

QUICK GUIDE

Rules in respect of use of the AFP™ and RFP™ designation trademarks

1. The marks may **ONLY** be used in the following forms:

ASSOCIATE FINANCIAL PLANNER™ or AFP™
REGISTERED FINANCIAL PLANNER™ or RFP™

2. When the marks are used in abbreviated form, there must not be any punctuation marks between the letters:

Correct: AFP™ or RFP™
Incorrect: A.F.P / R.F.P

3. When written out in full, **capital letters** must be used:

Correct: ASSOCIATE FINANCIAL PLANNER™ / REGISTERED FINANCIAL PLANNER™
Incorrect: Associate Financial Planner™ / Registered Financial Planner™

4. Only one mark must be used with reference to the same person, e.g. John Smith RFP™ or Jane Smith ASSOCIATE FINANCIAL PLANNER™.

5. The mark must be used as a **designation** and not as part of the individual's qualifications.

Correct: John Smith RFP™
B.Com LLB
Incorrect: Jane Smith B.Com, LLB, AFP™

6. The mark must be used as an **adjective**, not a noun.

7. Always use the ™ **superscript** with any of the marks in its first use in printed materials:

Correct: RFP™ or REGISTERED FINANCIAL PLANNER™
AFP™ or ASSOCIATE FINANCIAL PLANNER™
Incorrect: RFP® / AFP®

8. The mark may not be used as a possessive word or in plural form, e.g. AFP's / REGISTERED FINANCIAL PLANNERS

9. The mark may **NOT** be used as part of an e-mail address or domain name e.g. www.rfpcompany.co.za / johnsmith@rfpfirm.co.za / afp@financial.co.za

10. The mark may **NOT** be used as part of the business name or logo.

Should you have any queries regarding the correct use of mark please feel free to contact the Legal and Compliance Services Department: trademarks@fpimail.co.za