



The AFC[®] certification mark
Guidelines for Use and Promotion



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Dear AFC® Certified Professional,

As an AFC professional, your hard work, dedication and commitment to your education and the field have enabled you to successfully obtain the AFC certification mark. AFCPE® recognizes your achievement, and we are committed to upholding the integrity of the AFC designation. In recognition of your achievements, we are pleased to provide you with an official AFC certification logo.

The AFC certification logo is to be used exclusively by AFC professionals in good standing. This logo communicates to both colleagues and consumers that you have met the rigorous and comprehensive educational, examination, experiential and ethical requirements to hold the AFC designation.

The following document is a comprehensive outline of how to use the AFC certification logo in your professional work. The guide will provide you with the necessary information to utilize your certification mark and protect the integrity of the certification that you worked so hard to obtain.

On the following pages you will find:

- Acceptable Uses of the AFC certification logo
- Unacceptable Uses of the AFC certification logo
- Instances where a professional would be ineligible to use the AFC certification logo
- AFCPE Trademark Use Quick Guide

Please take some time to familiarize yourself with this guide and become comfortable with how to use your certification logo. You have earned the honor of the AFC certification mark and we hope you will display it proudly.

SETTING THE STANDARD,

A handwritten signature in black ink that reads "Rachael A. DeLeon".

Rachael DeLeon, Executive Director, AFCPE®

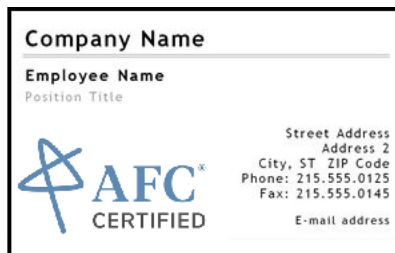
Acceptable Uses of the AFC® Certification Logo

The AFC certification logo must be clearly associated with the individual certified through AFCPE®. The mark cannot be used to represent a group of professionals or an organization.

Where should you use your logo?

Below is a list of approved places to display your AFC certification logo. If you wish to use your logo in a location or means that is not outlined in this guide, please reach out to the AFCPE National Office.

Business Card



Website

In your professional bio:



Jane Doe, AFC® is a graduate of ABC University with a Masters in Personal Finance. She is a financial counselor and educator serving the community of Anytown.

On your homepage: If you are the ONLY AFC professional in your practice or if ALL professionals in your practice hold the designation.



This logo signifies that all of our counselors have met the rigorous and comprehensive educational, examination, experiential and ethical requirements to hold the AFC® certification in good standing from AFCPE®.

Letterhead

The logo may be used on the letterhead of an AFC® professional in good standing if the AFC professional's name is clearly stated with the AFC credential listed after the professional's name (i.e. Jane Doe, AFC®)

Email Signature



Jane Doe, AFC®
Private Practice
(543) 555-0150
janedoe@email.org

Unacceptable Uses of the AFC® Certification Logo

- 1) The AFC certification logo represents the **individual** who has earned the designation. The logo **cannot** be used to represent a group of professionals or an organization.
- 2) The AFC certification logo's value is preserved and strengthened with each proper use and weakened by each misuse. To preserve the integrity of the AFC certification logo's identity, do not alter or deviate from the guidelines.

NEVER separate, add to or change the elements of the AFC Certification Logo.
NEVER create your own version of the brand identity.

Correct:



Incorrect:

Missing ® symbol

Missing "Certified"

Missing AFCPE®
star symbol



- 3) Please keep the logo to its original proportions; do not resize by width or height alone.

NEVER stretch or distort the AFC Certification Logo.

Incorrect:



- 4) Please do not change the colors of the AFC Certification logo. If printing in color, the correct colors are PMS 646 and black. Only exception: You may print the AFC Certification Logo in all black if the document does not include color.

NEVER change colors from those specified in this guide.

Eligibility for Using the AFC® Certification Logo

Who is eligible?

Only individuals who are AFC certified professionals in good standing can use the AFC certification mark and AFC certification logo. In order to be an AFC Professional in good standing you must:

- 1) **Graduate from the AFC certification program.** Complete the educational, examination, experiential and ethical requirements and receive a formal certificate of completion from AFCPE®.

In order to remain in good standing, the following requirements must be met:

- 1) **Pay the annual certification fee.** Fees are due by January 3rd each year. Late fees will accrue starting Feb 1st and 30 days thereafter.
- 2) **Acquire the appropriate hours of Continuing Education Units during each 2 year reporting period as outlined in the guide to CEUs.** For AFC professionals that requirement is 30 hours. The reporting period begins Jan 1 of the first year and ends Dec 31 of the 2nd year.

If you do not pay certification annual fees and/or submit required CEUs, your designation will expire and you will no longer be considered in good standing.

Who is NOT eligible?

- 1) **Individuals who have not enrolled in and graduated from the AFC program.** This includes individuals who have never enrolled in the AFC program and individuals who are currently enrolled in the program, but whom have not graduated. You must complete **all** AFC certification requirements **and** receive your official graduation certificate before you are eligible to use the AFC certification mark and logo.
- 2) **AFC Professionals who are NOT in good standing.** Your certification will lapse if you (1) fail to pay the annual certification fees and/or (2) fail to acquire and submit your required continuing education hours. At this point you will no longer be in good standing and you are no longer permitted to use the AFC certification mark and logo.

AFCPE® Trademark Use Quick Guide

AFCPE's certification marks represent the highest standards of excellence in the field of financial counseling, coaching and education and are valuable assets of AFCPE. Professionals authorized by AFCPE to use its certification marks benefit from both our long history of high ethical and educational standards and the public recognition of AFCPE's certification marks as symbols of professional accomplishment. Please help uphold the value of the trademarks by adhering to strict use and reproduction guidelines*.

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."

AFCPE®

- Ensure spelling is correct. Always use capital letters. Use the superscript ® symbol on first occurrence.
- Association for Financial Counseling and Planning Education®
- Ensure spelling is correct, Use the ® symbol on first occurrence.

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 614-684-4484 or support@afcpe.org

*Visit our website to review the comprehensive [AFCPE Trademark Guidelines](#) for proper use of the AFCPE certification marks. Registration No. 3091880 for AFC renewed expiring May 16, 2026.