

ACCREDITED WEALTH MANAGEMENT ADVISORSM and AWMA[®]

Rules and Guidelines on the Correct Use of the Marks

ACCREDITED WEALTH MANAGEMENT ADVISORSM and AWMA[®] are service marks owned by the College for Financial Planning and may be used as service marks only by the College. The College for Financial Planning may also use the marks to certify that professionals have successfully completed the AWMA[®] course work and met all other program requirements. The ACCREDITED WEALTH MANAGEMENT ADVISORSM and AWMA[®] marks may be used only by persons who have received written authorization from the College for Financial Planning to use them. Because the public and professional communities will be encouraged to rely on the qualifications of individuals certified to use these marks, the College will be aggressive in enforcement of the correct usage of the designation and the rights and responsibilities of those certified by the marks.

These marks may not be used in any of the following ways:

- ◆ As part of the name of a firm or firm logo. This also applies where one or more firm members are authorized to use the marks in association with their own names.
- ◆ As the name of an investment product or plan.
- ◆ As generic terms. This occurs when a mark is used to describe a product or service.
Examples of generic uses are:
 - “Xeroxes” instead of “Xerox” copies”
 - “Kleenexes” instead of “Kleenex” tissues”
 - “Accredited wealth management advisor” instead of “ACCREDITED WEALTH MANAGEMENT ADVISORSM designee”

The College’s policing efforts prevent misuse, misappropriation, and misrepresentation of the ACCREDITED WEALTH MANAGEMENT ADVISORSM and AWMA[®] marks to preserve their reputation and protect the public and designees alike. To protect the marks, notify the College promptly of any infringements or improper use so that appropriate action can be taken.

The following examples show correct and incorrect use of the ACCREDITED WEALTH MANAGEMENT ADVISORSM and AWMA[®] marks.

- ◆ The terms ACCREDITED WEALTH MANAGEMENT ADVISORSM and AWMA[®] must be used as adjectives, not as nouns, and they must never be used generically.

Correct:

They are AWMA[®] students.

He is an ACCREDITED WEALTH MANAGEMENT ADVISORSM designee.

Incorrect:

They are studying to become AWMA[®]s.

She is an Accredited Wealth Management Advisor.

- ◆ Always capitalize the AWMA[®] mark. Do not put periods between the letters.

Correct:

John Jones, AWMA

Incorrect:

John Jones, awma

Mary Smith, A.W.M.A.

- ◆ When possible, the ACCREDITED WEALTH MANAGEMENT ADVISORSM mark should appear in capital letters; otherwise, the first letter of each word must be capitalized.

Correct:

John Jones, ACCREDITED WEALTH MANAGEMENT ADVISOR

Mary Smith, Accredited Wealth Management Advisor

Incorrect:

Mary Smith, accredited wealth management advisor

- ◆ Do not change the form of the marks to create a new word or phrase.

Correct:

Mary Smith, ACCREDITED WEALTH MANAGEMENT ADVISOR

John Jones, AWMA

The College’s ACCREDITED WEALTH MANAGEMENT ADVISORSM Program is available to investment professionals.

Incorrect:

John Jones, an AWMA

Accredited wealth management advisor programs are available to investment professionals.

- ◆ The ACCREDITED WEALTH MANAGEMENT ADVISORSM and AWMA[®] marks should not be incorporated into the name of a firm.

Correct:

John Jones, ACCREDITED WEALTH MANAGEMENT ADVISOR

Incorrect:

Mary Smith, Inc., AWMA[®]

John Jones, Accredited Wealth Management Advisor, Inc.

- ◆ Specify that the marks belong to the College for Financial Planning with a tagline or footnote at the end of an article, or at the bottom of the first page of an advertisement or the inside cover of a brochure.

Use this wording:

ACCREDITED WEALTH MANAGEMENT ADVISORSM and AWMA[®] are service marks of the College for Financial Planning[®].



College for
Financial Planning[®]
EDUCATING THE NATION'S TOP FINANCIAL ADVISORSSM

Guidelines for Logo Use

At the bottom of this page is the ACCREDITED WEALTH MANAGEMENT ADVISORSM logo for your use on all forms of printed materials, such as business cards, stationery, directory listings, press releases, and advertisements. This logo may not be altered or incorporated into other logo designs. The AWMA[®] logo may be used only if reproduced in its entirety.

Correct



Incorrect



Instructions for Logo Reproduction

Take this flyer to your printer or graphic artist who will be preparing your new printed materials. They can easily reduce or enlarge the size of the logo below to create the best design for your materials, and to make the piece visually appealing. Ask for their advice in designing your materials so this credential is prominently displayed.



Description of Service Mark

“A service mark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the service of one party from those of others.” (From Facts About Trademarks, U.S. Department of Commerce, Patent and Trademark Office).

The ACCREDITED WEALTH MANAGEMENT ADVISORSM and AWMA[®] marks are fast becoming highly respected credentials in the financial services industry. When you complete the educational and examination requirements of the College for Financial Planning[®], and agree to adhere to the College’s Professional Code of Ethics, you are permitted to use these marks in printed and electronic forms of communication. Having worked hard to obtain the privilege to use these prestigious marks, you will want to protect them and use them wisely.

The ACCREDITED WEALTH MANAGEMENT ADVISORSM and AWMA[®] marks should be used consistently and correctly to preserve their integrity and distinctiveness. As the owner of these marks, the College has the legal responsibility to ensure that they are protected and used only by persons who have received written authorization from the College for Financial Planning to use them. The College reserves the authority both to grant and revoke the privilege of using these marks.

The proper use of the ACCREDITED WEALTH MANAGEMENT ADVISORSM and AWMA[®] marks is explained in this flyer. Refer to the “Rules and Guidelines on the Correct Use of the Marks” section before preparing business cards, stationery, directory listings, press releases, advertisements, and other forms of printed and electronic communication. Remember, you will be an integral part of making the ACCREDITED WEALTH MANAGEMENT ADVISORSM and AWMA[®] credentials meaningful to the financial services profession and to the public.

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ACCREDITED WEALTH
MANAGEMENT ADVISORSM

