

The Institute for Advanced Financial Education Logo Usage Guidelines

2022 Graphic Standards





This document contains the basic elements for The Institute brand identity which communicates our vision and builds our image in the minds of our members and the general public. By adhering to a consistent branding policy in all communications we strengthen the CLU/CHS/PFA/CH.F.C. brand. These standards apply to all CLU/CHS/PFA/CH.F.C. logos.

Incorrect Applications

The following is a quick summation of the ways in which the **logos should not be altered**. Whenever you apply the logo and corporate signatures, always use the artwork we have supplied. In doing so, you can be sure the artwork is accurate. Should an Institute designated practitioner make any of the alterations listed below to an Institute Logo, their conduct shall be considered a breach of the terms, conditions, and agreement. The Institute will then take all actions necessary to enforce the marks.

- Do Not outline any logo text
- Do Not alter the letter spacing of the word mark
- Do Not change the proportions between the word mark and the corner rule
- Do Not distort the word mark or the corner rule
- Do Not rotate the corner rule
- Do Not use colours other than the corporate colours when reproducing the logo
- Do Not substitute another typeface for the word mark
- Do Not reverse out the busy halftone or four-colour process photographs
- Do Not add graphic treatments to the corporate signature
- Do Not add text to the word mark

Logo Usage Guidelines

<p>The Logos</p> <p>The logos are simple word marks. To ensure the relationship between the word mark and the rule is consistent, use digital artwork provided to you by the Institute.</p>	
<p>The Logo and Legal Name</p> <p>In applications where the legal name is required, use digital artwork to ensure the position and size relationship of each element is consistent.</p>	
<p>Minimum Clear Space</p> <p>The minimum clear space around the logo - with the legal name - is one uppercase C (or P in the case of the PFA).</p>	
<p>Minimum Logo Sizes</p> <p>Minimum sizes are measured by using the width of the logo. All logos should never be smaller than 1 inch for printed materials. The only exception is business cards where 0.5 inches is the acceptable minimum.</p>	

The Institute for Advanced Financial Education Logo Usage Application

Identifying Information

Mr. Ms. Miss Mrs. Advocis ID

First Name _____ Initial _____ Last Name _____

Professional Title _____

Address

Company Name _____

Street Address _____

City _____ Province _____ Postal Code _____

Telephone _____ Fax _____ Cell _____

Email Address _____

Logo Application

Please select which logo you are applying for authorization of usage:

CLU designation logo CHS designation logo PFA designation logo CH.F.C. designation logo

Media Forms

Please identify which of the following media/advertising forms you will be using the logo on (Check all that apply):

- Personalized Business Cards Letterhead Brochures
 Pamphlets Personalized Website Directory Advertisement
 Print Advertisement Internet Advertisement Storefront / Practice Signage
 Other (please specify) _____

Logo Affirmation and Usage Agreement

- I hereby confirm that I am a CLU/CHS/PFA/CH.F.C. designate in good standing with The Institute.
- I hereby apply for authorization of usage by The Institute respectively for the CLU/CHS/PFA/CH.F.C. designation logo.
- I have read, understand, and agree to abide by the limitations, terms, and conditions as outlined within the Logo Usage Guidelines.
- I understand that termination of my designation with The Institute will no longer constitute authorization for usage of the logos.
- I understand and agree that should my designation be terminated either by myself or by The Institute that I would then be required to remove the logo and all reference to the CLU/CHS/PFA/CH.F.C from all promotional materials immediately.
- I understand that failure to comply with the limitations, terms, and conditions outlined within the Logo Usage Guidelines, respectively revokes my authority to use the logo.
- Furthermore, I understand that failure to comply with the limitations, terms, and conditions outlined with the Logo Usage Guidelines may result in any or all of the following actions by The Institute: Termination of the right to use the CLU/CHS/PFA/CH.F.C designation logo or right to promote myself as a CLU/CHS/PFA/CH.F.C designated practitioner; Suspension or termination of my designation with The Institute; Monetary fine; Public notice of misuse of the CLU/CHS/PFA/CH.F.C designation logo.

Signature _____ Date _____

Internal Administration

Staff approval _____

Signature _____ Date _____