



AIC FAR Feed Adviser Register Brand Guidelines

The purpose of this document is to give guidance on the “brand rules” for the use of the Feed Adviser Register (FAR) logo.

The logo may only be used in accordance with the rules set out below. The logo for FAR is shown below. The FAR acronym is registered under UK copyright law and is owned by AIC Services.

The logo consists of the initials of the register and text which explains the initials of register below the initials. The logo also consists of the AIC logo, which is also a registered trademark.

1. Logo Versions & Use of Background



Example 1

The logo should be displayed as shown above. The pantone reference for the logo is purple 259 / CMYK split - 70/96/14/4

No other colour combinations of the letters, arrow or background colour are allowed.



Do not rotate the Logo.



Do not stretch the logo.



Do not change the Background.



2. Location of Logo

The FAR logo should be located on the bottom right hand side of your documentation.

3. Logo Sizes

The logos proportions should be kept within the proportions shown above in Example 1. The logos must not be changed in any other way as detailed within examples 2,3 and 4.

4. Use of logo

I. Registered Adviser

Only registered advisers are entitled to use the logo of the register if they have been verified as meeting the FAR requirements. This can be varied by contacting enquiries@feedadviserregister.org.uk

II. Authorised users

Companies or individuals can use the logo if they are deemed suitable by the AIC Services Managing Director and FAR Working Group. In some instances a payment may be required for the use of the FAR logo for the endorsement of a product or service.

III. Stationery and other printed material

Logos can be used on paper and other stationery as required. The logos can be used on other printed material as long as the logo is clearly visible and readable on the finished product. The location of the logo should be at the footer of your document or website on the right hand side. In addition please detail your FAR Accreditation number.

IV. Website

The logo can be used on the website of a company employing FAR registered feed advisers as long as the rules outlined in section 2. and 3. are followed.



5. Unauthorised Use of the AIC Logo

I. Non verified advisers

Advisers that are not verified against the FAR requirements are not permitted to use the scheme logos.

II. Suspended advisers

Advisers that have been suspended from the register are not able to use the logos and must immediately cease to use any stationery and other material on which they are displayed.

Advisers that are found to be using the logos without authorisation will have action taken against them by AIC Services for breach of intellectual property law.

AIC Services reserve the right to bring to an end the use of these logos if AIC Services changes the existing trade assurance logos or if the schemes are brought to an end by AIC Services.

6. Termination of AIC Trade Assurance Logo usage.

AIC reserves the right to bring to an end the use of the AIC Trade Assurance brand.