



## Guide to Use of Designation Marks AIF<sup>®</sup> and Accredited Investment Fiduciary<sup>®</sup>

As an AIF certificant, you are authorized to use the following two designation marks in your communications and associated materials. It is very important that you use the marks in accordance with these specific guidelines or you significantly reduce their value as trademarks.

### 1. AIF<sup>®</sup>

- Never use periods.
- Use all capital letters.
- Always use the superscript <sup>®</sup> wherever the mark appears only once, or the first time it appears in a longer document or in the content of individual Web URLs. (Ex. John D. Smith, AIF<sup>®</sup>)
  - In certain applications the “r” will automatically be circled if you type “(“, then “r”, then “)”, or you can use the command ALT 0174
- Always use AIF as an adjective. (i.e., AIF designee, AIF designation, etc.)

### 2. Accredited Investment Fiduciary<sup>®</sup>

- Always use the superscript <sup>®</sup> wherever the mark appears only once, or the first time it appears in a longer document or in the content of individual Web URLs.
  - In certain applications the <sup>®</sup> will automatically be superscripted if you type “(“, then “r”, then “)”, or you can use the command ALT 0174
- Always use Accredited Investment Fiduciary as an adjective. (i.e., Accredited Investment Fiduciary designee, Accredited Investment Fiduciary designation, etc.)

### 3. As a suggestion, the following description could be incorporated into your biography:

“    Your name     has earned the Accredited Investment Fiduciary<sup>®</sup> (or AIF<sup>®</sup>) professional designation, awarded by the Center for Fiduciary Studies, which is associated with the University of Pittsburgh. He (or she) has received formal training in investment fiduciary responsibility.”

### 4. The Center recommends that you include the following language at the back of your ADV and also as a footnote in any marketing materials:

"The Center for Fiduciary Studies owns the marks AIF<sup>®</sup> and AIFA<sup>®</sup>, which it awards to individuals who successfully complete initial and ongoing accreditation requirements."