



USING THE SFR AUTHORISED MARK

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SFR Authorised Mark

1. Introduction

The Sustainable Fuel Register (SFR) gives suppliers (Producers and Traders) the opportunity to promote their authorised fuel and illustrate that it can be used by consumers who are participating on the Renewable Heat Incentive (RHI) scheme.

As a general rule there are only a limited number of circumstances when the SFR Authorised Mark or Brand should be used by suppliers, third party organisations and the media.

2. SFR Authorised and Brand Marks

There is a distinction between the SFR Brand mark and the SFR Authorised mark.

2.1 SFR Brand Mark



The SFR Brand Mark is used by SFR for promotional activities. Third parties such as media organisations are asked to contact us to request use of the standard promotional SFR Brand Mark. Contact details can be found at www.sfrregister.org or at the end of this document.

2.2 SFR Authorised Mark



The SFR Authorised Mark is identified by the word 'AUTHORISED'. This mark can be used by suppliers of authorised fuels and details of how this can be used are provided below. The mark is only intended to show that a fuel has been authorised and does not imply that a person or organisation is authorised by SFR.

2.3 Using the SFR Authorised Mark

The SFR authorised Mark should not be altered or amended in anyway. The define colours are Orange, Green and Yellow. The colour palette is summarised below.

Orange	Green	Yellow	Font
			
R/G/B- 252/104/3 CMYK- 0/69/94/0	R/G/B-28/145/28 CMYK- 82/14/100/3	R/G/B-252/205/3 CMYK- 2/19/93/0	Verdana Bold Verdana Regular

Amendments or edits such as stretching, cropping, redrawing and positioning over images are prohibited. Some incorrect edits of how the SFR Authorised Mark is shown below.



Changes to the Authorised Mark are not permitted

3. Terms of SFR Brand Mark use

Producers and Traders will be issued the image files for the SFR Authorised Mark once applications to the SFR have been approved. Using the Mark in line with these guidelines is a condition within the Terms and Conditions of authorisation.

Those permitted to use the SFR Authorised Mark must adhere to our policy and must make themselves aware of the incorrect uses of the SFR Brand listed below.

The SFR Authorised Mark:

- Must not be used in any way that suggests it is affiliated with, sponsors or endorses you, your organisation or website.
- Must not be used for general promotional purposes of a business.
- Can only be associated to your authorised fuel.
- Should not be mistaken with the promotional SFR Brand Mark.
- Must not be amended, altered or tampered with.
- Must not be displayed in a false or misleading way.



Misuse of the SFR Authorised Mark may result in withdrawal of permission to use the Mark and other actions including litigation, arbitration, and removal from the SFR scheme.

These will be subject to change whenever deemed necessary.

4. Contact us

If you have any other enquires regarding the SFR Brand Mark please contact us:

Address

Sustainable Fuel Register
c/o FEC Energy
10th Street
Stoneleigh Park
Kenilworth
Warwickshire
CV8 2LS

Telephone

024 7669 8919

Email

info@sregister.org

Website

www.sregister.org