

# USE OF MARK

## QUICK MEDIA GUIDE



### Correct use of the CFP® mark in conversations, interviews and presentations.

1. Always use the mark as an adjective - although it sounds strange to the casual user, the mark must never be used as a noun - a trademark must always be used as an adjective modifying a noun.



I am a CFP® professional  
We are all CFP® practitioners



I am a CFP  
We consulted a CFP

2. Only modify certain nouns with the CFP® mark - since the CFP® mark identifies an individual who has met the FPI's certification standards; the mark should modify nouns that refer to an individual, the certification programme or the mark itself. The FPI has eight approved nouns that can follow the mark in conversation: certificant; certification; credential; designation; exam/examination; mark; practitioner; professional.



I am a CFP® professional  
We each hold the CFP® designation  
I passed the CFP® examination



We work in a CFP firm  
I am a CFP member  
I obtained the CFP qualification

3. The mark may not be used as a plural or possessive word.



Paul and Chris are CFP® professionals  
We only employ CFP® practitioners



James and Simon are CFPs  
The new CFPs will meet on Monday

# USE OF MARK

## QUICK MEDIA GUIDE



### 4. Let's Talk:



“I am a CFP® professional and a member of the FPI. I obtained my CFP® designation in 2020 after I successfully completed the CFP® exam. I am employed as a CFP® practitioner at Top-Notch Financial Planners, a company who only employs CFP® professionals. I am passionate about promoting and protecting the coveted CFP® mark and hope other CFP® practitioners are too.”



“I am a CFP member of the FPI. I obtained my CFP qualification in 2020 and have since then been employed by CFPs-R-US, a company who only employs CFPs.”

### 5. Additional Note:



As stated above the “CFP” acronym mark must be used as a descriptive adjective, not as a noun or a verb. This is to prevent the mark from becoming generic. An exception

applies when the “CFP” acronym mark is used following an individual’s name on screen (news ticker/running ribbon).

In this case it would be acceptable to use the mark as follows: Mark Long, CFP®

Please visit [www.fpi.co.za](http://www.fpi.co.za) for the full use of mark guidelines or email [legal@fpi.co.za](mailto:legal@fpi.co.za) for more information.