



## **The European SRI Transparency Code** **Manual Logo Specification**

### **The proper name for the Code is European SRI Transparency Code**

As of May 2008, signatories of the European SRI Transparency Code can no longer use Eurosif logo on their funds document. Instead, Eurosif has developed a logo to be used specifically and only by signatories of the European SRI Transparency Code.

### **Logo**

The use of the official Logo is a primary part of the Transparency Code identity. The Logo must be incorporated on the fund's response to the Code without exception and if possible on the media chosen to communicate the information required by the Code (e.g. web-based and/or printed material). The Logo must be consistently applied at all times in a manner defined by this code.

The logo is made of two gold rings with the letters in "Transparent" overlapping. The letters in "Transparent" appear in a way which aligns the 'tra' in transparent within the smaller circle, and the "ns" within the larger circle. Ridges and six stars appear on the edge of the large circle.

### **Where to Place the Logo**

The Transparency Code Logo can only be used in documents or next to information pertaining to Socially Responsible Investment (SRI).

The Transparency Code Logo can be used on the front cover of a document only if the document relates purely to SRI. If the document covers a range of SRI and mainstream products, the SRI symbol can only be used on the pages that relate directly to SRI products.

### **Disclaimer Accompanying the Logo**

When using the Logo on fund's materials, the logo must always be accompanied by a disclaimer which describes what it represents, so there can be no confusion about what it means.

If the Logo is used on the front cover of a formal document, you do not have to include the disclaimer on the front cover. However you must repeat the Logo either in the document's disclaimer section or a location reasonably close to the front cover and include the disclaimer statement next to it so that consumers understand what the Logo means.

English Disclaimer:

"The European SRI Transparency logo signifies that the **<fund manager name>** commits to provide accurate, adequate and timely information to enable stakeholders, in particular consumers, to understand the Sustainable Responsible Investment (SRI) policies and practices relating to the fund. Detailed information about the European SRI Transparency Code can be found on [www.eurosif.org](http://www.eurosif.org), and information of the SRI policies and practices of the

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please contact Eurosif at +33 1 40 20 43 38 or [contact@eurosif.org](mailto:contact@eurosif.org)



<fund name> can be found at: XXX. The Transparency Code are managed by Eurosif, an independent organisation.

The European SRI Transparency Logo reflects the fund manager's commitment as detailed above and should not be taken as an endorsement of any particular company, organisation or individual."

#### French Disclaimer

« Le Logo du Code de Transparence ISR européen signifie que < nom du signataire > s'engage à fournir des informations exactes, adéquates et en temps voulu, pour permettre aux parties prenantes, notamment les consommateurs, de comprendre les politiques et pratiques d'Investissement Socialement Responsable (ISR) du fonds. Une information détaillée sur le Code de Transparence est disponible sur [www.eurosif.org](http://www.eurosif.org), et des informations sur les politiques et pratiques ISR de < nom du fonds > sont disponibles sur XXX. Le Code de Transparence est géré par Eurosif, une organisation indépendante.

Le Logo du Code de Transparence ISR européen reflète l'engagement du gestionnaire de fonds tel que décrit ci-dessus et ne doit pas être perçu comme un soutien à une quelconque société, organisation ou individu. »

#### Italian Disclaimer:

“Il logo europeo per la trasparenza degli ISR significa che <nome del gestore > si impegna a fornire informazioni accurate, complete e tempestive per mettere tutti i soggetti interessati nelle condizioni di comprendere le politiche e le pratiche di investimento socialmente responsabile (ISR) del fondo. Informazioni dettagliate sulle Linee Guida Europee per la Trasparenza dei fondi di ISR si possono trovare su [www.eurosif.org](http://www.eurosif.org), mentre ulteriori dati sulle politiche e sulle prassi di ISR di <nome del fondo> possono essere scaricate da [www.XXX.yy](http://www.XXX.yy). Le Linee Guida per la trasparenza sono gestite da Eurosif, un'organizzazione indipendente.

Il logo europeo per la trasparenza degli ISR esprime l'impegno del Gestore descritto sopra e non deve essere inteso come una forma di supporto nei confronti di qualsivoglia società od organizzazione o individuo.”

#### German Disclaimer:

Das Europäische Transparenzlogo für Nachhaltigkeitsfonds kennzeichnet, dass < Name des Fondsmanagers > sich verpflichtet, korrekt, angemessen und rechtzeitig Informationen zur Verfügung zu stellen, um Interessierten, insbesondere Kunden, die Möglichkeit zu geben, die Ansätze und Methoden der nachhaltigen Geldanlage des jeweiligen Fonds nachzuvollziehen. Ausführliche Informationen über den Europäischen Transparenz Kodex finden Sie unter [www.eurosif.org](http://www.eurosif.org). Informationen über die nachhaltige Anlagepolitik und ihre Umsetzung des < Name des Fonds > finden Sie unter: XXX. Der Transparenz Kodex wird von Eurosif gemanagt, einer unabhängigen Organisation.



Das Europäische SRI Transparenz-Logo steht für die oben beschriebene Verpflichtung des Fondsmanagers. Es ist nicht als Befürwortung eines bestimmten Unternehmens, einer Organisation oder Einzelperson zu verstehen.

## Logo Usage Rules

- The Eurosif logo contains six colors; three colors for the text and three colors for the rings. When in color, the precise colors must be used. When monochromatic the six values still must be observed.

Proper Color Logo	Proper Monochromatic Logo

- Always place the logo horizontal so the text reads from left to right.
- Always allow for proper spacing around the logo.

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**Logo Colors**



**Gradient**

C 49,5	C 71,5	C 85	C 2	C 30	C 17
M 35	M 50,5	M 60	M 0	M 38	M 31
K 31	K 44,5	K 53	K 47	K 98	K 94
Y 26	Y 37	Y 44	Y 0	Y 3,5	Y 0



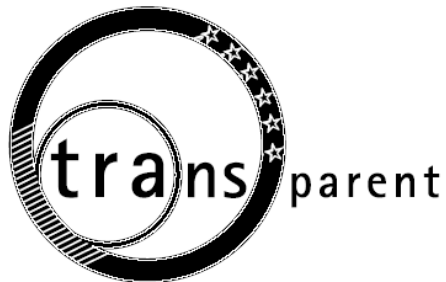
**Flat**

C 49,5	C 71,5	C 85	C 2	C 30	C 17
M 35	M 50,5	M 60	M 0	M 38	M 31
K 31	K 44,5	K 53	K 47	K 98	K 94
Y 26	Y 37	Y 44	Y 0	Y 3,5	Y 0



**Grey**

N 64,5	N 76	N 100	N 6	N 49	N 33,5



**Black & White**

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## Logo Usage Violations

- Never attempt to recreate the logo
- Never replace any of the typeface
- Never replace the colors of the logo
- Never remove or alter the circle
- Do not skew or distort the logo in any way.
- Do not place the logo on a textured background or colored background that will impede its readability.
- Do not use a negative image of the logo.
- Do not use scans or low quality copies of the logo. Use an official file or hard copy of the logo.
- Do not create pattern with the logo.
- Do not let the logo be distorted by improper scaling.

<b>Improper Proportions</b>	<b>Improper Proportions</b>
<b>Improper Colors</b>	<b>Improper Resize</b>
<b>Improper Colors</b>	<b>Improper Size</b>

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