



Financial Advisers' International Qualification (FAIQ) Proper Usage of "FAIQ (CII) and IFPHK Associate Member"

This guide will assist you in correctly featuring the **FAIQ (CII) and IFPHK Associate Member** designation in all printed communications, including business cards, letterheads, etc.

The above designation can only be used if you have successfully attained joint membership status for CII and IFPHK.

Proper Presentation of "FAIQ (CII)" and "IFPHK Associate Member"

- The designation "FAIQ (CII)" must appear in all capital letters.
- The letters "CII" must appear within brackets.

Correct Use: FAIQ (CII)

Incorrect Use: FAIQ CII

- There must be a blank space between "FAIQ" and "(CII)"

Correct Use: FAIQ (CII)

Incorrect Use: FAIQ(CII)

- There are no blank spaces between the letters of "FAIQ" and "(CII)"

Correct Use: FAIQ (CII)

Incorrect Use: FA IQ (CII) or FAIQ (C II)

- The designation cannot be written in full.

Correct Use: FAIQ (CII)

Incorrect Use: Financial Advisers' International Qualification (CII)
FAIQ (The Chartered Insurance Institute)
Financial Advisers' International Qualification (The Chartered Insurance Institute)

- The words "IFPHK Associate Member" must only be placed after the FAIQ (CII) designation when they are placed side by side.

Correct Use: FAIQ (CII), IFPHK Associate Member

Incorrect Use: IFPHK Associate Member, FAIQ (CII)

- Logos of CII and/or IFPHK cannot be used.
- Once joint membership status ceases for any reason, the use of "FAIQ (CII) and IFPHK Associate Member" designation must be discontinued in all printed communications.

For enquiry, please contact IFPHK at 2982 7888 or email at faiqinfo@ifphk.org.

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