

Marks Use Guide for FPSC Level 1[®] Certificants in Financial Planning



Updated February 2017

Table of Contents

| | |
|---|---|
| Introduction | 1 |
| FPSC Level 1® Marks | 1 |
| Contact Us | 1 |
| Download Logo Artwork | 1 |
| How to Use the ® Symbol | 2 |
| Rules for Using the FPSC Level 1® Marks | 3 |
| Rule #1: Use the ® Symbol | 3 |
| Rule #2: Capitalize Words in the Trademark | 3 |
| Rule #3: Use the Number “1”, Not the Word “One” | 3 |
| Rule #4: Always Use the Marks as Adjectives | 4 |
| Rule #5: Use a Registered Trademark Notice | 4 |
| Rule #6: Use the FPSC Level 1® Logo in Accordance with These Guidelines | 5 |
| Rule #7: Using the FPSC Level 1® Marks in Electronic Media | 7 |
| Additional Conditions for Using the FPSC Level 1® Marks | 8 |

Introduction

Financial Planning Standards Council (FPSC) oversees the award of FPSC Level 1® Certification in Financial Planning throughout Canada.

While a CFP® professional has demonstrated the depth of knowledge, skills and abilities to provide financial plans that address client situations regardless of complexity, an FPSC Level 1 Certificant in Financial Planning is equipped to provide financial planning strategies and solutions for clients who have less complex financial planning needs. While many choose to remain FPSC Level 1 certificants, attainment of FPSC Level 1 certification is also confirmation of readiness to move forward on the path to CFP certification.

FPSC ensures that the FPSC Level 1 certification trademarks are protected and used properly throughout Canada and that any person using the FPSC Level 1 certification trademarks has met appropriate certification requirements.

Please familiarize yourself with this guide before using the FPSC Level 1 trademarks.

FPSC Level 1® Marks

In accordance with these guidelines, FPSC Level 1 Certificants in Financial Planning are authorized to use the following trademarks:

- FPSC Level 1®



Contact Us

If you would like FPSC to review materials that you are developing that feature any of the Marks within this guide, please contact our Communications team at communications@fpsc.ca.

Download Logo Artwork

FPSC Level 1 certificants can download the logo artwork by logging in to their FPSC Portal at online.fpsc.ca and clicking on “Marks Use Guide”, located in the Quick Links menu.

How to Use the ® Symbol

Inserting the ® Symbol

- Access the ® symbol by holding down the “Alt” button on your keyboard while typing “0174” on the numerical keypad at the right of your keyboard.
- In some programs you can also type “Open Bracket” “R” (in upper case) “Close Bracket”.
- The ® symbol will not automatically appear in superscript in all fonts, so you may need to superscript it manually.

Superscript in Different Fonts

Some fonts, including Calibri, Constantia, Lucida Sans and Consolas, automatically superscript the symbol on insertion. In these cases you don’t need to use the manual superscript:

CORRECT USE

- FPSC Level 1[®] Certificant in Financial Planning—as automatically inserted in Calibri

INCORRECT USE

- FPSC Level 1[®] Certificant in Financial Planning—with additional superscript in Calibri (too small and too high)

In other fonts, including Times New Roman, Arial, Courier New, Franklin Gothic, Tahoma, Helvetica and Arial, the symbol is a full-size character. In these cases, you need to manually superscript the symbol:

CORRECT USE

- FPSC Level 1[®] Certificant in Financial Planning—with additional superscript in Arial

INCORRECT USE

- FPSC Level 1[®] Certificant in Financial Planning—without additional superscript in Arial (too large and too low)

Rules for Using the FPSC Level 1[®] Marks

Rule #1: Use the [®] Symbol

Proper use of a mark and its symbol is important to preserve the distinctiveness of a brand and to prevent the loss of trademark rights. The first reference to FPSC Level 1[®] in a document should contain the [®] symbol. After that, you do not have to use the [®] symbol, but you may choose to do so. Always use the proper symbol as indicated in this document, in superscript, at the upper right of the mark:

CORRECT USE:

- FPSC Level 1[®] Certificant in Financial Planning

INCORRECT USE:

- FPSC Level 1 Certificant in Financial Planning[®]
- FPSC Level 1 Certificant in Financial Planning

Rule #2: Capitalize Words in the Trademark

CORRECT USE:

- FPSC Level 1[®]

INCORRECT USE:

- Fpsc Level 1[®]
- FPSC level 1[®]

Rule #3: Use the Number “1”, Not the Word “One”

CORRECT USE:

- FPSC Level 1[®] Certificant in Financial Planning

INCORRECT USE:

- FPSC Level One[®] Certificant in Financial Planning

Rule #4: Always Use the Marks as Adjectives

Trademarks must never be used as nouns, but rather must always be used as an adjective modifying a noun. The Marks should only modify nouns that refer to individuals, the certification program, or the marks themselves. In the case of the FPSC Level 1[®] mark, it must always be followed by “certificant”, “certification” or “examination”.

We require that the first time you use the FPSC Level 1[®] mark, you add “in financial planning” after the chosen noun to indicate to the public what your certification refers to. After this initial use, you can simply use certification, certificant, or examination, depending on the context.

CORRECT USE:


- I am an FPSC Level 1[®] Certificant in Financial Planning.
- I have obtained the FPSC Level 1[®] Certification in Financial Planning.
- I achieved top marks in the FPSC Level 1[®] Examination in Financial Planning.


INCORRECT USE:

- I am an FPSC Level 1[®].
- After I pass the FPSC Level 1, I plan to go on to the CFP[®] examination.



Rule #5: Use a Registered Trademark Notice

To better protect the FPSC Level 1[®] marks in light of Canadian trademark legislation, always use the following certification mark notice in materials that reference the FPSC Level 1 marks:

- FPSC Level 1[®] and  are certification marks of Financial Planning Standards Council. Used under license.


Where possible, this notice should be placed at the bottom of the page on which the corresponding mark (i.e. FPSC Level 1[®] or ) is referenced or, in the case of a multi-page document, at the bottom of the last page of the document.

In some instances, you may refer to FPSC Level 1[®] marks in the same document as trademarks owned by other entities. Please use the appropriate notification for FPSC’s trademarks, as outlined here:

- FPSC Level 1[®] is a registered certification mark of Financial Planning Standards Council. Used under license.
-  is a certification mark of Financial Planning Standards Council. Used under license.
- FPSC Level 1 and the  logo are certification marks of Financial Planning Standards Council. Used under license.

Rule #6: Use the Logo in Accordance with These Guidelines

FPSC Level 1 certificants can sign in to their FPSC Portal at online.fpsc.ca to access the marks from the “Marks Use Guide” in the Quick Links menu.

FPSC Level 1 certificants may use the  logo in accordance with the guidelines below, when referring to their achievement of this certification and the services they offer.

The quality of logo cannot be altered in any manner. All reproductions must be made from original artwork, be readable, legible and on approved backgrounds, and have consistent use of colour.

Original Artwork

All reproductions of the logo must be made from original artwork provided by Financial Planning Standards Council. To obtain positive and reverse reproduction images from Financial Planning Standards Council, please contact our Communications team at communications@fpsc.ca. Under no circumstances may the mark be altered, modified, hand drawn, typeset, reproduced or electronically scanned in poor quality as to distort or alter its appearance.

CORRECT USE:



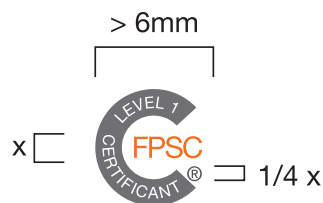
INCORRECT USE:

- Do not separate the graphic elements.
- Do not remove elements.
- Do not add elements.
- Do not re-proportion the elements.
- Do not reproduce the mark in unapproved colors.
- Do not reproduce the mark on complex backgrounds.

Readability

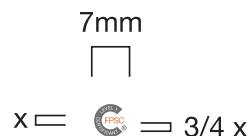
To maintain readability of the trademark symbol, the following two graphic relationships between the mark and the trademark symbol have been developed.

Relationship A



This size relationship is to be used when logo is greater than 7mm wide (logo shown is 25mm).

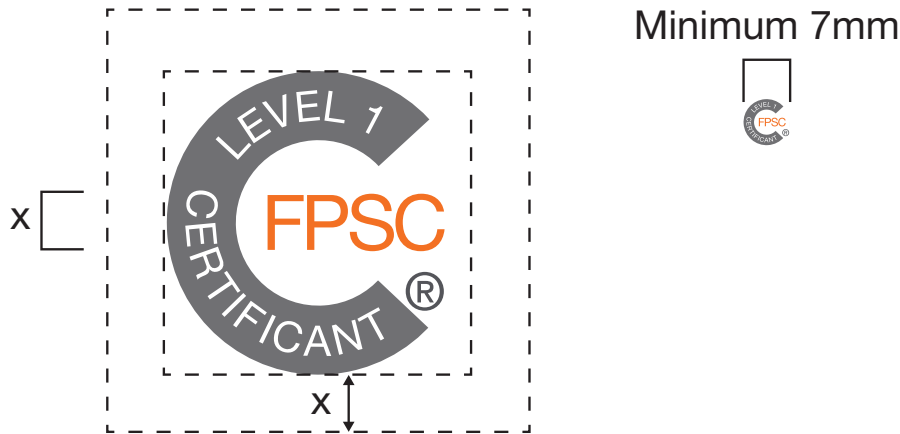
Relationship B



This size relationship is to be used when logo is used within text paragraphs and should be no smaller than 7mm wide.

Legibility

The impact and legibility of the printed logo will be diminished if it is crowded with other visual elements. A clear zone surrounding the mark has been established as an area into which no other graphic imagery or other visual elements may enter. As shown below, this space is determined by the cap height of “FPSC,” the typographic element of the logo. The only exception to this rule is when the mark is used within text.



To ensure optimum legibility of the logo, a minimum reproduction size of 7 mm is recommended. If reduced to a smaller size, the overall legibility and visual impact of the mark may be compromised. If reproduction quality of the logo mark cannot be guaranteed when reproduced at 7 mm, a larger size may be necessary.

Approved Backgrounds

The positive mark should be used on light colored backgrounds ranging from white to values no darker than 30% of black. The logo should be reversed if used on dark backgrounds from 30% to 100% value of black.

Color Options

Consistent use of color in the mark is important to establish immediate recognition of individuals certified by FPSC. The required two-color option for the mark uses PANTONE® 166 Orange for the “FPSC” element and PANTONE® Cool Grey 11C for the “C” shape and the ® symbol.

The Logo Must Be Clearly Associated with the Individual Certified by FPSC

CORRECT USE:

-  Simon Lim, FPSC Level 1® Certificant in Financial Planning

INCORRECT USE:

-  Simon Lim Financial Services Corp.

Rule #7: Using the FPSC Level 1® Marks in Electronic Media

Websites

Use the FPSC Level 1 marks as described in this guide.

In the content of each individual website page, only the first use of each mark needs the registered trademark superscript symbol.

The FPSC Level 1 marks should appear only once in the meta-text of the code within each website page belonging to an individual currently certified by FPSC.

CORRECT USE:

- <META name “keywords” content = “FPSC Level 1 Certificant”>

INCORRECT USE:

- <META name “keywords” content = “ FPSC Level 1 Certificant, FPSC Level 1 Certificant, FPSC Level 1 Certificant”>

The FPSC Level 1 marks may be used as website hyperlinks only if they link directly to the FPSC website (fpsc.ca).

Domain Names

The FPSC Level 1 marks may not be used as part of a domain name. They may appear as text or images throughout the website.

CORRECT USE:

- www.simonlimfinancialplanning.com

INCORRECT USE:

- www.simonlimfpsclevel1certificant.com

Email Addresses

The FPSC Level 1 marks may not be used as part of an email address.

CORRECT USE:

- slim@hotmail.com

INCORRECT USE:

- Simon_Lim@FPSCLevel14U.com
- fpsclevel1certificant@simonlimfinancialplanning.com

Other Social / Electronic Media

The FPSC Level 1 marks may not be used as part of a name or address in any social or electronic media, such as Twitter, LinkedIn and Facebook.

Additional Conditions for Using the FPSC Level 1® Marks

FPSC Level 1 Certificants in Financial Planning:

- acknowledge that Financial Planning Standards Council is the sole, absolute and exclusive owner of all right, title and interest in, and to, the FPSC Level 1 Marks;
- will not challenge, directly or indirectly, Financial Planning Standards Council as the sole, absolute and exclusive owner of all right, title and interest in, and to, the FPSC Level 1 Marks, and the goodwill associated with these marks;
- will not challenge, directly or indirectly the validity, use and/or registration of the FPSC Level 1 Marks;
- will not adopt, use and/or register any mark or name that is or may be confusingly similar to the FPSC Level 1 Marks, as determined by Financial Planning Standards Council;
- will not, directly or indirectly, take, encourage or promote any action that would/does impair the rights of Financial Planning Standards Council in and to the FPSC Level 1 Marks or the goodwill associated with them, or use the FPSC Level 1 Marks in a way that would make it difficult for Financial Planning Standards Council to assert its ownership of the FPSC Level 1 Marks; and
- are subject to the conditions relating to the use of the FPSC Level 1 Marks as set forth in the FPSC Level 1 Certificant in Financial Planning renewal policies.
- acknowledge that the FPSC Level 1 Marks:
 - must be used in a way that makes it clear that Financial Planning Standards Council owns them. Among other things, always use the notice described above when using a FPSC Level 1 Mark;
 - may not be used to imply Financial Planning Standards Council's endorsement of an individual or company (even when one or more employees are authorized by Financial Planning Standards Council to use the FPSC Level 1 Marks);
 - may not be used as part of the name of an individual's business or company; and
 - may not be altered by modifying in text form, animating, making three-dimensional, or using them on a patterned background, as a watermark, or as part of the background itself.

ABOUT FPSC

As a professional standards-setting and certification body working in the public interest, FPSC's purpose is to drive value and instill confidence in financial planning. FPSC ensures those it certifies (CERTIFIED FINANCIAL PLANNER® professionals and FPSC Level 1® Certificants in Financial Planning) meet appropriate standards of competence and professionalism through rigorous requirements of education, examination, experience and ethics.

FINANCIAL PLANNING STANDARDS COUNCIL

902-375 University Avenue

Toronto, ON M5G 2J5

phone 416 593 8587

toll free 1 800 305 9886

www.fpsc.ca