

# Asset Finance Broker Compliance Checklist for Visuals and Branding



## Regulatory Requirements for Advertising

Correctly Displaying:

- Licensing Statement
- General Disclaimer
- Link to Privacy Policy

## Use of Lender Logos

Obtaining Permission:

- Contact your Lender to request access to logos
- Follow the guidance provided by your lender to obtain necessary permissions, which might involve direct authorisation from the lender or Connective Asset Finance

Adhering to Guidelines:

- Follow the specific terms and conditions provided for using the logos
- Adherence to these guidelines to maintain a professional relationship and respect the lender's brand

Application of Logos:

- Consult the lender's guidelines to understand where and how you can use their logos
- Be aware that usage permissions might vary by lender and medium

## Ensuring Visuals Meet Compliance Standards

Clarity and Legibility:

- Ensure that all visuals (images, graphics) enhance the clarity of your message
- Any text, including disclaimers and licensing information, should be legible and not obscured by background designs or colors

Accurate Representation:

- Use images that accurately represent the services or products offered
- Avoid misleading consumers about potential outcomes or benefits

Non-Discriminatory Visuals:

- Ensure visuals are inclusive and do not discriminate against any group
- Aim for a diverse representation in your visuals to appeal to a wide range of individuals

Compliance with Brand Guidelines:

- Display lender logos and any third-party visuals according to the brand guidelines