

FAAA Regulation: Use of FAAA Brand & Trademarks

Effective date: 8 August 2025
Submitted to: FAAA Board



Approval date	8 August 2025
Approved by	FAAA Board
Owner	Head of Marketing and Communications
Version	1.2
Previous approval date	21 June 2024

Contents

1.	Introduction	2
2.	Interpretation	3
3.	Definitions	4
4.	FAAA Brand rules for FAAA Members	6
5.	Use of the CERTIFIED FINANCIAL PLANNER® designation	13
6.	Use of the CFP® acronym designation	15
7.	Requirements for using the CFP® Logo Mark	17
8.	Rules for Reproducing the CFP® Logo Mark	18
9.	Professional designation	21
10.	Good Advice lock-up	21
11.	Use of the Financial Planner AFP® designation	23
12.	Using the CFP® and AFP® Marks on promotional materials	26
13.	Using the CFP® and AFP® Marks in electronic media	26
14.	Use of the FChFP certification (logo)	28
15.	Use of the FChFP, ChLP and AChFP designations	30
16.	FAAA digital badge	32
17.	Other professional designations and honorary awards	34
18.	FAAA Brand and Logo Guidelines for FAAA Professional Practices	35
	Appendix A: Use of the CFP® designation by Non-practising CFP® professional members	39
	Appendix B: Quick Guides for Use of the Designations	40

1. Introduction

a) Name of Regulation

This regulation is made by the Board of the Financial Advice Association of Australia Limited (the “**Board**”) in accordance with the constitution of the Financial Advice Association of Australia Limited (the “**Constitution**”) and shall be known as the FAAA Regulation: Use of FAAA Brand & Trademarks. The Board has the power to make, amend or cancel the FAAA Regulation: Use of FAAA Brand & Trademarks at any time as it sees fit.

b) Purpose of Regulation

This regulation intends, consistently with the Constitution of the FAAA, to:

- (i) outline the obligations and rights of Financial Advice Association of Australia (“**FAAA**”) Members when using the FAAA name, logos, honorary awards and references to life membership, membership category descriptions, professional designations (post nominals) including FChFP, ChLP, AChFP, ACS, Good Advice lock-up, the CERTIFIED FINANCIAL PLANNER[®] Mark, the CFP[®] Mark, the Financial Planner AFP[®] mark, the AFP Mark[®], the LRS[®] mark, the AEPS[®] mark, the FChFP Logo and the CFP[®] Logo mark (the “**FAAA brand**”).
- (ii) outline the obligations and rights of Members in relation to the CERTIFIED FINANCIAL PLANNER[®] mark, the CFP[®] mark and the CFP[®] Logo mark (the “**CFP Marks**”).
- (iii) outline the obligations and rights of Members in relation to the FChFP logo.
- (iv) ensure that the FAAA brand is consistently applied at every interaction to preserve the distinctiveness and integrity of the brand and the valuable reputation flowing from membership of the FAAA.
- (v) establish guidelines for the preparation of communication pieces including, but not limited to:
 - stationery, business cards, letterheads, and compliments slips;
 - websites;
 - email signatures;
 - advertising;
 - promotional material including brochures;
 - office signage;
 - client documentation including Statements of Advice;
 - social media; and
 - any other communication pieces.

c) **Commencement**

Unless a later effective date appears in a particular clause, this regulation is effective:

- (i) for all existing Members of the FAAA; and
- (ii) any individual or entity that obtains membership or affiliation on or after 8 August 2025

d) **Members Bound**

- (i) Members are bound by this FAAA Regulation: Use of FAAA Brand & Trademarks in accordance with the FAAA Constitution.
- (ii) Any instance of misuse of the CFP[®] Marks compromises the validity of the marks and the FAAA's licensing arrangement with the FPSB. Breaching an undertaking made to the Board in fulfilment of a requirement of this regulation is a breach of the regulation and may result in disciplinary action against the member by the FAAA under the FAAA Regulation: Conduct and Integrity.
- (iii) Any instance of misuse of the designations FChFP, ChLP or AChFP Marks, including the FChFP logo, compromises the validity of the marks. Breaching an undertaking made to the Board in fulfilment of a requirement of this regulation is a breach of the regulation and may result in disciplinary action against the member by the FAAA under the FAAA Regulation: Conduct and Integrity.

2. Interpretation

- a) Unless stated to the contrary, words and phrases in this regulation have the same meaning as is given to those words and phrases in the FAAA Constitution and regulations and policies of the FAAA made by the Board under the FAAA Constitution.
- b) In this FAAA Regulation: Use of FAAA Brand & Trademarks:
 - (i) capitalised expressions used shall have the same meaning as in the Constitution unless otherwise defined in this FAAA Regulation: Use of FAAA Brand & Trademarks or the context requires otherwise;
 - (ii) references to the singular include the plural and vice versa;
 - (iii) references to one gender include all genders;



- (iv) reference to a clause or clauses shall be a reference to a clause or clauses of this FAAA Regulation: Use of FAAA Brand & Trademarks unless the context requires otherwise;
- (v) references to a statute extend to that statute as amended, modified and re-enacted from time to time and any orders, regulations or by-laws made under that statute;
- (vi) reference to a person includes a firm, corporation, corporate body, unincorporated association and a government authority; and
- (vii) references to doing something includes an omission, statement or undertaking (whether or not in writing) and includes executing a document.

3. Definitions

- a) In this FAAA Regulation: Use of FAAA Brand & Trademarks, the following words have the following meanings unless the context requires otherwise:

Act	means the Corporations Act 2001 (<i>Cth</i>)
Affiliate Member	means a person who satisfies the eligibility criteria for membership in that sub-category as set out in clause 10 of the FAAA Regulation: Membership.
APFinSA	means the Asia Pacific Financial Services Association.
Board	means the board of Directors of the FAAA
Breach	means any conduct of a Member, by act or omission, which is in breach of any of the following: <ul style="list-style-type: none"> (a) the FAAA professional standards comprising the Code of Ethics and the Rules of Professional Conduct; (b) the Professional Code; (c) any clause of the FAAA Constitution; (d) any regulation of the FAAA including this regulation; and (e) any policy identified in the FAAA Regulation: Conduct and Integrity

Certificate	means a printed or digital certificate confirming the member's individual membership category and the time period during which that membership is valid.
CFP [®] Marks	means the certification standards owned by the Financial Planning Standards Board Ltd (FPSB) outside the United States of America. The FAAA is the marks licensing authority for the CFP marks in Australia, through agreement with the FPSB.
CFP [®] Professional	means CERTIFIED FINANCIAL PLANNER [®] Professional.
Director	means a person appointed as a director of the FAAA.
FAAA	means the Financial Advice Association of Australia Limited ABN 62 054 174 453
FAAA Code	means the FAAA's Code of Professional Practice. This includes the: <ul style="list-style-type: none"> (a) Professional Code; (b) Best Practice Standards; (c) Any Guidance issued in relation to the whole or any part of the Professional Code and Best Practice Standards; and (d) any successor or replacement regulations each as amended from time to time.
Financial Planner AFP [®]	means a person who satisfies the eligibility criteria for membership in that sub-category as set out in clause 9 of the FAAA Regulation: Membership.
FAAA Constitution	means the Constitution of the Financial Advice Association of Australia Limited.
FAAA Logo	means the following logos (unless they are part of an approved mark as outlined in this FAAA Regulation: Use of FAAA Brand & Trademarks):

	 Or 
FAAA Professional Practice	means a financial planning practice granted the right to use the title FAAA Professional Practice pursuant to a professional practice agreement between the FAAA and the Financial Planning Practice.
FAAA Regulation: Membership	means the FAAA Regulation: Membership
FPSB Ltd	means the Financial Planning Standards Board Ltd.
Member	means a Member of the FAAA as defined in the FAAA Constitution.
Regulations	means any regulations, policies, procedures or by-laws made by the Board for the purposes of a provision of the FAAA Constitution and includes such regulations, policies, procedures or by-laws as amended, by the Board from time to time.
Sub-Category	Means a sub-category of membership of the FAAA established by the FAAA Board under clause 4 of the FAAA Regulation: Membership

4. FAAA Brand rules for FAAA Members

a) Use of FAAA name, logos and professional designations

- i) CERTIFIED FINANCIAL PLANNER® Professionals, Financial Planner AFP® Professionals, and practitioner members eligible to use the Fellow Chartered Financial Practitioner (FChFP), Associate Chartered Financial Practitioner (AChFP) and Chartered Life Risk Practitioner (ChLP) designations are

encouraged to use their professional designation on their practice documentation.

- ii) 'Financial planner' is a restricted expression under the Act. Members may only use CFP[®], AFP[®], FChFP, AChFP or ChLP marks (or like marks), the FAAA membership category descriptions and the FAAA professional designations in a way that does not contravene section 923C of the Act, which covers use of 'financial planner' and 'financial adviser' and like terms. CFP professional members who do not meet the definition of 'financial planner' under the Act should consider the Guideline: Use of the CFP[®] designation by Non-practising CFP[®] professional members (May 2024) (Appendix A).
- iii) A Member cannot use both the CFP[®] and the AFP[®] mark together. Members may add additional post-nominals to their membership designation such as honorary awards or specialist designations and accreditations, e.g. FAAA Fellow, FChFP, ChLP, LRS[®], AEPS[®], ACS and Life Member.
- iv) If a Member belongs to an FAAA Professional Practice that has elected to use the FAAA Professional Practice Logo on documentation and stationery for their practice, Members from that practice are afforded the same benefits.
- v) The CFP[®] marks, the FAAA name, the FAAA's logo, the FAAA membership category descriptions and the FAAA professional designations may not be used as part of the name of a Member's business or a firm's name or firm's logo.
- vi) FAAA Members must use their applicable professional designations in such a way that they do not mislead, or have the potential to mislead, the general public.
- vii) Members cannot use the FAAA brand in a way that indicates that the FAAA guarantees, endorses or approves any services, products or advice (including personal financial advice) provided by the Member or other employees of the Member's practice.

A statement that a Member adheres to the FAAA's Professional Code would not breach this rule.

- viii) Members must not misstate their authority to represent the FAAA. Members are not permitted to write, speak or act in a way that suggests that they are

officially representing the FAAA, unless they have been duly authorised to do so by the chief executive officer or directors of the FAAA. All requests for such authorisation must be made in writing to the FAAA. This includes posts on social media platforms that operate under the FAAA brand.

- ix) FAAA Professional Practices are entitled to use the FAAA Professional Practice branding.
- x) Members in the Leave of Absence category are not permitted to use any FAAA professional designations or specialisations (including post nominals) whilst on a Leave of Absence.
- xi) The following table outlines how FAAA Members may denote membership, honorary awards and/or use specialist designations with the FAAA in practice, including the professional designation's respective post nominals and the acceptable representation of the professional designation and initials/marks.

Refer to the Appendices for the Quick Guides on use of the designations.

Note: Members are not permitted to use any of the following membership descriptions, post-nominal and/or designations unless they have been expressly approved to do so by the FAAA, and must cease using them when they are no longer eligible to use them or have been requested to do so by the FAAA.

For the avoidance of doubt, a Member **cannot** use the FAAA logo on any forms of communication unless it is in the prescribed format outlined in this FAAA Regulation: Use of FAAA Brand & Trademarks, including on:

- i. practice stationery, business cards, letterhead, and compliments slips;
- ii. websites;
- iii. email signatures;
- iv. advertising;
- v. promotional material including brochures;
- vi. office signage;
- vii. client documentation including Statements of Advice; and
- viii. other communication pieces.

Table 1. FAAA approved descriptions and acceptable representation

FAAA category/sub-category/designation	Post nominal	Approved FAAA description and/or Acceptable representation of designation/post nominal
CERTIFIED FINANCIAL PLANNER®	CFP®	John Smith, CFP® OR John Smith is a CFP® professional
Fellow Chartered Financial Practitioner	FChFP	John Smith, FChFP OR John Smith is a Fellow Chartered Financial Practitioner
Associate Chartered Financial Practitioner	AChFP	John Smith, AChFP OR John Smith is an Associate Chartered Financial Practitioner
Financial Planner AFP®	AFP®	Jane Smith, AFP® OR Jane Smith is a Financial Planner AFP® professional.
Practitioner		Jenny Smith, Practitioner OR Jenny Smith is a Practitioner member of the FAAA
Chartered Life Practitioner	ChLP	Jenny Smith, ChLP OR Jenny Smith is a Chartered Life Practitioner
Academic affiliate		Jeremy Smith, FAAA Academic Affiliate OR Jeremy Smith is an Academic Affiliate Member of the FAAA
FAAA Affiliate		Jason Smith, FAAA Affiliate Member

		OR Jason Smith is an Affiliate Member of the FAAA
Student affiliate		Julia Smith, FAAA Student Member OR Julia Smith is a Student Affiliate Member of the FAAA
Retired CERTIFIED FINANCIAL PLANNER®	Retired CFP®	John Smith, Retired CFP® OR John Smith is a Retired CFP® professional
Professional Practice		Smith Financial Services, FAAA Professional Practice OR Smith Financial Services is a Professional Practice of the FAAA
Fellow of Financial Advice Association of Australia Limited	FAAA Fellow OR FFAAA	John Jones AFP® FAAA Fellow OR John Jones CFP® FFAAA OR John Jones CERTIFIED FINANCIAL PLANNER® FAAA Fellow OR John Jones FChFP FAAA Fellow OR John Jones AChFP FAAA Fellow OR John Jones ChLP FAAA Fellow
Life Member of Financial Advice Association of Australia Limited	FAAA Life Member	John Jones FAAA Life Member OR John Jones AFP® FAAA Life Member OR John Jones CFP® FAAA Life Member OR

		<p>John Jones CERTIFIED FINANCIAL PLANNER® FAAA Life Member</p> <p>OR</p> <p>John Jones FChFP FAAA Life Member</p> <p>OR</p> <p>John Jones AChFP FAAA Life Member</p> <p>OR</p> <p>John Jones ChLP FAAA Life Member</p>
Life Risk Specialist	LRS®	<p>John Jones AFP® LRS® Life Risk Specialist</p> <p>OR</p> <p>John Jones CFP® LRS®</p> <p>OR</p> <p>John Jones CERTIFIED FINANCIAL PLANNER® LRS® Life Risk Specialist</p> <p>OR</p> <p>John Jones, FChFP LRS® Life Risk Specialist</p> <p>OR</p> <p>John Jones FChFP LRS®</p>
Accredited Estate Planning Strategist	AEPS®	<p>John Jones AFP® AEPS® Accredited Estate Planning Strategist</p> <p>OR</p> <p>John Jones CFP® AEPS®</p> <p>OR</p> <p>John Jones CERTIFIED FINANCIAL PLANNER® AEPS® Accredited Estate Planning Strategist</p> <p>OR</p> <p>John Jones FChFP AEPS®</p>

Aged Care Specialist	ACS	John Jones AFP® ACS Aged Care Specialist OR John Jones CFP® ACS OR John Jones CERTIFIED FINANCIAL PLANNER® ACS OR John Jones FChFP ACS
----------------------	-----	--

b) Reporting misuse

FAAA Members should be alert to and should promptly advise the FAAA of infringements or other improper uses of the FAAA brand. Appropriate action will then be taken to preserve the integrity and reputation of the FAAA, specialist designations such as FChFP and the internationally registered and recognised CFP® Marks.

c) Termination or suspension

- i) Upon termination or suspension of FAAA membership or the right to use the FAAA brand, all commercial use of FAAA intellectual property must immediately cease.
- ii) From the date of termination or suspension of FAAA membership or the right to use the FAAA brand, all references to the FAAA brand must be removed or deleted from all documentation and communication pieces. This includes updating Professional Association membership on ASIC's Financial Advisers Register (FAR), if applicable. References to the CFP designation in the Professional designation section of ASIC's FAR must be updated to indicate that the CFP designation is no longer current.
- iii) All FAAA certificates, trophies and digital assets featuring the FAAA brand, other than those related to a Member's education, remain the property of the FAAA and must be surrendered on request following termination or suspension of membership with the FAAA.

5. Use of the CERTIFIED FINANCIAL PLANNER[®] designation

a) General requirements for using the CFP[®] Marks designation.

Use of the CFP[®] Marks is authorised only for individuals who have received CFP[®] certification by the FAAA and are permitted to do so under section 923C of the Act.

b) The CERTIFIED FINANCIAL PLANNER[®] mark must appear in capital letters or in large and small capital letters.

Correct use

Jane Smith is a CERTIFIED FINANCIAL PLANNER[®] professional.
Jane Smith earned the CERTIFIED FINANCIAL PLANNER[®] certification.

Incorrect use

Jane Smith is a Certified Financial Planner[®] professional.
Jane Smith earned the certified financial planner[®] certification.

c) The CERTIFIED FINANCIAL PLANNER[®] mark must appear with the appropriate superscript symbol in its first use in printed material.

Correct use: (as first use in printed materials)

Her clients like working with a CERTIFIED FINANCIAL PLANNER[®] practitioner.

Incorrect use: (as first use in printed materials)

Her clients like working with a CERTIFIED FINANCIAL PLANNER practitioner.

d) The CERTIFIED FINANCIAL PLANNER[®] mark must not be used as a parenthetical abbreviation for the CFP[®] mark.

Correct use:

John Smith is a CFP[®] or CERTIFIED FINANCIAL PLANNER[®] professional.

Incorrect use:

John Smith is a CFP (CERTIFIED FINANCIAL PLANNER[®]) professional.

- e) **The CERTIFIED FINANCIAL PLANNER® mark cannot be used as a plural or possessive word.**

Correct use:

Simon Lim and Greta Lange are CERTIFIED FINANCIAL PLANNER® professionals.

The CERTIFIED FINANCIAL PLANNER® professionals' seminar was sold out.

Incorrect use:

Simon and Greta are CERTIFIED FINANCIAL PLANNERS.

The CERTIFIED FINANCIAL PLANNERS' seminar was sold out.

- f) **THE CERTIFIED FINANCIAL PLANNER® mark must always be used as a descriptive adjective, not as a noun or verb, except when used within a signature block, on letterhead or on a business card. An exception applies when the CFP mark is used following an individual's name e.g., Jane Smith, CERTIFIED FINANCIAL PLANNER®.**

Correct use:

Simone Lim is a CERTIFIED FINANCIAL PLANNER® professional.

Simone Lim, CERTIFIED FINANCIAL PLANNER®
Lim Financial Services

Incorrect Use:

Simone Lim provides certified financial planning.

- g) **The CERTIFIED FINANCIAL PLANNER® mark must only be used with one of the FAAA's approved nouns. These include certificant, certification, credential, designation, exam/examination, mark, practitioner and professional.**

Correct use:

CFP® professional

CFP® practitioner

CERTIFIED FINANCIAL PLANNER® mark

Incorrect use:

CFP® firm

CFP® advertisement

CERTIFIED FINANCIAL PLANNER® qualification

6. Use of the CFP® acronym designation

- a) **The CFP® acronym must appear in capital letters and without full stops between the letters.**

Correct use:

Greta Lange CFP®

Incorrect use:

Simon Lim cfp

Greta Lange C.F.P.

- b) **The CFP® acronym must appear with the registered symbol (®) in superscript upon the first use in a communication piece. Subsequent uses of CFP within the same communications piece do not need to carry the ®.**

Correct use:

Greta Lange is a CFP® professional. To be admitted as a CFP professional, Greta was required to undertake an advanced education program, as well as meet requirements around ethics, examination and experience.

Incorrect use:

Greta Lange is a CFP professional specialising in estate planning. To be admitted as a CFP professional, Greta was required to undertake an advanced education program, as well as meet requirements around ethics, examination and experience.

- c) **The CFP® acronym must not be used as a parenthetical abbreviation for CERTIFIED FINANCIAL PLANNER®.**

Correct use:

John Smith is a CFP® or CERTIFIED FINANCIAL PLANNER® practitioner.

Incorrect use:

John Smith is a CERTIFIED FINANCIAL PLANNER (CFP) practitioner.

- d) **THE CFP® acronym must always be used as a descriptive adjective, not as a noun or verb, except when used within a signature block, on letterhead or on a business card. An exception applies when the CFP® mark is used following an individual's name e.g., Jane Smith, CFP®.**

Correct use:

Simone Lim is a CFP® professional.

Simone Lim, CFP®
Lim Financial Services

Incorrect use:

Simone Lim provides certified financial planning.

- e) **The CFP® acronym may not be used as a plural or possessive word.**

Correct use:

Greta Lange and Simon Lim are CFP® professionals.
The CFP® professionals' seminar was sold out.

Incorrect use:

Greta Lange and Simon Lim are CFPs.
The CFPs' seminar was sold out.

- f) **The CFP® acronym should be used exclusively with the approved nouns: certificant, certification, credential, designation, exam/examination, mark, practitioner and professional.**

Correct use:

Simon Lim is a CFP® practitioner.
Greta Lange is a CFP® professional who got her CFP certification this year.

Incorrect use:

Simon Lim is a CFP financial adviser.
Greta Lange got her CFP degree.

- g) **If using the CFP® acronym mark in association with other educational qualifications, the CFP mark should be listed first.**

Correct use:

John Jones CFP® Dip FP

Incorrect use:

John Jones Dip FP CFP®

7. Requirements for using the CFP® Logo Mark

- a) **The CFP® Logo Mark is comprised of three components: the flame element, the letters “CFP” and the ® symbol. These three components must be used together as one unit at all times to protect the visual integrity of the mark.**

Correct use:



A. Approved two-colour: PANTONE® 280 Blue flame element, black type element



B. Approved one-colour: Entire mark printed in black

Incorrect use:

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

- b) **All reproduction of the CFP® Logo Mark must be made from original reproduction artwork provided by FAAA.**

Correct use:



Incorrect use:

Do not use without the ® symbol.

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.

- c) **The CFP® Logo Mark must not be altered, modified, hand drawn, typeset or reproduced or electronically scanned in such poor quality as to distort or significantly alter its appearance.**

Correct use:



Incorrect use:

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.

- d) **The CFP® Logo Mark must be clearly associated only with the individual who has achieved CFP® certification.**

Correct use:



Incorrect use:



8. Rules for Reproducing the CFP® Logo Mark

a) Reproductions

To control the quality of the CFP® Logo Mark's appearance, FAAA requires all reproductions to be made from original artwork, be readable, legible and on approved backgrounds, and have consistent use of colour. The information below will provide your print supplier or graphic designer the information necessary to create proper reproductions of the mark.

b) Original Artwork

All reproductions of the CFP® Logo Mark must be made from original artwork provided by FAAA. Visit the FAAA website, FAAA Portal or contact Member Services at contact@faaa.au or 1300 337 301.

c) **Readability**

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



d) **Clear space**

A clear zone surrounding the logo 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 "CFP," the typographic element of the CFP® Logo Mark. The one exception to this rule is when the mark is used within text.



To ensure optimum legibility of the CFP Logo Mark, a minimum reproduction size of 6 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 CFP Logo Mark cannot be guaranteed when reproduced at 6 mm, a larger size may be necessary.

e) Approved backgrounds

The positive mark should be used on light coloured backgrounds ranging from white to values no darker than 40% of black. The CFP Logo Mark should be reversed if used on dark backgrounds from 50% -100% value of black.

f) Colour options

The two-colour option for the CFP® Logo Mark uses PANTONE 280 Blue for the flame element and black for the “CFP” and territory-specific trademark symbol. A black version of the logo is also available.

g) Ownership of CFP® Marks

The CFP® and CERTIFIED FINANCIAL PLANNER® Marks are owned by the Financial Planning Standards Board Ltd. Specific acknowledgment must be given to this fact where either mark is reproduced in promotional literature of any description. The origin of the mark must always be specified in a tag line at the end of an article, at the bottom of an advertisement, or at the bottom of the first page of a brochure or personal promotional literature.

CFP®, CERTIFIED FINANCIAL PLANNER®, , are certification marks owned outside the U.S. by Financial Planning Standards Board Ltd. Financial Advice Association of Australia Limited is the marks licensing authority for the CFP Marks in Australia, through agreement with the FPSB.

9. Professional designation

a) Use of professional designations

CFP[®] professionals are encouraged to use their applicable professional designations on their practice documentation, to the extent that they are permitted to do so under section 923C of the Act. The CFP[®] professional designation must always sit next to the name of the FAAA Member and must always be equal in size or smaller in size than the Member's own name literature.

b) Membership Leave of Absence

A CERTIFIED FINANCIAL PLANNER[®] professional can apply for their CERTIFIED FINANCIAL PLANNER[®] certification to be maintained whilst they take a leave of absence, subject to FAAA's written approval which must be obtained before the leave of absence commences. Reduced membership fees apply during the leave of absence and the individual is prohibited from using the CFP[®] Marks. The requirements that must be satisfied upon return from leave vary according to the amount of leave taken, in accordance with the FAAA Regulation: Membership.

10. Good Advice lock-up

a) Requirements for using the Good Advice lock-up

The Good Advice lock-up is a graphical device designed to help educate Australians about the meaning of the CFP[®] designation. Whilst not considered a 'CFP Mark', the Good Advice lock-up contains CERTIFIED FINANCIAL PLANNER[®] and the CFP[®] Logo Mark, therefore strict rules must be followed to ensure the brand is protected.

b) Rules for reproducing the Good Advice lock-up

All reproductions of the Good Advice lock-up must be made from original artwork supplied by the FAAA. Under no circumstances may the Good Advice lock-up be altered, modified or hand drawn, typeset, reproduced or electronically saved in poor quality as to distort or alter its appearance.

c) **Readability**

To ensure optimum legibility of the Good Advice Lock-up, a minimum reproduction size of 50 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 Good-Advice Lock-up cannot be guaranteed when reproduced at 50 mm, a larger size may be necessary.

A clear zone surrounding the Good Advice Lock-up 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 height of “THE SIGN OF GOOD ADVICE” text with the Good Advice Lock-up. The one exception to this rule is when the mark is used within text.



d) **Approved backgrounds**

The positive mark (black) must be used on light colour backgrounds ranging from white to no darker than 40% of black. The reverse mark (white) must be used on dark colour backgrounds.

e) **Colour options**

The Good Advice Lock-up must always be reproduced in black or white.

f) **Using the Good Advice lock-up on promotional material and electronic media**

The Good Advice lock-up may be used on business cards, email signature or client documentation, provided the use of Good Advice lock-up is in accordance with this FAAA Regulation: Use of FAAA Brand & Trademarks and section 923C of the Act.

The Good Advice lock-up must be clearly associated only with the individual who has achieved CFP certification. The Good Advice lock-up may not be used as part of or in close proximity to the name of an individual's business or company. The Good Advice lock-up must be positioned immediately below or next to the name of the CFP® professional only.

Correct use

John Smith CFP®



Incorrect Use

Smith and Associates



11. Use of the Financial Planner AFP® designation

a) **General requirements for using the Financial Planner AFP® designations**

There is no FAAA logo available for use by AFP® Professionals, other than the AFP® Mark. Use of the AFP® Mark is authorised only for individuals who have received AFP® certification by the FAAA and are permitted to do so under section 923C of the Act.

- b) **The Financial Planner AFP[®] mark must appear with the appropriate superscript symbol in its first use in printed material.**

Correct Use: (as first use in printed materials)

Her clients like working with a Financial Planner AFP[®] practitioner.

Incorrect Use: (as first use in printed materials)

Her clients like working with a Financial Planner AFP practitioner.

- c) **The Financial Planner AFP[®] mark must not be used as a parenthetical abbreviation for the AFP mark.**

Correct Use:

John Smith is an AFP[®] or Financial Planner AFP[®] professional.

Incorrect Use:

John Smith is a (AFP[®]) professional.

- d) **The Financial Planner AFP[®] mark cannot be used as a plural or possessive word.**

Correct use:

Simon Lim and Greta Lange are FINANCIAL PLANNER AFP[®] professionals.

The FINANCIAL PLANNER AFP[®] professionals' seminar was sold out.

Incorrect use:

Simon and Greta are FINANCIAL PLANNER AFPs[®].

- e) **The Financial Planner AFP[®] mark must always be used as a descriptive adjective, not as a noun or verb, except when used within a signature block, on letterhead or on a business card. An exception applies when the AFP[®] mark is used following an individual's name e.g., Jane Smith, Financial Planner AFP[®].**

Correct use:

Simone Lim is a Financial Planner AFP[®] professional.

Correct Use: (following professional's name)

Simone Lim, Financial Planner AFP[®]
Lim Financial Services

Incorrect Use:

AFP[®], Simone Lim, provides financial planning.

- f) **The Financial Planner AFP[®] Mark must only be used with one of the FAAA's approved nouns. These include certificant, certification, credential, designation, exam/examination, mark, practitioner and professional.**

Correct use:

Simon Lim is a Financial Planning AFP[®] practitioner.

Greta Lange is a Financial Planning AFP[®] professional who got her Financial Planning AFP[®] certification this year.

Incorrect use:

Simon Lim is a Financial Planning AFP[®] financial adviser.

Greta Lange got her Financial Planning AFP[®] degree.

- g) **The AFP[®] acronym mark must appear in capital letters and without full stops between the letters.**

Correct use:

Greta Lange AFP[®]

Incorrect use:

Simon Lim afp

Greta Lange A.F.P

- h) **The AFP[®] acronym mark must appear with the registered symbol (®) in superscript upon the first use in a communication piece. Subsequent uses of AFP[®] within the same communications piece do not need to carry the ®.**

Correct use:

Greta Lange is a Financial Planner AFP[®] professional. To be admitted as a Financial Planner AFP professional, Greta was required to undertake an advanced education program, as well as meet requirements around ethics, examination and experience.

Incorrect use:

Greta Lange is a Financial Planner AFP professional specialising in estate planning. To be admitted as a Financial Planner AFP professional, Greta was

required to undertake an advanced education program, as well as meet requirements around ethics, examination and experience.

- i) **If using the AFP® mark in association with other educational qualifications, it is recommended to put the AFP® mark first.**

Correct use:

John Jones AFP® Dip FP

Incorrect use:

John Jones Dip FP AFP®

12. Using the CFP® and AFP® Marks on promotional materials

- a) Promotional use of the CFP® Marks and AFP® Marks must be in accordance with this FAAA Regulation: Use of FAAA Brand & Trademarks. Merchandise produced by the FAAA is the only case where this FAAA Regulation: Use of FAAA Brand & Trademarks may not apply.
- b) Use of the CFP® and AFP® Marks in promotional materials must be linked clearly to an individual or group of individuals who have achieved CFP® or AFP® certification.
- c) The CFP® and AFP® Marks can only be used on promotional items that are in good taste and do not degrade the marks.

13. Using the CFP® and AFP® Marks in electronic media

- a) **Websites**

In the content of each individual website page, only the first use of each mark requires the use of the CFP® mark.

The CFP® and CERTIFIED FINANCIAL PLANNER® Marks or AFP® and Financial Planner AFP® Marks should appear only once in the meta-text of the code within

each Website page belonging to an individual CFP® or Financial Planner AFP® professional.

Correct use:

<META name “keywords” content = “CERTIFIED FINANCIAL PLANNER”>

OR

<META name “keywords” content = “FINANCIAL PLANNER AFP”>

Incorrect use:

<META name “keywords” content = “CFP, CFP, CFP, CFP”>

<META name “keywords” content = “AFP, AFP, AFP, AFP”>

<META name “keywords” content = “CERTIFIED FINANCIAL PLANNER,
CERTIFIED FINANCIAL PLANNER, CERTIFIED FINANCIAL PLANNER”>

<META name “keywords” content = “FINANCIAL PLANNER AFP,
FINANCIAL PLANNER AFP, FINANCIAL PLANNER AFP”>

- (i) The CFP® and CERTIFIED FINANCIAL PLANNER® Marks and AFP and Financial Planner AFP® Marks may be used as website hyperlinks only if they link directly to FAAA’s Website, www.faaa.au.

b) Domain names

The CFP® and CERTIFIED FINANCIAL PLANNER® Marks and/or the AFP® and Financial Planner AFP® Marks may not be used as part of a domain name or website address. They may appear as text or images throughout the website, according to the rules contained in this guide.

Correct use:

www.simonlimfinancialplanning.com

Incorrect use:

www.simonlimcfp.com

www.simonlimfinancialplannerafp.com

c) Email addresses

The CFP® and CERTIFIED FINANCIAL PLANNER® Marks and/or the AFP® and Financial Planner AFP® Marks may not be used as part of an email address.

Correct use:

simon.lim@hotmail.com

Incorrect use:

Simon_Lim@CFP4U.com

cfp@simonlimfinancialplanning.com

Simon_Lim@AFP4U.com

d) **Social Media**

The CFP® Marks or AFP® Marks may not be used as part of a name or address in any social or electronic media, such as Twitter, LinkedIn or Facebook.

14. Use of the FChFP certification (logo)

- a) APFinSA is the provider of the FChFP certification, including the FChFP logo.
- b) Use of the FChFP certification, including the FChFP logo is authorised only for individuals who have been approved to do so by the FAAA and are permitted to do so under section 923C of the Act, and promotional use of the FChFP logo must be in accordance with the FAAA Regulation: Use of FAAA Brand & Trademarks.

The FChFP certification logo has two parts. Both components must be used together as one unit at all times to protect the visual integrity of the mark.

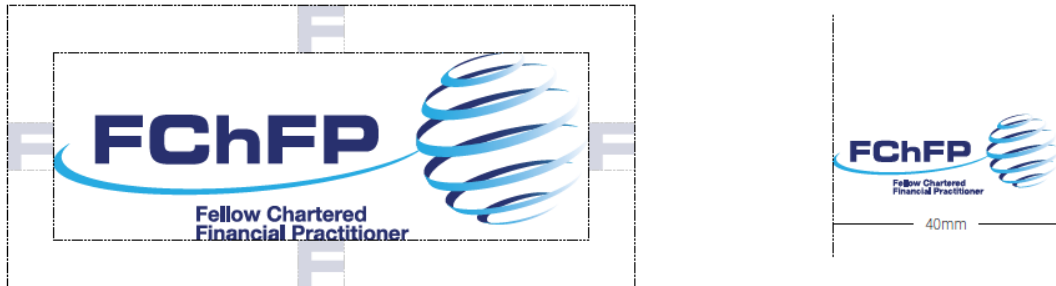
- The spinning globe represents the dynamic and increasingly complex world for consumers. The bands of the globe represent the different countries which belong to APFinSA.
- The bold letters of FChFP signify the important role that financial advisers have in helping consumers make informed financial decisions. The arc at the bottom of the logo connects the modern adviser to their clients. The FChFP certification connects education with financial adviser performance.

c) **Clear space and minimum size requirements**

To preserve the integrity of the logo, it is important to allow an appropriate amount of clear space around it.

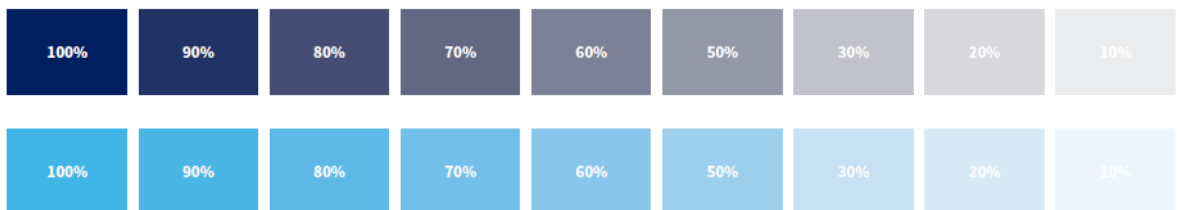
The minimum clear space should be equal to the height of the 'F' in the logo and be applied wherever the logo is used.

The smallest size for reproduction of the logo is 40mm in width. The logo must always be scaled proportionally.



d) Colour options

For applications using the colour logo, there are 2 options - the logo can be reproduced using the CMYK values or the PMS Spot colour values:



e) Incorrect use

The FChFP Certification logo must NEVER be re-drawn using a different typeface, stretched or distorted in any way.



15. Use of the FChFP, ChLP and AChFP designations

- a) APFinSA is the provider of the FChFP, ChLP and AChFP designations.
- b) Use of the designations is authorised only for individuals who have been approved to do so by the FAAA and are permitted to do so under section 923C of the Act.
- c) **Use of the designation in Websites**
 - (i) The FChFP, ChLP and AChFP designations should appear only once in the meta-text of the code within each website page belonging to an individual member eligible to use these designations.

Correct use:

<META name "keywords" content = "FELLOW CHARTERED FINANCIAL PRACTITIONER">

OR

<META name "keywords" content = "CHARTERED LIFE PRACTITIONER">

Incorrect use:

<META name "keywords" content = "FChFP, FChFP, FChFP">

<META name "keywords" content = "ChLP, ChLP, ChLP, ChLP">

<META name “keywords” content = “FELLOW CHARTERED FINANCIAL PRACTITIONER, FELLOW CHARTERED FINANCIAL PRACTITIONER, FELLOW CHARTERED FINANCIAL PRACTITIONER”>

<META name “keywords” content = ““CHARTERED LIFE PRACTITIONER, “CHARTERED LIFE PRACTITIONER, “CHARTERED LIFE PRACTITIONER”>

- (ii) The FChFP, ChLP, AChFP designations may be used as website hyperlinks only if they link directly to FAAA’s Website, www.faaa.au.

d) **Domain names**

The FChFP, ChLP, AChFP designations may not be used as part of a domain name or website address. They may appear as text throughout the website, according to the rules contained in this guide.

Correct use:

www.simonlimfinancialplanning.com

Incorrect use:

www.simonlimfchfp.com

www.simonlimfinancialplannerchlp.com

e) **Email addresses**

The FChFP, ChLP, AChFP designations may not be used as part of an email address.

Correct use:

simon.lim@hotmail.com

Incorrect use:

Simon_Lim@FCHFP4U.com

fchfp@simonlimfinancialplanning.com

Simon_Lim@CHLP4U.com

f) **Social Media**

The FChFP, ChLP, AChFP designations may not be used as part of a name or address in any social or electronic media, such as Twitter, LinkedIn or Facebook.

16. FAAA digital badge

- a) The FAAA digital badge is an image with a link to a personalised digital certificate for verification of FAAA membership. The digital badge is available to:
- FAAA Members, including
 - CFP® professionals.
 - Practitioner professionals.
 - Financial Planner AFP® professionals
 - Provisional Planner members.
 - FAAA Affiliate members (excluding Students, Retired and Leave of Absence members)
 - FAAA Professional Practices (digital certificate only)



b) **Requirements for using the FAAA digital badge.**

The FAAA digital badge may be used in the eligible Member's email signature or on their website for verification of their membership where the Member is permitted to do so under section 923C of the Act.

The digital badge must always link to the FAAA Member's personalised certificate link supplied by the FAAA.

The digital badge and link to the digital membership certificate are only valid for the current membership year. The digital badge and link expire annually, and a new badge is supplied each membership year upon renewal.

FAAA Professional Practices

The FAAA digital certificate for FAAA Professional Practices is available for use by staff members belonging to a FAAA Professional Practice.

The FAAA Professional Practice digital certificate is only valid for the current membership year. The certificate expires annually, and a new certificate is supplied each membership year upon renewal.

c) Rules for reproducing the FAAA digital badge.

All reproductions of the FAAA digital badge must be made from original artwork supplied by the FAAA. The badge image and personalised link are accessible from the online FAAA Portal.

Under no circumstances may the digital badge be altered, modified or hand drawn, typeset, reproduced or electronically saved in poor quality as to distort or alter its appearance.

d) Colour options

The FAAA digital badge is supplied in RGB colour and must not be altered.

Placement of FAAA digital badge

The digital badge must be clearly associated only with the individual whose name is listed on the linked digital certificate. The digital badge may not be used as part of or in close proximity to the name of an individual's business or company. The digital badge must be positioned immediately below or next to the name of the aforementioned individual.

FAAA Professional Practices

The digital badge must be equal in size or smaller in size than the name or logo of the FAAA Professional Practice.

Where a FAAA Member also belongs to a FAAA Professional Practice, both digital badges may be used at the same time at equal size.

17. Other professional designations and honorary awards

a) Introduction

Whilst Members are only entitled to use the one professional designation (post nominal), Members may add to their membership designation additional designations and initials such as specialist accreditation and honorary awards. Members should refer to **Table 1 FAAA approved descriptions and acceptable representation** above for details on how to use the membership category descriptions and post nominals.

Members who are entitled to use non-FAAA designations and honorary awards should familiarise themselves with the following guidelines to ensure they are listed in the correct order: <https://www.stylemanual.gov.au/grammar-punctuation-and-conventions/titles-honours-forms-address/awards-and-honours>.

b) Specialist designations ACS, LRS[®] and AEPS[®] designation

The specialist designations ACS Aged Care Specialist, LRS[®] Life Risk Specialist and AEPS[®] Accredited Estate Planning Strategist indicate that the financial planner/adviser, in addition to any other certification achieved and obligations attached thereto, has completed the required level of ethics, education and examination and attained a level of experience to be recognised as an aged care specialist, life risk specialist or estate planning strategist.

The ACS designation must always be followed by the designation words Aged Care Specialist **except when used within a signature block, a FAAA digital certificate, on letterhead or on a business card**. The ACS logo must be used in accordance with the Quick Guide (refer appendix).

The LRS® mark must always be followed by the designation words Life Risk Specialist **except when used within a signature block, a FAAA digital certificate, on letterhead or on a business card.**

The AEPS® mark must always be followed by the designation words Accredited Estate Planning Strategist **except when used within a signature block, a FAAA digital certificate, on letterhead or on a business card.**

c) **Honorary awards designation**

The only honorary awards which are currently awarded by the FAAA to Members at the discretion of the FAAA Board are Life and Fellow awards.

18. FAAA Brand and Logo Guidelines for FAAA Professional Practices

a) **Introduction**

The FAAA strictly controls the correct usage of the FAAA brand and marks. Misuse of the FAAA Brand may seriously prejudice the interests of all Members of the FAAA and may also result in disciplinary action.

b) **Naming Conventions**

FAAA Professional Practices should be described as either a FAAA Professional Practice or a Professional Practice of the Financial Advice Association Australia.

c) **Use of FAAA Brand by Professional Practices**

Employees of a Professional Practice who are also Members of the FAAA are individually responsible for the correct usage of the FAAA Brand.

At all times, the Professional Practice must nominate an FAAA Member as the person responsible for the Professional Practice's use of the FAAA Brand. FAAA Professional Practices and their employees are entitled to use the FAAA Professional Practice logo on the following:

- i. practice stationery, business cards, letterhead, and compliments slips;
- ii. websites;
- iii. email signatures;
- iv. advertising;

- v. promotional material including brochures;
- vi. office signage;
- vii. client documentation including Statements of Advice; and
- viii. other communication pieces.

d) Use of FAAA logo by Professional Practices

Professional Practices can only use the FAAA Professional Practice logo as supplied by the FAAA. Contact FAAA Member Services at practice@faaa.au or 1300 337 301 to request the logo artwork files.

The only FAAA logos available for use by Professional Practices are:

Stacked Format



Horizontal Format



Either the horizontal or stacked format may be used with consideration made to the design of the printed material and size of the space available.

Use of the FAAA Professional Practice brand is a privilege and misuse may prejudice the interests of Members and cause the termination of the Professional Practice contract, or in extreme cases or cases of repeated misuse, legal action.

e) Approved backgrounds to the logo

For printed materials, the logo should be reproduced on white where possible. Where this is not possible, the dark version of the FAAA Professional Practice Logo should be used on light coloured backgrounds, and the reversed version should be used on dark backgrounds.

f) Positioning of the logo

The Professional Practice logo, whether on printed material or signage, must always be placed in proximity to the name/logo of the FAAA Professional Practice rather than the individual planner's name.

g) Relative sizing of the logo

The FAAA Professional Practice logo must be equal in size or smaller in size than the name or logo of the FAAA Professional Practice.

It is not permitted to change the shape of the FAAA Professional Practice Logos or alter or distort them in any way. When resizing a digital version of the FAAA Professional Practice Logo, the logo may only be resized diagonally (by 'grabbing' the corner handles). Use of the vertical or horizontal handles will result in distortion.

h) Clear space

The FAAA Professional Practice logos exist within a specified minimum clear space. This is a space within which no other element may encroach. The clear space has been created to ensure the FAAA logo always appears prominently on all materials.

i) How the logo can be used and by whom

Where a FAAA Professional Practice has elected to use the FAAA Professional Practice logo on letterhead, business cards etc. the employees of that Professional Practice, by virtue of their relationship, are able to use the FAAA Professional Practice logo. As corporate stationery and promotional materials remain the property of the FAAA Professional Practice, employees seeking to use the logo should confirm arrangements with their Professional Practice.

j) Endorsement

Use of the FAAA Professional Practice logo must not be capable of giving the impression that the FAAA in any way endorses the conduct of the employees of the FAAA Professional Practice other than by virtue of the Professional Practice meeting the eligibility criteria set out by the FAAA.

k) Approval of artwork

To ensure a consistent and correct visual application of the FAAA Professional Practice brand is maintained, all artwork proofs of materials featuring the FAAA Professional Practice logo must be submitted to the FAAA for review before they are published. Copies of artwork proofs must be submitted to the FAAA at communications@faaa.au for review. Please allow two business days for the FAAA to respond.

l) Use by CFP[®] professionals.

Where a CFP[®] professional belongs to an FAAA Professional Practice, both the CFP[®] Logo Mark and FAAA Professional Practice logo may be used on the same communication piece. Where the CFP[®] Logo Mark and Professional Practice logo is used in the same document, a CFP professional must ensure that the CFP marks visibly relate to them as an individual, and the Professional Practice logo relates to their company.

Appendix A: Use of the CFP® designation by Non-practising CFP® professional members

Introduction

FAAA Regulation: Use of FAAA Brand & Trademarks outlines the obligations and rights of Members in the Non-practising CFP® Professional membership category in relation to the CERTIFIED FINANCIAL PLANNER® mark, the CFP® mark and the CFP® Logo mark (the “CFP Marks”).

The CFP Marks are trademarks owned by Financial Planning Standards Board Ltd and licensed exclusively to the FAAA, which grants the CFP designation to financial planning professionals who meet its initial and ongoing certification standards and requirements. CFP certification is the global symbol of excellence in financial planning.

All Members are required to warrant each year that they have used the CFP Marks and FAAA brand in accordance with relevant legislation. The FAAA is aware that the designation CERTIFIED FINANCIAL PLANNER® includes an expression which is restricted under section 923C of the Corporations Act (2001), that being ‘financial planner’. The consideration for members with using the designation ‘CFP®’ or the CFP Logo mark (which incorporates the letters CFP) is that they may be understood to be an abbreviation of ‘CERTIFIED FINANCIAL PLANNER®’ and therefore the ‘FP’ element may be considered an expression of ‘like import’ to the term ‘financial planner’. Expressions of ‘like import’ to the expression ‘financial planner’ are also restricted under section 923C. Throughout this document when we refer to use of the CFP designation, we mean any use of a designation that comprises of one or more of the CFP Marks.

This guideline is intended to provide guidance to non-practising CFP professional members on how they might be able to use the CFP designation (‘Permitted use of Designations’) by providing examples of when the designation can be used, as well as use of the CFP designation that would not be permitted (‘Prohibited use of Designations’).

Whilst the following guidelines have been prepared with legal advice, FAAA Members should consider seeking legal advice specific to their individual situation.

Definitions

Financial Service means for the purposes of this document:

- a. provide financial product advice; or
- b. deal in a financial product; or
- c. provide a claims handling and settling service.

Non-practising CFP Professional (Non-practising CFP professional) means FAAA members who meet the criteria for the non-practising CERTIFIED FINANCIAL PLANNER® professional membership category, as set out in the FAAA Member Regulation.

‘Permitted use’ anticipates that the use may be by the non-practising CFP professional themselves or by their authorising corporate authorised representative (**CAR**) or AFS licensee in relation to the non-practising CFP professional.

- By way of example, a time when a CAR or AFS licensee might use the CFP Marks in relation to a non-practising CFP professional would be when making representations about the non-practising CFP professional on the website of the AFS licensee or CAR.

Relevant provider: a person is a relevant provider if the person:

- a. is an individual; and
- b. is:

- i. a financial services licensee; or
 - ii. an authorised representative of a financial services licensee; or
 - iii. an employee or director of a financial services licensee; or
 - iv. an employee or director of a related body corporate of a financial services licensee; and
- c. is authorised to provide personal advice to retail clients, as the licensee or on behalf of the licensee, in relation to relevant financial products.

Use of the tables

The following tables set out nine common examples of when the CFP Marks can be used, together with a clarification as to why the use would be permissible. Members should note the warnings provided under each example when reviewing their own situation.

Use of the CFP® designation is permitted where the designation is being used:

EXAMPLE ONE

In relation to a service which is not a financial service.

For example, mortgage broking, accounting, business consulting, teaching.

REASON

Subsections 923C(1) and (2) of the Corporations Act 2001 only prohibit the assumption or use of a restricted expression in relation to a financial service provided by an individual who is not a relevant provider. Use of a restricted word or expression in relation to services which are not financial services does not breach section 923C.

WARNING: The non-practising CFP professional member should ensure that designations are not used in relation to a financial service.

EXAMPLE TWO

In relation to a role supporting financial advisers, such as paraplanner, business development manager, or client service officer role.

(Provided the use is not related to a financial service provided by the Non-practising CFP professional member).

REASON

Subsections 923C(1) and (2) of the Corporations Act 2001 only prohibit the assumption or use of a restricted expression in relation to a financial service provided by an individual who is not a relevant provider.

The non-practising CFP professional member is not typically providing financial services (including financial product advice or dealing). Rather, they are assisting advisers to provide financial services. Accordingly, the use of the designation is not in relation to a financial service provided by the member.

WARNING: If the non-practising CFP professional member provides financial services, then there is a risk the use could be regarded as being in relation to these financial services.

The member must not use the designation in relation to financial services they provide unless the financial services are provided in the circumstances set out in examples 7 or 9.

EXAMPLE THREE

In relation to a role as a compliance manager or responsible manager.

Provided the use is not related to a financial service provided by the Non-practising CFP professional member.

REASON

Subsections 923C(1) and (2) of the Corporations Act 2001 only prohibit the assumption or use of a restricted expression in relation to a financial service provided by an individual who is not a relevant provider. The non-practising CFP professional member is not typically providing financial services (including financial product advice or dealing). Rather, they are overseeing the provision of financial services, including (possibly) the provision of personal advice to retail clients. Accordingly, the use of the designation is not in relation to a financial service provided by the member.

WARNING: The non-practising CFP professional member must not use the designation in relation to financial services they provide unless the financial services are provided in the circumstances set out in examples 7 or 9.

Use of the CFP® designation is permitted where the designation is being used:

EXAMPLE FOUR

In relation to mentoring financial advisers.

REASON

Subsections 923C(1) and (2) of the Corporations Act 2001 only prohibit the assumption or use of a restricted expression in relation to a financial service provided by an individual who is not a relevant provider. The non-practising CFP professional member is not providing financial services and therefore use of the designation is not in relation to financial services provided by the member.

WARNING: If the non-practising CFP professional member provides financial services, then there is a risk the use could be regarded as being in relation to these financial services. The member must not use the designation in relation to financial services they provide unless the financial services are provided in the circumstances set out in examples 7 or 9.

EXAMPLE FIVE

In relation to something other than a financial service.

For example, when outlining qualifications in a CV, displaying your certificate on the wall, or using the CFP marks in postnominals where the use is unconnected to a service (for example, on a business card, or where the member is attending a formal dinner and their name is recorded on the guest list or appears on a name tag).

REASON

Subsections 923C(1) and (2) of the Corporations Act 2001 only prohibit the assumption or use of a restricted expression in relation to a financial service provided by an individual who is not a relevant provider. As it is not being used in relation to a service, the designation, by implication, is not being used in relation to a financial service provided by the member.

WARNING: If the member provides financial services, it may be arguable that the designation is being used in relation to financial services. To avoid this risk, the member may wish to avoid using the designation in these situations. The risk is removed if the member provides financial services only in the circumstances set out in examples 7 or 9.

EXAMPLE SIX

On LinkedIn, in an email signature, or on a corporate website – provided the use is not related to a financial service provided by the non-practising CFP professional member.

REASON

Subsections 923C(1) and (2) of the Corporations Act 2001 only prohibit the assumption or use of a restricted expression in relation to a financial service provided by an individual who is not a relevant provider. The use is not in relation to a financial service provided by the member.

WARNING: If the member provides financial services, it may be arguable that the designation is being used in relation to financial services provided by the member. To avoid this risk, the member may wish to avoid using the designation in these situations. The risk is removed if the member provides financial services in the circumstances set out in examples 7 or 9.

Use of the CFP® designation is permitted where the designation is being used:

EXAMPLE SEVEN

In relation to financial product advice (general or personal) provided to WHOLESALE clients.

(But not in relation to other financial services, such as dealing, provided to retail or wholesale clients, or in relation to general advice provided to retail clients).

REASON

Subsections 923C(3) and (4) of the Corporations Act 2001 state that it is not a contravention of subsections 923C(1) and (2) if the restricted expression is only used in relation to the provision of advice to wholesale clients.

It is not clear whether the term 'advice' is intended to mean 'financial product advice' but it would seem logical to take that interpretation.* On that basis, both general and personal advice to wholesale clients would be covered.

WARNING: These non-practising CFP professional members are likely to be providing dealing services to their clients when they implement personal advice they provide and may also provide dealing services to wholesale clients when no personal advice has been provided to those clients. They may also provide a claims handling and settling service to wholesale clients. Some members may also provide financial services other than personal advice (such as general advice, dealing, or claims handling and settling), to retail clients.

If using the designation, the member needs to curtail the use so it is clear they are only using it in relation to their provision of financial product advice to wholesale clients.

EXAMPLE EIGHT

In relation to training (online or otherwise) to WHOLESALE clients only.

REASON

Subsections 923C(3) and (4) of the Corporations Act 2001 state that it is not a contravention of subsections 923C(1) and (2) if the restricted expression is only used in relation to the provision of advice to wholesale clients.

It is not clear whether the term 'advice' is intended to mean 'financial product advice' but it would seem logical to take that interpretation.* On that basis, both general and personal advice to wholesale clients would be covered.

Training normally entails the provision of general advice and may entail the provision of personal advice.

WARNING: The non-practising CFP professional member should ensure that all clients attending the training are wholesale clients.

EXAMPLE NINE

In relation to financial product advice provided to a body in the CFP member's capacity as employee or director of that body.

REASON

Subsections 923C(5) and (6) of the Corporations Act 2001 state that it is not a contravention of subsections 923C(1) and (2) if the restricted expression is only used in relation to advice provided to a body by an individual where the individual is an employee or director of the body.

Again, the use of the term 'advice' is presumably intended to mean 'financial product advice'.

WARNING: The financial product advice in question is likely to be personal advice given the fact that it is given to the body specifically.

* This is on the basis that the term 'advice' seems closer to 'financial product advice' than to 'personal advice' or 'general advice' specifically. It is also on the basis that the intention here is to give greater freedom in relation to representations made in relation to services provided to wholesale clients.

Prohibited use of the CFP® designation

'Prohibited use' means that use is prohibited whether it is by the non-practising CFP professional themselves or by their authorising CAR or AFS licensee in relation to the non-practising CFP professional.

By way of example, a time when a CAR or AFS licensee might use the Designations in relation to a non-practising CFP professional would be when making representations about the Non-practising CFP professional on the website of the AFS licensee or CAR.

Use of the CFP® designation is prohibited:

EXAMPLE ONE

In relation to the provision of general advice to retail clients by the non-practising CFP professional.

REASON

Subsections 923C(1) and (2) of the Corporations Act 2001 prohibit the assumption or use of a restricted expression in relation to a financial service provided by an individual who is not a relevant provider (with exceptions in relation to the provision of 'advice' to wholesale clients – subsection 923C(3) and (4)).

EXAMPLE TWO

In relation to the provision of dealing services to retail and/or wholesale clients (including 'execution only' services to retail and/or wholesale clients and implementation of personal advice provided to wholesale clients) by the non-practising CFP professional.

REASON

Subsections 923C(1) and (2) of the Corporations Act 2001 prohibit the assumption or use of a restricted expression in relation to a financial service provided by an individual who is not a relevant provider.

EXAMPLE THREE

In relation to the provision of claims handling and settling services to retail and/or wholesale clients by the non-practising CFP professional.

REASON

Subsections 923C(1) and (2) of the Corporations Act 2001 prohibit the assumption or use of a restricted expression in relation to a financial service provided by an individual who is not a relevant provider.

EXAMPLE FOUR

In relation to the role as a finfluencer.

REASON

Subsections 923C(1) and (2) of the Corporations Act 2001 prohibit the assumption or use of a restricted expression in relation to a financial service provided by an individual who is not a relevant provider (with exceptions in relation to the provision of 'advice' to wholesale clients – subsection 923C(3) and (4)).

Unless the non-practising CFP professional could restrict their finfluencing activities to wholesale clients only, these activities will amount to the provision of general advice to retail and wholesale clients.

Use of the CFP® designation is prohibited:

EXAMPLE FIVE

In relation to training (online or otherwise) to retail clients.

REASON

Subsections 923C(1) and (2) of the Corporations Act 2001 prohibit the assumption or use of a restricted expression in relation to a financial service provided by an individual who is not a relevant provider.

The provision of training typically amounts to financial product advice (and in the case of a non-practising CFP professional training retail clients would have to be restricted to general advice).

EXAMPLE SIX

As part of another word or expression or in combination with other words, letters or other symbols (for example, 'non-practising CERTIFIED FINANCIAL PLANNER®'), where used in relation to a financial service provided by the non-practising CFP professional.

REASON

Subsection 923C(8) of the Corporations Act 2001 prohibits a restricted expression being assumed or used as part of another word or expression or in combination with other words, letters or other symbols.

WARNING: The non-practising CFP professional cannot use the designation as part of a broader description explaining that the designation does not apply in relation to particular financial services.

Risks in relation to misleading, deceptive or similar conduct

Whenever a non-practising CFP professional member uses the designation, they should take actions to avoid any risk that they give the impression that they are authorised to provide personal advice to retail clients.

Giving this impression risks breaching provisions relating to misleading or deceptive conduct, false or misleading representations, or other statutory consumer protection provisions.

Appendix B: Quick Guides for Use of the Designations

As a CERTIFIED FINANCIAL PLANNER[®] professional, you have achieved the highest standard in financial planning worldwide. We encourage you to proudly promote your CFP designation and let your clients, prospects and business associates know you hold the gold standard in financial planning.

How can I promote my CFP designation?

Logo options



CFP[®] logo lock-up



CFP[®] mark - original format



CFP[®] mark - original format (blue)

Text options

In a signature block:

John Smith CFP[®]

or

**John Smith
CERTIFIED FINANCIAL PLANNER[®]**

In a sentence using an approved noun:

John Smith has been a financial planner for ten years and holds the CERTIFIED FINANCIAL PLANNER[®] designation.

or

John Smith has been a financial planner for ten years and holds the CFP[®] designation.

(Approved nouns include: professional, practitioner, designation, certification, credential, mark, exam/examination, certificant)

Where can I promote my CFP designation?

On any of these items, but only positioned next to your name:

- Stationery including business card, letterhead, compliments slips
- Email signature
- Website
- Advertising
- Promotional materials including brochures, bio
- Office signage
- Client documentation including Statements of Advice.

Top tips for using your CFP® mark

Your CFP® designation is for your exclusive use as a CFP professional and can only be used while you uphold and maintain your CFP credential annually.

When using your CFP designation or logo, it should always sit next to your name, rather than near your company name, so it's clear that you are the individual holder of the designation.

As a registered trademark:

- Please use CAPS when referring to CERTIFIED FINANCIAL PLANNER and CFP
- Please use the registered symbol in superscript next to CFP and CERTIFIED FINANCIAL PLANNER the first time you refer to it in a communication. After that, you do not need to repeat the registered symbol.

What does superscript mean?

Putting a character set slightly above the normal line of type. i.e. CFP[®] (not CFP®)

You can usually find the 'superscript' option under the Font menu. You can also superscript using a keyboard shortcut:

Highlight the '®' and then press 'CTRL' + 'Shift' + '+/= ' simultaneously.

When referring to CFP or CERTIFIED FINANCIAL PLANNER in a sentence (eg. your bio), it must be followed by one of the following approved nouns: professional, practitioner, designation, certification, credential, mark, exam/examination, certificant.

The exception to this is when CFP is used in a signature block, such as your email signature.

Email signature examples

John Smith CFP[®]

SENIOR FINANCIAL PLANNER



FINANCIAL PLANNING

Phone: 0400 123 456 | Email: jsmith@abcfp.com.au

John Smith

CERTIFIED FINANCIAL PLANNER[®]

SENIOR FINANCIAL PLANNER



FINANCIAL PLANNING

Phone: 0400 123 456 | Email: jsmith@abcfp.com.au



Please note: The FAAA Professional Practice logo is available for use by all CFP professionals who belong to an FAAA Professional Practice.

Business card examples



Client documentation example



Can I use the CFP mark on social media?

Unfortunately not, the CFP mark may not be used as part of a name or address in any social or electronic media, such as Twitter, LinkedIn or Facebook.

However, there is a social media tile available for new CFP professionals to promote your status. This is available on the FAAA Member Portal.

We are here to help – questions and artwork approval

To help us manage correct brand usage, we ask that you send artwork approval requests to communications@faaa.au. We can work with you on the best placement for your material.

As a Financial Planner AFP® member of the FAAA, you have committed to upholding high professional and ethical standards. We encourage you to proudly promote your AFP designation and let your clients, prospects and business associates know.

How can I promote my AFP designation?

In a signature block:

John Smith AFP®

or

**John Smith
Financial planner AFP®**

In a sentence using an approved noun:

John Smith has been a financial planner for ten years and is a Financial Planner AFP® member of the FAAA.

or

John Smith has been a financial planner for ten years and holds the Financial Planner AFP® designation.

(Approved nouns include, professional, practitioner, designation, credential, mark.)

Please note, there is no FAAA or AFP logo available for use by Financial Planner AFP professionals.

Where can I promote my Financial Planner AFP designation?

On any of these items, but only positioned next to your name:

- Stationery including business card, letterhead, compliments slips
- Email signature
- Website
- Advertising
- Promotional materials including brochures, bio
- Office signage
- Client documentation including Statements of Advice.

Top tips for using your AFP mark

Your Financial Planner AFP designation is for your exclusive use as a Financial Planner AFP member of the FAAA and can only be used while your FAAA membership is current.

When using your AFP designation, it should always sit next to your name, rather than near your company name, so it's clear that you are the individual holder of the designation.

As a registered trademark, please use the registered symbol in superscript ® next to AFP the first time you refer to it in a communication. After that, you do not need to repeat the registered symbol.

What does superscript mean?

Putting a character set slightly above the normal line of type. i.e. AFP[®] (not AFP®)

You can usually find the 'superscript' option under the Font menu. You can also superscript using a keyboard shortcut:

Highlight the ® and then press 'CTRL' + 'Shift' + '+/= ' simultaneously.

When referring to Financial Planner AFP or AFP in a sentence (eg. your bio), it must be followed by one of the following approved nouns: professional, practitioner, designation, credential, mark.

The exception to this is when AFP is used in a signature block, such as your email signature. Then you don't have to follow it with an approved noun.

e.g. John Smith AFP[®]

Email signature examples



John Smith AFP[®]
WEALTH ADVISER

Phone: 0400 123 456
Email: jsmith@123fs.com.au
Web: www.123financialsolutions.com.au



John Smith
Financial Planner AFP[®]
WEALTH ADVISER

Phone: 0400 123 456
Email: jsmith@123fs.com.au
Web: www.123financialsolutions.com.au



Business card examples



John Smith Financial Planner AFP[®]
WEALTH ADVISER



12 High St, Anytown NSW 2000
Phone: 0400 123 456
Email: jsmith@123fs.com.au
Web: www.123financialsolutions.com.au



John Smith AFP[®]
WEALTH ADVISER



12 High St, Anytown NSW 2000
Phone: 0400 123 456
Email: jsmith@123fs.com.au
Web: www.123financialsolutions.com.au

Client documentation example



Can I use the AFP mark on social media?

Unfortunately not, the AFP mark may not be used as part of a name or address in any social or electronic media, such as Twitter, LinkedIn or Facebook.

We are here to help – questions and artwork approval

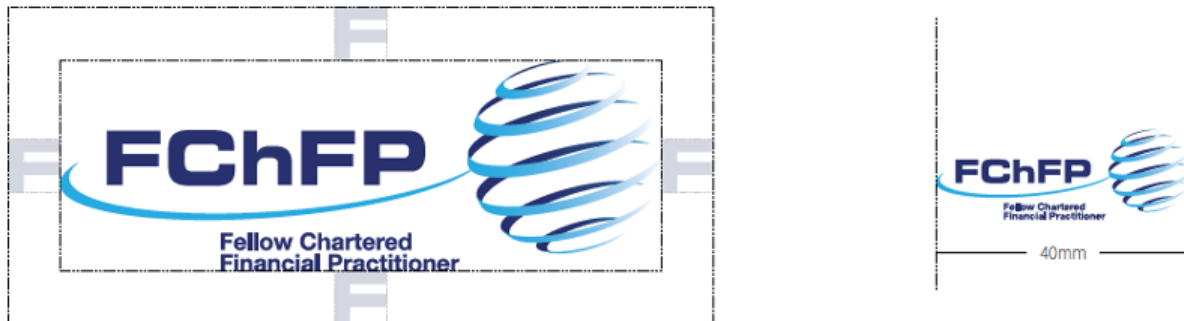
To help us manage correct brand usage, we ask that you send artwork approval requests to communications@faaa.au. We can work with you on the best placement for your material.

APFinSA is the provider of the FChFP Certification and the accompanying logo and brand marks.

Use of the FChFP certification and logo is authorised only for individuals who have been approved to do so by the FAAA. The use of the certification and logo for promotional purposes must be in accordance with the Marks Regulation.

How can I promote my FChFP designation?

Logo



The FChFP certification logo has two parts - the spinning globe and the bold letters of 'FChFP'. Both components must be used together as one unit at all times to protect the visual integrity of the mark.

Text options

In a signature block:

John Smith FChFP

or

John Smith
FELLOW CHARTERED FINANCIAL PRACTITIONER

In a sentence:

John Smith has been a financial adviser for ten years and holds the FChFP designation.

or

John Smith has been a financial adviser for ten years and holds the FELLOW CHARTERED FINANCIAL PRACTITIONER designation.

Where can I promote my FChLP designation?

On any of these items, but only positioned next to your name:

- Stationery including business card, letterhead, compliments slips
- Email signature
- Website
- Advertising
- Promotional materials including brochures, bio
- Office signage
- Client documentation including Statements of Advice.

Top tips for using the FChFP designation

Your FChFP designation is for your exclusive use and can only be used while you uphold and maintain your FChFP credential annually.

When using your FChFP designation or logo, it should always sit next to your name, rather than near your company name, so it's clear that you are the individual holder of the designation.

Please use CAPS when referring to the FELLOW CHARTERED FINANCIAL PRACTITIONER designation.

Email signature example



More details on logo use are available in FAAA Regulation: Use of FAAA Brand & Trademarks.

We are here to help – questions and artwork approval

To help us manage correct brand usage, we ask that you send artwork approval requests to communications@faaa.au. We can work with you on the best placement for your material.