

# Information Notice

## Use of FINRA Logo

Member firms occasionally request permission to use the FINRA logo on their websites, business cards, stationery or other marketing materials. This *Notice* is a reminder that firms may not use the FINRA logo in any manner. A firm may refer to itself as a “FINRA Member Firm” or “Member of FINRA.”

Pursuant to FINRA Rule 2210(e)(3), a member firm may indicate FINRA membership on its website, provided that the member firm includes a hyperlink to FINRA’s website, [www.finra.org](http://www.finra.org), in close proximity to its indication of FINRA membership.

Also, amendments to Rule 2210 require each of a member firm’s websites to include a readily apparent reference and hyperlink to BrokerCheck® on: (1) the initial Web page that the firm intends to be viewed by retail investors, and (2) any other Web page that includes a professional profile of one or more registered persons who conduct business with retail investors. The rule amendments become effective June 6, 2016. FINRA notes that it has made BrokerCheck-related icons and similar resources available to member firms as one option for complying with the rule. Member firms can view more information about the requirement in [Regulatory Notice 15-50](#) and [Complying With the BrokerCheck Link Requirements in Rule 2210](#).

Use of BrokerCheck logos, tools and resources by member firms must be consistent with [FINRA Widget Terms Of Use](#). FINRA reserves the right to modify or update the Widget Terms of Use or the terms and conditions of other FINRA website(s) at any time by updating the relevant link. Any modifications or updates shall be effective upon posting to the FINRA website(s).

If you have any questions regarding FINRA’s logo and trademarks, send an email to [trademarks@finra.org](mailto:trademarks@finra.org).

January 8, 2016

### Suggested Routing

- ▶ Advertising
- ▶ Compliance
- ▶ Legal
- ▶ Operations
- ▶ Senior Management
- ▶ Technology

### Key Topics

- ▶ Use of FINRA Name and FINRA-Owned Corporate Names

### Referenced Rules & Notices

- ▶ FINRA Rule 2210
- ▶ Regulatory Notice 15-50

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