

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 PRACTITIONER™ 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 PRACTITIONER™
Incorrect: Associate Financial Planner™ / Registered Financial Practitioner™
- 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 PRACTITIONER™ 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 PRACTITIONERS**
- 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