

Chapter 5

Regulators' logos and the Key facts logo



5.1 Application and purpose

Application

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This chapter contains:

(1) *guidance for firms, authorised payment institutions, registered account information service providers and authorised electronic money institutions and their appointed representatives, agents or tied agents on the circumstances in which the FCA permits them to reproduce the FSA and FCA logos;*

(2) *rules on the use by firms of the Key facts logo.*

Purpose

5.1.2

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The FSA logo is a registered UK service mark, with number 2150560. The FCA logo is a registered UK service mark, with number 3213355. The Key facts logo is a registered Community trade mark, with the number EU3866688. All are the property of the FCA. They are also subject to copyright and may be used or reproduced with permission of the FCA only. If the FSA, FCA, or Key facts logos are reproduced or otherwise used by any person without such permission the FCA may seek to enforce its rights over its property through the Courts.

5.1.3

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■ GEN 5 Annex 1 G is a general licence, which sets out the circumstances in which the FCA permits a *person* to whom this chapter applies to reproduce the FSA and Key facts logos. Such a *person* need not apply for an individual licence if it uses or reproduces the logos in accordance with the general licence.

5.1.3A

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No general licence is granted by the FCA in respect of the FCA logo.

5.1.4

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The FCA has no policy to allow use of the FSA or Key facts logos by a *person* to whom this chapter applies other than as set out in ■ GEN 5 Annex 1 G. If, however, such a *person* wishes to use or reproduce either of the logos other than in accordance with the general licence, it may apply to the FCA for an individual licence, giving full reasons why it considers the FCA should grant the licence.

The Key facts logo

- 5.1.5** **R** A *firm* must not use the Key facts logo other than as and when it is required or expressly permitted to be used by the *rules*, and in accordance with the general licence in ■ GEN 5 Annex 1 G.
- 5.1.6** **R** A *firm* must take all reasonable steps to ensure that its *representatives* do not use the Key facts logo other than as and when the logo is required to be used by the *rules*.
- 5.1.7** **R** A *firm* must take all reasonable steps to ensure that the Key facts logo is not reproduced on any document that the *firm*, or any *person* acting on its behalf, provides to a *customer* unless the reproduction is required by the *rules*.

The FSA logo

- 5.1.8** **R** A *firm* must not use the FSA logo (and must take all reasonable steps to ensure that its *representatives* do not use the FSA logo) in any communication with a *client* other than in accordance with the general licence in ■ GEN 5 Annex 1 G or any individual licence granted by the *FCA* to the *firm* or its *representatives*.
- 5.1.9** **G** The general licence in ■ GEN 5 Annex 1 G to use the FSA logo will continue till 1 April 2014 whereupon the general licence is revoked by ■ GEN 5 Annex 1 G, 7.1.

The FCA logo

- 5.1.10** **R** A *firm* must not use the FCA logo (and must take all reasonable steps to ensure that its *representatives* do not use the FCA logo) in any communication with a *client* other than in accordance with any individual licence granted by the *FCA* to the *firm* or its *representatives*.
- 5.1.11** **R** ■ GEN 5.1.10 R also applies to a *registered person communicating a financial promotion* relating to one or more *qualifying cryptoassets* (in reliance on the exemption in article 73ZA of the *Financial Promotion Order*). The reference in that *rule* to a *firm* must be read accordingly.