Brand guidelines



Brand guidelines

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.

Brand guidelines

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:

- Understand the rules contained within this document. Email any questions to memberservices@smsfassociation.com.
- 2. Brief print supplier and supply appropriate trademarks.
- 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.

Brand guidelines

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 2.1.4
Greyscale Accreditation Logo Lockup —One designation

Brand guidelines

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

Brand guidelines

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

Brand guidelines

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

10mm

Brand guidelines



Brand guidelines

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.

As an accredited Specialist Fellow 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—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



The Fellow 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 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.

Brand guidelines

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 Fellow Specialist members is:

- Understand the rules contained within this document. Email any questions to memberservices@smsfassociation.com.
- 2. Brief print supplier and supply appropriate trademarks.
- 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 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.

Brand guidelines

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 2.1.2
Greyscale Fellow Accreditation Logo—Dual designation



Figure 2.1.3
Full colour Fellow Accreditation Logo Lockup —One designation

Brand guidelines

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.

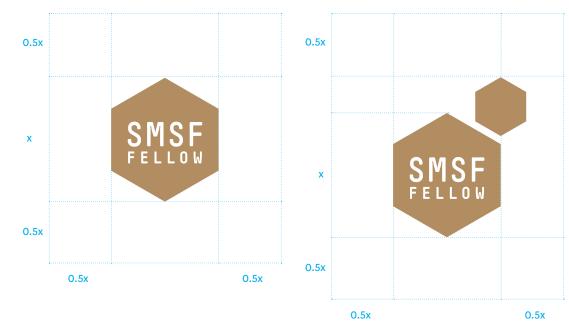


Figure 2.3.1 Exclusion zones



Figure 2.3.4 Minimum size

Brand guidelines

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

Brand guidelines Usage



Accredited SMSF Association Specialist



Fellow SMSF Association Specialist

Brand guidelines

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.

Level 3, 12 Neuman Road Aberfoyle Park VIC 3011 Mobile 0412 345 678 Tel (09) 1234 5678 john@superstart.com.au superstart.com.au

John Citizen

B.Com. CPA, SSA® SMSF Specialist Advisor™



Level 3, 12 Neuman Road Aberfoyle Park VIC 3011 Mobile 0412 345 678 Tel (09) 1234 5678 john@superstart.com.au superstart.com.au **Super Start**

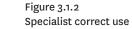
John Citizen

B.Com. CPA, SSA®, SSAud® Specialist Advisor & Auditor™



Super Start

Figure 3.1.1 Specialist correct use



Level 3, 12 Neuman Road Aberfoyle Park VIC 3011 Mobile 0412 345 678 Tel (09) 1234 5678 john@superstart.com.au superstart.com.au **Super Start** John Citizen B.Com, CPA, FSSA Fellow SMSF Specialist Advisor™



Level 3, 12 Neuman Road Aberfoyle Park VIC 3011 Mobile 0412 345 678 Tel (09) 1234 5678| john@superstart.com.au superstart.com.au

John Citizen

B.Com, CPA, FSSA, FSSAud Fellow Specialist Advisor & Auditor™



Super Start

Figure 3.1.3 Fellow correct use

Figure 3.1.4 Fellow correct use

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.

Brand guidelines

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

Tuesday 12 March 2012 Matthew Smith 123 Some Street Anytown VIC 4123



Super Start Pty Ltd ABN 12 345 678 901

Level 3, 12 Neuman Road Aberfoyle Park VIC 3011 Mobile 0412 345 678 Tel (09) 1234 5678 john@superstart.com.au superstart.com.au

John Citizen B.Com, CPA, SSA® SMSF Specialist Advisor™



Dear Matthew,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut luctus vulputate pulvinar. Nulla facilisi. Aenean quis neque eu tellus adipiscing ultrices in eget nunc. Suspendisse sem turpis, pretium eget pretium non, tempor sit amet augue. Mauris purus storto, blandit eu commodo sed, bibendum sed purus. Mauris urna libero, imperdiet non aliquet quis, volutpat non velit. Curabitur rutrum tortor ac dolor facilisis tempor. Nullam luctus accumsan lorem ac mollis. In hac habitasse platea dictumst. Curabitur vitae viverra dui.

Sed cursus, nulla non dignissim sodales, magna augue molestie nisl, sit amet vehicula elit sem eget eros. Vivamus sed purus ac dui fermentum vulputate. Morbi vel posuere libero. Praesent condimentum quam eu orci matits eu aliquet urna fermentum. Quisque pretium pulvinar semper. Curabitur a urna nisl, a pretium arcu. Duis eget arcu non arcu placerat facilisis et et purus. In vel metus ut dui tempus convallis. Sed eu venenats augue. Proin at lacus vel augue tristique luctus pellentesque et turpis. Nam ullamcorper quam a massa ultricies pulvinar. Nulla dolor sapien, egestas at ullamcorper quis, facilisis nec libero. Ut elementum lacinia urna id euismod. Curabitur at velti diam, ut portitior nunc, ut portitor nunc, ut portitor nunc, participator de lementum lacinia urna id euismod. Curabitur at velti diam, ut portitior nunc, ut portitor nunc.

Etiam luctus interdum eros, nec interdum est ullamcorper eu. Aenean suscipit, tortor ultricies accumsan rhoncus, enim justo porta nisl, sed sollicitudin mauris ante ut justo. Done non orci vitae lacus elementum convalisi di et diam. Curabitur pretium scelerisque dolor, eu sodales odio elementum at. Vivamus libero libero, cuismod eget sodales non, tristique at ipsum. Curabitur nec erat at lorem loborits tincidum! Phasellus nibh odio, gravida ut tincidumt sed, lacinia id lorem. Integer loborits sagittis elit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Integer laoreet mi eget lectus eleffend a suscipit diam faucibus. Praesent risus leo, suscipit sit amet elementum a, rutrum sit amet nisi.

Kind regards,

Jane Citizen B.Com, CPA, SSA*, SSAud* SMSF Specialist Auditor™

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

Brand guidelines

3.2 Letterhead - continued

Tuesday 12 March 2012 Matthew Smith 123 Some Street Anytown VIC 4123



Super Start Pty Ltd ABN 12 345 678 901

Level 3, 12 Neuman Road Aberfoyle Park VIC 3011 Mobile 0412 345 678 Tel (09) 1234 5678 john@superstart.com.au superstart.com.au

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

Dear Matthew,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut luctus vulputate pulvinar. Nulla facilisi. Aenean quis neque eu tellus adipiscing ultrices in eget nunc. Suspendisse sem turpis, pertium eget pretium non, tempor sit amet augue. Mauris purus tortor, blandit eu commodo sed, bibendum sed purus. Mauris urna libero, imperdiet non aliquet quis, volutpat non velit. Curabitur rutrum tortor ac dolor facilisis tempor. Nullam luctus accumsan lorem ac mollis. In hac habitasse platea dictumst. Curabitur vitae viverra dui.

Sed cursus, nulla non dignissim sodales, magna augue molestie nisl, sit amet vehicula elit sem eget eros. Vivamus sed purus ac dui fermentum vulputate. Morbi vel posuere libero. Praesent condimentum quam eu orci mattis eu aliquet urna fermentum. Quisque pretium pulvinar semper. Curabitur a urna nisl, a pretium arcu. Duis eget arcu non arcu placerat facilisis et et purus. In vel metus ut dui tempus convallis. Sed eu venenatis augue. Proin at lacus vel augue tristique luctus pellentesque et turpis. Nam ullamcorper quam a massa ultricies pulvinar. Nulla dolor sapien, egestas at ullamcorper quis, facilisis nec libero. Ut elementum lacinia urna id euismod. Curabitur at velit diam, ut portitior nuuc

Etiam luctus interdum eros, nec interdum est ullamcorper eu. Aenean suscipit, tortor ultricies accumsan rhoncus, enim justo porta nisl, sed sollicitudin mauris ante ut justo. Donec non orci vitae lacus elementum convallis id et diam. Curabitur pretium scelerisque dolor, eu sodales odio elementum at. Vivamus libero libero, cuismod eget sodales non, tristique at ipsum. Curabitur nec erat at lorem loborits tincidum! Phasellus nibh odio, gravida ut tincidunt sed, lacinia id lorem. Integer loborits sagittis elit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Integer laoreet mi eget lectus eleifend a suscipit diam faucibus. Praesent risus leo, suscipit sit amet elementum a, rutrum sit amet nisi.

Kind regards,

Jane Citizen B.Com, CPA, FSSA, FSSAud Fellow Specialist Advisor & Auditor



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.

Tuesday 12 March 2012 Matthew Smith 123 Some Street Anytown VIC 4123 John Citizen Accountancy

John Citizen Accountancy Pty Ltd ABN 12 345 678 901

Level 3, 12 Neuman Road Aberfoyle Park VIC 3011 Mobile 0412 345 678 Tel (09) 1234 5678 Fax (09) 1234 8765 john@superstart.com.au superstart.com.au Dear Matthew.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut luctus vulputate pulvinar. Nulla facilisi. Aenean quis neque eu tellus adipiscing ultrices in eget nunc. Suspendisse sem turpis, pretium eget pretium non, tempor sit amet augue. Mauris purus tortor, blandit eu commodo sed, bibendum sed purus. Mauris urna libero, imperdiet non aliquet quis, volutpat non velit. Curabitur rutrum tortor ac dolor facilisis tempor. Nullam luctus accumsan lorem ac mollis. In hac habitasse platea dictumst. Curabitur vitae viverra dui.

Sed cursus, nulla non dignissim sodales, magna augue molestie nisi, sit amet vehicula elit sem egget eros. Vivamus sed purus ac dui fermentum vulputate. Morbi vel posuere libero. Praesent condimentum quam eu orci mattis eu aliquet urna fermentum. Quisque pretium pulvinar semper. Curabitur a urna nisi, a pretium arcu. Duis eget arcu non arcu placerat facilisis et et purus. In vel metus ut dui tempus convallis. Sed eu venenatis augue. Proin at lacus vel augue tristique luctus pellentesque et turpis. Nam ullamcorper quam a massa ultricies pulvinar. Nulla dolor sapien, egestas at ullamcorper quis, facilisis nec libero. Ut elementum lacinia urna id euismod. Curabitur at velit diam, ut portitior nuur

Etiam luctus interdum eros, nec interdum est ullamcorper eu. Aenean suscipit, tortor ultricies accumsan rhoncus, enim justo porta nisl, sed sollicitudin mauris ante ut justo. Done con orci vitae lacus elementum convallis id et diam. Curabitur pretium scelerisque dolor, eu sodales odio elementum at. Vivamus libero libero, euismod eget sodales non, tristique at ipsum. Curabitur nec erat at lorem loborist incidunt. Phasellus nibh odio, gravida ut incidunt sed, lacinia id lorem. Integer lobortis sagititis elit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Integer laoreet mi eget lectus elefend a suscipit diam faucibus. Praesent risus leo, suscipit sit amet elementum a, rutrum sit amet nist.

Kind regards,



Figure 3.2.3

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

Brand guidelines

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.

To get more out of your Self Managed Super Fund, choose an advisor with more letters after their name.



advisor with more letters after their name.

Super Start Pty Ltd
Level 3, 21 Neuron Road
Aberforde Park VC 3011
Mobile cut 7 304 GPR

To get more

Self Managed

Super Fund,

choose an

out of your

Aberfoyle Park VIC 2011
Mobile cart 245 678
Tel (cg) 1294 9578
Tel (cg) 1294 9578
john@superstart.com.au
superstart.com.au
John Citizen
B.Com, CPA, FSSA
Fellow SMSF Specialist Advisor**

Super Start



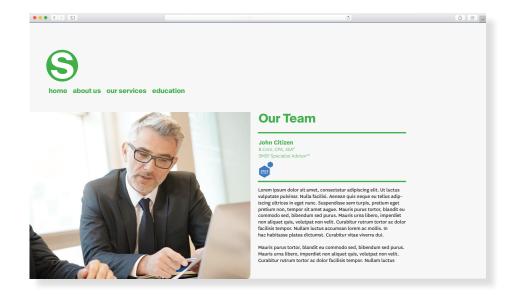
Figure 3.3.1 Correct use

Brand guidelines

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.



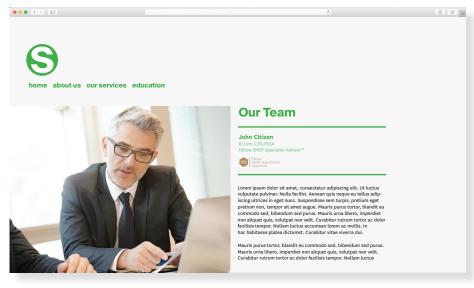


Figure 3.4.1 Correct use

Brand guidelines

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.





