

Guideline on Use of the QRA Marks

QRA holders should follow the following requirements when using the QRA, QUALIFIED RETIREMENT ADVISER, 核准退休顧問, **QRA**, **QUALIFIED RETIREMENT ADVISER** and 核准退休顧問 marks in communication and collateral material.

1. Always Use the QRA Marks as Adjectives

The QRA marks must always be used as a descriptive adjective, not as a noun or a verb, except when used within a signature block, on letterhead or on a business card. An exception applies when the QRA mark is used following an individual's name, e.g. Peter Chan, QRA.

Correct	Incorrect
I am a QRA holder	I am a QRA

2. Only Modify Certain Nouns with the QRA Marks

Since the QRA marks identify individuals who have met the QRA education and examination requirements, they should modify nouns that refer to individuals, the program or the marks themselves. Five approved nouns for QRA are (1) Education Program and Examination / 教育課程及考試, (2) holder / 持有人, (3) Education Program / 教育課程, (4) Examination / 考試 and (5) mark / 標誌.

Correct	Incorrect
QRA holder	QRA firm
QRA Education Program and Examination	QRA advertisement
QUALIFIED RETIREMENT ADVISER mark	QUALIFIED RETIREMENT ADVISER qualification

3. Never use periods for the QRA mark (unless at the end of sentence, for example, Peter Chan, QRA.)

Correct	Incorrect
QRA holder	Q.R.A. holder


4. The QRA mark must not be used as a parenthetical abbreviation for QUALIFIED RETIREMENT ADVISER.

Correct	Incorrect
Peter Chan is a QRA holder or QUALIFIED RETIREMENT ADVISER holder.	Peter Chan is a QUALIFIED RETIREMENT ADVISER (QRA) holder

5. The QRA mark cannot be used as a plural or possessive word.

Correct	Incorrect
Peter Chan and David Wong are QRA holders.	Peter Chan and David Wong are QRAs.
The QRA holders' seminar was sold out.	The QRAs' seminar was sold out.

6. Mark and Color Guidelines

Logo	Colour Guidelines
	 R : 096 G : 060 B : 024

7. Using QRA marks on Promotional Materials

Correct	Incorrect
Business card / letterhead	Website domain name
Resume	E-mail address
Telephone Directory	Facebook, Twitter, LinkedIn account name

8. For original artwork of the logo, please contact the IFPHK via email: gra@ifphk.org.
9. To ensure the logos are visible and readable, always use the logos on white color background.
10. Under no circumstances may the logo marks be altered, modified or hand drawn, nor may they be typeset, reproduced or electronically scanned in such poor quality as to distort or significantly alter its appearance.
11. The logo marks should be clearly associated with the individual and were presented by the IFPHK.
12. For enquiries, please contact the IFPHK at:
 Tel: 2982 7888 Email: gra@ifphk.org Website: www.ifphk.org