

THE GIPS STANDARDS BRANDING GUIDELINES FOR COUNTRY SPONSORS

Recognizing that some Country Sponsors will want to reprint the Global Investment Performance Standards (GIPS®) to include a local introduction or Country Sponsor recognition, we have developed guidelines to facilitate the process and preserve a consistent appearance of the GIPS brand. This is important and necessary to ensure both investors and investment management firms recognize the GIPS standards as the same around the world.

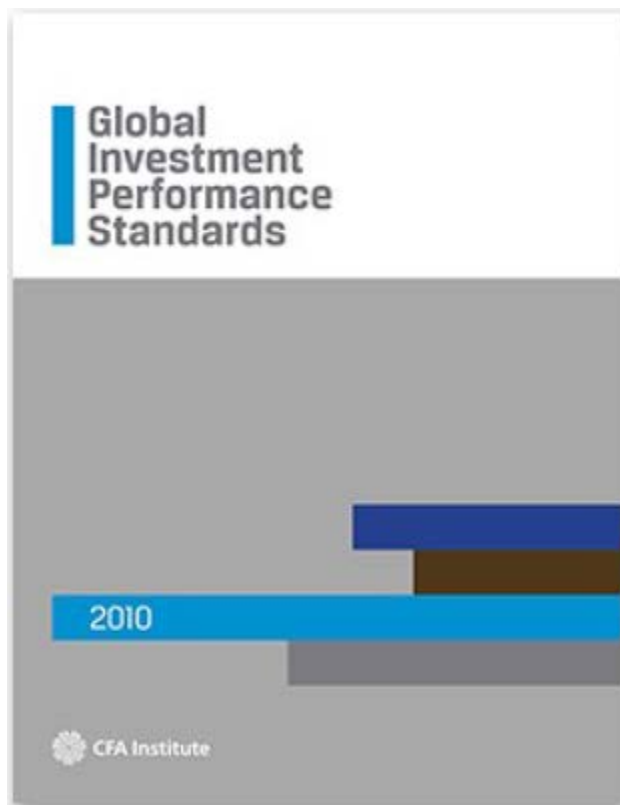
As referenced in the GIPS Country Sponsors Guidelines and Application, the following guidelines have been developed to aid Country Sponsors that wish to print the Standards locally. These will serve as a helpful aid in working with printers locally to provide them with formatting instructions. It is important to follow these guidelines as closely as possible to preserve the brand; however, we recognize that some printers may not be able to meet these exact specifications.

We ask that Country Sponsors work closely with their local printers to make a concerted effort to adhere to these guidelines. All local reprints and/or translations of the GIPS standards must be endorsed by the GIPS Executive Committee.

The Country Sponsor must include the following notice in any reprint of the GIPS standards or use of the GIPS brands:

“[Insert Sponsor name] is an endorsed Country Sponsor authorized by the GIPS Executive Committee to promote the GIPS standards. The GIPS® trademark and wordmark and the GIPS standards are owned by CFA Institute.

www.gipsstandards.org.”



This is the cover that must be used for the reproduction of the GIPS standards. If a Country Sponsor must recreate the file in another program, the background photograph and the GIPS and CFA Institute wordmarks will be provided. The placement and sizes of the wordmarks must be maintained.



The back cover contains an area to insert contact information for the Country Sponsor.

PROPER TRADEMARK USAGE

The GIPS wordmark and GIPS brand may be used by GIPS Country Sponsors in a variety of ways. Consistency and appropriate use are the keys to effective branding. The following guidelines are for Country Sponsors that wish to use the GIPS wordmark and brand for promotion of the GIPS standards.

- The wordmark may be used on:
 - Country Sponsor websites, preferably with a link to the www.gipsstandards.org website.
 - Brochures, articles, and newsletters offered by the Country Sponsor in promotion of the Standards.
- The GIPS wordmark must not be used on:
 - Business cards.
 - Personal stationary.
 - Personal biographies.
 - Any materials not produced by an endorsed Country Sponsor.
- The wordmark and GIPS acronym must not be incorporated into the wordmarks, brands, or trademarks of a Country Sponsor.
- The wordmark and GIPS brand are protected by CFA Institute. Country Sponsors must not register either with local trademark offices.
- Country Sponsors must not license the use of the brands to others.

Please direct questions to CFA Institute regarding proper use of the mark, and/or branding, and any requests from others to use the mark.