
SMSF ASSOCIATION
SPECIALIST AND FELLOW
ACCREDITATION
TRADEMARKS

Brand guidelines



Accredited
SMSF Association
Specialist

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ACCREDITATION
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**1.1 SMSF Association Specialist
Accreditation trademarks**

SMSF Specialist Auditor™, SSAud® , SMSF Specialist Advisor™, SSA® and the SMSF Specialist logos are all trademarks of the SMSF Association.

As an accredited Specialist Member of the SMSF Association you are entitled to use these trademarks. The trademarks are words and a logo that you can use to distinguish yourself in the complex and competitive financial services industry.

Most importantly, these trademarks are an important marketing tool—helping you identify as a professional with tested abilities and knowledge in the SMSF sector.

A cornerstone principle of the SMSF Association’s marketing is to build awareness and positive associations with these trademarks. A primary perception associated with these trademarks is that of quality—an SMSF Association Specialist signifies quality for consumers.

The SMSF Association manages the use of its trademarks. These rules provide you with instructions on how to use the trademarks and outline the process that must be followed for the development of business and marketing materials. To assist with building brand awareness the Association encourages you, where possible, to utilise the Specialist trademarks.

1.2 Wording

SMSF Specialist Advisor™/ SSA®
SMSF Specialist Auditor™ / SSAud®

Logo — Single Designation



The SMSF Specialist logo (above) is used to indicate one designation (either SSA® or SSAud®).

Logo — Dual Designation



The SMSF Specialist logo with a smaller secondary hexagon (above) is used to indicate dual designations (SSA® and SSAud®).

1.3 Who may use the trademarks?

Only current members of the SMSF Association who have achieved the SMSF Specialist Advisor™ or SMSF Specialist Auditor™ designation by undertaking the appropriate accreditation program may use the trademarks.

Permission to use the trademarks is granted to accredited members, NOT the business organisation. The trademarks cannot be used in business or marketing materials that infer that the organisation has accreditation.

Use of the trademarks cannot in any way imply a greater number of accredited SMSF Association Specialists at a particular organisation than is actually the case.

The accredited Specialist Member must also maintain their professional standards through ongoing education to satisfy the CPD requirements of the designation.

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1.4 The approval process

Use of the SMSF Association accreditation trademarks must adhere with the guidelines outlined within this document. The approval process for Specialist members is:

1. Understand the rules contained within this document. Email any questions to memberservices@smsfassociation.com.
2. Brief print supplier and supply appropriate trademarks.
3. Email draft to the SMSF Association at memberservices@smsfassociation.com for approval.
4. After you have received approval from the SMSF Association you can produce your materials.

1.5 About word trademarks

As text in documents

The SMSF Association Specialist trademark should be used as an adjective. For example:

She's an SMSF Association SMSF Specialist Auditor™.

Specialist SMSF services are available from this firm by contacting John Citizen who is an SMSF Association SMSF Specialist Advisor™.

1.6 About post-nominals

Post-nominals are letters placed at the end of a person's name to indicate their qualifications. The order in which these are posted is based on precedence, and usually begins with the person's Post Graduate degree qualifications. SSA[®] and SSAud[®] should be used as post-nominals. Where the SSA or SSAud post-nominal is used, the addition of SMSF Specialist Advisor™ or SMSF Specialist Auditor™ is optional.

John Citizen SSA[®]

John Citizen M.Com, B.Com, SSA[®]
SMSF Specialist Advisor™

1.7 About the logo trademark

The logo trademark should be used to identify an individual accredited SMSF Specialist Advisor™ and/or SMSF Specialist Auditor™.

In all instances where your company's logo appears, that logo should be larger than the SMSF Association Specialist accreditation logo.

This document provides examples of correct use of the Specialist logo in different scenarios.

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2.1 One Designation—Colours

There are two variations of the SMSF Specialist accreditation logo for you use - a full colour and a greyscale version. No other variation is allowed. Both variations are available regardless of whether you hold a single or a dual designation.

There are also two versions of the logo - the hexagon logo only and the lock up version featuring hexagon logo and wording. You can choose which version to use. Using both versions together is not permitted.

The use of the full colour (rather than greyscale) Accreditation Logo is preferred.

The full colour version is available in the following formats:

- One colour Pantone spot for printing
- Four colour process (CMYK) for printing
- RGB for electronic use



Figure 2.1.1
Full colour Accreditation Logo—One designation



Figure 2.1.2
Greyscale Accreditation Logo—One designation



Figure 2.1.3
Full colour Accreditation Logo Lockup —One designation



Figure 2.1.4
Greyscale Accreditation Logo Lockup —One designation

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2.2 Dual Designations—Colours

There are two variations of the SMSF Specialist accreditation logo for you use - a full colour and a greyscale version. No other variation is allowed. Both variations are available regardless of whether you hold a single or a dual designation.

The use of the full colour Accreditation Logo is preferred.

The full colour version is available in the following formats:

- One colour Pantone spot for printing
- Four colour process (CMYK) for printing
- RGB for electronic use



Figure 2.2.1
Full colour Accreditation Logo—Dual designation



Figure 2.2.2
Greyscale Accreditation Logo—Dual designation

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**2.3 Exclusion zone and minimum size—
One and dual designation**

Figure 2.3.1 demonstrates the exclusion zones to be maintained around the SMSF Specialist Accreditation logo. The exclusion zone is half of the logo's height. No other graphics can encroach this zone.

Figure 2.3.2 demonstrates the minimum size the Accreditation Logo can be reproduced. The minimum size is 10mm wide while the dual designation minimum size is 13mm.

2.4 Rules for reproduction

2.4.1

None of the SMSF Association trademarks are to be used for the following:

- Promotional items including mouse mats, t-shirts, pens, coffee mugs, umbrellas, etc
- As part of an email address
- As part of a website address (URL)

2.4.2

The logo can only be reproduced as described in this document. No variation is allowed.

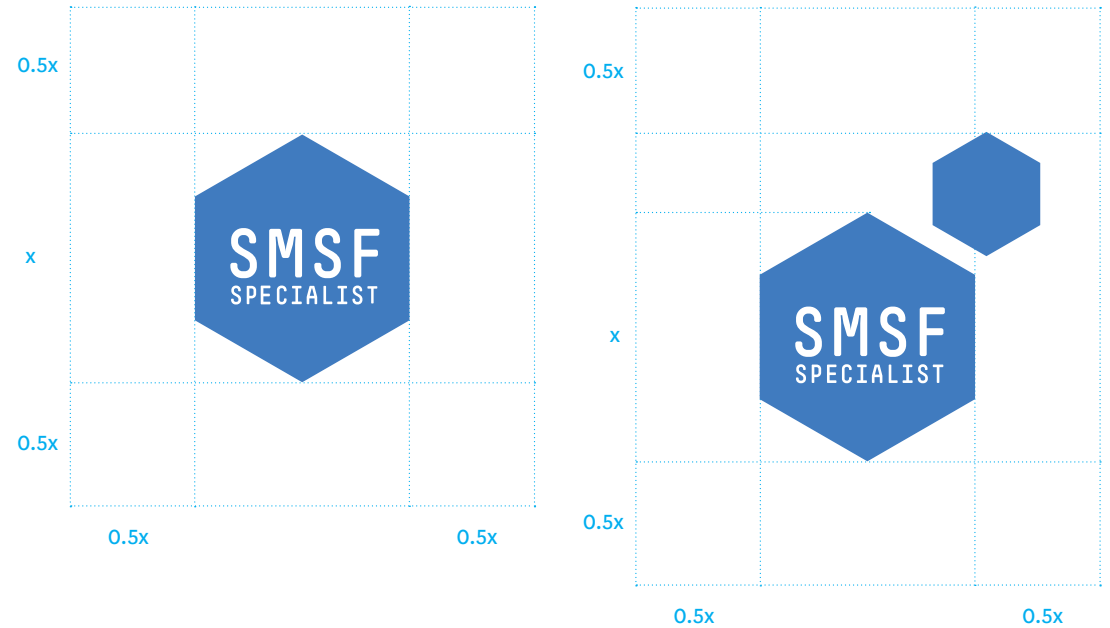


Figure 2.3.1
Exclusion zones

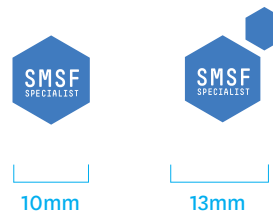


Figure 2.3.2
Minimum size

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**2.4 Exclusion zone and minimum size—
Lockup**

Figure 2.4.1 demonstrates the exclusion zone to be maintained around the Fellow SMSF Specialist Accreditation logo. The exclusion zone is half of the logo's height. No other graphics can encroach this zone.

Figure 2.4.2 demonstrates the minimum size the Accreditation Logo can be reproduced. The minimum size is 10mm wide.



Figure 2.4.1
Exclusion zones



Figure 2.4.2
Minimum size

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Fellow
SMSF Association
Specialist

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**1.1 SMSF Association Fellow Accreditation
trademarks**

Fellow SMSF Specialist Auditor™, FSSA, Fellow SMSF Specialist Advisor™, FSSAud and the SMSF Specialist logos are all trademarks of the SMSF Association.

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Most importantly, these trademarks are an important marketing tool—helping you identify as a professional with tested abilities and knowledge in the SMSF sector.

A cornerstone principle of the SMSF Association's marketing is to build awareness and positive associations with these trademarks. A primary perception associated with these trademarks is that of quality—a Fellow SMSF Association Specialist signifies quality for consumers.

The SMSF Association manages the use of its trademarks. These rules provide you with instructions on how to use the trademarks and outline the process that must be followed for the development of business and marketing materials. To assist with building brand awareness the Association encourages you, where possible, to utilise the Fellow trademarks.

1.2 Wording

Fellow SMSF Association Specialist Advisor / FSSA
Fellow SMSF Association Specialist Auditor / FSSAud

Logo — Single Designation



The Fellow SMSF Specialist logo (above) is used to indicate one designation (either SSA or SSAud).

Logo — Dual Designation



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1.3 Who may use the trademarks?

Only current members of the SMSF Association who have achieved the Fellow SMSF Specialist Advisor™ or Fellow SMSF Specialist Auditor™ designation by undertaking the appropriate accreditation program may use the trademarks.

Permission to use the trademarks is granted to accredited members, NOT the business organisation. The trademarks cannot be used in business or marketing materials that infer that the organisation has accreditation.

Use of the trademarks cannot in any way imply a greater number of accredited SMSF Association Fellow Specialists at a particular organisation than is actually the case.

The accredited Fellow Specialist Member must also maintain their professional standards through ongoing education to satisfy the CPD requirements of the designation.

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The SMSF Association Fellow Specialist trademark should be used as an adjective. For example:

She's an SMSF Association Fellow SMSF Specialist Auditor™.

Specialist SMSF services are available from this firm by contacting John Citizen who is an SMSF Association Fellow SMSF Specialist Advisor™.

1.6 About post-nominals

Post-nominals are letters placed at the end of a person's name to indicate their qualifications. The order in which these are posted is based on precedence, and usually begins with the person's Post Graduate degree qualifications. FSSA and FSSAud should be used as post-nominals. Where the FSSA or FSSAud post-nominal is used, the addition of Fellow SMSF Specialist Advisor™ or Fellow SMSF Specialist Auditor™ is optional.

John Citizen FSSA

John Citizen M.Com, B.Com, FSSA
Fellow SMSF Specialist Advisor™

1.7 About the logo trademark

The logo trademark should be used to identify an individual accredited Fellow SMSF Specialist Advisor™ and/or Fellow SMSF Specialist Auditor™.

In all instances where your company's logo appears, that logo should be larger than the Fellow SMSF Association Specialist accreditation logo.

This document provides examples of correct use of the Fellow Specialist logo in different scenarios.

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2.1 Colours

There are two variations of the Fellow SMSF Specialist accreditation logo for you use - a full colour and a greyscale version. No other variation is allowed. Both variations are available regardless of whether you hold a single or a dual designation.

This document provides examples of correct use of the Fellow Specialist logo in difference scenarios.

The use of the full colour (rather than greyscale) Accreditation Logo is preferred.

The full colour version is available in the following formats:

- One colour Pantone spot for printing
- Four colour process (CMYK) for printing
- RGB for electronic use



Figure 2.1.1
Full colour Fellow Accreditation Logo—One designation



Figure 2.1.2
Greyscale Fellow Accreditation Logo—Dual designation



Figure 2.1.3
Full colour Fellow Accreditation Logo Lockup—One designation

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**2.3 Exclusion zone and minimum size—
One and dual designation**

Figure 2.3.1 demonstrates the exclusion zones to be maintained around the Fellow SMSF Specialist Accreditation logo. The exclusion zone is half of the logo's height. No other graphics can encroach this zone.

Figure 2.3.2 demonstrates the minimum size the Fellow Accreditation Logo can be reproduced. The minimum size is 10mm wide while the dual designation minimum size is 13mm.

2.4 Rules for reproduction

2.4.1

None of the SMSF Association trademarks are to be used for the following:

- Promotional items including mouse mats, t-shirts, pens, coffee mugs, umbrellas, etc
- As part of an email address
- As part of a website address (URL)

2.4.2

The logo can only be reproduced as described in this document. No variation is allowed.

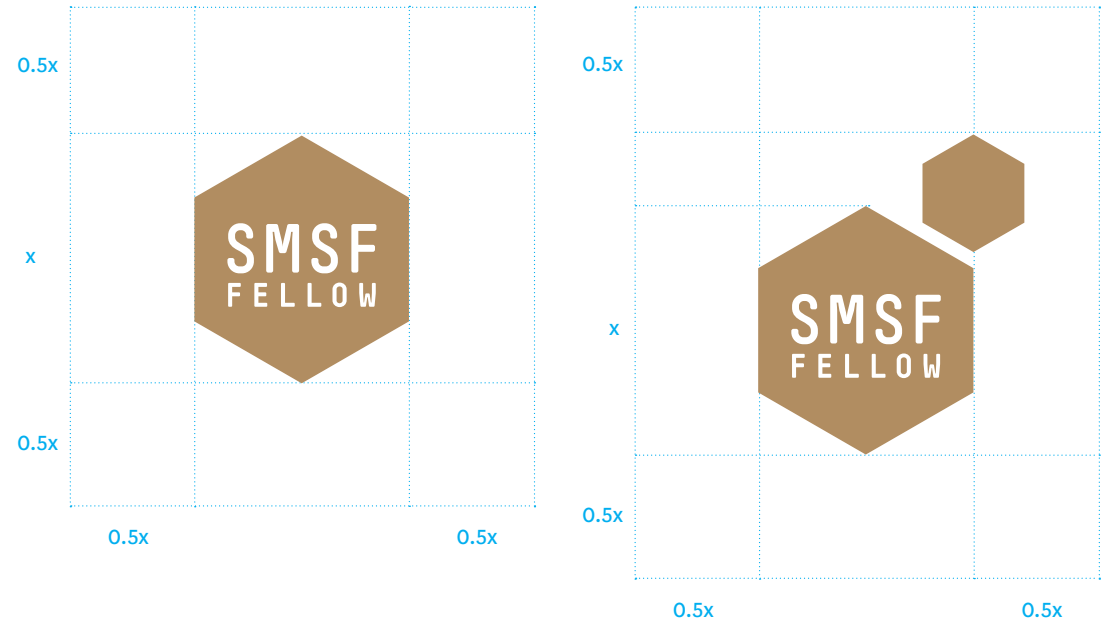


Figure 2.3.1
Exclusion zones

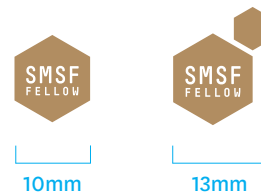


Figure 2.3.4
Minimum size

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**2.4 Exclusion zone and minimum size—
Lockup**

Figure 2.4.1 demonstrates the exclusion zone to be maintained around the Fellow SMSF Specialist Accreditation logo. The exclusion zone is half of the logo's height. No other graphics can encroach this zone.

Figure 2.4.2 demonstrates the minimum size the Accreditation Logo can be reproduced. The minimum size is 10mm wide.



Figure 2.4.1
Exclusion zones



Figure 2.4.2
Minimum size

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Usage



Accredited
SMSF Association
Specialist



Fellow
SMSF Association
Specialist

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3.1 Business cards

Use of the trademarks is in no way permitted to infer a greater number of accredited Specialist or Fellow Members at the firm than is actually the case, or that the firm is accredited.

Figures 3.1.1 and 3.1.2 demonstrate correct usage of the Specialist trademarks on business cards.

Figures 3.1.3 and 3.1.4 demonstrate correct usage of the Fellow trademarks on business cards.

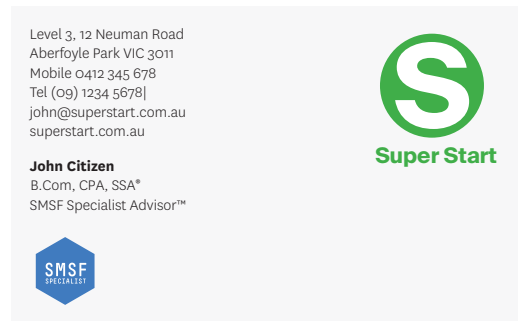


Figure 3.1.1
Specialist correct use

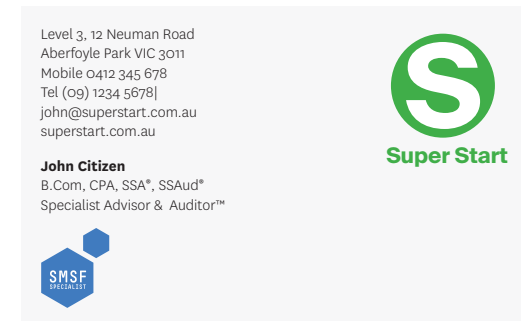


Figure 3.1.2
Specialist correct use

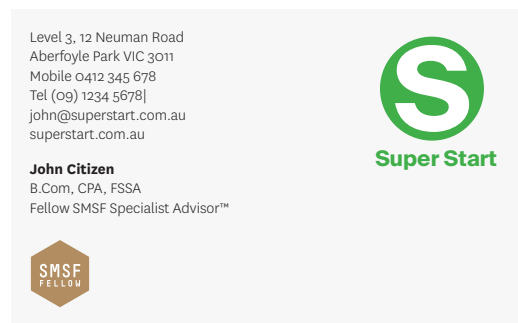


Figure 3.1.3
Fellow correct use

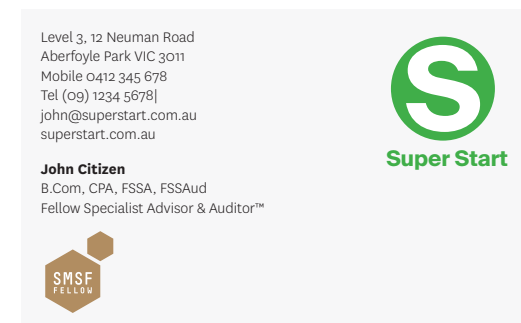


Figure 3.1.4
Fellow correct use

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3.2 Letterhead

Use of the trademarks is in no way permitted to infer a greater number of accredited Specialist or Fellow Members at the firm than is actually the case, or that the firm is accredited.

Figures 3.2.1, 3.2.2 and 3.2.3 demonstrate correct usage of the trademarks on a letterhead.

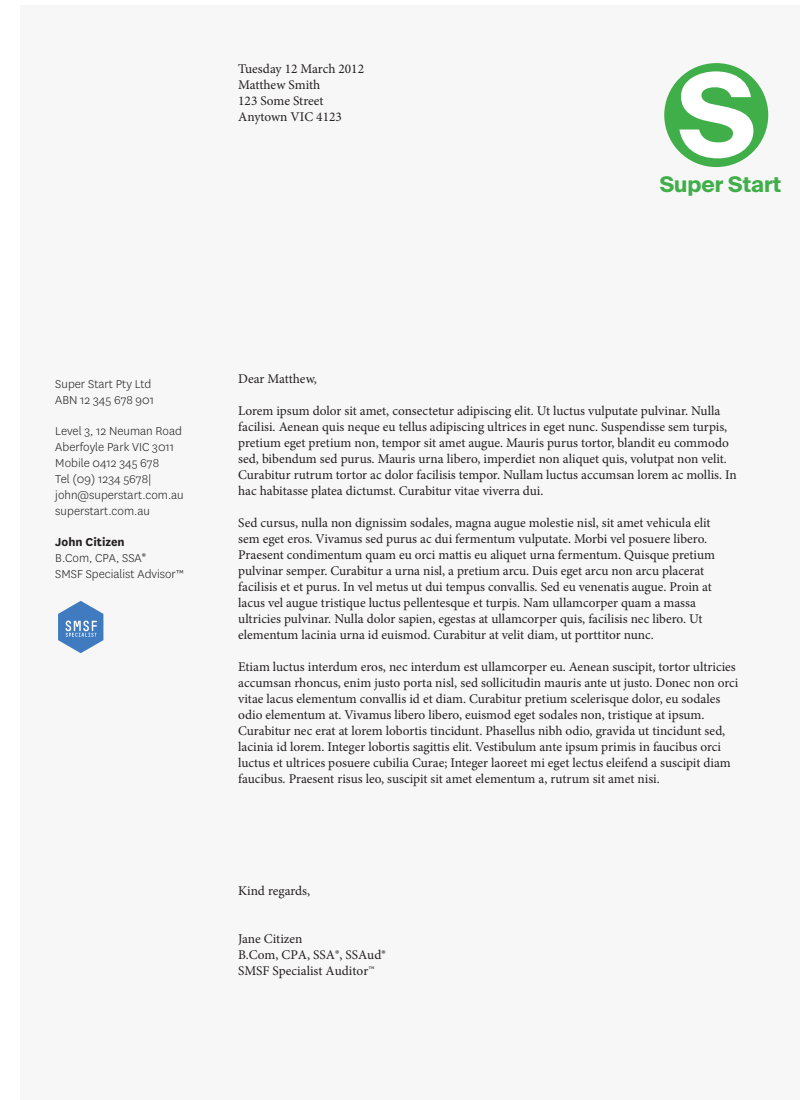


Figure 3.2.1
Correct use—This format can be used when the organisation's letterhead is mass printed with the member's name.

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**3.2 Letterhead -
continued**

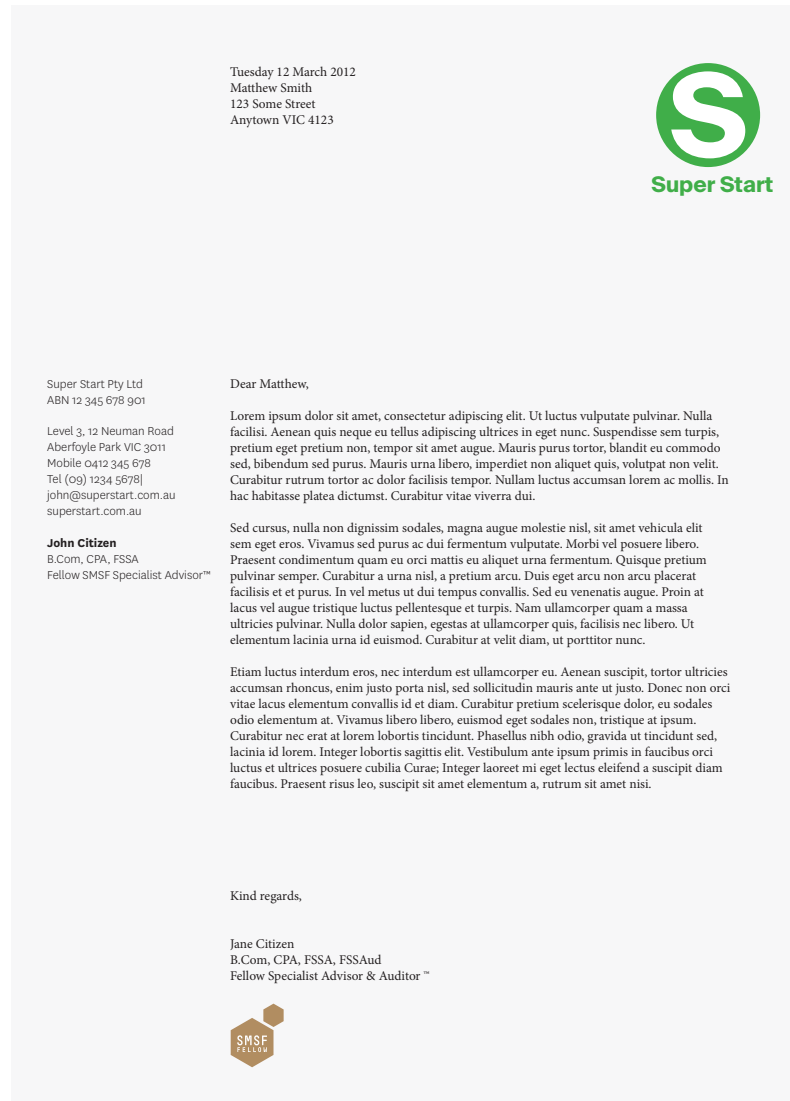


Figure 3.2.2
Correct use—This format can be used when generic letterhead is used. The Accreditation Logo can be laser printed adjacent to the signature/post-nominal block.

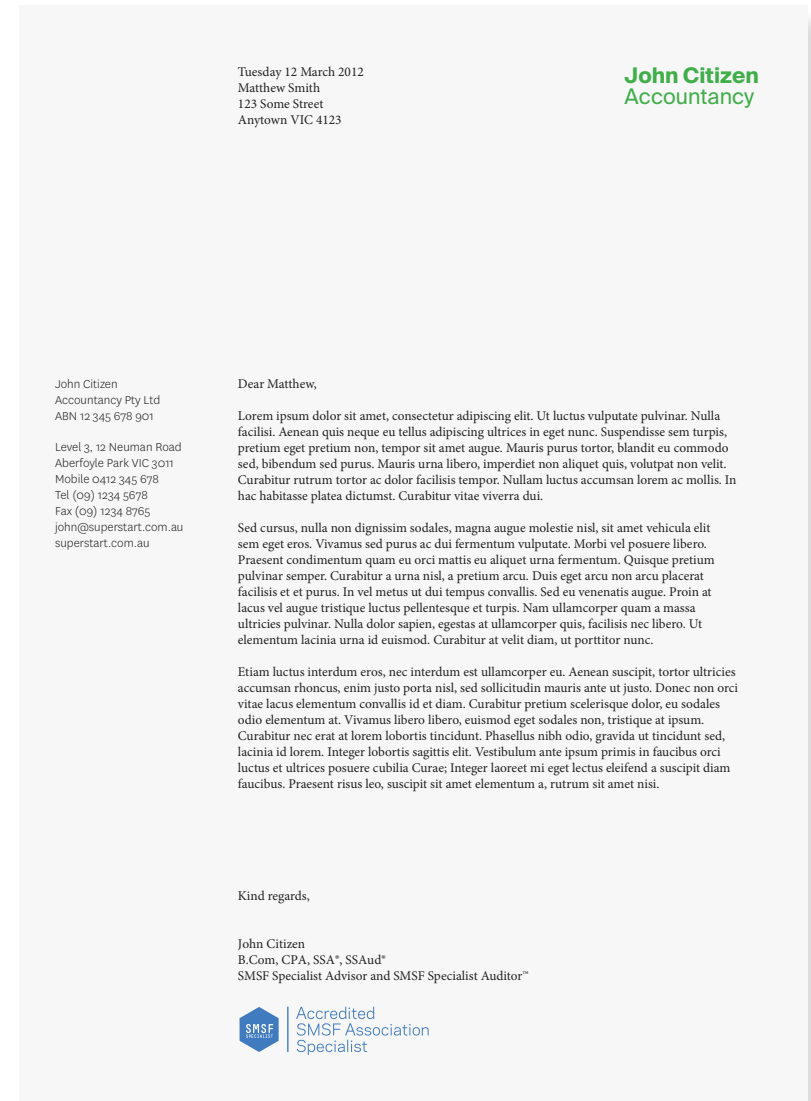


Figure 3.2.3
Correct use—If the Specialist Member is a sole trader and uses their name as the trading entity, they can use the trademarks as demonstrated above but the letter must always be signed by the Specialist Member.

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3.3 Advertising

Advertising can use the accreditation trademarks. The trademarks must be reproduced smaller than the company's logo. The accreditation trademarks must be used to identify an accredited SMSF Association Specialist or Fellow Member.

Figure 3.3.1 demonstrates correct usage of the trademarks in advertising.

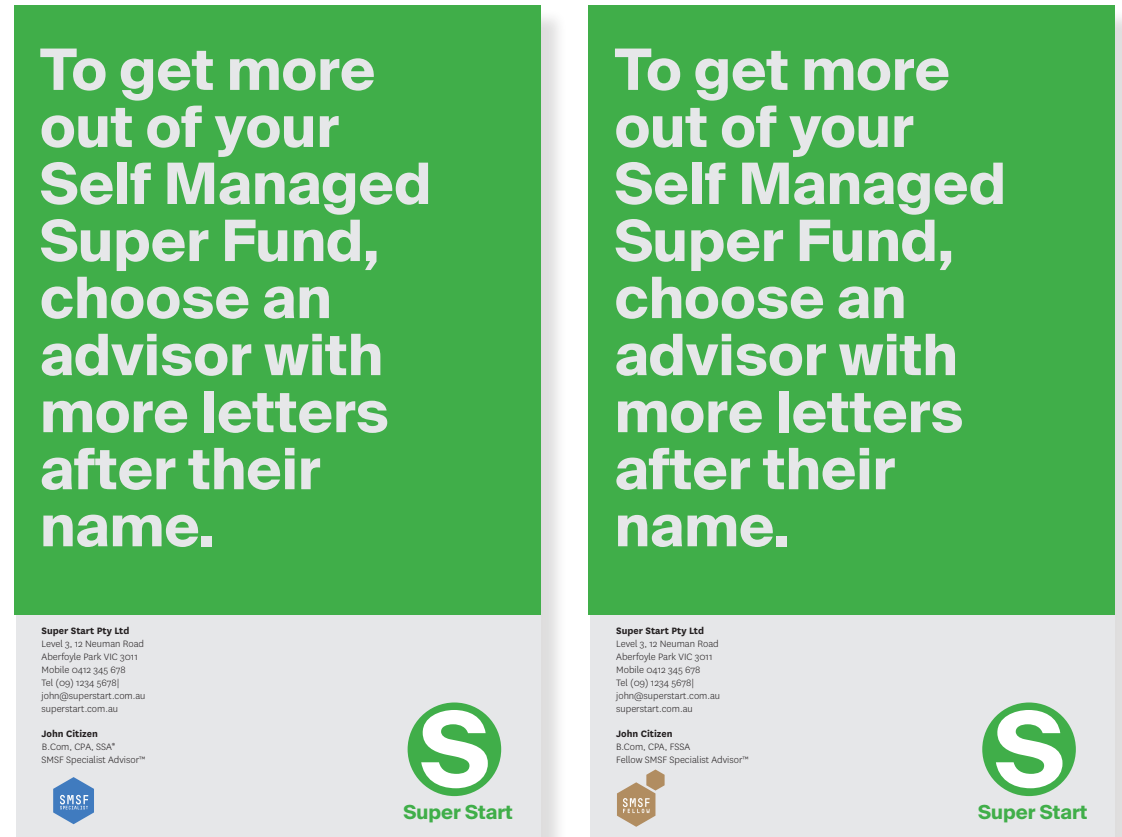


Figure 3.3.1
Correct use

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3.4 Electronic media

As with advertising, websites and e-newsletters can use the accreditation trademarks. The trademarks must be reproduced smaller than the company's logo. The accreditation trademarks must be used to identify an accredited SMSF Association Specialist or Fellow Member.

Figure 3.4.1 demonstrates correct usage of the trademarks on a website.

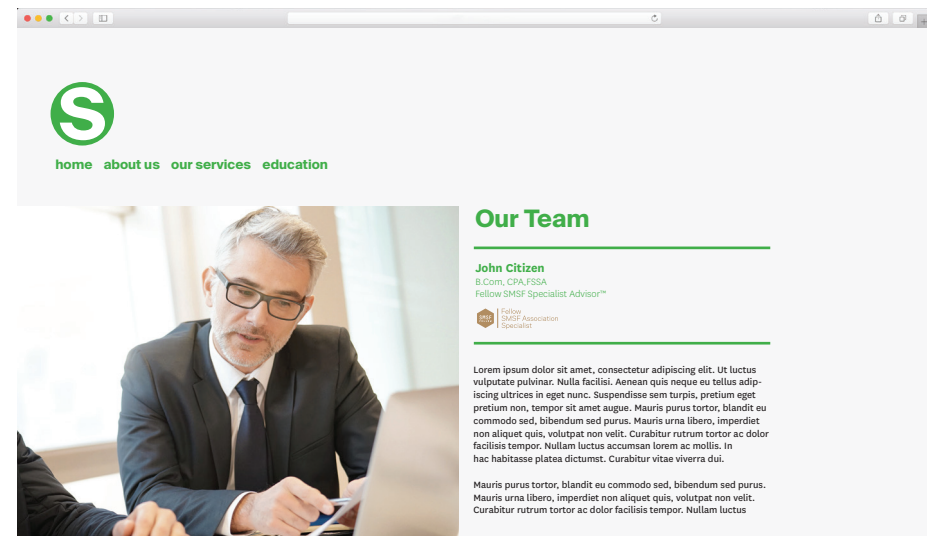
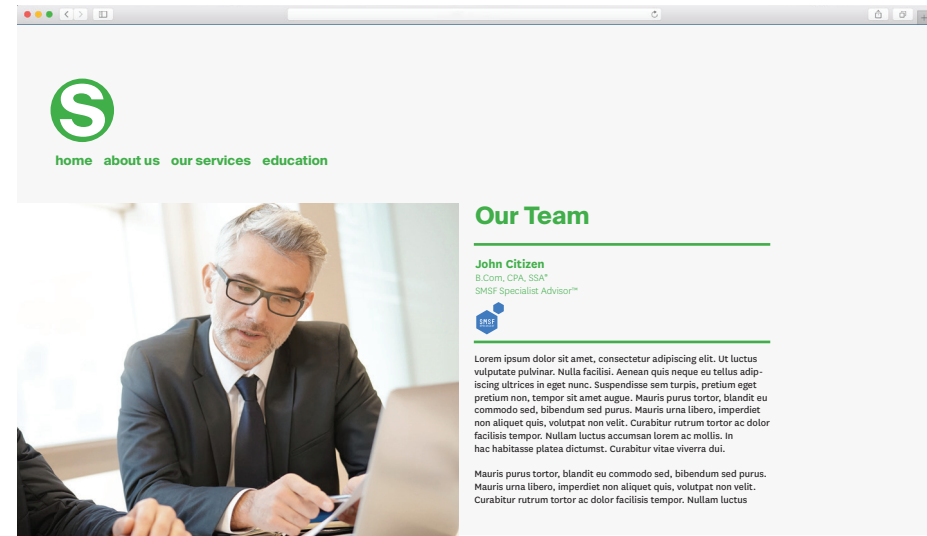


Figure 3.4.1
Correct use

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3.4 Electronic media

As with advertising, websites and e-newsletters can use the accreditation trademarks. The trademarks must be reproduced smaller than the company's logo. The accreditation trademarks must be used to identify an accredited SMSF Association Specialist or Fellow Member.

Figure 3.4.3 demonstrates correct usage of the trademarks on an email signature.

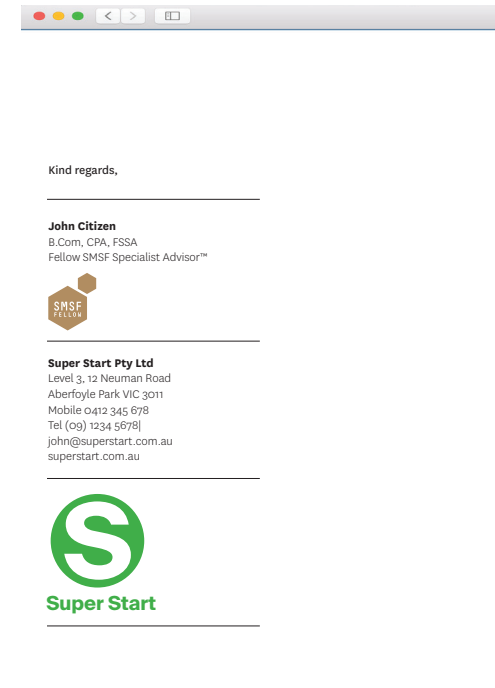
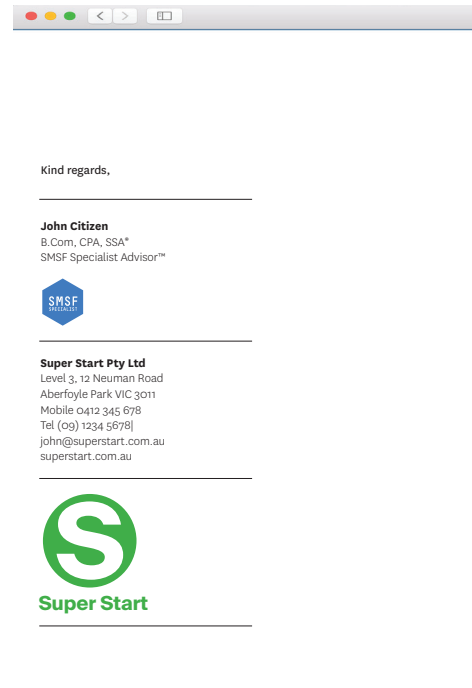


Figure 3.4.3
Correct use