



Profession of Independent Financial Advisers – Use of licensed marks and logos

Members of the Profession of Independent Financial Advisers Limited (PIFA) are distinguished among the financial planning industry by their significant commitment to the public interest, a hallmark of the recognised professions. This commitment is recognised in a number of marks and logos owned by PIFA:



Each membership category has its own logo to promote membership possessed by the individual, and likewise the Profession itself has its own logos that it uses to promote the company and membership generally.

Members are licensed to use their applicable marks and/or logos on the terms set out below in the promotion of their services such as ...

- Email signature block, letterhead, business cards, flyers, banners and other stationery
- Website, social media, blogs, and other advertising
- Disclosure documents such as Statements of Advice, Financial Services Guide, and Client Service Agreements or Terms of Engagement
- Merchandise such as stickers, pens and other promotional products
- Display of the member badges and practising certificate

Members found to be in breach of these terms may be subject to sanctions under the Constitution and By-Laws of the company.

For use by the Company only

The first object of the company is to promote, encourage, sponsor and assist the development of independent financial advisers and independent financial advice to consumers. The Profession promotes its objects through, amongst other things, the use of logos that only it is authorised to use:

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In addition, in 2010 the company developed a concept called the gold standard of independence which became a symbol of trust for the consumer. It embodied what independence of remuneration and independence of duty really means: no commissions nor asset fees and no association with product providers. These three elements were captured graphically in a logo bearing three gold stars and supported by the trademarking of the phrase:



PIFA GOLD STANDARD OF INDEPENDENCE™

This standard is still relevant today as it remains higher than the onerous – but rarely-met – requirements of independence defined by the law.

Independent Financial Adviser members previously used the logo and trademark to promote their difference in the market place. However both categories of membership now have their own unique logo that preserves the legacy that was created by the Gold Standard many years ago.

The Gold Standard logo remains in use only by the company only to continue educating and promoting the higher standard of independence.

For use by Practising Members only

Also known as 'Practising Members' and 'Full Members', Independent Financial Adviser members are exemplars among the financial advisory community, most notably because of their willingness to be held accountable to higher standards than the minimums required by law. The requirements for membership constitute a very significant commitment to the public interest and members ought to be recognised accordingly.

To communicate this, practising members may use the following logo to advertise their membership of the Profession and promote their services:

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An example of use in an email signature blocks is provided below:



Jane Citizen
Citizen Independent Advisory
Postal: PO Box 1234 Sydney NSW 2000
Office: Level 5, 7 Main St, Sydney
Phone: 02 6162 2660
Web: www.citizens.com.au

Jane Citizen is a Practising Member of the Profession of Independent Financial Advisers
www.pifa.org.au

Members must ensure that any softcopy use of the logo possesses a live hyperlink to the following website: www.pifa.org.au/membership-categories-explained

Independent Financial Adviser members may also use the phrase "**PIFA GOLD STANDARD OF INDEPENDENCE™**". This is because they do, in fact, practise the gold standard as part of their membership conditions. The gold standard logo, however, is no longer in use by members as it has been replaced by the Practising Member logo. The trademark must always be used with a small caps font, in any font, and must include the trademark symbol ™.

Practising members who were already members when PIFA submitted its application for professional recognition to the Professional Standards Authority (circa June 2019) are recognised for their vision, contribution and commitment and are entitled to use the above 'founding member' logo. A register of founding members is available on PIFA's public website.

An example of use in an email signature blocks is provided below:



Jane Citizen
Citizen Independent Advisory
Postal: PO Box 1234 Sydney NSW 2000
Office: Level 5, 7 Main St, Sydney
Phone: 02 6162 2660
Web: www.citizens.com.au

Jane Citizen is a Practising Member of the Profession of Independent Financial Advisers
www.pifa.org.au

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For use by Associate Members only

The Associate category of membership ('Associate') exists for those advisers who wish to be associated with the Profession and are fit for Associate membership (including declarations as to propriety, integrity, character, good fame and good standing). All Associates have also entered into a binding commitment with the Profession as part of their membership, notably ...

- they have agreed to uphold and promote the objects of the Profession,
- they possess the desire, ability and intention to practise as a genuinely independent financial adviser within the limited timeframe of their Associate membership, and
- their progress towards satisfying the requirements of the Independent Financial Adviser category of membership is being supervised by the Profession.

As such Associates may use the Associate Member logo as evidence of their association with and active commitment to the Profession.



An example of use in an email signature blocks is provided below:



Jane Citizen
Citizen Independent Advisory
Postal: PO Box 1234 Sydney NSW 2000
Office: Level 5, 7 Main St, Sydney
Phone: 02 6162 2660
Web: www.citizens.com.au

Jane Citizen is an Associate of the Profession of Independent Financial Advisers
www.pifa.org.au

Associate members must take care to ensure that their promotional statements and service descriptions in relation to the Profession are not misleading, and that the reputation of the Profession is not put at risk in any way.

For example, under the law, financial planners can only describe themselves as 'independent' if they satisfy the requirements of section 923A of the Corporations Act. However the PIFA GOLD STANDARD OF INDEPENDENCE™ is a higher standard than that required by the Act and is a mark reserved for the Independent Financial Adviser category of

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membership. This means that Associates may not describe their services as meeting the Gold Standard of Independence nor use the phrase PIFA GOLD STANDARD OF INDEPENDENCE™ without first satisfying the requirements under the Profession's By-Laws and Constitution.

Associates are to be recognised and lauded for their ...

- commitment to promote the value of independent financial advice to consumers
- support of the development of independent financial advisers
- capability and intention to practise the PIFA GOLD STANDARD OF INDEPENDENCE™

... all in the public interest. All of these statements are true and are not considered to be at risk of being misleading. Associates of the Profession are encouraged to promote themselves in this way.

Terms and conditions

1. This licence is granted to the Member only for the purpose of displaying and communicating that the individual is a Member of the PIFA. The license is not transferrable in any way.
2. Membership of the PIFA is for individuals only. That means only individuals can use the PIFA applicable marks and logos to promote their membership. It is not permissible for a Member to sublicense or permit any other party to use the registered trademark or logo.
3. Because membership is only available to individuals, a firm or AFSL cannot promote or advertise membership in its own right, nor may a firm or AFSL promote that any of its financial planners are members. A member's AFSL or firm cannot promote membership unless every single adviser of the firm or AFSL is a member of the Profession. This means, for example, that the Practising Member John Smith could not promote his membership on his AFSL's website or stationery in such a way as to imply that his AFSL was a member of the PIFA; this should be done specifically with a disclaimer or prominent note of explanation.
4. The Member shall only use the logo artwork supplied by the PIFA and is not entitled to create or redraft or modify artwork in any way.
5. When being granted a limited licence to use the registered trademark and/or logo, Members must not:
 - i. Reproduce the logo in any form other than originally provided or in such a way that supporting text is illegible or alters the supporting text;
 - ii. The PIFA membership, registered trademark and logo are only to be used to promote the Member's financial advisory services. They cannot be used in such a way as to endorse a product, document or advice, or any other activity (business, personal or otherwise). Examples that are prohibited include using membership, the registered trademark or logo as a means of demonstrating compliance, endorsing an opinion or published document.
 - iii. Use, or permit to be used, any substantially identical or deceptively similar logos or components of the logo, other than pursuant to the terms of this licence and the specifications, directions, or instructions given by the PIFA to the Member from time to time.
6. The PIFA grants a limited licence to Members to use the marks and/or logos provided the membership is financial and not in any way under investigation, suspension or subject to sanction. The individual must, on direction by the Profession, remove all references to the Profession and all marks and logos in all marketing materials and cease to use them to promote his or her services.
7. The PIFA may, at its sole discretion, suspend or terminate this licence if the individual:
 - i. Breaches these guidelines;

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- ii. Does not comply with the PIFA membership terms & conditions;
 - iii. Does not pay the required membership or accreditation scheme fees;
 - iv. Is wound up, or placed into external administration, or ceases practising in the financial planning industry or
 - v. The membership is otherwise terminated.
8. It is at the sole discretion of the PIFA to terminate the licence if it has been deemed that the Member has used the marks and/or logos in a deceitful, misleading or potentially confusing way.
 9. Upon identification that either the registered trademark and/or logo is not used in accordance with these guidelines, the Practising Member has 5 business days to rectify this. After such time, the limited licence to use is terminated immediately.
 10. Upon termination of the licence the individual must immediately cease using the marks and/or logos in any way or form.
 11. The Profession may update, replace, or add to the mark and logo arsenal from time to time in which case it shall update this Logo Policy.