



# FP CANADA™ FELLOW MARKS USAGE GUIDE

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# FP Canada Fellow Marks Usage

Created in 2011, the FP Canada Fellow distinction recognizes individuals who have made a significant contribution to furthering FP Canada’s mandate to advance professional financial planning in Canada. As a recipient of the FP Canada Fellow distinction, you have earned the right to use the FP Canada Fellow marks on your business cards, e-signature, promotional information and other materials.

## 1. Requirements for Using the FP Canada Fellow Mark

### 1.1. Capitalization

Whenever the FP Canada Fellow mark is used, “FP” must be capitalized along with the first letter of “Canada” and “Fellow”.

**Correct Use:** FP Canada Fellow

**Incorrect Use:** FP Canada fellow

### 1.2. Use the ™ Identifier with the FP Canada Fellow Mark

On the first mention, FP Canada™ Fellow must include a superscripted ™ following FP Canada. Subsequent mentions in the same document or web page do not require the ™.

### 1.3. Always use the FP Canada Fellow Mark as an Adjective

The FP Canada Fellow must never be used as a noun but must be used as an adjective modifying a noun. An exception applies when the mark is used immediately following an individual’s name.

**Correct Use:** The FP Canada Fellow distinction

**Incorrect Use:** I am a FP Canada Fellow

### 1.4. Do Not Use Short Form

**Correct Use:** FP Canada Fellow

**Incorrect Use:** FP Fellow

### 1.5. Pluralize the Noun, Not the Mark

There is no plural of FP Canada Fellow. The term “FELLOWS” should not be used. Only pluralize the noun that the trademark is modifying.

**Correct Use:** Recipients of the FP Canada Fellow distinction

**Incorrect Use:** FP Canada Fellows

## 1.6. Refer to the FP Canada Fellow as a Distinction

**Correct Use:** I received the FP Canada Fellow distinction.

**Incorrect Use:** I received the FP Canada Fellow certificate. I received the certification FP Canada Fellow. I received the FP Canada Fellow designation.

## 2. Adding the FP Canada Fellow Mark to Your Business Card and Other Materials

The FP Canada Fellow mark can be used below your name and credentials on your business card. The preferred placement of the FP Canada Fellow distinction would be on the second line, with your business title on the third line:

Jim Brown, CFP®  
FP Canada™ Fellow  
Financial Consultant

Please note that this is the preferred placement, but FP Canada recognizes that some organizations may require a different placement of the distinction.

You can list your FP Canada Fellow distinction on your resume or website. It should be listed under awards or career achievements. Please feel free to use the following definition to describe your distinction:

The FP Canada Fellow distinction formally recognizes individuals who have helped advance FP Canada's purpose, advance CFP® professional standards, and who have embodied these standards.

## 3. Requirements for Using the FP Canada Fellow Logo

You can use the logo on your website or printed materials alongside your name. To obtain the logo mark, please contact [communications@fpcanada.ca](mailto:communications@fpcanada.ca).






## Contact Details

FP CANADA™

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