

Guide on the Use of AEPP® Certification Mark



Estate
Planning
Practitioners
Limited


Estate Planning Practitioners Limited (EPPL) is the body that champions literacy in Estate and Succession Planning as a professional practice throughout Asia by conducting training, seminars, conferences and exchange of ideas.

To date, it has equipped more than 6,000 professionals in Asia with the knowledge of Estate and Succession Planning. In Malaysia, EPPL Malaysia will conduct professional programmes for the financial advisory industry, particularly for the Associate Estate Planning Practitioner designation (AEPP®) International Programme. The AEPP® has already established a strong reputation in Singapore, Malaysia and Indonesia.

EPPL also works with other Asian country representatives to heighten awareness of estate planning as a key component of wealth distribution and as part of holistic wealth planning.

EPPL owns the AEPP®, Associate Estate Planning Practitioner and  certification marks.

1.0 Rules for usage of the AEPP® marks

- 1.1 The AEPP®, Associate Estate Planning Practitioner and  certification marks should be used as described in this guide.
- 1.2 AEPP® designees and EPPL affiliates acknowledge that EPPL is the sole, absolute and exclusive owner of all rights, title and interest in the AEPP® certification marks within and outside of Singapore.
- 1.3 AEPP® designees and EPPL affiliates shall not use AEPP® marks that imply EPPL's endorsement of an individual or company (even when one or more employees are certified by EPPL to use the AEPP® marks).
- 1.4 The AEPP and Associate Estate Planning Practitioner marks may not be used as part of the name of an individual's business or company, email address, social or electronic media.
- 1.5 The form of the AEPP® marks may not be altered by modifying in text form, animating, making three-dimensional, or using them on a patterned background, as a watermark, or as part of the background itself.

2.0 Requirements for using the AEPP® mark

- 2.1 **AEPP® mark must appear in all capital letters without full stop between the letters**

Correct Use

AEPP

Incorrect Use

aepp

A.E.P.P

- 2.2 **AEPP® mark must appear with the correct superscript symbol**

Correct Use

AEPP®

Incorrect Use

AEPP

- 2.3 The AEPP® mark should be used with the approved nouns, namely certificant, certification, credential, designation, designee, exam/ examination, mark/ marks, practitioner and professional**

Correct Use

Mark Han is an AEPP® certificant/ designee/ practitioner/ professional

Incorrect Use

Mark Han is an AEPP®

3.0 Requirements for using the Associate Estate Planning Practitioner mark

- 3.1 The Associate Estate Planning Practitioner mark should appear in large and small capital letters**

Correct Use

Mark Han is an Associate Estate Planning Practitioner.

Incorrect Use

Mark Han is an ASSOCIATE ESTATE PLANNING PRACTITIONER.

Mark Han is an associate estate planning practitioner.

- 3.2 The Associate Estate Planning Practitioner mark does not carry a superscript symbol**



Correct Use

Mark Han is an Associate Estate Planning Practitioner.




Incorrect Use

Mark Han is an Associate Estate Planning Practitioner®.


4.0 Requirements for using the logo mark

-  logo mark is not allowed to be included on any materials which imply AEPP® endorsement of a particular firm, product or services.
- At no time should the  logo mark be used to imply the firm is a designee of AEPP®. It should always be made clear who within the firm is a full AEPP® designee.

4.1 Who can use the logo mark

- 4.1.1 Only companies or individuals (hereby known as **authorized parties**) who entered into an agreement with EPPL for the purpose of promoting the AEPP course programmes are authorized to use the  logo mark with the expressed consent by EPPL
- 4.1.2 The use of the  logo mark by the **authorized parties** in any form, both hardcopies and digital forms advertisements, business cards, emails, letterheads, newsletter, marketing collaterals and website are subjected to the expressed approval of EPPL.
- 4.1.3 AEPP® designees are not allowed to use the  logo mark in any form, both hardcopies and digital forms on their advertisements, business cards, emails, letterheads, newsletter, marketing collaterals and website.

4.2 When can the logo mark be used

All marketing collaterals of the **authorized parties** bearing the  logo mark must be vetted and approved by EPPL before publication or marketing.

4.3 How to use the logo mark

- 4.3.1 To control the quality of the  logo mark, all reproductions are to be made from the original artwork and adopt the approved colour
- 4.3.2 Do not alter or modify the  logo mark

4.3.3 Improper use of the logo mark

Under no circumstance may the  logo mark be altered, modified or hand drawn, nor typeset, reproduced or electronically scanned in poor quality as to distort or significantly alter its appearance.



Do not distort the logotype



Do not add a drop shadow



Do not stretch the logotype



Do not add any graphic to the logo



Do not change the colour of the logotype



Do not put a background to the logo

4.4 Size of the logo



- 4.4.1 The AEPP® logo should not be more than 1.32cm high or 2.75cm wide
- 4.4.2 Under special circumstances, the logo may be increased or reduced proportionately. For example, on banners or corporate gifts.

4.5 Color code of the AEPP logo mark

| | | | | |
|---------------------------------------|---|-----|---|----|
| PMS 648C (Pantone matching system) | C | 100 | R | 0 |
| | M | 51 | G | 46 |
| | Y | 0 | B | 93 |
| | K | 64 | | |

- 4.5.1 Do not reproduce the mark in unapproved colors. The primary color are found within AEPP® logo and should be used in all materials as appropriate to support the brand.
- 4.5.2 Panton 648C (or CMYK/ RGB equivalent) should be used for titles and sub-headings.
- 4.5.3 The preferred method of printing is to use the Pantone color, however the CMYK colors (four color process) are fine to use in most instances.
- 4.5.4 Percentage tints of the Pantone color can be used when necessary, however NOT on the logo.

If you have any questions regarding the use of AEPP® logo, or wish to obtain a copy of the logo, please email info@epplasia.com

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