FAST-Infra Label Guide to:
GD01: Claims and Label Usage

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FAST-Infra Sustainable Infrastructure® Label
www.fastinfralabel.org
WELCOME

FAST-Infra – “Finance to Accelerate the Sustainable Transition-Infrastructure”, is a public-private initiative organised under the aegis of the FAST-Infra Group (“FIG”) that aims to provide solutions for mobilising large-scale financing to accelerate the development of sustainable infrastructure worldwide and promoting environmental, social, governance, and resilience requirements. One of the goals of the initiative is to establish a consistent, globally applicable labelling system (the “FAST-Infra Label”), designed to identify sustainable infrastructure projects and evaluate their further sustainability goals.

The application of the FAST-Infra Label enables the comparison of metrics across sustainable infrastructure assets. It informs developers of best practice and streamlines their ability to assess whether an infrastructure project will promote sustainability goals before providing financing. The FAST-Infra Label will increase market trust and confidence around the sustainability of infrastructure assets and attract private investment in infrastructure. The use of the FAST-Infra Label communicates an unfailing commitment to the responsible development of, and investment in sustainable infrastructure.

This document sets out guidelines for the acceptable use of the FAST-Infra Label.
1. Who is the guide intended for?

This guide is intended for organisations who wish to use the FAST-Infra Label to promote infrastructure assets or services (such as consulting or verification services) related to promoting environmental, social, governance, and resilience requirements.

The table below summarizes the types of organisations which may wish to use the FAST-Infra Label and for different purposes.

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<th>Types of organizations</th>
<th>Examples of use of the Label</th>
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<td>Promoting infrastructure assets as being sustainable.</td>
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<td>Public Procuring Authorities</td>
<td>Promoting only FAST-Infra labelled projects in tender requirements.</td>
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<td>Financial institutions including fund managers</td>
<td>Wanting to invest in FAST-Infra Labelled infrastructure assets. Wanting to support the FAST-Infra Label.</td>
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2. Self-Assessment and Verification of the FAST-Infra Label

Project developers pursuing the FAST-Infra Label should understand that the labelling process is composed of two successive stages:

**Stage 1: Self-Assessment**

The first step is the self-assessment conducted through the Project Application portal. This requires project developers to register, provide general information about their project (including its scope, status, financial and legal details) and then check its eligibility for the FAST-Infra Label.

The criteria, requirements and process for the self-assessment are set out in the FAST-Infra Label Framework ST02 Methodology document.

Upon successfully completing the self-assessment, projects which meet all required criteria will be awarded the “Self-Assessed FAST-Infra Label” (see Self-Assessed logo below) to demonstrate their compliance with the FAST-Infra goals.

**Stage 2: Verification of FAST-Infra Label**

Projects which have successfully passed the self-assessment and received the Self-Assessed FAST-Infra Label will be eligible for external third-party verification. Third-party verification will be conducted by verifiers meeting the criteria set out in the Framework document. If an external third-party verification body concludes that the project meets all the requirements, it will be awarded the FAST-Infra Label. Projects which during the self-assessment, demonstrated only a commitment to fulfil some but not all the requirements will not be eligible for the third-party review and therefore not be able to receive the FAST-Infra Label. An external third-party verification, is required for projects to make claims pertaining to the FAST-Infra Label. This may include (but is not limited to) at the discretion of the third-party verification body, a review of project documents discussions with project management and staff, video tours of a project site or, in exceptional cases, on-site visits.

Entities holding a valid FAST-Infra Label or Self-Assessed FAST-Infra Label are only allowed to make the specific claims detailed in the following sections.

Note: More details on the process of obtaining the FAST-Infra Label can be found in the FAST-Infra Label Framework ST02 Methodology document, on the FAST-Infra Label website: www.fastinfralabel.org/resources
3. The FAST-Infra Label Logo and promotional designs

Projects which have successfully acquired the FAST-Infra Label are allowed to use the “FAST-Infra Label Logo” and projects which have successfully acquired the Self-Assessed Label are allowed to use the “Self-Assessed FAST-Infra Label Logo” in their promotional materials.

Please note that the Self-Assessed FAST-Infra Label Logo or the FAST-Infra Label Logo and any associated intellectual property rights remain the exclusive property of The FAST Infra Group and managed by the Global Infrastructure Basel Foundation (“GIB”) as the Secretariat for the FAST-Infra Label. It is not possible to modify, reproduce, or create derivative works of the Self-Assessed FAST-Infra Label Logo or the FAST-Infra Label Logo without prior written consent from GIB. The logos can only be used in accordance with the guidelines provided in this document, including any specifications regarding colour, size, and placement on products and marketing materials. Any unauthorised use or modification of the Self-Assessed FAST-Infra Label Logo or the FAST-Infra Label Logo is expressly prohibited. Any deviation from the provided usage guidelines requires prior written approval from GIB.

The guidelines provided in this document, including any specifications regarding colour, size, and placement on products and marketing materials are mandatory unless otherwise indicated. Any unauthorised use or modification of the Self-Assessed FAST-Infra Label Logo or the FAST-Infra Label Logo is expressly prohibited. Any deviation from the provided usage guidelines requires prior written approval from GIB.

Please refer to the examples below, showing the correct usage of logo and promotional designs.
Promotional text

Here are some examples of how to describe and promote the FAST-Infra Label. This list is not intended to be exhaustive; other ways are possible, provided they do not alter or misrepresent the meaning of the FAST-Infra Label.

The following text can be used to promote projects that have successfully completed external third-party verification:

- By choosing FAST-Infra labelled projects, you support responsible sustainable investment in infrastructure assets.
- By choosing FAST-Infra-labelled projects, you help take care of the environment and society. Learn more: [www.fastinfralabel.org](http://www.fastinfralabel.org)

The FAST-Infra Label means that the project has met the Label’s minimum environmental, social, governance, and resilience requirements and has made a positive contribution to at least one of the criteria.
Logo & Colour

Logo Construction
Logo
Clear Space
Brand Colour Palette
Colour Codes
Logo Value Reduction
Projects that have only successfully completed the self-assessment through the Project Application portal may only use the Self-Assessed FAST-Infra Label Logo.

Logo Construction

Grids help in crafting intricate or minimalist icons with geometric accuracy, enhancing brand recognition. Logo construction often begins with the establishment of a grid system, providing a structured framework for precise alignment and proportions. A well-constructed logo grid ensure that the logo remains crisp and clear when scaled up or down, preserving its impact across diverse mediums.
The minimum width of the Self-Assessed FAST-Infra Label Logo / FAST-Infra Label Logo (including when used as part of the promotional panel) and FAST-Infra Label mark is 13.5x. The minimum height of the Self-Assessed FAST-Infra Label Logo / FAST-Infra Label Logo (including when used as part of the promotional panel) is 6.5x. The relevant logo and mark must be reproduced at a sufficient size to ensure all the elements are legible.

Allow enough clear space surrounding the label to ensure it remains uncluttered. The minimum clear space is calculated by using the height of the FAST-Infra initials in the logo.

The logo and promotional designs may be placed on a coloured background to ensure sufficient contrast, as long it does not interfere with the design or its legibility.

The FAST-Infra Label Logo can have the trademark symbol ® when used in countries where the trademarks is registered: FAST-Infra® Label. The countries where the trademark is registered are the countries of the European Union, Canada, Australia, India, Japan. For use in other countries, the symbol TM is recommended.

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**Clear Space**

Safe space to be left on all four corners of the logo while using it in a collateral. Icon should be used to measure and maintain this space across all communication material.

Clear space ensures that the logo remains distinct and recognizable. It prevents visual clutter or interference from other elements, allowing the logo to stand out clearly.
Compulsory disclaimers for organisations using the FAST-Infra Label

The Self-Assessed FAST-Infra Label Logo, the FAST-Infra Label Logo, the FAST-Infra Label and promotional panel, are all available in standard colour variations. If none of the standard colours are available for use on printed materials, they can be produced using another colour, provided it allows an adequate contrast to the background.

Colour usage in branding, especially in logos, plays a pivotal role in conveying a brand’s identity, values, and emotions. Here are some key considerations for using colour in logo design.

Maintaining consistent colours across all brand materials is vital. This consistency helps in creating a strong visual identity that people can easily recognize.
Colour usage in branding, especially in logos, plays a pivotal role in conveying a brand’s identity, values, and emotions. Here are some key considerations for using colour in logo design.

Maintaining consistent colours across all brand materials is vital. This consistency helps in creating a strong visual identity that people can easily recognize.
When the logo is used in White background it should be used in its original format.

When the logo is used in Green background it should be used in the following ways where the bottom batch will be in White.

When the logo is used in Black background it should be used in the following ways where the bottom batch will be in White.
Brand Colour

This brand colour palette is a carefully selected set of colours that represent a brand's identity and personality.

This brand colour palette is a carefully selected set of colours that represent a brand's identity and personality.

#00FFB6
C-53, M-00, Y-38, K-00
R-00, G-255, B-182

#064F39
C-90, M-42, Y-81, K-43
R-06, G-79, B-57

#000000
C-00, M-00, Y-00, K-100
R-00, G-00, B-00

#333333
C-69, M-63, Y-62, K-58
R-51, G-51, B-51
Iconography

Icon Grid
Icon Usage
Icon & Label
Iconography Construction

Grids help in crafting intricate or minimalist icons with geometric accuracy, enhancing brand recognition.
Colour codes in branding are standardized values or codes that represent specific colours. They are used to maintain consistency in a brand's visual identity across various media and applications, including print, digital, and signage. Here are some common colour codes and colour systems used in branding:

**RGB (Red, Green, Blue)**

**CMYK (Cyan, Magenta, Yellow, Key/Black)**

**HEX (Hexadecimal)**

<table>
<thead>
<tr>
<th>Icon Colour</th>
<th>#00C86C</th>
<th>#0643C</th>
<th>#FFC84B</th>
<th>#5528D2</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-60, M-00, Y-70, K-00</td>
<td>C-90, M-40, Y-80, K-00</td>
<td>C-00, M-20, Y-60, K-00</td>
<td>C-80, M-55, Y-00, K-00</td>
<td></td>
</tr>
<tr>
<td>R-00, G-200, B-108</td>
<td>R-02, G-200, B-108</td>
<td>R-255, G-200, B-75</td>
<td>R-85, G-40, B-210</td>
<td></td>
</tr>
</tbody>
</table>
Icons Label

FAST Infra Label

ENVIRONMENTAL DIMENSION

ADAPTATION AND RESILIENCE DIMENSION

SOCIAL DIMENSION

GOVERNANCE DIMENSION
4. Using the FAST-Infra Label to promote verified infrastructure

The FAST-Infra Label attests that the project has been verified by a responsible approved third party. The FAST-Infra Label expires unless re-verified within three years, as further described in Section 7 of this document. Once the FAST-Infra Label of the project expires, the owner of the project (be it prior or a new owner) may only continue to use it in communication if also referring to applicable expiration date.

In order to promote a project, you need to:

- Clarify whether the project received a “Self-Assessed FAST-Infra Label” (issued through self-assessment via the Project Application portal) or a “FAST-Infra Label” (issued by an external Verification Body)
- If the project received a Self-Assessed FAST-Infra Label or a FAST-Infra Label, include the Label version number allocated during the project assessment, and the unique label code.

The FAST-Infra Label or the Self-Assessed FAST-Infra Label can be used for promotional purposes, such as pitch decks, on-site posters, or printed and online promotion. Below are some examples:

- Printed and digital promotional materials

  It is sufficient to present the compulsory elements only once in your promotional materials. For example, the logo does not need to be included on every page where the FAST-Infra Label is mentioned. This is applicable to both printed and digital materials, such as brochures and websites.

  - Social media

  All FAST-Infra Label promotional elements do not need to appear on social media posts, as long as the social media account or the post itself refers to your website where the compulsory elements of FAST-Infra Label are displayed.

  - Identifying FAST-Infra-labelled infrastructure assets or services in promotional materials

  When promoting FAST-Infra-labelled infrastructure assets or services, all labelled products must be identified using the promotional designs, or the FAST-Infra Label logo next to every FAST-Infra-labelled product. If your organisation lists both FAST-Infra-labelled and unlabelled projects, the promotional text (such as “Look for our FAST-Infra-labelled assets”) must be used next to the promotional elements, and the FAST-Infra-labelled products should be clearly identified.

  - Co-branding

  When the FAST-Infra Label trademarks are arranged for co-branding, they should be presented independently and equally proportioned, with sufficient clear and equal space between them, equivalent to the height of the FAST-Infra initials.
5. Making portfolio claims

What is a portfolio claim?

A portfolio claim refers to the use of the FAST-Infra Label in respect of a portfolio of several infrastructure investments, for example, a sustainable infrastructure fund.

Portfolio claims must:

- be accurate and verifiable;
- reflect efforts to invest in sustainable and resilient infrastructure;
- reflect efforts to provide market confidence and avoid greenwashing;
- reflect efforts to work towards responsible investing (i.e., investing in 100% FAST-Infra-Labelled projects, or equivalent).
Here are some examples of how to make portfolio claims:

[Company name/We] invest X% of our portfolio CAPEX in FAST-Infra-labelled infrastructure assets. Learn more: www.fastinfralabel.org

X% of the projects in [Fund Name] are FAST-Infra-labelled. (Note: this statement refers to the number of assets labelled, rather than the CAPEX of assets labelled)

By YYYY, all our sustainable investment assets will be FAST-Infra-labelled. Learn more: www.fastinfralabel.org

[Company name] has a preference for FAST-Infra-labelled infrastructure assets and [company name]'s goal for infrastructure investment is for a minimum of X% to be FAST-Infra-labelled.

X% of the projects in [Fund Name] are FAST-Infra-labelled and contribute positively to promoting environmental, social, governance, and resilience requirements by [insert positive contribution, such as Climate Change Mitigation / GHG emissions reduction]. (Note: this statement refers to the number of assets labelled, rather than the CAPEX of assets labelled, however, a similar CAPEX statement may also be made.)

For example:

(✓) Sunshine fund has a preference for FAST-Infra-labelled projects.

(✗) Sunshine fund invests in some FAST-Infra-labelled projects.
6. Using FAST-Infra Label for the promotion of FAST-Infra Label verification services

Verification services for the FAST-Infra Label can only be provided by approved verifiers and only such approved verifiers can use the FAST-Infra Label to promote their services.


7. Duration on using FAST-Infra Label for the promotion of FAST-Infra Label verification services

The project will need to complete the self-assessment and successfully achieve the Self-Assessed Label before pursuing the third-party verification (Verified Label).

The validity of the Self-Assessed Label and the Verified Label according to the project stage are provided in the document FAST-Infra Label Framework ST02 Methodology.

Once the Verification Body makes the final decision of extending the FAST-Infra label to the Project, the project can use and promote its label status. The Verified Label will be valid for 3 years and will require projects to provide yearly updates in order to maintain the label. See more details on validity in the document FAST-Infra Label Framework ST02 Methodology.

If the Verification Body’s verification process reaches the conclusion that the Project is not eligible for the Verified Label, the Project’ Self-Assessed Label will be automatically terminated.

The FAST-Infra Label Secretariat reserves the right to withdraw the Self-Assessed and Verified Labels, if it becomes aware of and confirms the existence of major reputational risks linked to the Project and/or the breaking of compliance with the Label’s minimum safeguards and criteria after having received the label.
8. Incorrect use of the FAST-Infra Label

It is best practice to use the FAST-Infra Label artwork files by downloading them from the FAST-Infra Label website and using the guidance contained in this document.

The FIG is the sole owner of the Self-Assessed FAST-Infra Label / FAST-Infra Label trademark, logo, label, and name.

FIG, represented by GIB, prioritises the rigorous monitoring of its trademarks for infringements of the FAST-Infra Label trademarks by third parties and misuse of the FAST-Infra Label trademarks by authorised users. In the event of FAST-Infra Label trademark violations, FIG strictly requires that third parties amend or remove any use of the relevant FAST-Infra Label trademark which it considers as contradicting or not conforming to its guidelines or standards. FIG reserves the right to object to any such violations, and in cases of trademark licensing, may terminate, revoke use permissions, and/or modify any agreement to use its trademarks at its discretion.
The following are not allowed:

Emphasize that the logo should never be stretched, skewed, or otherwise altered in any way that distorts its original proportions.

Discourage users from altering the logo's colours or using unapproved colour variations that could dilute the brand's consistency.

Prohibit adding unnecessary effects like shadows, gradients, or bevels to the logo, which can detract from its simplicity and impact.

Ensure that the logo is never cropped or obscured in a way that makes it unrecognizable. It should always be displayed in its entirety.
Stress the importance of not altering the logo's typography, including font choice, size, and spacing.

Using the logo on a disturbed image or textured background is not recommended.

Ensure that the verified logo is never tweaked or transformed into outline format and the identity should remain same.

The symbol and the logotype have a specific alignment and size. It should not be changed in any circumstances.
The logo should not alter in terms of opacity, or it should not be reflected in any terms.

Emphasize that the logo should never be stretched, skewed, or otherwise altered in any way that distorts its original proportions.

Discourage users from altering the logo's colours or using unapproved colour variations that could dilute the brand's consistency.

Prohibit adding unnecessary effects like shadows, gradients, or bevels to the logo, which can detract from its simplicity and impact.
Ensure that the logo is never cropped or obscured in a way that makes it unrecognizable. It should always be displayed in its entirety.

Stress the importance of not altering the logo’s typography, including font choice, size, and spacing.

Using the logo on a disturbed image or textured background is not recommended.

Ensure that the “Self-Assessed” logo is never transformed into filled format and the identity should remain same.
The symbol and the logotype have a specific alignment and size. It should not be changed in any circumstances.

The logo should not alter in terms of opacity, or it should not be reflected in any terms.