

## QUICK GUIDE FOR USE OF THE CFP<sup>®</sup> MARK AND LOGO ON BUSINESS STATIONERY

1. The marks may only be used in one following forms at any one time and always in capital letters:

**CFP<sup>®</sup>**  
**or**  
**CERTIFIED FINANCIAL PLANNER<sup>®</sup>**

2. Use the correct territory specific trademarks symbol – this is the <sup>®</sup> superscript with any of the marks.
3. The mark must be used as a professional designation and not as part of the certificant's qualifications.
4. The logo mark is comprised of three components: the flame element, the letters "CFP" and the <sup>®</sup> superscript symbol. These three components must be used together as one unit at all times to protect the visual integrity of the mark.
5. All reproduction of the logo must be made from original reproduction artwork provided by the FPI.



6. Under no circumstances may the 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.
7. The logo must be clearly associated with the individual certified by the FPI.
8. The logo may never be smaller than 6mm.

## EASY TEMPLATES

(you may use your own design and fonts)

### Business Card & E-mail Signature

**Mike Smith, CFP®**

(additional info / qualifications / job title etc.)

**Mike Smith**

**CERTIFIED FINANCIAL PLANNER®**

(additional info / qualifications / job title etc.)



**CFP® Mike Smith, CFP®**

(additional info / qualifications / job title etc.)



**CFP® Mike Smith**

**CERTIFIED FINANCIAL PLANNER®**

(additional info / qualifications / job title etc.)

### Social Media (Name on LinkedIn/Who's Who etc.)

**Mike Smith, CFP®**

or

**Mike Smith, CERTIFIED FINANCIAL PLANNER®**

Should you have any queries regarding the correct use of mark, please feel free to contact the FPI on [trademarks@fpimail.co.za](mailto:trademarks@fpimail.co.za) or visit [www.fpi.co.za](http://www.fpi.co.za) for the full use of mark policy and guide.