coated)
  - Process Black.
- 9.5 When used by members, the FSC Logo should where possible always appear on a white background, or pure black or pure white on a coloured background. The FSC Logo is not to be used as a “fly in” transformed or rotated in presentations.
- 9.6 The FSC Logo should have never be smaller than 25mm and have sufficient space on the page, in proportion to the size. Please see the following example:



- 9.7 Do not attempt to redraw or modify the FSC Logo in anyway. Artwork for the FSC Logo and directions will be provided by the FSC Secretariat.

### 11. Statement of Membership

- 10.1 As detailed above, where the FSC Logo is first used in a document it must be accompanied by a Statement of Membership (except for a front cover in which case the statement can appear on the inside front page or facing page).
- 10.2 FSC encourages members to choose words that best suit their company tone and style. It is suggested however that the following elements be included.
- Type of membership i.e. – we are a full/supporting member of FSC/Financial Services Council Limited.
  - Importance of the Standards i.e. - we [or company name] comply with FSC Standards which are designed to promote industry best practice (if relevant).
- 10.3 When deciding how to word the Statement of Membership each member should have regard to the following negative parameters. A member must not indicate:

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- That their product(s) and/or service(s) have sponsorship or approval from FSC; or
- The company has sponsorship, approval or affiliation with FSC beyond membership.

Thus, for example, wording must clearly differentiate the Statement of Membership from other statements. Statements merging FSC with other concepts such as:

*'Australia's best performing trust or life company affiliated to FSC'* are unacceptable.

- 10.4 If you are using the FSC logo in a PDS or other disclosure documents please refer to ASIC's Regulatory Guide 55: *Statements in Disclosure Documents and PDSs: Consent to Quote* (issued March 2016) and any other relevant ASIC RG, legislative provision or instrument.

Members should consider their own legal advice with regard to this Standard.

- 10.5 Members must act immediately (by supplementary prospectus, PDS or other relevant disclosure documents or permitted method) to cease using the Statement of Membership to FSC upon receipt of a notice to do so from the FSC's Board or Chief Executive Officer.

## 11. Potential uses of the FSC Logo

The following are the potential areas where the FSC Logo might be used on a non-exhaustive basis-

- prospectuses, information memoranda, PDSs (including information incorporated by reference) and other offer or invitation documentation/attachments;
- websites;
- relevant disclosure documents;
- accounts;
- communications/reports to unit holders (whether written or oral);
- stationery of the Member entity; and
- advertising (whether written, e-commerce or oral).

## 12. FSC Secretariat Contact Details

If you have any questions about this Standard, would like to receive a disc with other versions (.jpg is provided) of the FSC Logos or would like to request permission to use the FSC Logo, please contact the Membership Manager of the FSC on 02 9299 3022 or at [membership@fsc.org.au](mailto:membership@fsc.org.au).