

FIRA Membership Logo Terms and Conditions

1. Members of the Furniture Industry Research Association may, subject to Condition 7 below and provided they comply with these rules, can reproduce The Association logo on their business stationery, promotional materials and website (see example of logo below).
2. Display of the Furniture Industry Research Association Logo denotes that the business or individual is a Member of the Furniture Industry Research Association. The fact that The Association logo is displayed does not mean that The Association is responsible for any act or omission of the Member, or that The Association endorses or gives any warranty in relation to the Member or any of its products or services.
3. Members must not use the Furniture Industry Research Association Logo in any way that represents that the Member or its goods and services are endorsed by The Association, or so as to imply that those goods and services meet any quality standard. Nor may any Member use The Association Logo in any way that represents that its goods and services are those of the Furniture Industry Research Association, or that the Member is associated with The Association in any way other than as a Member, or so as to bring The Association into disrepute.
4. Members may enlarge or reduce the size of The Association Logo provided their wording remains legible. The wording may NOT be changed or omitted.
5. Members may reproduce The Association logo in colour - Pantone 526c purple, or black only. Any other variation may NOT be made unless the Member has first obtained specific written permission from The Association.
6. As soon as anyone ceases to be a Member of the Furniture Industry Research Association, or The Association revokes permission under Condition 7 below, the Member or ex-Member must stop The Association logo, and must immediately remove it from its business stationery, promotional materials and website etc,. This applies even where specific written permission to use them has been given in the past.



Products or displays on retailers' shop floors featuring the logo should be replaced or relabelled within three months. Any logos featured on customers' websites should also be removed with immediate effect. The Furniture Industry Research Association takes any logo misuse extremely seriously.

Under the Consumer Protection from Unfair Trading Regulations 2008 it states that it is an offence for a company or individual to falsely claim membership of trade associations and claim a product has been approved by a public or private body when it has not.

7. The Furniture Industry Research Association reserves the right to withdraw permission to use The Association logo (or any variation of them) at any time, without providing reasons for its decision, even if specific written permission has been given in the past.

Furniture Industry Research Association

The Association is a company limited by guarantee

Registered Office:
Chiltern House, Stocking Lane
Hughenden Valley, High Wycombe,
Buckinghamshire, HP14 4ND

Registered No 688288 England

Guidelines on the use of the FIRA Membership Logo

Advice for members of the Furniture Industry Research Association on the use of the membership logo.

The logo can be reproduced on items such as stationary, literature, website and as part of the company's vehicle livery. You have been supplied with an image file of this logo, however should you require further information or a different file format please contact the FIRA Marketing Department on 01438 777 700 or e-mail: cwinsor@fira.co.uk

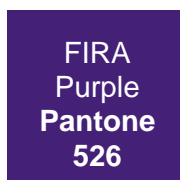


Our logo has an exclusion zone as shown above, this is to ensure visibility and prominence for the logo. This exclusion zone is dictated by the size of 'X'. 'X' represents the distance between the two circles. The exclusion zone is equal to 'X'. Here for example, the distance X = 7 mm, so therefore the exclusion zone is 7 mm. No other graphics or text should appear within this area.



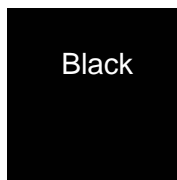
The minimum size for the FIRA element is 10mm in height. It must never be used below that size.

Colours



4 Colour Process

C 76
M 100
Y 7
K 0



Black and white logo

This version is only used when producing a black and white document such as a newspaper advert.

The logo must only appear in either the 'FIRA purple' or black and must always appear on a white background. The logo cannot be reversed out.

The application of the FIRA membership logo must conform to the standard design. No other arrangement of the block and wording, or typestyle, or colour is permissible. The logo should not be used as to imply endorsement of a particular product or service.

The FIRA membership logo is the copyright of FIRA International Ltd. The company reserves the right to withdraw permission to use the logo at anytime. If a member withdraws from membership they should cease to use the logo and it must either be removed, obscured or the item destroyed.

For further assistance please contact the FIRA Marketing Department on 01438 777 700