

# Guidelines

## Licensed use of FPA Australia logo – March 2006

FPA Australia encourages its members who are licensed to use the Logo to display it with the many options that are provided with the guidelines. The FPA Australia emblem and Logo ('Logo') is a registered trademark. Corporate Members shall only reproduce the Logo in accordance with the licence issued in accordance with these guidelines.

### 1 Definitions

- 1.1 In this licence the '**Logo**' means the FPA Australia logo, the Code of Practice logo connected to the Member's corporate membership and forms of the Logo specifically prepared for FPA Australia Certification Programs.
- 1.2 The '**Member**' means the entity set out in the corporate membership application.
- 1.3 A '**Certified Business**' means an entity that has met the specific criteria of an FPA Australia Certified Practitioner and Business Program.
- 1.4 A '**Certified Practitioner**' means an individual who has met the specific criteria of an FPA Australia Certified Practitioner and Business Program.

### 2 Granting a licence to use the Logo covers the following uses:

- Corporate membership;
- Code of Practice compliance;
- Certified Business; and
- Certified Practitioner

### 3 Corporate membership

- 3.1 On and from the first day of the corporate membership period, FPA Australia grants to the Member a licence to use the Logo for the term of the membership period, ending on the last day of the membership period, unless FPA Australia terminates the licence earlier.
- 3.2 This licence is granted to the Member only for the purpose of displaying and communicating that the Member is a corporate member of FPA Australia and the level of corporate membership held.
- 3.3 The Member shall only use the Logo artwork supplied to it on CD by FPA Australia and may choose any of the following emblem options to demonstrate membership and/or level of corporate membership:
  - letterhead;
  - invoices;
  - business cards;
  - Web-page(s);
  - emails;

- advertising-on-company-owned or -operated vehicles, in telephone directories and newspapers or industry publications; and
  - such other use approved in writing by the Executive Director, FPA Australia
- 3.4 Where the Logo is used on a business card or an email by an employee of the corporate member, it must refer to that business entity being a member of FPA Australia and not the individual member being a member.

### 4 Code of Practice compliance

- 4.1 On and from the first day of the corporate membership, and having signed the FPA Australia Code of Practice (COP) Declaration, FPA Australia grants to the Member a licence to use the COP logo for the term of the membership period, ending on the last day of the membership period, unless FPA Australia terminates the licence earlier.
- 4.2 This licence is granted to the Member only for the purpose of displaying and communicating that the Member is a COP compliant member of FPA Australia.
- 4.3 The Member shall only use the COP logo artwork supplied to it on CD by FPA Australia and may choose any of the following emblem options to demonstrate level of corporate membership:
  - letterhead;
  - invoices;
  - business cards;
  - Web-page(s);
  - emails;
  - advertising-on-company-owned or -operated vehicles, in telephone directories and newspapers or industry publications; and
  - such other use approved in writing by the Executive Director, FPA Australia
- 4.4 Where an individual employee of the COP-compliant corporate member uses the COP compliance logo on a business card or an email, it must refer to that business entity being a COP compliant member of FPA Australia and not the individual employee being the COP compliant member.



## 5 Certified Business

- 5.1 A Corporate member that also becomes an FPA Australia Certified Business may, in addition to use of the FPA Australia logo noted in sections 3 and 4 of these guidelines, receive licence to reproduce the applicable Certified Business logo when the corporate member becomes a Certified Business through an FPA Australia Certification Program.
- 5.2 This licence is granted to the Member only when becoming a Certified Business and for the purpose of displaying and communicating that the Member is an FPA Australia Certified Business.
- 5.3 The Member must only use the Certified Business logo artwork supplied to it on CD by FPA Australia and may choose any of the following emblem options to demonstrate level of corporate membership:
  - letterhead;
  - invoices;
  - business cards;
  - Web-page(s);
  - emails;
  - advertising-on-company-owned or -operated vehicles; in telephone directories and newspapers or industry publications; and
  - such other use approved in writing by the Executive Director, FPA Australia

## 6 Certified Practitioner

- 6.1 A Certified Practitioner shall be either a principal or an employee of an FPA Australia Certified Business to be granted licence to use the applicable logo for the FPA Australia Certified Program for which they have achieved Certified Practitioner status.
- 6.2 This licence is granted to the Certified Practitioner only when becoming a Certified Practitioner and for the purpose of displaying and communicating that the Member is an FPA Australia Certified Practitioner.
- 6.3 The Certified Practitioner must only use the Logo artwork supplied to it on CD by FPA Australia and may choose the following emblem options to demonstrate the appropriate FPA Australia Certification Program:
  - business cards; or
  - emails;
- 6.4 Apart from the need to be linked to a Certified Business to be granted licence to use a Certified Practitioner logo, such use shall only be permitted whilst an individual has current Practitioner Certification and cannot be used or transferred to another principal or employee of the same entity who does not hold Practitioner Certification.

## 7 Other conditions of use

- 7.1 In addition to uses already provided under sections 3, 4, 5 and 6 of these guidelines when being granted a licence to use the Logo the Member must not:
  - 7.2 Reproduce the Logo in any other form than originally provided or in such a way that supporting text is illegible, or alter the supporting text; or
  - 7.3 Use, or permit to be used, the Logo where it may be reasonably viewed as endorsing a particular document, for example report, article or presentation, product or service or as a means of demonstration of compliance of a document, product or service with the Code of Practice or any other code of practice; or
  - 7.4 Use or permit to be used the Logo or any substantially identical or deceptively similar marks, other than pursuant to the terms of this licence, the terms of the Code of Practice, and the specifications, directions, or instructions given by FPA Australia to the Member from time to time.
  - 7.5 Allow an employee of a Certified Business to use the Logo when they have not become a Certified Practitioner in their own right.

## 8 Cessation of licence to use the Logo

FPA Australia may, in its sole discretion, suspend or terminate this licence if the Member:

- 8.1 Breaches the preceding clause 5;
- 8.2 Breaches or does not comply with the spirit of the objectives of FPA Australia membership and/or the Code of Practice; or
- 8.3 Does not pay the required membership fee; or
- 8.4 Does not maintain the required Business Certification status; or
- 8.5 Is wound up, or placed into external administration, or ceases trading in the fire protection industry; or
- 8.6 The member's membership is otherwise terminated

**9** Upon termination of the licence the Member must immediately cease using the Logo and within seven (7) days return to FPA Australia all its artwork

**10** The Member acknowledges that FPA Australia is the owner of the Logo and the Member's right to use the Logo is not transferable.

