



# GUIDELINES FOR DESIGNATION TRADEMARK USE

- Chartered Financial Consultant®/Singapore (ChFC®/S)
- Chartered Life Underwriter®/Singapore (CLU®/S)



1. These marks can only be used by those who have earned their ChFC®/S, CLU®/S, or both designations. The highest standard mark may only be used either in the original blue color or green as provided, or in black for black-and-white applications. The mark may never be “decorated” or added to in any way.
2. Anyone using any of the above designation marks or phrases must use the “®/S” (registered) symbol every time the marks are used, in any context (i.e. business cards, stationery, name tags, websites, ads, printed material, etc.). Additionally, these symbol marks should be styled using superscript.
3. No designation mark may be used by an advisor who has not earned the credential, or has not been notified by Singapore College of Insurance that he or she may use the mark.
4. The designation mark may never be used in a type font larger than the associated name of the designee.

**Appropriate Uses:** Dennis Lim, ChFC®/S  
Marcus Tan, CLU®/S

**Inappropriate Uses:** ~~Dennis Lim, ChFC®/S~~  
~~Marcus Tan, CLU®/S~~

5. Once notified by Singapore College of Insurance that the designation may be used, an advisor can use the appropriate mark in either an acronym form, or spelled-out, but only directly associated with the advisor’s name and always with the registered symbol.
6. The spelled-out version may come directly before, or after the associated name, but the acronym may only be used directly after the name. The marks may not be used to mislead consumers, or suggest the advisors have earned credentials they have not earned.

**Appropriate Uses:** Chartered Financial Consultant®/S, Dennis Lim  
Dennis Lim, Chartered Financial Consultant®/S  
Dennis Lim, ChFC®/S

**Inappropriate Use:** ~~ChFC®/S, Dennis Lim~~

The logos on the right are **NOT** to be used for ChFC®/S and CLU®/S certifications that have been granted within Singapore:

