

QUICK GUIDE

Rules in respect of use of the FSA™ designation trademark

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

FINANCIAL SERVICES ADVISOR™ or FSA™

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

Correct: FSA™
Incorrect: F.S.A

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

Correct: FINANCIAL SERVICES ADVISOR™
Incorrect: Financial Services Advisor™

4. Only one mark must be used with reference to the same person:

Correct: John Smith FSA™ or John Smith FINANCIAL SERVICES ADVISOR™
Incorrect: Jane Smith FINANCIAL SERVICES ADVISOR™ (FSA)

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

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

6. Always use the ™ **superscript** with any of the marks:

Correct: FSA™ or FINANCIAL SERVICES ADVISOR™
Incorrect: FSA® / FINANCIAL SERVICES ADVISOR®

7. The mark may not be used as a possessive word or in plural form, e.g. FSA's / FINANCIAL SERVICES ADVISOR'S™

8. The mark may **NOT** be used as part of an e-mail address or domain name e.g. www.fsacompany.co.za / johnsmith@fsafirm.co.za / fsa@financial.co.za

9. Proposed correct use of mark on e-mail signature and business cards:

J Smith FSA™
(qualifications / additional info)

10. Please contact the us for rules in respect of use of the  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