

FSCS Protected badge



Guidance for deposit takers



Industry agreement and channels



In-branch regulatory requirements

Contents

About FSCS

About this guidance document

The Protected badge (primary)

The Protected badge (secondary)

Exclusion zones and size

Colour palette and typography

Channel scope

Regulatory requirements

External – A4 sticker/poster

Internal – A3 poster

Cashier sticker display

Compensation leaflet

Industry requirements

Websites

Mobile banking applications (apps)

FSCS Information Sheet

Optional channels

Outdoor advertising

Product and marketing literature

Press advertising

TV advertising

Video and animation

Find out more

2

3

4

5

6

7

8

9

10

11

12

13

14

16

20

22

23

24

26

27

29

30

31

About FSCS

FSCS protects consumers when authorised financial services firms fail. Since its setup in 2001, it has helped millions of people.

FSCS is an independent body, set up under the Financial Services and Markets Act 2000 (FSMA). It’s funded by a levy on authorised financial services firms.

What does FSCS protect?

Deposits such as current accounts, savings accounts and cash ISAs. Additionally, FSCS also protects the following products (however these are not in the scope of this document):

- Investment business.
- Home finance (for business from 31 October 2004).
- Insurance policies.
- Insurance broking (for business from 14 January 2005).
- Funeral plans (for providers that have gone out of business on or after 29 July 2022).

Raising awareness

The FSCS Protected badge was developed for the industry to use to increase awareness of FSCS and the financial protection it provides.

The FSCS Protected badge helps to increase customer confidence, which in turn contributes to trust and overall financial stability in the UK.

Independent research confirms that the FSCS Protected badge is reassuring and comforting to customers and increases trust in firms. The FSCS Protected badge is designed to complement the branding or visual identities of financial services firms. The guidance will provide flexibility to support this as well as ensuring consistent use of the FSCS Protected badge.

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Deposit protection key messages:

● Automatic protection up to £120,000.

● Money back within seven days.

● FSCS is independent and does not charge consumers to use its service.

About this guidance document

This document provides information about using the FSCS Protected badge in firm communications and is broken into four main sections.

FSCS is grateful to the industry for its ongoing support and contribution to building consumer awareness of the protection it provides. A number of firms have pioneered initiatives in this area.

This builds consumer confidence and aids financial stability.



About FSCS

The first section provides information about the FSCS Protected badge and its use.



Regulatory requirements

The second part covers the in-branch disclosure materials that are regulatory requirements with which firms must comply.



Industry requirements

The third section is the industry agreement for use of the FSCS Protected badge outside usage already mandated in the regulatory requirements.



Optional channels

The fourth section then features advice and guidance on optional channels firms can use to promote FSCS in their communications.

The FSCS Protected badge logo

Primary badge

The FSCS Protected badge features the FSCS wordmark set within a padlock and supported by the word PROTECTED. These elements are enclosed within a graphic shape. This complete device allows the information contained within to stand out no matter what the background. Under no circumstances should these elements be separated or broken apart.

The primary badge is in portrait format and should be used wherever possible.

Colour variants

Wherever possible, the FSCS Protected badge should appear as the colour version as this is the preferred option.

The FSCS Protected badge should only ever appear as:

- Negative versions if using over dark backgrounds which would make the positive version difficult to see; or
- Mono versions on any black and white or grayscale collateral, never on colour materials.

Colour versions



Primary badge



Mono versions



Positive versions – for use on lighter backgrounds



Negative versions – for use on darker backgrounds

The FSCS Protected badge logo

Secondary badge

There may be instances on smaller digital and mobile formats where the detail would be illegible, in which case the secondary landscape version should be used. This version gives more prominence to the PROTECTED message, so it is important that it is considered for smaller spaces.



Secondary badge



Positive versions – for use on lighter backgrounds



Negative versions – for use on darker backgrounds

The FSCS Protected badge logo

Exclusion zones

The exclusion zone is designed to protect the FSCS Protected badge’s integrity, keeping it apart from other content or the page edge. Images, type, other logos and any other visual elements should not be placed within the boundaries of the exclusion zones shown here.

The zone’s extent can be calculated by measuring the length of ‘x’ as shown:

- For the primary FSCS Protected badge it is the height of the letter S in the FSCS logomark.
- For the secondary FSCS Protected badge it is the height of the letter P in the PROTECTED wordmark.

Minimum size

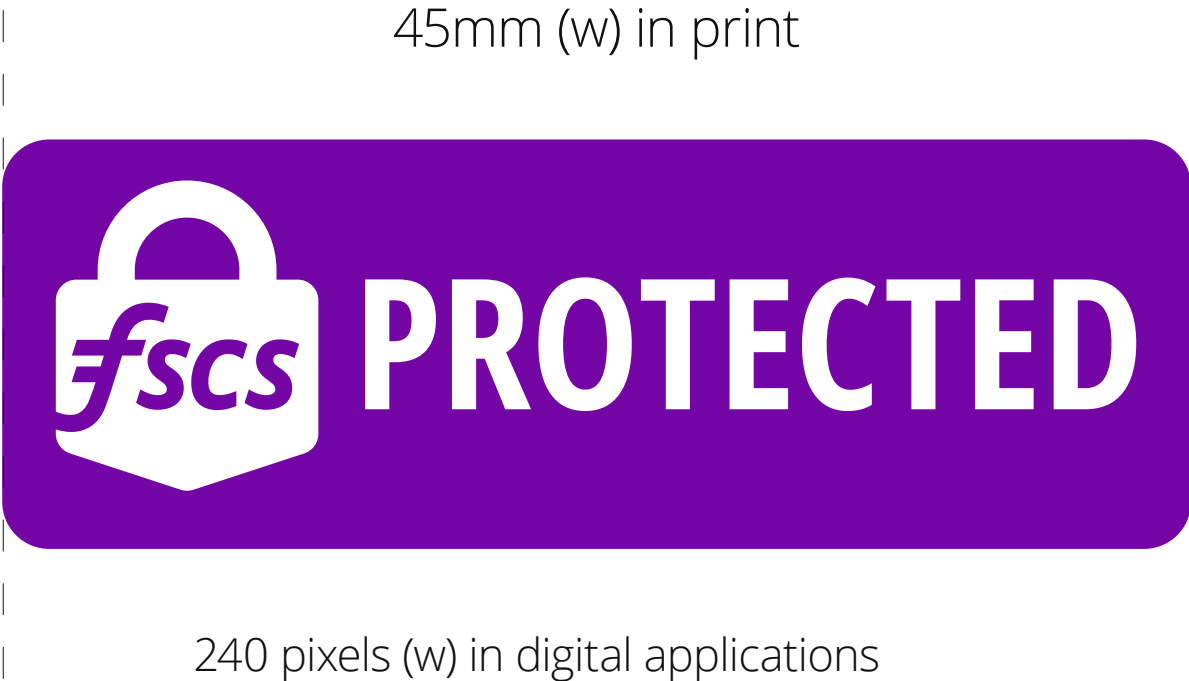
To maintain the graphic integrity of the protected FSCS Protected badge and to ensure legibility, the minimum sizes for the badges are:

Primary

- 30mm (h) in print.
- 170 pixels (h) in digital applications.

Secondary

- 45mm (w) in print.
- 240 pixels (w) in digital applications.



Exclusion zones

Minimum size

Colour palette

Purple is our primary colour and the only colour from the brand palette to be used for communications relating to the FSCS Protected badge. This helps focus recognition and enforces a consistent approach to collateral.

Purple CMYK 72 100 9 3 RGB 108 0 136 HEX #6C0088	Purple 90% RGB 123 26 148 #7B1A94
	Purple 20% RGB 226 204 231 #E2CCE7
	Purple 10% RGB 240 229 243 #F0E5F3

Tints

The core purple can be used as any of the tint percentages shown above, with the 90% tint the dominant option. These tints allow flexibility within applications and have practical benefits, such as reduced ink coverage, whilst maintaining appropriate colour-contrast levels.

Typography

Open Sans is a clean and modern sans-serif typeface optimised for legibility across print and digital interfaces.

Open Sans is available via an open source licence and can be downloaded for free on [Google Fonts](#).

OpenSans

Light Regular Semibold Bold

Typesetting

Usage Brands will only have to edit the disclosure materials to include their own firm/brand name (see page 10-12); this should be set in Open Sans Light – the same as the body copy surrounding it.

Channel scope

This section sets out the channel scope for the use of the FSCS Protected badge in three broad areas.

- 1. The first section covers the regulatory requirements all firms must comply with for in-branch FSCS materials. We provide information on the production and placement of these materials in-branch and the PRA's Depositor Protection rules here: prerulebook.co.uk
- 2. The second section covers the channels required under the industry-wide agreement with UK Finance and the Building Societies Association.
- 3. The third section covers the use of the FSCS Protected badge in a range of optional channels including advertising and marketing materials.



Regulatory requirements

- For in-branch materials:
- A4 external poster.
 - A3 internal poster.
 - Cashier sticker display.
 - Customer leaflet.

Page 9



Industry requirements

- As part of the voluntary agreement:
- Websites.
 - Mobile banking apps.
 - FSCS Information Sheet.

Page 14



Optional channels

- TV advertising.
- Outdoor advertising.
- Product and marketing literature.
- Press advertising.
- Social channels.

Page 23

Regulatory requirements for in-branch materials

Authorised banks, building societies and credit unions are required to prominently display FSCS disclosure materials in branch as detailed in the PRA's Depositor Protection rules here: prarulebook.co.uk

Details of these regulatory requirements can be found in Policy Statement PS6/15 – Depositor and dormant account protection: Section 23, Pages 33-35. This can also be found on the PRA Rulebook website.

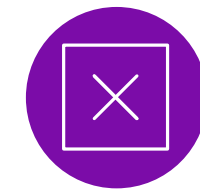
For further information or guidance regarding any of the above requirements, please contact communications@fscs.org.uk



FSCS produces the designs that firms should use to comply with the regulatory requirements. When using FSCS designs, you must not alter the design of the materials in any way beyond inserting the name of the firm on the materials.

We provide detailed guidance on producing the materials in this section. All the materials are available online.

- A4 external poster.
- A3 internal poster.
- Cashier sticker display.
- Customer leaflet.



Regulatory requirements for in-branch materials

A4 external poster for branch window or door display*

Firms that accept deposits under a single brand or trading name should use the 'FSCS Poster A4 External Single' in the branch window.

Firms that accept deposits under multiple brands or trading names should display the 'FSCS Poster A4 External Multi' in the branch window.

Where the physical design of the branch means that it is not possible to comply with this, a firm must display the 'FSCS Poster A4 External Single' prominently and in a way that is clearly visible to customers in the branch.

- Use the poster designs supplied by FSCS (shown here).
- Colour version only can be used.
- Do not amend the design of the poster in any way beyond where required by regulation to include the firm name.
- Minimum A4 size.

Positioning

FSCS suggestions on prominence are as follows:

- Displayed at eye level to be clearly visible.
- Positioned on the branch door (where feasible); or
 - in main window near the front door; or
 - near a point of customer focus e.g. next to a cash machine.
- Not obscured by other posters.
- Must be in good display condition e.g. not discoloured by sun.

Obtaining master artwork

Links to download master artworks can be found on the FSCS website
<https://www.fscs.org.uk/industry-resources/materials-deposit-takers>

* Details of these regulatory requirements can be found in Chapter 23 of the Depositor Protection Rules.



Ext_01_SB_A4
Single brand A4 compensation sticker (external)
Size: 210x297mm



Ext_02_MB_A4
Multiple brand A4 compensation poster (external)
Size: 210x297mm

Regulatory requirements for in-branch materials

A3 internal poster*

For firms that accept deposits under a single brand or trading name, and firms that accept deposits under multiple brands or trading names:

- Display the compensation poster inside the branch.

Where the physical design of the branch means that it is not possible to comply with the above requirements, a firm must display the compensation poster in an alternative place in the branch that has equal prominence.

- Use the poster designs supplied by FSCS (shown here).
- Colour version only can be used.
- Do not amend the design of the poster in any way beyond where required by regulation to include the firm name.
- Our preferred size is A3 although a minimum size of A4 is acceptable.

Positioning

FSCS suggestions on prominence are as follows:

- Displayed at eye level.
- Positioned in a prominent position in the branch, or near a point of customer focus:
 - ATMs;
 - product literature display; or
 - cashier queuing area.

Obtaining master artwork

Links to download master artworks can be found on the FSCS website

<https://www.fscs.org.uk/industry-resources/materials-deposit-takers>

* Details of these regulatory requirements can be found in the PRA's Depositor Protection rules <https://www.prarulebook.co.uk/prarules/depositor-protection>



A3
Single brand A3 compensation sticker (external)
Size: 297x420mm



A3
Multiple brand A3 compensation poster (external)
Size: 297x420mm

Regulatory requirements for in-branch materials

Cashier sticker display*

- Must be the sticker design supplied by FSCS (shown here).
- Can take the form of a sticker, small poster, tent-fold card etc.
- Colour version only can be used.
- Do not amend the design in any way beyond where required by regulation to include the firm name.
- Minimum size 120x90mm.

Positioning

FSCS suggestions on prominence are as follows:

- Displayed at the cashier opening if possible.
- Alternative locations of equal prominence are acceptable if the physical constraints of the branch mean the preferred positioning is not possible.

Obtaining master artwork

Links to download master artworks can be found on the FSCS website
<https://www.fscs.org.uk/industry-resources/materials-deposit-takers>

* Details of these regulatory requirements can be found in Chapter 23 of the Depositor Protection Rules.



Stk01_SBMB
Sticker or card for the cashier window or desk for single or multiple brands

Regulatory requirements for in-branch materials

Compensation leaflet (booklet) provision in branch, telephone and electronic*

Firms must make the leaflet available in-branch and provide it to customers on request or when asked about FSCS protection.

Obtaining master artwork

Firms must use the artwork and design FSCS provides and print the leaflet as necessary using their own printers.

There are two formats of the leaflet shown here. They are the A5 leaflet for printing and the PDF version for use online.

Links to download master artworks can be found on the FSCS website

<https://www.fscs.org.uk/industry-resources/materials-deposit-takers>

In-branch

Firms must provide copies of the compensation leaflet produced by FSCS.

- Zip file containing the A5 version is available to download for printing.
- Firms are responsible for their own printing.

Telephone

If requested, the customer agent must:

- send the compensation leaflet in PDF format by email;
- send a link to the online version of the PDF leaflet by email; or
- send a printed leaflet in the post.

Electronic

The compensation leaflet must be available to view or download through your website.

- This is a special version of the leaflet created for online use. Please download a copy and host this file on your own website. Do not link to the FSCS website.

Please do not amend the design or the content of the leaflet in any way.

* Details of these regulatory requirements can be found in Chapter 23 of the Depositor Protection Rules.



Also available online to download as a PDF

Industry requirements (as part of the voluntary agreement)

This section covers the requirements of the industry-wide agreement between UK Finance, the Building Societies Association and FSCS.



This sets the scope, channels and standards firms will adopt to promote FSCS and use the FSCS Protected badge. The scope of the agreement applies to non-business retail customers only and includes cash savings and current accounts.

Required channels:

- Websites.
- Mobile banking applications (apps).
- FSCS Information Sheet.

Industry requirements

The scope of the agreement applies to non-business retail customers only and includes cash savings and current accounts.

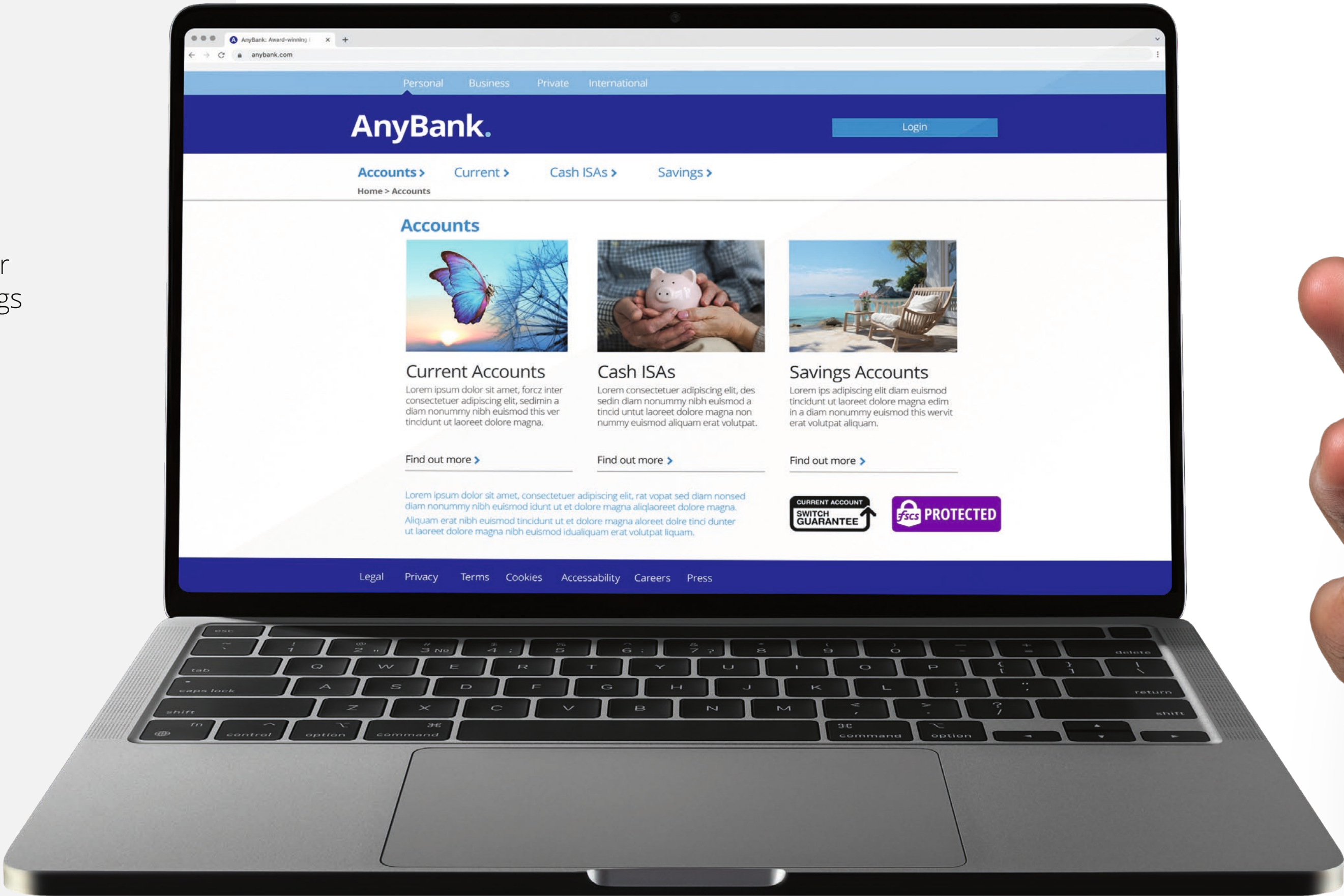
Websites

A firm that accepts deposits under a single brand or trading name, or multiple brands or trading names, must, in a way that best brings the information to depositors' attention:

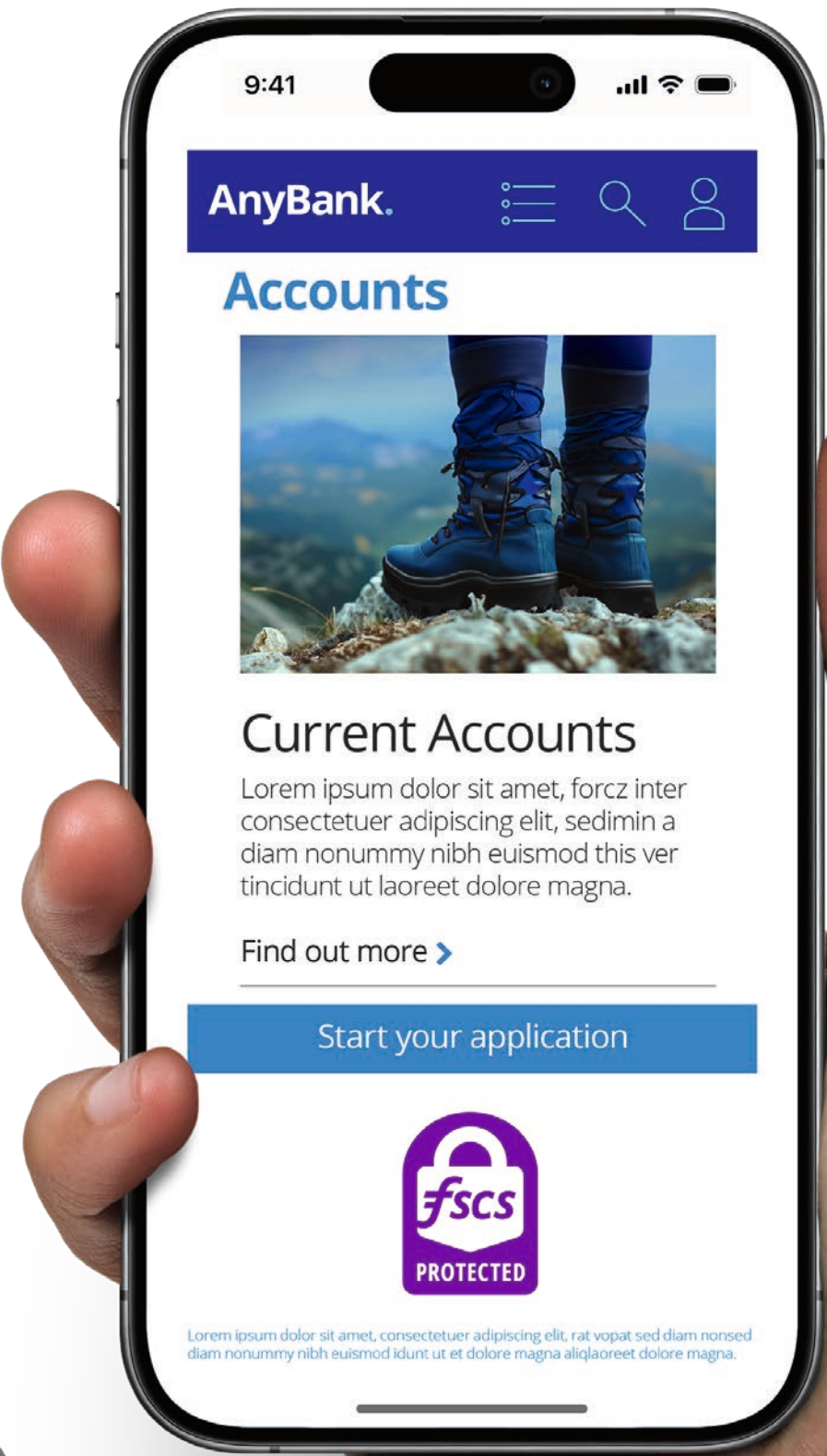
- Display prominently the FSCS Protected badge or the existing FSCS digital banners; and
- Provide an electronic link from the FSCS Protected badge or banner to one of the following:
 - the FSCS website;
<https://www.fscs.org.uk>
 - a page dedicated to information about FSCS; or
 - a PDF version of the FSCS booklet.

Examples of best practice for web and mobile apps are shown on pages 16–21.

Homepage



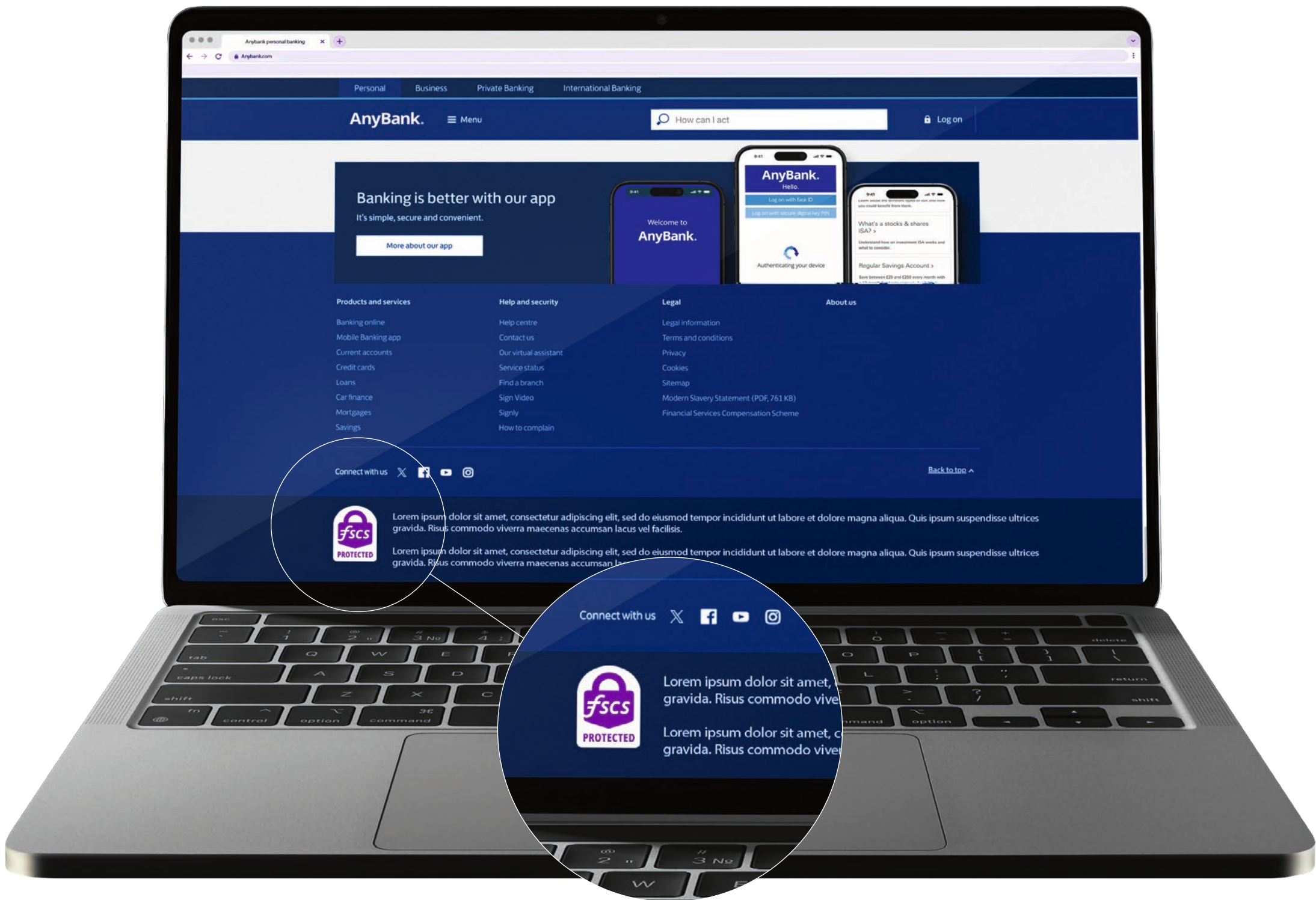
Homepage



Industry requirements

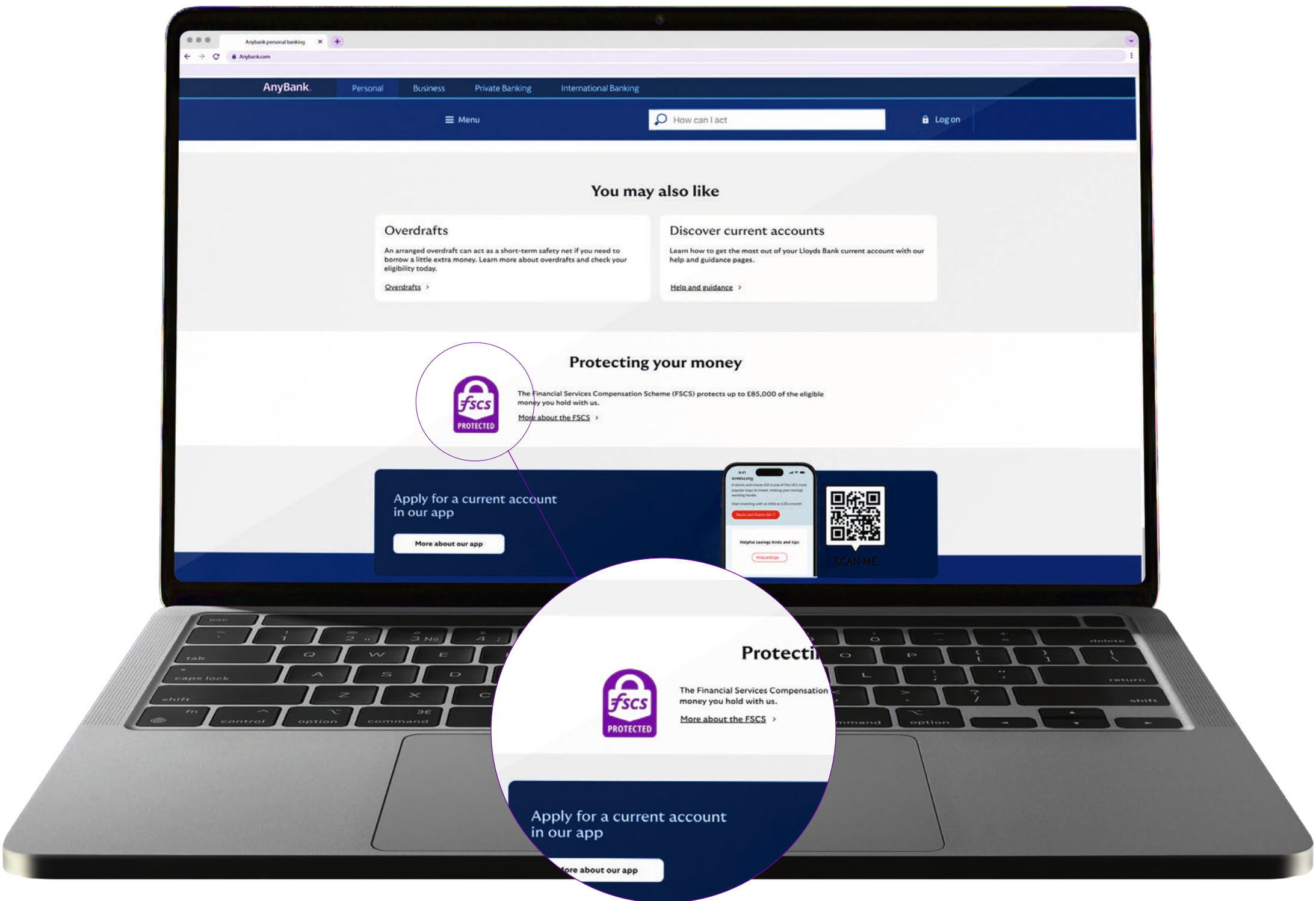
Website examples

Homepage



Primary logo white version for maximum standout

Product page



Primary purple logo for maximum standout

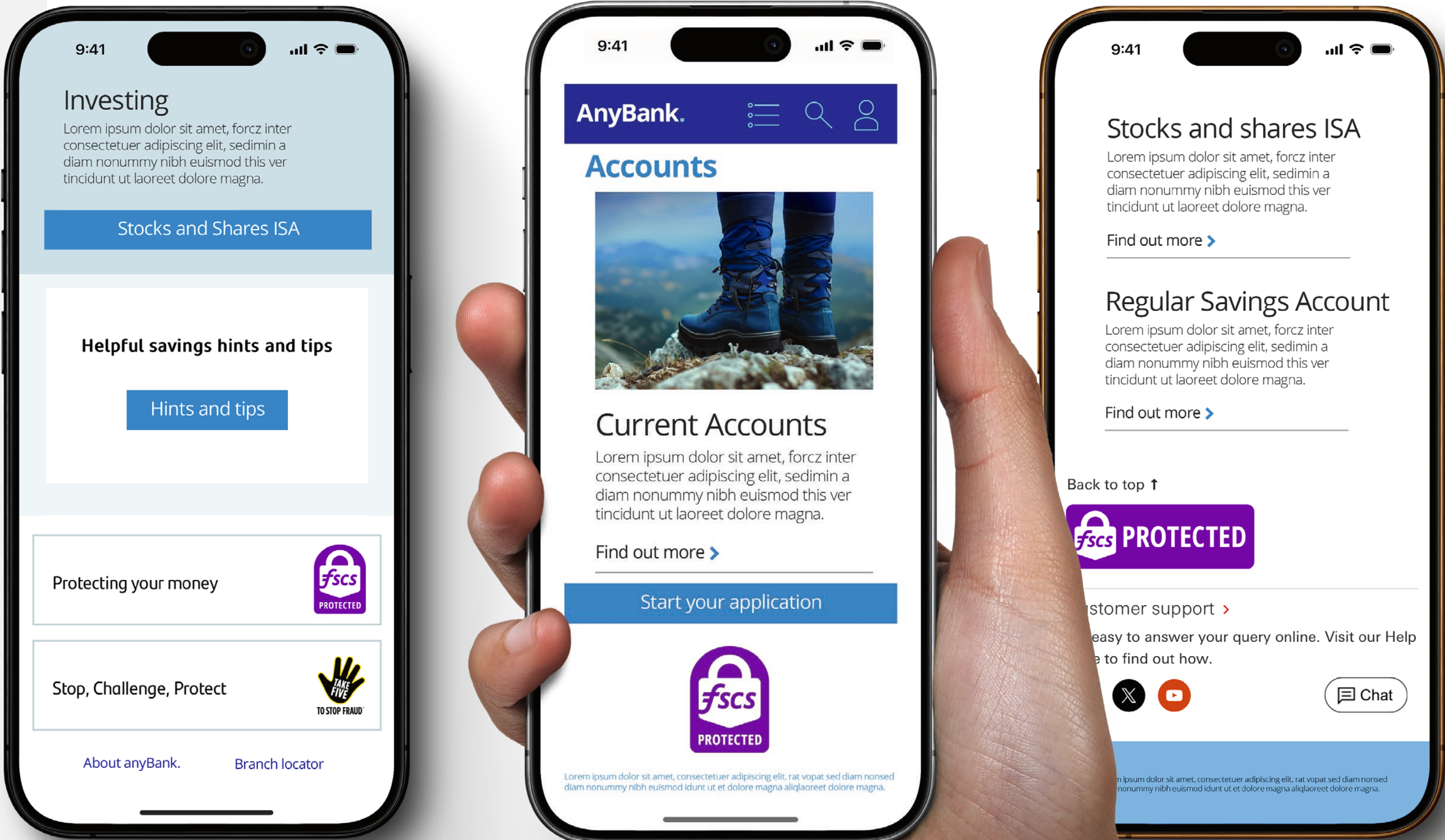
Industry requirements

Positioning

FSCS Protected badge suggestions on prominence:

- Positioned to be clearly visible and prominent within the design of the site.
- Exclusion zone must be observed.
- Include on product homepage for current accounts and cash savings accounts including cash ISAs.
- Include on login pages where existing customers go to view or access their account.
- Must at least have parity with other regulatory logos – see page 18.

Product screens



Industry requirements

Website logos

The FSCS Protected badge will sometimes need to appear alongside other logos. How it appears next to others is important.

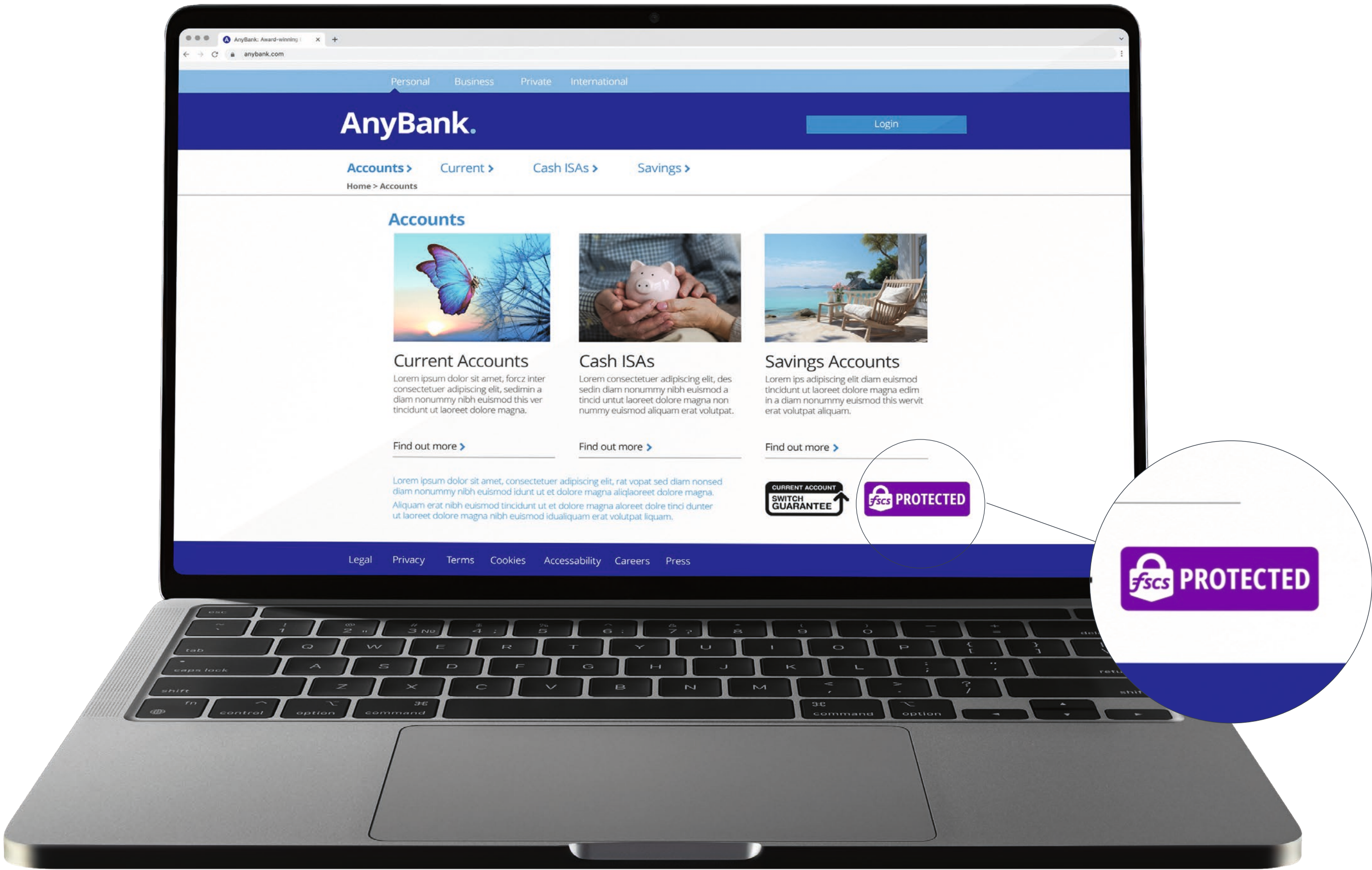
If several logos appear grouped closely next to one another in a row, it is best to have all of the logos at a similar size and scale to one another, so as not to lend visual preference to a particular logo. However, the Protected badge should never be scaled so as to be illegible. This sizing applies to all iterations of the Protected badge.

Standout

As a general rule, to help give the FSCS Protected badge maximum standout, the secondary badge is the preferred logo to use, as it offers a bigger footprint and impact when used alongside other logos.

Always take into consideration the specified exclusion zone and minimum size – see page 6.

Homepage



Purple secondary logo to observe parity with other regulatory logos

Industry requirements

Digital banners

Four IAB standard banner sizes are available in JPEG and PNG format at @1x and @2x sizes. If necessary, you can adjust the pixel dimensions on any of the banner artwork files to suit the dimensions you require. However, you are only permitted to alter the banner dimensions and not the banner headline or design.



Web banner 728 x 90 px



Web banner 400 x 600 px



Web banner 300 x 250 px



Web banner 120 x 60px

Industry requirements

Mobile banking applications (apps)

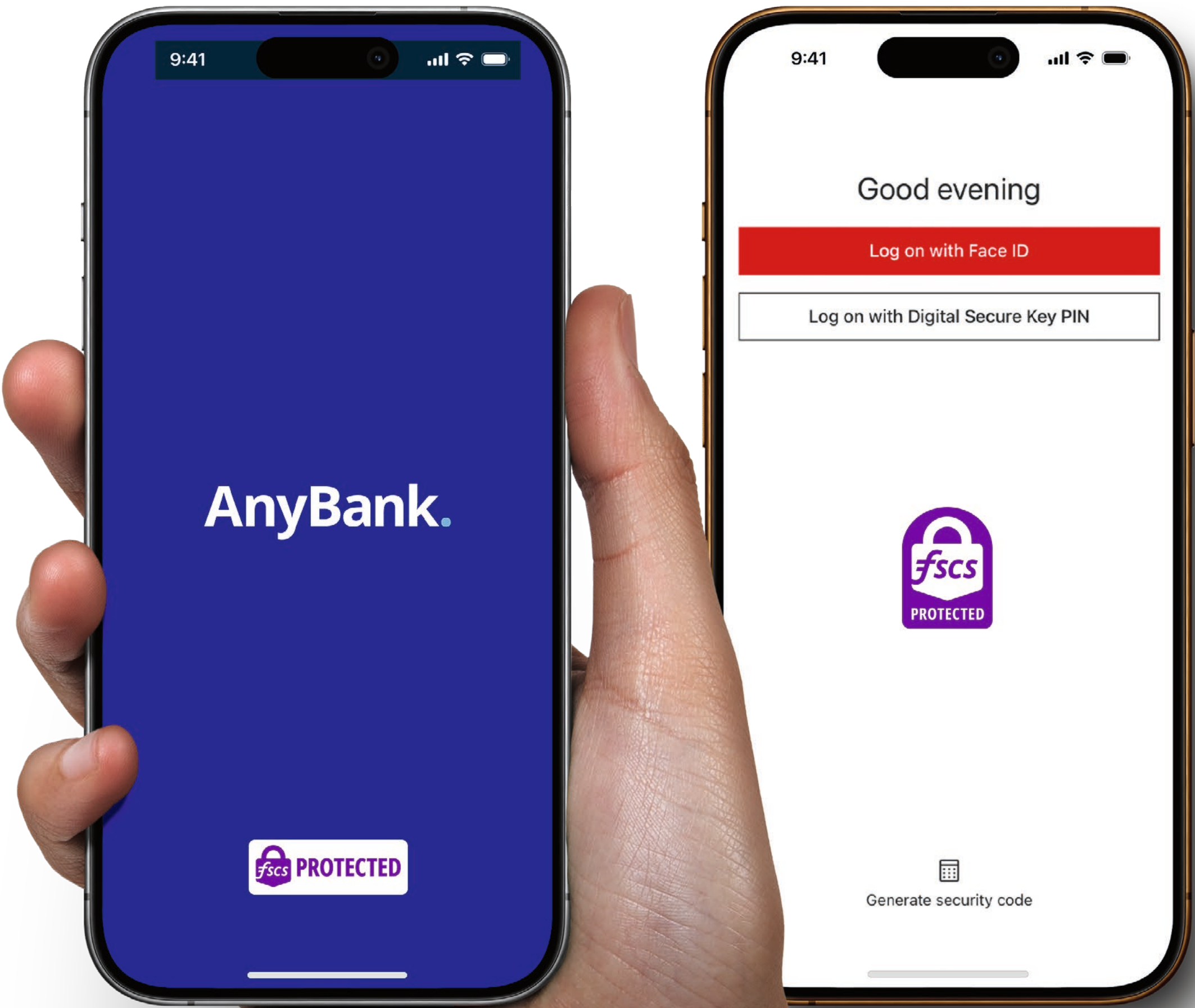
The same general principles that apply to websites also apply to apps in terms of pages and linking to more information.

Firms should:

- Display prominently the FSCS Protected badge.
- Present all customers with the FSCS Protected badge before or/and after logging on.
- Provide a click-through from the FSCS Protected badge to one of the following:
 - the FSCS website; or
 - the FSCS Bank & Savings Protection Checker.

There is flexibility in the positioning of the FSCS Protected badge within apps to suit the medium, and two formats (primary and secondary) are available along with positive and negative versions – see pages 4-5.

Login screens



Industry requirements

Mobile banking applications (apps)

Positioning

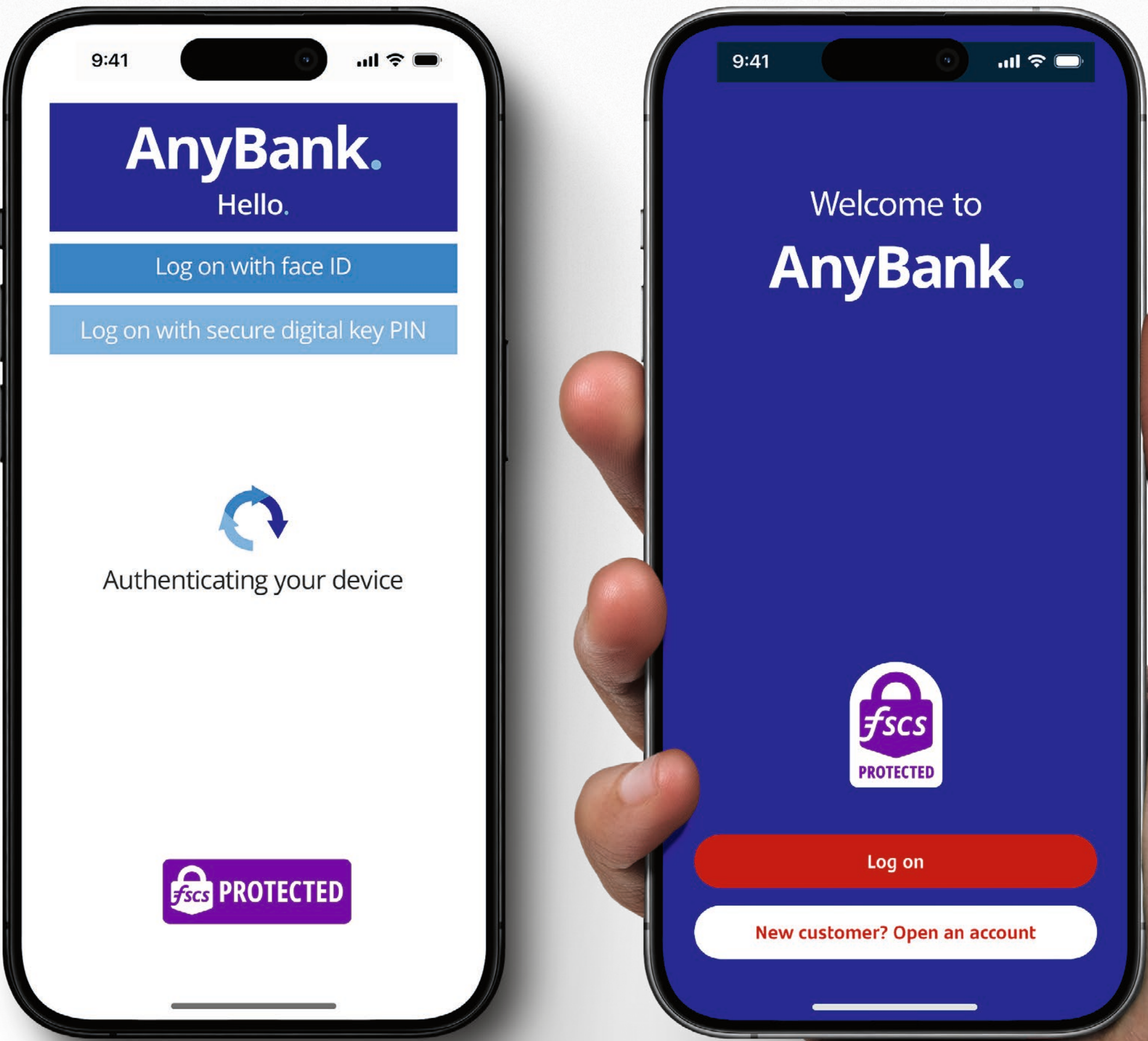
FSCS guidance on prominence:

- Should be included on mobile bank app landing screen or at an appropriate and prominent point in the customer journey.
- Should feature prominently or above the fold, if possible, i.e. no need to scroll or hide the keyboard to see it.

Development

FSCS is happy to work with firms developing new applications or those amending existing applications to incorporate the FSCS Protected badge and information in a way that works best for customers.

Login screens



Industry requirements

FSCS Information Sheet

The PRA has confirmed firms can use the FSCS Protected badge on the Information Sheet alongside their own logo (see example).

- Please position the FSCS Protected badge so it is prominent and to ensure full visibility.
- Position it to suit the firm’s branding, so long as the integrity of the FSCS Protected badge lock-up is maintained with the clearspace and bleed observed.
- Your company logo and FSCS logo should be the same size.
- The FSCS Protected badge always bleeds off the top or bottom edge.
- We prefer the FSCS Protected badge to feature on the front of the Information Sheet if possible.



Financial Services Compensation Scheme (FSCS) Information Sheet

Basic information about the protection of your eligible deposits	
Eligible deposits in Yorkshire Building Society are protected by:	The Financial Services Compensation Scheme ("FSCS") ¹
Limit of protection:	£85,000 per depositor per bank/building society/credit union ² The following trading names are part of your bank/building society/credit union: Yorkshire Building Society, Chelsea Building Society, Norwich & Peterborough Building Society and Egg. Deposits linked to an offset mortgage through our subsidiary Accord Mortgages Limited are held with Yorkshire Building Society.
If you have any more eligible deposits at the same bank/building society/ credit union:	All your eligible deposits at the same bank/building society/credit union are "aggregated" and the total is subject to the limit of £85,000 ²
If you have a joint account with other person(s):	The limit of £85,000 applies to each depositor separately ³
Reimbursement period in case of bank, building society or credit union's failure:	15 working days ⁴
Currency of reimbursement:	Pound sterling (GBP, £)
To contact Yorkshire Building Society for enquiries relating to your account:	Yorkshire Building Society Yorkshire House Yorkshire Drive Bradford BD5 8LJ 0345 1200 100
To contact the FSCS for further information on compensation:	Financial Services Compensation Scheme 10th Floor Beaufort House 15 St Botolph Street London EC3A 7QU Telephone: 0800 678 1100 or 020 7741 4100 Email: ICT@fscs.org.uk
More information:	www.fscs.org.uk
Acknowledgement of receipt by the depositor(s):	

Additional information (all or some of the below)

¹SCHEME RESPONSIBLE FOR THE PROTECTION OF YOUR ELIGIBLE DEPOSIT

Your eligible deposit is covered by a statutory Deposit Guarantee Scheme. If insolvency of your bank, building society or credit union should occur, your eligible deposits would be repaid up to £85,000 by the Deposit Guarantee Scheme

²GENERAL LIMIT OF PROTECTION

If a covered deposit is unavailable because a bank, building society or credit union is unable to meet its financial obligations, depositors are repaid by a Deposit Guarantee Scheme. This repayment covers at maximum £85,000 per bank, building society or credit union. This means that all eligible deposits at the same bank, building society or credit union are added up in order to determine the coverage level. If, for instance a depositor holds a savings account with £80,000 and a current account with £20,000, he or she will only be repaid £85,000.

This method will also be applied if a bank, building society or credit union operates under different trading names. Yorkshire Building Society also trades under Chelsea Building Society, Norwich & Peterborough Building Society and Egg. Deposits linked to an offset mortgage through our subsidiary Accord Mortgages Limited are held with Yorkshire Building Society. This means that all eligible deposits with one or more of these trading names are in total covered up to £85,000.

In some cases eligible deposits which are categorised as "temporary high balances" are protected above £85,000 for six months after the amount has been credited or from the moment when such eligible deposits become legally transferable. These are eligible deposits connected with certain events including:

Financial Services Compensation Scheme (FSCS) Information Sheet

Basic information about the protection of your eligible deposits	
Eligible deposits in Yorkshire Building Society are protected by:	The Financial Services Compensation Scheme ("FSCS") ¹
Limit of protection:	£85,000 per depositor per bank/building society/credit union ² The following trading names are part of your bank/building society/credit union: Yorkshire Building Society, Chelsea Building Society, Norwich & Peterborough Building Society and Egg. Deposits linked to an offset mortgage through our subsidiary Accord Mortgages Limited are held with Yorkshire Building Society.
If you have any more eligible deposits at the same bank/building society/ credit union:	All your eligible deposits at the same bank/building society/credit union are "aggregated" and the total is subject to the limit of £85,000 ²
If you have a joint account with other person(s):	The limit of £85,000 applies to each depositor separately ³
Reimbursement period in case of bank, building society or credit union's failure:	15 working days ⁴
Currency of reimbursement:	Pound sterling (GBP, £)
To contact Yorkshire Building Society for enquiries relating to your account:	Yorkshire Building Society Yorkshire House Yorkshire Drive Bradford BD5 8LJ 0345 1200 100
To contact the FSCS for further information on compensation:	Financial Services Compensation Scheme 10th Floor Beaufort House 15 St Botolph Street London EC3A 7QU Telephone: 0800 678 1100 or 020 7741 4100 Email: ICT@fscs.org.uk
More information:	www.fscs.org.uk
Acknowledgement of receipt by the depositor(s):	

Additional information (all or some of the below)

¹SCHEME RESPONSIBLE FOR THE PROTECTION OF YOUR ELIGIBLE DEPOSIT

Your eligible deposit is covered by a statutory Deposit Guarantee Scheme. If insolvency of your bank, building society or credit union should occur, your eligible deposits would be repaid up to £85,000 by the Deposit Guarantee Scheme

²GENERAL LIMIT OF PROTECTION

If a covered deposit is unavailable because a bank, building society or credit union is unable to meet its financial obligations, depositors are repaid by a Deposit Guarantee Scheme. This repayment covers at maximum £85,000 per bank, building society or credit union. This means that all eligible deposits at the same bank, building society or credit union are added up in order to determine the coverage level. If, for instance a depositor holds a savings account with £80,000 and a current account with £20,000, he or she will only be repaid £85,000.

This method will also be applied if a bank, building society or credit union operates under different trading names. Yorkshire Building Society also trades under Chelsea Building Society, Norwich & Peterborough Building Society and Egg. Deposits linked to an offset mortgage through our subsidiary Accord Mortgages Limited are held with Yorkshire Building Society. This means that all eligible deposits with one or more of these trading names are in total covered up to £85,000.

In some cases eligible deposits which are categorised as "temporary high balances" are protected above £85,000 for six months after the amount has been credited or from the moment when such eligible deposits become legally transferable. These are eligible deposits connected with certain events including:



Optional channels

FSCS encourages firms to use the FSCS Protected badge in their wider marketing and communications for simple retail products which the FSCS protects.



A number of firms are already using the FSCS Protected badge on these channels. FSCS research shows the potential benefit of these optional channels on raising awareness.

This section provides additional guidance and information on using the FSCS Protected badge in a wide range of channels beyond the industry agreement. FSCS is happy to work with firms on the use of the badge when firms are developing these materials.

- Outdoor advertising.
- Product and marketing literature.
- Press advertising.
- TV advertising.
- Animation.

Optional channels

Outdoor advertising

The FSCS Protected badge is a flexible tool that works across a variety of channels, including out-of-home channels (OOH). This page provides examples of potential uses for the badge in this optional form of advertising.

Applicable to above-the-line advertising (ATL).

The FSCS badge should always be clearly noticeable, so place the badge to ensure full visibility.

- Choose the version of the badge that gives optimum standout.
- Positioning is flexible to suit the medium and the firm's branding, so long as the integrity of the badge is maintained and the exclusion zone is observed.

FSCS prefers firms to use the purple version of the badge.

- The white versions of the badge can be used providing they are prominently displayed against a contrasting background.
- We allow the use of a mono version for black and white materials.

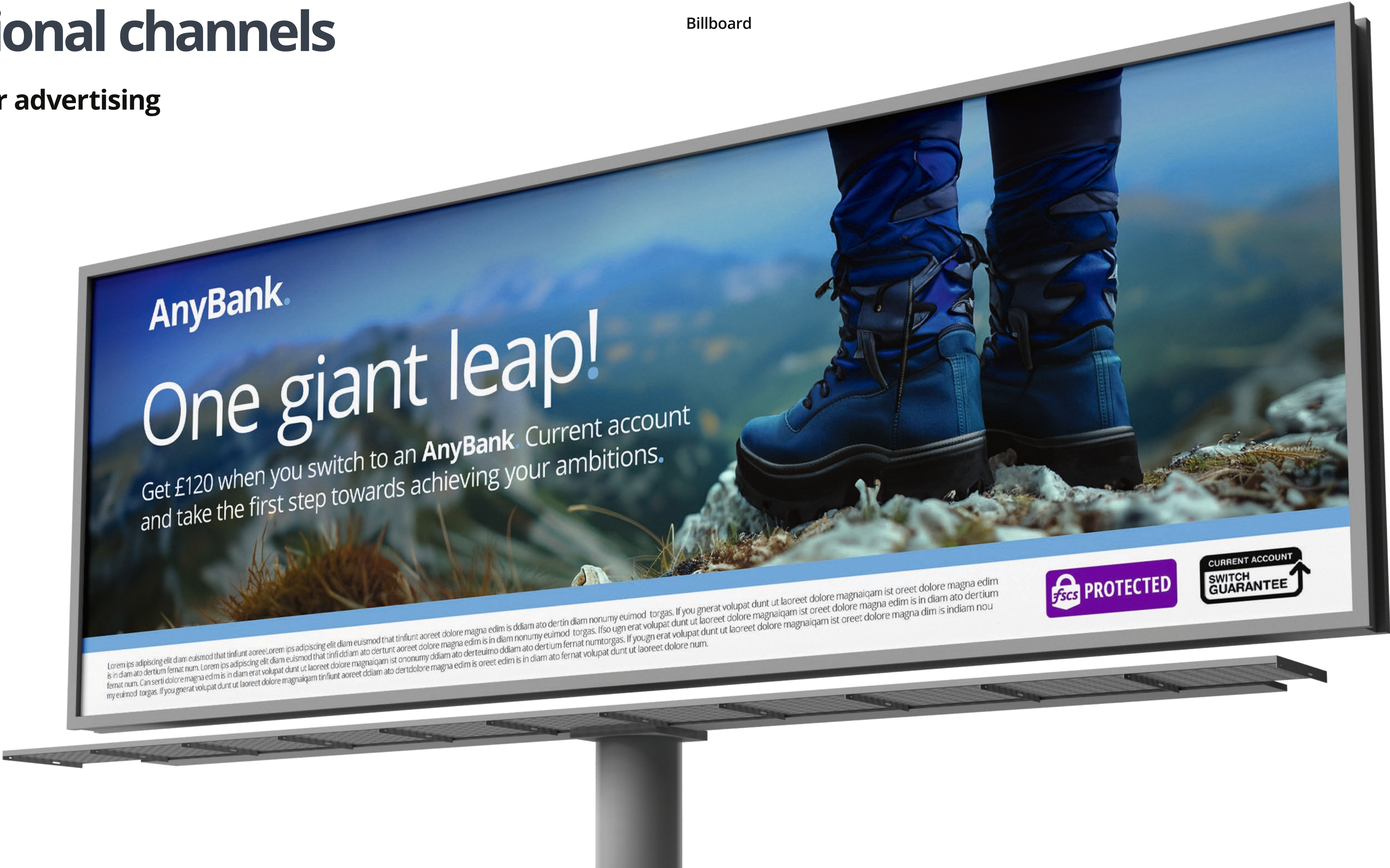
OOH posters



Optional channels

Outdoor advertising

Billboard



Optional channels

Product and marketing literature

Product literature provides an excellent vehicle for providing information about FSCS in a relevant way early in the customer journey. We encourage firms to include the FSCS badge in such leaflets for current accounts, savings accounts and cash ISAs.

- Position the badge clearly on the front or back cover of the leaflet according to FSCS guidance and firm branding guidelines.

Direct mail



Leaflet

Optional channels

Press advertising



Magazine advert

Optional channels

TV advertising

Television has massive reach and the potential to promote FSCS protection to millions of people every day in a similar way to ATOL in the travel industry.

This means including the FSCS Protected badge and message in TV advertising has huge potential to build awareness and reinforce consumer confidence and trust in financial services.

FSCS provides two versions of the FSCS Protected badge for firms to use in TV advertising. There are both static and animated full colour versions of the badge available.

Clearcast has confirmed it considers the FSCS Protected badge a logo and as a result it won't affect legal hold times.

The FSCS Protected badge:

- Can be used on TV adverts relating to current accounts and savings accounts protected by the UK deposit guarantee scheme.
- Must be used on the end frame of the advertisement.
- Must always be within the title safe area of TV advertisements.

Exclusion zone must be observed.



Endframe within the TV title safe area.

Optional channels

Video and animation

The lock device found within the protected badge logo can be used as an additional supporting graphic device **for use only in motion graphics.**

Transitions and outros

Animated templates featuring the FSCS logo and the supporting lock graphic have been created to transition to, or close content, in a house style and maintain consistency across assets.

Project files are available on request.





Guidance for deposit takers

If you require any advice regarding the FSCS Protected badge brand identity or would like to request the FSCS Protected badge artwork, please contact: **communications@fscs.org.uk**

