




Guide to representing
CISI membership and using  **CFP**TM
CERTIFIED FINANCIAL PLANNERTM
and CFPTM Marks

Contents

	Page
1. How to represent your CISI membership	3
2. Introduction to CFP marks	4
3. How to use the CFP™ Mark	5
4. How to use the CERTIFIED FINANCIAL PLANNER™ Mark	7
5. How to use the  CFP™ Logo Mark	9
6. Rules for reproducing the  CFP™ Logo Mark	11
7. Using the CFP Marks in text documents and promotional materials	12
8. Using the CFP Marks in electronic media	13
9. Business Stationery	15

1. How to represent your CISI membership

Members of the CISI are entitled, and encouraged, to reference their association with the CISI and this is predominately achieved through the use of designatory letters after their name. Members are unable to use the CISI logo on text documents, promotional material and/or electronic media. However, it is perfectly acceptable to include a written statement on text documents, promotional material and/or electronic media to highlight your association.

Membership designatory letters

Membership Grade	Designatory Letters	Correct Use
Student membership	N/A	N/A
Affiliate	N/A	N/A
Associate	ACSI	John Smith ACSI
Member	MCSI	John Smith MCSI
Chartered Member	Chartered MCSI	John Smith, Chartered MCSI
Fellow	FCSI	John Smith FCSI
Chartered FCSI	Chartered FCSI	John Smith, Chartered FCSI

Correct representations using a written statement:

John Smith ACSI is an Associate member of the Chartered Institute for Securities & Investment (CISI).

John Smith ACSI is an Associate member of the CISI.

John Smith, Chartered MCSI, is a Chartered Member of the Chartered Institute for Securities & Investment (CISI).

John Smith, Chartered MCSI, is a Chartered Member of the CISI.

When using electronic media, it would be acceptable to link to the CISI website. For example:

John Smith, Chartered MCSI, is a Chartered Member of the [Chartered Institute for Securities & Investment \(CISI\)](#).

Information about incorporating the CFP™ Marks with CISI membership designatory letters can be found on page 5

CISI Membership Designatory Letters and Chartered Wealth Manager Title

The Chartered Wealth Manager title is separate from CISI membership designations and can only be gained upon application. It should be added underneath your name on business cards and letterheads.

Correct Use

John Smith MCSI
Chartered Wealth Manager

John Smith, Chartered FCSI
Chartered Wealth Manager

Incorrect Use

John Smith MCSI Chartered Wealth Manager

John Smith Chartered Wealth Manager

2. Introduction to CFP marks

Use of the CFPTM 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 TM after each of the CFP marks. This is very important. Misuse of trademarks may be deemed to be a breach of the Code of Conduct.

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 CISI requires all CFP professionals to follow the rules for the use of the CFP Marks. These are issued by Financial Planning Standards Board Ltd and apply to all CFP professionals around the globe.

This guide outlines the three ways in which the CFP Marks can be used. Please familiarise yourself with the contents of this guide before using the CFP Marks.

CFPTM
CERTIFIED FINANCIAL PLANNERTM



January 2016

If you have any specific queries in relation to the use of any of the CFP marks, please email marketing@cisi.org or call 020 7645 0678

CFPTM, CERTIFIED FINANCIAL PLANNERTM and  **CFPTM** are certification marks owned outside the U.S. by Financial Planning Standards Board Ltd. The Chartered Institute for Securities & Investment is the marks licensing authority for the CFP marks in the United Kingdom, through agreement with FPSB.

3. How to use the CFPTM Mark

The CFPTM Mark must appear in all capital letters and without spaces or periods (.) between the letters.

Correct Use

John Smith CFPTM

Incorrect Use

John Smith, cfp

John Smith, C.F.P.

The CFP Mark must appear with the TM symbol in its first use in printed materials

Correct use (As first use in printed materials)

John Smith is a CFPTM professional

Incorrect Use (As first use in printed materials)

John Smith is a CFP professional specialising in estate planning.

The CFP 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. It should not be used as a parenthetical abbreviation for CERTIFIED FINANCIAL PLANNER, nor should it be used as a plural or possessive word.

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, CFPTM

Smith Financial Planners

John Smith and Jane Smythe are CFP professionals

Incorrect use

John Smith is a CFP

He practices Financial Planning as a CFP

Incorrect Use John Smith is a CERTIFIED FINANCIAL PLANNER (CFP)

Incorrect Use John Smith and Jane Smythe are CFPs

***Please note, this is not necessary for business cards.**

The CFP Mark must be used exclusively with the approved nouns: ‘professional’, ‘practitioner’, ‘certificant’, ‘certification’, ‘mark’, ‘credential’, ‘examination’ or ‘designation.’*

Correct Use

John Smith is a CFP practitioner.

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

Incorrect Use

John Smith is a CFP Financial Planner

If using three or more qualifications associated with your name, it is recommended that you put the CFP Mark first or last.

Correct Use

John Smith CFP™ APP

John Smith APP CFP™

Incorrect Use

John Smith APP CFP™ ChFC

When incorporating your CISI membership designatory letters, it is recommended that you put the CFP Mark first.

Correct Use

John Smith CFP™ Chartered MCSI

John Smith CFP™ APP MCSI

Note: For business cards and situations where space is a premium, CISI designatory letters ‘Chartered MCSI’ and ‘Chartered FCSI’, can be represented as Ch. MCSI and Ch. FCSI respectively.

When incorporating your CISI membership designatory letters and Chartered Wealth Manager title, it is recommended that you put the CFP Mark first and for Chartered Wealth Manager to be on a separate line.

Correct Use

John Smith CFP™ Chartered MCSI

Chartered Wealth Manager

Incorrect Use

John Smith, Chartered MCSI CFP™ Chartered Wealth Manager

The CFP™ 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™

Smith Financial Planners

Incorrect Use Smith Financial Planners CFP™

4. How to use the CERTIFIED FINANCIAL PLANNER™ mark

The CERTIFIED FINANCIAL PLANNER™ 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 ™ 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™ practitioner

Incorrect use (As first used in printed materials)

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.* It should not be used as a parenthetical abbreviation for CFP, nor should it be used as a plural or possessive word.

Correct Use

John Smith is a CERTIFIED FINANCIAL PLANNER professional

John Smith

CERTIFIED FINANCIAL PLANNER™ professional

Smith Financial Planners

John Smith and Jane Smythe are CERTIFIED FINANCIAL PLANNER professionals

Incorrect Use

John Smith, CERTIFIED FINANCIAL PLANNER™

Smith Financial Planners

Incorrect Use

John Smith is a CFP (CERTIFIED FINANCIAL PLANNER) professional

John Smith is a CERTIFIED FINANCIAL PLANNER (CFP) professional

John Smith and Jane Smythe are CERTIFIED FINANCIAL PLANNERS

***Please note, this is not necessary for business cards.**

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

Correct Use

John Smith, CERTIFIED FINANCIAL PLANNER™ professional
He has the CERTIFIED FINANCIAL PLANNER certification.

Incorrect Use

John Smith, CERTIFIED FINANCIAL PLANNER adviser
He completed the CERTIFIED FINANCIAL PLANNER course.

***Please note, this is not necessary for business cards.**

The CERTIFIED FINANCIAL PLANNER™ 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™ professional

Incorrect Use

Smith Financial Planners
CERTIFIED FINANCIAL PLANNER™

5. How to use the Logo Mark

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

Correct Use



Incorrect Use

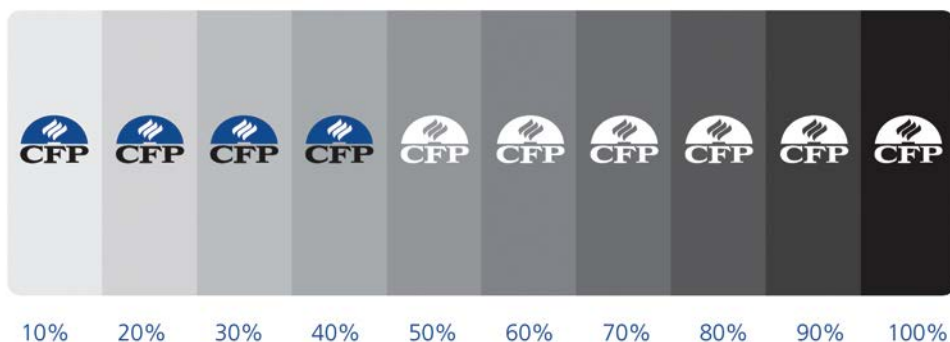
Any deviation from the three components above is a misuse and is unacceptable use.

All reproduction of the CFP Logo Mark must be made from original reproduction artwork provided by the Chartered Institute for Securities & Investment. 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.

Incorrect Use

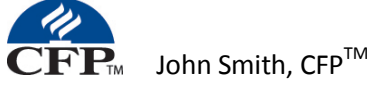
- Do not use without the TM trademark
- Do not use without the flame
- Do not use the flame alone
- Do not separate the graphic elements
- Do not add other elements
- Do not re-proportion the elements
- Do not reproduce the mark in unapproved colours
- Do not reproduce the mark on complex backgrounds
- 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 white reverse version of the logo should be used on dark backgrounds from 50-100% value of black

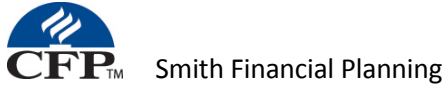


The CFP Logo Mark must be clearly associated with the individual certified by the Chartered Institute for Securities & Investment.

Correct Use

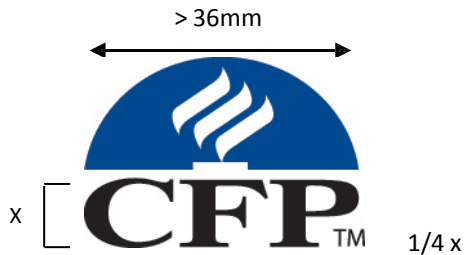


Incorrect Use



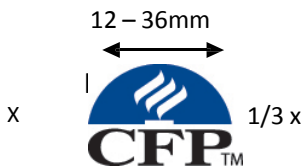
6. Rules for reproducing the Logo Mark

Relationship A



- a. When the CFP logo mark is greater than 36mm in width the TM is 1/4 the CFP cap height

Relationship B



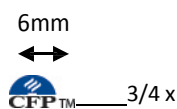
- When the CFP logo mark is between 12 and 36mm in width the TM is 1/3 the CFP cap height

Relationship C



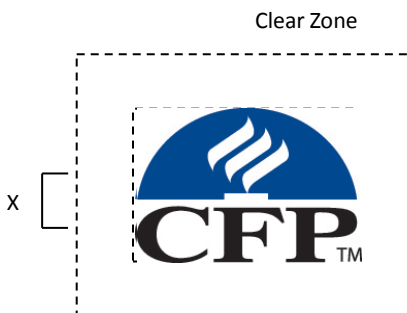
- c. When the CFP logo mark is between 7 and 12mm in width the TM is 1/3 the CFP cap height



Relationship D



- d. When the CFP logo mark is 6mm in width the TM is 3/4 th 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.

7. Using the CFPTM Marks on Text Documents and Promotional Materials

- Use the marks as described in this guide
- Only the first use of each mark needs the TM 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 promotions items that are in good taste and that do not degrade the marks

Statement requirement for use with the marks

The UK Trademarks Office requires that when the CFPTM 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 (for large documents/brochures etc the statement need only be displayed once, preferably on inside or back cover)

CFPTM, CERTIFIED FINANCIAL PLANNERTM and  **CFPTM** are certification marks owned outside the U.S. by Financial Planning Standards Board Ltd. The Chartered Institute for Securities & Investment is the marks licensing authority for the CFP marks in the United Kingdom, through agreement with FPSB.

The CFPTM 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.

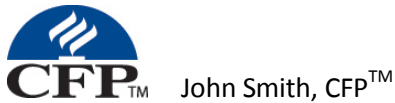
8. Using the CFP™ Marks in electronic media

8a) 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 ™ 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.

Statement requirement for use with the marks

The UK Trademarks Office requires that when the CFPTM certification marks are used in electronic media 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 electronic media (eg, websites, emails etc):

CFPTM, CERTIFIED FINANCIAL PLANNERTM and  **CFPTM** are certification marks owned outside the U.S. by Financial Planning Standards Board Ltd. The Chartered Institute for Securities & Investment is the marks licensing authority for the CFP marks in the United Kingdom, through agreement with FPSB.

The CFPTM 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.

8b) Domain Names

The CFP and CERTIFIED FINANCIAL PLANNER marks may not be used as part of a domain name.

Correct Use

www.smithfinancialplanning.com

Incorrect Use

www.simoncfp.com

8c) 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

9. Business Stationery

A

Smith Financial Planning
Whitefriars Centre, Lewins Mead, Bristol
BS1 12NT
T: 0117 945 2470
E: john@smithfp.co.uk
W: www.smithfinancialplanning.co.uk

John Smith CFP™
Partner

B

Smith Financial Planning
Whitefriars Centre, Lewins Mead, Bristol
BS1 12NT
T: 0117 945 2470
E: john@smithfp.co.uk
W: www.smithfinancialplanning.co.uk

John Smith CFP™
Partner



Smith Financial Planning
John Smith CFP™
Partner

Whitefriars Centre, Lewins Mead, Bristol BS1 12NT
T: 0117 945 2470
E: john@smithfp.co.uk
W: www.smithfinancialplanning.co.uk

Smith Financial Planning
John Smith CFP™
Partner



Whitefriars Centre, Lewins Mead, Bristol BS1 12NT
T: 0117 945 2470
E: john@smithfp.co.uk
W: www.smithfinancialplanning.co.uk

Examples A and B are acceptable uses of the CFP™ Mark and Flame logo. The CFP™ Mark and/or flame logo must be clearly associated with the individual certified by the Chartered Institute for Securities & Investment 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 marketing@cisi.org with the proofs of your business stationery for approval.

9b. Business Stationery - incorporating CISI designatory letters and/or Chartered Wealth Manager title

A

Smith Financial Planning
Whitefriars Centre, Lewins Mead, Bristol
BS1 12NT
T: 0117 945 2470
E: john@smithfp.co.uk
W: www.smithfinancialplanning.co.uk

John Smith CFP™ Ch.MCSI
Chartered Wealth Manager
Partner

B

Smith Financial Planning
Whitefriars Centre, Lewins Mead, Bristol
BS1 12NT
T: 0117 945 2470
E: john@smithfp.co.uk
W: www.smithfinancialplanning.co.uk

John Smith CFP™
Chartered MCSI
Chartered Wealth Manager
Partner



Smith Financial Planning

John Smith CFP™ Ch. MCSI
Chartered Wealth Manager
Partner

Whitefriars Centre, Lewins Mead, Bristol BS1 12NT
T: 0117 945 2470
E: john@smithfp.co.uk
W: www.smithfinancialplanning.co.uk

Smith Financial Planning

John Smith CFP™ Chartered MCSI
Chartered Wealth Manager
Partner



Whitefriars Centre, Lewins Mead, Bristol BS1 12NT
T: 0117 945 2470
E: john@smithfp.co.uk
W: www.smithfinancialplanning.co.uk

Examples A and B are acceptable uses of the CFP™ Mark and Flame logo. The CFP™ Mark and/or flame logo must be clearly associated with the individual certified by the Chartered Institute for Securities & Investment 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 marketing@cisi.org with the proofs of your business stationery for approval.