

FPA Australia

Terms & Conditions for use of FPA Australia Trademark Logos

November 2015

Fire Protection Association Australia (FPA Australia) encourages Corporate and Organisation members and Recognised Businesses to use the appropriate logos as outlined in this guideline. Use of the Logo must be in accordance with this document. The various FPA Australia logos (Logo) are registered trademarks. FPA Australia grants a limited licence to use the appropriate logos for the period where a Corporate and Organisation member or Recognised Business is fully financial for the duration of the membership period.

1. Definitions

- 1.1. The '**Logo**' means the member trademark logos and the Recognised Business trademark logo which can only be used by an FPA Australia Corporate or Organisation member and/or an FPAS Recognised Business.
- 1.2. The '**Accreditation Scheme**' refers to the Fire Protection Accreditation Scheme (FPAS).
- 1.3. The '**Member**' means the entity that holds Corporate or Organisation membership as set out in the initial membership application or renewal notice.
- 1.4. A '**Recognised Business**' means a company or business that has met the specific criteria of the Fire Protection Accreditation Scheme (FPAS).

2. Logos

Members and Recognised Businesses are only able to use the applicable logo in accordance with these guidelines. The logos that are referenced in these guidelines are:

2.1. Member Logos:



- a) On and from the first day until the last day of the membership period, FPA Australia grants the member limited use of the specific member level logo for the term of the membership period.
- b) If for any reason the level of membership throughout the membership period changes, the

logo must be updated immediately to reflect current level of membership held.

- c) The use of the applicable Member logo is granted to the member only for the purpose of displaying and communicating that the member is a member of FPA Australia and the level of membership held.
- d) Where the logo is used by an employee of the member, the logo must refer to the business entity being a member and not the employee being a member.

2.2. Recognised Business Logo:



- a) On and from the first day until the last day of the Business Recognition period, FPA Australia grants the member limited use of the logo for the term of the Business Recognition period.
- b) The use of the Recognised Business logo is granted to the Recognised Business only for the purpose of displaying and communicating that the member is a Recognised Business of FPAS.
- c) Where the logo is used by an employee of the Recognised Business, the logo must refer to that business entity being a Recognised Business and not the employee being a Recognised Business.

3. Approved options for Logo Use

The member can only use the applicable logo outlined above in section 2 of these terms and conditions.

A Member may choose to use the logo/s on any of the following marketing material providing it can be easily removed upon cessation to demonstrate either membership or Business Recognition with FPA Australia:

- 3.1. Letterhead
- 3.2. Invoices, quotations and proposals
- 3.3. Business cards
- 3.4. Web-page(s) for the members' own business website
- 3.5. Email signature
- 3.6. Company-owned or operated vehicles
- 3.7. Advertising (banners, industry publications, flyers)
- 3.8. Such other use approved in writing by the Chief Executive Officer, FPA Australia

4. Conditions of Logo use

Any member who has been granted the limited use of the logo/s **MUST NOT**:

- 4.1. Reproduce the logo in any form other than originally provided or in such a way that supporting text is illegible, or altered
- 4.2. Use the logo where it may be reasonably viewed as endorsing a particular product or document. For example, a report, letter, submission, article, logbook, certificate, presentation, means of demonstrating compliance or certification etc.
- 4.3. Use the logo where it may be viewed or perceived that the company is FPA Australia.
- 4.4. Use, or permit to be used, any substantially identical or deceptively similar logos or components of the logo, other than pursuant to these terms and Conditions, the terms of the Code of Practice, and the specifications, directions, or instructions given by FPA Australia to the member from time to time.
- 4.5. Use any FPA Australia logo without being in conjunction with the member's business name and/or logo. It must not appear as the dominant logo and must not exceed 75% of the size of the members logo or business name.

5. Cessation of Logo Use

FPA Australia may, at its sole discretion, immediately suspend or terminate the limited use of the logo if the member:

- 5.1. Does not comply with FPA Australia membership terms & conditions including the Code of Practice.
 - 5.2. Does not comply with FPA Australia Business Recognition terms and conditions.
 - 5.3. Does not pay the required membership fee.
 - 5.4. Is wound up, or placed into external administration, or ceases trading in the fire protection industry.
 - 5.5. The membership and/or Business Recognition is otherwise terminated.
6. Upon any changes to Membership or Business Recognition, it is the sole responsibility of the member to ensure that any logo being used is immediately updated in accordance with these guidelines.
7. The member acknowledges that FPA Australia is the owner of the logo and the member's right to use the logo is not transferable in any way or form.
8. Upon identification of a logo that is not in accordance with these guidelines, the member has seven business days to rectify this. After such time, the limited use of logo is terminated immediately.
9. It is at the sole discretion of FPA Australia's' Chief Executive Officer, to terminate the licence if it has been

deemed that the member has used a logo in a misrepresentative or misleading way.

10. FPA Australia may, at its sole discretion, immediately remove the members' 'Provider of Choice', 'Members' and/or 'Recognised Business' website listing and anywhere else the Association publicly promotes the member if the member is found to not comply with any of these terms and conditions.

General Branding Requirements

11. FPA Australia must be referred to as 'Fire Protection Association Australia' or 'FPA Australia' only.
12. FPA Australia under no circumstance accredits, certifies, endorses or approves businesses. Any reference to accreditation, certification, endorsed or approved business will result in immediate removal from the 'Provider of Choice' 'Member' or 'Recognised Business' website listings.

These guidelines will be reviewed and updated by FPA Australia from time to time and the latest guidelines are available for download and viewing at www.fpa.com.au/membership

Dos and Don'ts

Please see the following examples of some common dos and don'ts regarding the use of the FPA Australia logo, this is to be used in accordance with the guidelines outlined above.



DO

Use the appropriate logo in accordance with the Guidelines on:

- Member Website
- Business Card
- Letter Head
- Invoice, Quotations, Proposals
- Email Signature
- Company-owned vehicle

Only refer to the Association as either:

- Fire Protection Association Australia
- FPA Australia

Being a Signatory to the FPA Australia Code of Practice, members can make the following statement:

- Signatory to FPA Australia Code of Practice

If making reference to holding Recognised Business Status, applicable members can make the following statement:

- FPA Australia Fire Protection Accreditation Scheme (FPAS) Recognised Business.



DON'T

DO NOT:

- Edit, amend or change any FPA Australia logo. The logo must be used in the exact format supplied.
- Use the FPA Australia Corporate logo (see below right corner)
- Make reference that a business is certified, endorsed, accredited or an approved business by FPA Australia
- Use any FPA Australia logo without being used in conjunction with the member's business name and/or logo

Do not use any logo on:

- Product Packaging
- Product and/or Service catalogues or brochures
- Certificates
- Annual Fire Safety Statements
- Long term printed advertising i.e. Yellow Pages

Do not refer to the Association as any of the following:

- F.P.A.A
- FPAA
- F.P.A
- FPA
- Fire Protection Authority
- Fire Protection Australia

Please contact Membership Services on 03 8892 3131 if you are unsure how to use the FPA Australia trademark logos.