

PFP® LOGO & USAGE GUIDELINES

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Credentials That Matter



i PFP® LOGO

As a sub-brand of CSI, the Personal Financial Planner (PFP®) designation is the comprehensive financial advice designation for individuals generally employed by banks, trusts and credit unions. The new PFP® logo is a variation of the circular CSI seal, allowing the logo to be easily identified as a sub-brand within the CSI family. Blue is a conservative financial colour easily identifiable with the conservative nature of the financial industry. The light blue seal provides a visual contrast to the black acronym and represents the early career stage of the designation holder.

The PFP® logo comprises two graphic elements – the symbol (with the acronym) and the wordmark. These both relate to one another in fixed proportions and should never be altered.

The “PFP” acronym is registered. Please refer to section 4.7 of the CSI Graphic Standards Guide for trademark usage.

All acceptable versions of the PFP® logo are available from Marketing as digital artwork in a variety of file formats.

Composite Variation



Symbol



ii LOGO COMPONENTS & USE

The PFP® designation logo comprises a symbol (the designation acronym encircled by a stylized seal) and a wordmark.

COMPOSITE LOGO

In the composite variation, the designation logo comprises a symbol and a wordmark. While the symbol may be used on its own (see below), the wordmark must never be used independently. The composite variation is the preferred version of the logo.

It is recommended that the composite variation of the designation logo be used on all legal and professional documents and on advertising/promotional initiatives where:

- it is the first instance (initial appearance of the logo)
- the audience is unfamiliar with designation

SYMBOL

The designation symbol may be used independently for branding purposes where the following criteria are met:

- the target audience is familiar with the designation
- the use of the composite variation is impractical due to limited horizontal space

iii KEEPING IT CLEAR

To ensure that the designation logo appears legible in all applications, minimum standards for size and protected space have been established.

PROTECTED SPACE

To ensure clarity and visual impact, the composite logo or the symbol should always appear within a zone of clear space at least 1/4 the diameter of the symbol portion of the logo. No other graphic elements (images, text, etc.) may appear within this space.



MINIMUM SIZE

In print, the circular portion of the logo should never be reproduced smaller than 0.375" (3/8") in height to ensure legibility and visual impact. The minimum font size is 5.145 pt.

OTHER RESTRICTIONS ON USE

Consistency is essential to building recognition of the CSI brand. Never apply the logo in a way that would make it look inconsistent, insignificant or out of place.

- Never reproduce the logo within a body of text.
- Never enclose the logo in a border.
- Never reproduce the logo in unofficial colours.
- Never combine the logo with other graphic elements or text to create new symbols for programs, products or events.

For complete CSI brand style guidelines, please see the CSI Graphic Standards Guide.





Two-Colour Positive



Black



One-Colour Reverse
on CSI Deep Red



One-Colour Reverse
on Black



DO NOT use Reverse
on Designation Colour

iv ACCEPTABLE LOGO VERSIONS

PREFERRED POSITIVE VERSIONS

Always strive to use the designation logo in its two-colour positive version. In applications where the only reproduction colour available is black, use the one-colour positive black version.

ALTERNATE REVERSE VERSIONS

Some applications do not provide the opportunity to use the preferred positive versions of the designation logo. For reverse applications, the logo can appear on a solid black surface or CSI Deep Red surface; the logo may **not** appear in reverse on the designation colour.

Approved digital artwork is available from Marketing.