



## Main versions in colour

The Institute of Financial Planning logo is made up of two elements: the P symbol (in which some will also see an F) and the name.

The P/F symbol, in addition to referring to financial planning, also evokes life's journey which is punctuated by projects and change. We no longer present financial planning as a linear ascent, but rather as a continuous process. This reflects the role that financial planners play as they support their clients during all of life's turning points.

Orange is used for the P/F symbol so that it can stand out in contrast to the name, which is featured in black. Orange is often associated with communication and creativity, it is a warm colour that inspires and instills energy and positivism. Along with yellow, orange creates a sense of open-mindedness and dynamism.

It is also a colour that is seldom used in the financial sector, which is saturated with blues and reds. As a result, orange allows for a distinctive brand identity in the market.

When used in its version with the P/F in orange and the text in black, use the logo mainly on a white background or on brand colours which allow for good readability. It is also possible to use it on a photo if readability allows. The logo also exists in a reversed version, with the P/F in orange and the text in white. Choose the version that is best suited, depending on the selected background colour.



## Black and white versions

When using colour is not possible, select one of the black and white versions.

The white version can also be used on brand colours when the contrast between the orange of the P/F symbol and the background is not optimal.



French versions



## Protection

To preserve the visual impact of the logo and prevent it from conflicting with other surrounding visual elements, a minimum clearance zone must be respected all around the logo.

This zone corresponds to the height of the bubble located in the logo's P/F symbol. This space must be free of graphic elements such as another logo, text, or any other image.



Minimum size



Print: 10 mm in height  
Digital: 28 pixels in height

# Prohibitions

Prohibited uses apply to all versions of the logo.

- (1) Do not modify the colours.
- (2) Do not use an outline.
- (3) Do not rotate the logo.
- (4) Do not change the fonts and the arrangement of the elements.
- (5) Do not distort.
- (6) Do not add shading.

1.



2.



3.



4.



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## Contact

If you have questions regarding the use of the logo, please contact us:

[info@institutpf.org](mailto:info@institutpf.org)