

# Guide to Use Designation Marks

## AIF® and Accredited Investment Fiduciary®

As an Accredited Investment Fiduciary designee, you are able to use two designation marks in your communications and associated materials. Please use the marks in accordance to this guide, as it helps to keep their value as trademarks.

### 1. AIF®

- Please do not use full stops.
- Use all capital letters.
- Use the superscript ® wherever the mark appears only once, or the first time it appears in a longer document or in the content of individual Web URLs (e.g. Jennifer Smith, AIF®).
- Use AIF as an adjective (i.e. AIF designee or AIF designation).

### 2. Accredited Investment Fiduciary®

- Use the superscript ® wherever the mark appears only once, or the first time it appears in a longer document or in the content of individual Web URLs.
- Use Accredited Investment Fiduciary as an adjective (i.e. Accredited Investment Fiduciary designee, Accredited Investment Fiduciary designation).

### 3. Description for your Marketing Material

Below is a suggested description of your AIF® designation, that you may wish to include in your biography or marketing material.

Jennifer Smith has completed training on investment fiduciary responsibility, and has earned the Accredited Investment Fiduciary® (or AIF®) professional designation. This is awarded by the international Center for Fiduciary Studies, to individuals who successfully complete initial and ongoing accreditation requirements.

### 4. Logos for your Marketing Material

Below are your AIF® designation logos, that you may wish to include in your marketing material or website. You can find these in our website [www.fi360.co.nz](http://www.fi360.co.nz)

