

## Identifying Information

Mr.  Ms.  Miss  Mrs.

Advocis ID no.

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First Name

Initial

Last Name

## Address

Send correspondence to this address:  Business  Home

Company Name

Street Address

City

Province

Postal Code

Telephone

Fax

Email Address

## Logo Application

Please check which logo you are applying for authorization of usage:

CLU designation logo

CHS designation logo

CH.F.C. designation logo

## Media Forms

Please identify which of the following media/advertising forms you will be using the logo on (Check all that apply):

Personalized Business Cards

Letterhead

Brochures

Pamphlets

Personalized Website

Directory Advertisement

Print Advertisement

Internet Advertisement

Storefront / Practice Signage

Other (Please specify) \_\_\_\_\_

## Logo Affirmation and Usage Agreement

- I hereby confirm that I am a CLU/CHS/CH.F.C. designate in good standing with The Institute.
- I hereby apply for authorization of usage by The Institute respectively for the CLU/CHS/CH.F.C. designation logo.
- I have enclosed samples (either electronic, print or other) of the forms of media on which I will be using the logo(s). I understand that The Institute will review them to ensure compliance and may reject any form I submit for approval as they see fit.
- I understand that any additional forms of media not included on this application form would require an additional application and approval by The Institute.
- I have read, understand and agree to abide by the limitations, terms and conditions as outlined within the Logo Usage Guidelines.
- I understand that the termination of my designation with The Institute will no longer constitute authorization for usage of the logos for which I am applying for.
- I understand and agree that should my designation be terminated either by myself or by The Institute that I would then be required to remove the logo and all reference of the CLU/CHS/CH.F.C. from all promotional materials immediately.
- I understand that my failure to comply with to the limitations, terms and conditions outlined within the Logo Usage Guidelines, respectively revokes my authority to use the logo.
- Furthermore, I understand that failure to comply with the limitations, terms and conditions outlined within the Logo Usage Guidelines may result in any or all of the following actions by The Institute:
  - Termination of the right to use the CLU/CHS/CH.F.C. designation logo or right to promote myself as a CLU/CHS/CH.F.C. designated practitioner;
  - Suspension or termination of my designation with The Institute;
  - Monetary fine;
  - Public notice of misuse of the CLU/CHS/CH.F.C. designation logo.

Signature \_\_\_\_\_

Date MM / DD / YYYY

## Internal Administration

Staff approval \_\_\_\_\_

Signature \_\_\_\_\_

Date MM / DD / YYYY

**Privacy:** Your privacy matters at The Institute. Your personal information will be treated in accordance with our privacy policy. Unless you instruct us otherwise, your personal information will be used to communicate information to you on matters you have indicated interest in. To view the Advocis Privacy Policy, visit [www.advocis.ca](http://www.advocis.ca).

This document contains the basic elements for The Institute brand identity which communicates our vision and builds our image in the minds of our members and the general public. By adhering to a consistent branding policy in all communications we strengthen the CLU/CHS/CH.F.C. Brand. These standards apply to all CLU/CHS/CH.F.C. logos.



**Do Not** alter the letterspacing of the wordmark.



**Do Not** change the proportions between the wordmark and corner rule.



**Do Not** distort the wordmark or the corner rule.



**Do Not** rotate the corner rule.



**Do Not** use colours other than the corporate colours when reproducing the logo.



**Do Not** substitute another typeface for the wordmark.



**Do Not** reverse out of busy halftone or four-colour process photographs.



**Do Not** add graphic treatments to the corporate signature.








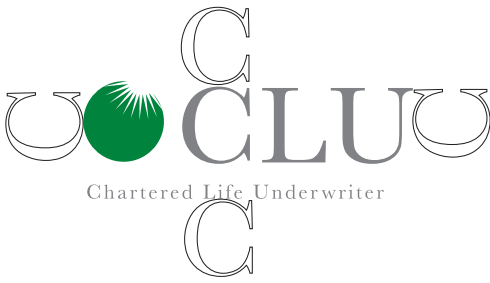



**Do Not** add text to the wordmark.



## Incorrect Applications

The examples above show the logo applied incorrectly. A small change in the size and/or position of the corner rule can dramatically reduce the effectiveness and impact of the design. Whenever you apply the logo and corporate signatures, always use the artwork we have supplied. In doing so, you can be sure the artwork is accurate. Should an Institute designated practitioner make any of the above alterations to an Institute Logo, their conduct shall be considered in breach of the terms, conditions and agreement. The Institute will then take all actions necessary to enforce the marks.

# CLU®/CHS/CH.F.C.® Logo Usage Guidelines

<p><b>The Logos</b> The logos are simple wordmarks. To ensure the relationship between the wordmark and the rule is consistent, use digital artwork available from Marketing at Advocis.</p>			
<p><b>The Logo and Legal Name</b> In applications where the legal name is required, use digital artwork to ensure the position and size relationship of each element is consistent.</p>	<p>Logo with Legal Name</p> 		
<p><b>Colour</b> There are 3 basic colour variations: 2-colour; black and white; white on a solid colour. In 4-colour applications the 2-colour logo should be used in the cmyk breakdown. For reverse applications on a solid dark background colour a white version is available. Our corporate colours are grey PMS COOL GREY 10 (CMYK: 0C/0M/0Y/60K) and green PMS 356 (CMYK: 95C/0M/100Y/27K).</p>	<p>2-Colour</p>  <p>White on a solid colour - Do Not use on photograph or images.</p> 	<p>Black and White</p> 	
<p><b>Minimum Clear Space</b> The minimum clear space around the logo — with the legal name — is one uppercase C (see diagrams to right).</p>			
<p><b>Minimum Logo Sizes</b> Minimum sizes are measured by using the width of the logo. These vary for the logo and tagline version.</p>	<p>1.75 in.</p> 	<p>1 in.</p> 	<p>0.5 in. - Business Cards Only</p> 
<p><b>Typeface/Fonts</b> Our corporate fonts are Myriad and Centennial. Myriad should be used mainly for display text such as in signage and titles in publications. Centennial should be used for body copy in publications.</p>	<p><b>Myriad</b>      Roman    <i>Italic</i>    <b>Bold</b>    <b>Bold Italic</b></p> <p><b>Centennial</b>      Roman    <i>Italic</i>    <b>Bold</b>    <b>Bold Italic</b></p>		<p><b>NOTE:</b> Typeface substitutions can be made if either of the corporate fonts are not available: Arial or Helvetica for Myriad or Times New Roman for Centennial.</p>