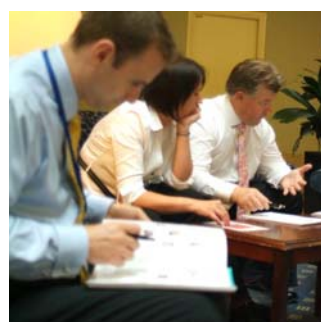




Guide to using CFP^{CM}, CERTIFIED FINANCIAL PLANNER^{CM} and CFP^{CM} Marks



Institute of Financial Planning

CFP Certification – *Global Excellence in Financial PlanningTM*

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Use of the CFP^{CM} Marks below identifies that a person has met rigorous ethics, experience, competence and professional practice standards to deliver effective personal Financial Planning services.

To benefit and protect the public and to maintain their value for practitioners, it is vital that the CFP Marks are protected, so that any person using them has met appropriate certification requirements. Unlike licenses to practice or other educational credentials, the CFP certification and service marks must be used in compliance with UK trademark law. Trademark requirements around CFP marks apply globally as each country complies with its own trademark laws and rules in the appropriate way. UK trademarking requires the use of ^{CM} after each of the CFP marks. This is very important. It stands for “certification mark” and distinguishes this from other qualifications. Non compliance with the rules is an infringement of the IFP code of ethics and might result in disciplinary action being taken. .

If trademarks or certification marks are used improperly, they could eventually lose their protective status. If this were to happen, consumers would be unable to rely on the CFP certification as a mark of quality for professional personal Financial Planning. To prevent this, the IFP requires all CFP professionals to follow the rules for the use of the CFP Marks. These are issued by the Financial Planning Standards Board Ltd and apply to all CFP professionals around the globe.

Below, we show the three ways in which the CFP Mark can be used. Please familiarise yourself with the contents of this guide before using the CFP Marks.

CFP^{CM}
CERTIFIED FINANCIAL PLANNER^{CM}


If you have any specific queries in relation to the use of any of the CFP marks, please email enquires@financialplanning.org.uk or call 0117 945 2470

1. How to use the CFP^{CM} Acronym Mark

The CFP^{CM} Acronym Mark must appear in all capital letters and without spaces between the letters.

Correct Use

John Smith CFP^{CM}

Incorrect Use

John Smith, cfp

John Smith, C.F.P.

The CFP Acronym Mark must appear with the ^{CM} symbol in its first use in printed materials

Correct use (As first use in printed materials)

John Smith is a CFP^{CM} professional

Incorrect Use

John Smith is a CFP professional specialising in estate planning.

The CFP Acronym Mark must be used as a descriptive adjective, not as a noun or verb, except when used within signature block, on letterhead or on a business card

Correct Use

John Smith is a CFP professional

He practices Financial Planning as a CFP certificant.

Correct Use (Following a practitioner's name)

John Smith, CFP^{CM}

Smith Financial Planners

Incorrect use

John Smith is a CFP

He practices Financial Planning as a CFP

Incorrect Use

John Smith, CFP

Smith Financial Planning

The CFP Acronym Mark must be used exclusively with the approved nouns: 'professional,' 'practitioner,' 'certificant,' 'certification,' or 'mark.'

Correct Use

John Smith is a CFP practitioner.

John Smith is a CFP professional who got his CFP certification this year.


Incorrect Use

John Smith is a CFP Financial Planner



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If using three or more qualifications associated with your Financial Planning practice, it is recommended that you put the CFP Acronym Mark first or last

Correct Use

John Smith CFP^{CM}, APFS
John Smith APFS, CFP^{CM}

Incorrect Use

John Smith, APFS, CFP^{CM}, ChFC

The CFP^{CM} Acronym Mark must not be used as part of or incorporated in the name of a firm or firm logo, or imply that the firm is entitled to use the marks.

Correct Use

John Smith CFP^{CM}
Smith Financial Planners

Incorrect Use

Smith Financial Planners CFP^{CM}



2. How to use the CERTIFIED FINANCIAL PLANNER^{CM} mark

The CERTIFIED FINANCIAL PLANNER^{CM} Mark must appear in all capital letters or small cap font.

Correct Use

John Smith is a CERTIFIED FINANCIAL PLANNER professional

John Smith is a CERTIFIED FINANCIAL PLANNER professional

Incorrect Use

John Smith is a certified financial planner professional

The CERTIFIED FINANCIAL PLANNER Mark must appear with the ^{CM} symbol in its first use in printed materials

Correct Use (As first used in printed materials)

His clients like working with a CERTIFIED FINANCIAL PLANNER^{CM} practitioner

Incorrect use

His clients like working with a CERTIFIED FINANCIAL PLANNER practitioner

The CERTIFIED FINANCIAL PLANNER Mark must always be used as a descriptive adjective, not as a noun or verb

Correct Use

John Smith is a CERTIFIED FINANCIAL PLANNER professional

John Smith

CERTIFIED FINANCIAL PLANNER^{CM} professional

Smith Financial Planners

Incorrect Use

John Smith, CERTIFIED FINANCIAL PLANNER^{CM}

Smith Financial Planners

The CERTIFIED FINANCIAL PLANNER Mark must be used exclusively with the approved nouns: 'professional,' 'practitioner,' 'certificant,' 'certification,' or 'mark.'

Correct Use

John Smith, CERTIFIED FINANCIAL PLANNER^{CM} professional

He has the CERTIFIED FINANCIAL PLANNER certification.

Incorrect Use

John Smith, CERTIFIED FINANCIAL PLANNER adviser

He completed the CERTIFIED FINANCIAL PLANNER course.



The CERTIFIED FINANCIAL PLANNER Mark must not be used as a parenthetical abbreviation for CFP

Correct Use

John Smith is a CFP^{CM} or CERTIFIED FINANCIAL PLANNER^{CM} practitioner

Incorrect Use

John Smith is a CFP (CERTIFIED FINANCIAL PLANNER) professional

John Smith is a CERTIFIED FINANCIAL PLANNER (CFP) professional

The CERTIFIED FINANCIAL PLANNER^{CM} Mark must not be used as part of or incorporated in the name of a firm or firm logo, or imply that the firm is entitled to use the marks.

Correct Use

John Smith

CERTIFIED FINANCIAL PLANNER^{CM} professional

Incorrect Use


Smith Financial Planners

CERTIFIED FINANCIAL PLANNER^{CM}



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3. How to use the CFP^{CM} Logo Mark

The CFP Logo Mark is comprised of three components: the flame element, the letters 'CFP' and the ^{CM} trademark symbol. These three visual elements must be used together as one unit at all times.

Correct Use



Incorrect Use

Any deviation from the three components above is a misuse and is unacceptable use.

All reproduction of the CFP Logo Mark must be made from original reproduction artwork provided by the Institute of Financial Planning,

Correct Use



Incorrect Use

- Do not use without the ^{CM} trademark
- Do not use without the flame
- Do not use the flame alone
- Do not separate the graphic elements
- Do not add other elements
- Do not re-proportion the elements
- Do not reproduce the mark in unapproved colours
- Do not reproduce the mark on complex backgrounds

Under no circumstances may the CFP Logo Mark be altered, modified or hand-drawn, nor may it be typeset, reproduced or electronically scanned in such poor quality as to distort or significantly alter its appearance.

Correct Use

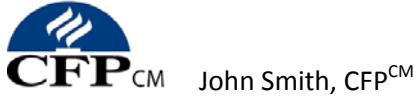


Incorrect Use

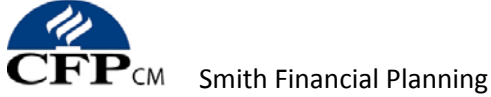
- Do not use poor quality reproduction art
- Do not try to recreate the mark
- Do not skew or distort the mark
- Do not use the mark in outline form

The CFP Logo Mark must be clearly associated with the individual certified by the Institute of Financial Planning.

Correct Use

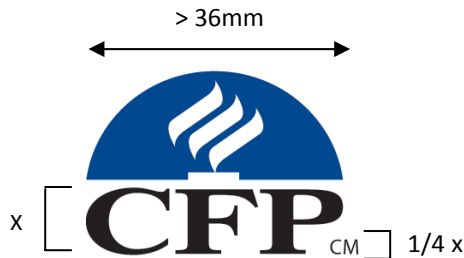


Incorrect Use



4. Rules for reproducing the Logo Mark

Relationship A



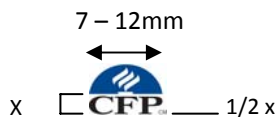
A. When the CFP logo mark is greater than 36mm in width the ^{CM} is 1/4 the CFP cap height

Relationship B



B. When the CFP logo mark is between 12 and 36mm in width the ^{CM} is 1/3 the CFP cap height

Relationship C



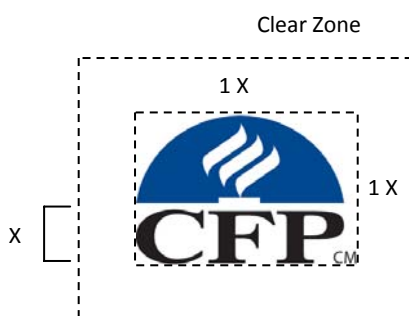
C. When the CFP logo mark is between 7 and 12mm in width the ^{CM} is 1/3 the CFP cap height



Relationship D



D. When the CFP logo mark is 6mm in width the ^{CM} is 3/4 the CFP cap height. The CFP logo mark should be no smaller than 6mm

Legibility



The impact and legibility of the printed  Logo Mark will be lessened by crowding it with other visual elements. A clear zone surrounding the mark has been established as an area with no other visual elements may enter. As shown to the left, this space is determined by the cap height of 'CFP', the typographic element of the  Logo Mark. The one exception to this rule is when the mark is used within text.

5. Using the CFP^{CM} Marks on Promotional Materials

- Use the marks as described in this guide
- Only the first use of each mark needs the ^{CM} trademark symbol
- Do not alter or modify the marks
- Do not use as part of or incorporated in the name of a firm or firm logo, or imply that the firm is entitled to use the marks. They can only apply to individuals.
- Use only original artwork to reproduce the CFP Logo Mark
- Use the Marks only on promotional items that are in good taste and that do not degrade the marks

Requirement for using the Statement with the marks

The UK Trademarks Office requires that when the CFP^{CM} certification marks are used in printed advertisements or printed publicity matter directed primarily to the market in the United Kingdom and in the Isle of Man, they be used in conjunction with an indication that they are certification marks. Therefore, the following Statement must be used in printed communications, advertisements, and marketing materials wherever possible:

CFP^{CM}, CERTIFIED FINANCIAL PLANNER^{CM} and  are certification marks owned outside the U.S. by Financial Planning Standards Board Ltd. Institute of Financial Planning is the marks licensing authority for the CFP marks in the United Kingdom, through agreement with FPSB.

The CFP^{CM} marks may only be used without the Statement in applications where use of the Statement would not be feasible, as for example on business cards.

6. Using the CFP^{CM} Marks in Text Documents

- Use the marks as described in this guide
- Only the first use of each mark needs the ^{CM} trademark
- Do not alter or modify the marks
- Do not use as part of or incorporated in the name of a firm or firm logo, or imply that the firm is entitled to use the marks

Requirement for using the Statement with the marks

The UK Trademarks Office requires that when the CFP^{CM} certification marks are used in printed advertisements or printed publicity matter directed primarily to the market in the United Kingdom and in the Isle of Man, they be used in conjunction with an indication that they are certification marks. Therefore, the following Statement must be used in printed communications, advertisements, and marketing materials wherever possible:

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7. Using the CFP^{CM} Marks in electronic media



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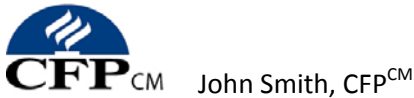
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7a) Websites

- Use the marks as described in this guide
- In the content of each individual website page, only the first use of each mark needs the ^{CM} trademark symbol
- Do not alter or modify the marks
- Do not use as part of or incorporated in the name of a firm or firm logo, or imply that the firm is entitled to use the marks

The CFP marks should not be used on any general collateral material or web pages where the individual certificants' names are not present. The mark should only be used in direct relation to the certificant's name and cannot appear anywhere else on the website. For example, on a business website page which only contains the name and information regarding the business but no individual certificant's name, the CFP marks should not appear.

Correct Use



Incorrect Use



Note: This is to ensure that the trademark use does not imply or represent that the business is somehow certified, or that non-certified employees of the business (i.e. assistants or Paraplanners) are certified.

The certification mark must never be used to imply endorsement of a practitioner's firm

Correct Use



Incorrect Use




Note: This rule applies even where one or more or all of the firm members are authorised to use the mark in association with his/her name.

Requirement for using the Statement with the marks

The UK Trademarks Office requires that when the CFP^{CM} certification marks are used in printed advertisements or printed publicity matter directed primarily to the market in the United Kingdom and in the Isle of Man, they be used in conjunction with an indication that they are certification marks. Therefore, the following Statement must be used in printed communications, advertisements, and marketing materials wherever possible:



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The CFP^{CM} marks may only be used without the Statement in applications where use of the Statement would not be feasible, as for example on business cards.

7b) Domain Names

The CFP and CERTIFIED FINANCIAL PLANNER marks may not be used as part of a domain name. They may appear as text or images throughout the website, according to the IFP's rules on proper use on websites.

Correct Use

www.smithfinancialplanning.com

Incorrect Use

www.simoncfp.com

7c) Email Addresses

The CFP and CERTIFIED FINANCIAL PLANNER marks may not be used as part of an email address.

Correct Use

john@hotmail.com

Incorrect Use


john@CFP4U.com

8. Business Stationery



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A

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Examples A and B are acceptable uses of the CFP^{CM} acronym and Flame logo. The CFP^{CM} acronym and/or flame logo must be clearly associated with the individual certified by the Institute of Financial Planning and not appear to be part of or incorporated in the name of a firm or firm logo, or imply that the firm is entitled to use the marks.

Please email louise@financialplanning.org.uk
With the proofs of your business stationery for approval.



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