Date: November 1, 2019

To: FCIA Members & Other Authorized Users

From: FCIA

Re: FCIA Logo Policy – 2019

The purpose of this document is to outline the policies for FCIA Member usage of the FCIA logo.

**FCIA Logo**

FCIA has built a brand around the FCIA logo, and the FCIA brand. FCIA has spent time and investment in building awareness for the FCIA brand. As such, modification of the FCIA logo is strictly prohibited.

**Who Can Use the FCIA Logo**

The FCIA logo may be used by all FCIA Members who are paid-in-full except subscriber members (Friends of FCIA Members). FCIA Members may prominently display the FCIA logo on FCIA Member company stationery, websites, business cards, and other marketing materials. FCIA encourages Members to use the FCIA logo prominently to add credibility to their firm through association with FCIA. FCIA authorizes certain media partners to use the logo in writing.

FCIA Members whose membership lapses or who do not renew are not considered Members in Good Standing, and as such are NOT authorized to display the FCIA logo on company marketing materials of any type. FCIA does periodically check for compliance to the policy.

**How to Apply the FCIA Logo Correctly**

Display the logo only in the form specified in this guide. Do not rotate, skew, redraw, reproportion, reproduce three-dimensionally, or otherwise alter this logo or its elements in any way.

Reproduce the logo only from the electronic files and logo sheet that FCIA provides. For electronic versions of the FCIA logo, contact the FCIA Office at 708-202-1108.

Do not translate the logo into another language or change its character set to another, such as Japanese or Arabic.

Do not display the logo in a way that suggests that your product is a FCIA product; that the FCIA logo is part of your product or company name; or that your product is licensed from, developed by, distributed by, or approved for use by FCIA. Your own logo should always be more prominent.

Always position the logo as distinct and apart from the other text and graphics, specifically from other logos and service marks. Do not combine the logo with any other element — such as other logos, words, graphics, photos, slogans, or symbols — that might appear to create a hybrid mark.

**Taglines**

The tagline “Firestop Contractors International Association” is part of the FCIA logo and must be used with the logo.
Address
Whenever the Association’s address is included with the logo, it must appear in a consistent fashion.

Size:
The minimum size for the logo when used with the tagline is .875”.

Logo Colors:
The FCIA logo version selected will depend on the medium and design of the communications piece, the printing technique used, and the surface printed on. The preferred background color for the FCIA logo is white. The logo can also appear on other colors, and on photographic backgrounds, provided the legibility of the logo is not diminished.

For more information:
Please follow these guidelines when using the FCIA logo. If you have usage questions, please call the FCIA Office at 708-202-1108.