



## How to Use the AFCPE® Certification Marks

*Please follow this comprehensive set of guidelines for proper use of the AFCPE certification marks. When used, the trademarks must be displayed under strict use and reproduction guidelines, or their value as trademarks could be lost.*

### **AFC® (Accredited Financial Counselor®)**

- Always use capital letters.
- Use the superscript ® symbol on first occurrence.
- Can be used alone, or with one of AFCPE-approved nouns: "program", "certificant," "professional," "practitioner," "certification," "mark" or "exam."

### **Accredited Financial Counselor®**

- Ensure spelling is correct.
- Use the ® symbol on first occurrence.
- Can be used alone, or with one of AFCPE-approved nouns: "program", "certificant," "professional," "practitioner," "certification," "mark" or "exam."

### **CHC® (Certified Housing Counselor)**

- Always use capital letters.
- Use the superscript ® symbol on first occurrence.
- Can be used alone, or with one of AFCPE-approved nouns: "program", "certificant," "professional," "practitioner," "certification," "mark" or "exam."

### **FFC® (Financial Fitness Coach)**

- Always use capital letters.
- Use the superscript ® symbol on first occurrence.
- Can be used alone, or with one of AFCPE/Sage Financial Solutions-approved nouns: "program", "certificant," "professional," "practitioner," "certification," "mark" or "exam."

### **AFCC® (Accredited Financial Counselor-Canada)**

- Always use capital letters.
- Use the superscript ® symbol on first occurrence.
- Can be used alone, or with one of AFCPE-approved nouns: "program", "certificant," "professional," "practitioner," "certification," "mark" or "exam."

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## **Association for Financial Counseling and Planning Education®**

- Ensure spelling is correct.
- Use the ® symbol on first occurrence.

### **Logo Use**

- Always request permission from AFCPE National Office to use the logo from original artwork files.
- Never alter or modify the logo.

### **Shortcuts**

- ALT 0174 = ® symbol
- Ctrl C =copy ® and Ctrl V = paste
- Ctrl Shift + = superscript

*If you have questions about AFCPE's trademark usage guidelines, or would like AFCPE to review or approve business materials you are developing to feature AFCPE or our certification marks, please contact us at **614-368-1055 or [rdeleon@afcpe.org](mailto:rdeleon@afcpe.org)***