FISA®
THE FIDUCIARY INSTITUTE OF SOUTHERN AFRICA

ESTATE PLANNING
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BENEFICIARY FUNDS

FISA MEMBER LOGO GUIDELINES

GUIDELINES FOR THE USE OF THE FISA MEMBER LOGO

Individual members only

1. Purpose and status of the logo

1.1. The Fiduciary Institute of Southern Africa (FISA) owns and controls the FISA name, logo and associated membership marks. These marks represent FISA and the professional standards for which it stands.

1.2. The FISA member logo is intended solely to identify an individual who is a registered FISA member in good standing. It does not identify, accredit, approve, endorse or confer membership upon the individual's employer, practice, company, partnership, trust, association or any other entity.

1.3. Permission to use the logo is personal, limited, non-transferable and revocable. Use of the logo does not confer ownership of, or any other right in, the FISA name or logo.

1.4. Only the attached two logos may be used.

2. Who may use the logo

2.1. Only an individual who is recorded by FISA as a current registered member in good standing may use the FISA member logo. Individual membership does not make the member's employer or any related entity a member of, or associated with, FISA.

2.2. For purposes of these guidelines, a member is in good standing only while all membership requirements determined by FISA are met, including payment of applicable membership fees, completion of annual membership renewal questionnaire, and compliance with FISA's Constitution, Code of Conduct and other applicable rules or requirements.

2.3. A member may not authorize another person, colleague or any firm, employer or entity to use the logo, nor may the member sublicense, assign or transfer the right to use it.

3. Permitted use by an individual member

3.1. A member in good standing may display the logo only as part of that member's own professional signature or sign-off, including:

- in the member's personal email signature block;
- below the member's handwritten or electronic signature on a letter or other correspondence; and
- in the member's personal professional profile or biography, where the context clearly identifies the member by name and does not imply that an organisation is a FISA member or is endorsed by FISA.
- On the member's business cards whether paper or digital.

- on the member's personal profile page on an employer's website, on the member's own professional website, or on the member's personal professional social-media pages (such as LinkedIn, Facebook or similar platforms), provided that the logo appears only in connection with the individual member, is visually subordinate to the member's name, and does not imply organizational membership, accreditation or endorsement by FISA.

3.2. The logo must appear in close proximity to the individual member's full name and must be visually subordinate to the member's name and the employer's principal branding.

3.3. Where reasonably practicable, the words "Individual FISA member" or "FISA member" should appear next to or immediately below the logo.

3.4. The intentional misuse of the Fisa logo or failure to comply with these guidelines shall constitute a contravention of the Fisa Code of Conduct.

4. Use by companies and other entities is prohibited

4.1. **A company, firm, employer, practice, partnership, trust, association or other entity may not** use the FISA member logo as its own logo, credential, accreditation mark, endorsement or general branding, even if one or more FISA members are employed by, contracted to, associated with or are directors, partners or owners of that entity.

4.2. The logo may not be placed on an entity's letterhead, website header or footer, homepage, social-media banner, marketing material, signage, advertisements, proposals, invoices, brochures, general email footer, shared mailbox signature or other general corporate correspondence.

4.3 The logo may not be placed on an entity's website, social-media pages or digital platforms as part of the organization's branding, marketing, service descriptions or general content.

4.4. An entity may not state or imply that it is a member of, registered with, accredited by, approved by, endorsed by, affiliated with or associated with FISA merely because it employs or is otherwise connected to one or more FISA members.

4.5. An entity may factually state that a specifically named individual is a FISA member only if that statement is accurate, current, authorised by the member and presented so that it cannot reasonably be understood as organisational membership, accreditation or endorsement.

5. Examples

PERMITTED	NOT PERMITTED
Jane Smith Director [logo] Individual FISA member	ABC Fiduciary (Pty) Ltd [logo] FISA-associated firm
A logo beneath Jane Smith's signature on her own letter.	A logo in ABC Fiduciary's letterhead or general footer.
"Jane Smith is an member of FISA."	"ABC Fiduciary is associated with / accredited by FISA."

6. Presentation and integrity of the logo

6.1. Only the official artwork supplied or approved by FISA may be used. The logo must not be redrawn, recreated, cropped, stretched, distorted, recoloured, rotated, animated, obscured or combined with another logo, symbol, wording or graphic.

6.2. The proportions, colours, wording and other elements of the logo must remain unchanged. The logo must be displayed clearly, legibly and with sufficient surrounding space.

6.3. The logo may not be used in a manner that is misleading, deceptive, defamatory, unlawful, inconsistent with FISA's professional standards, or likely to bring FISA or the fiduciary profession into disrepute.

6.4. The logo may not be used in a way that suggests that FISA guarantees the member's work, accepts responsibility for the member's advice or services, or endorses any product, transaction, opinion, employer or entity.

7. Suspension, termination and removal

7.1. A person must stop using the logo immediately if that person's membership expires, lapses, is suspended or terminated, or if the person otherwise ceases to be a member in good standing.

7.2. The former or suspended member must promptly remove the logo from all email signatures, templates, correspondence, profiles and other materials under that person's control.

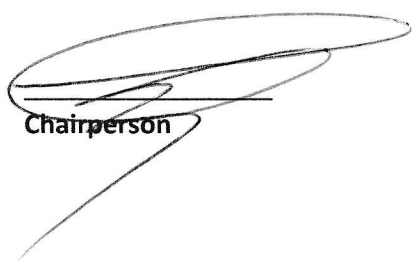
7.3. FISA may withdraw permission to use the logo, require its correction or removal, or take any other appropriate action where use is unauthorised, misleading or contrary to these guidelines or any applicable FISA rule.

8. Responsibility and enquiries

8.1. Each member is responsible for ensuring that the member's use of the logo complies with these guidelines and that colleagues, service providers and employers do not reuse the logo as an organisational mark.

8.2. Where a member is uncertain whether a proposed use is permitted, the member must obtain written guidance from the FISA Secretariat before using the logo.

8.3. Queries and reports of suspected misuse should be directed to the FISA Secretariat at secretariat@fisa.net.za.



Chairperson

30/10/2026

Date