



Graduation Toolkit:

Set Yourself Apart from Others in the Field

Use Your Life-Cycle Celebrant® Title With Pride! It Means A Lot!

As a graduate of the Celebrant Foundation & Institute and active alumni member, you are entitled to use the certified Life-Cycle Celebrant® title and place the LOGO on the homepage of your personal web site and in all marketing materials (i.e., business cards and stationary). This prestigious, trademarked title tells potential clients about your high-level of training and expertise, as well as the professional ethics you abide by in your practice, which set you apart from other celebrants in the field.

The CF&I envisions a world where Life-Cycle Celebrant is a household word. Getting there begins with all of us – the revolutionary pioneers of this movement. We encourage you to use your Life-Cycle Celebrant® title with pride. It means you are a highly-trained ceremony professional dedicated to delivering the highest standards in ceremony preparation and delivery to your clients. That's worth A LOT!

Tips on How to Use Your Life-Cycle Celebrant® Title

- The term can be used two ways – before or after your name:
Life-Cycle Celebrant® Chris Phillips/Chris Phillips, Life-Cycle Celebrant
- When referring to yourself in text or an article, use the term “Life-Cycle Celebrant” first, then “Life-Cycle Celebrant” or simple “celebrant” throughout the rest of the text. Do not use the initials LCC – be proud and share your whole title!
- Request to be listed as a “Life-Cycle Celebrant” in your client's program.
- Introduce yourself as a Life-Cycle Celebrant at the beginning of your ceremonies.
Example: “Hello, my name is Chris Phillips, I am a Life-Cycle Celebrant, and it is my honor to welcome you to William and Pat's wedding!”
- Add “Life-Cycle Celebrant” to your email signatures, business cards, and website!
- Take advantage of the questions that you may get upon introducing yourself as a Life-Cycle Celebrant after ceremonies or in everyday life – explain what a celebrant is, what sets us apart, and what we offer to our clients and our communities.



Instructions on How to Incorporate Certified LIFE-CYCLE CELEBRANT® LOGO into your Marketing Materials

Below is the **Certified Life-Cycle Celebrant LOGO registered trademark** for you to use as a graduate of the CF&I and active member of CF&I's Alumni Association. We encourage you to place the four-color LOGO (*below*) on the home page of your website, which will click through to the Celebrant Foundation & Institute (CF&I) website at www.celebrantinstitute.org.

The LOGO indicates you as a Certified Life-Cycle Celebrant®, which means you have successfully undergone CF&I's rigorous training in ceremony and ritual and you are committed to continued professional growth as member of CF&I's Alumni Association. Proudly use the LOGO on ALL your marketing materials (i.e. business cards, advertising, displays and brochures) to set yourself apart from other celebrants in the field.

Please note that the Celebrant Foundation & Institute's corporate LOGO (*above*) is not for Celebrant use on their marketing materials.

Sample sizes of the LOGO image:



Here is the Website text document code programming instruction code for the Certified Live-Cycle Celebrant LOGO and linking to our site:

```
<!--START cut and paste for celebrant logo and link-->  
<a href="http://www.celebrantinstitute.org" target="_blank"></a>  
  
<!--END cut and paste-->
```



Have your Web master *CUT all the information/code above and Paste* it on the “home” page of your site. The image LOGO (and text) will be drawn from our site and appear on your page where this text is placed. The text below the image will also link to our site. The logo information and directions are also posted in our CF&I business resource library for your reference.

Sample of how Certified Life-Cycle Celebrant® Logo will look on a webpage (image and link):



Contact us if you have any questions at: 973-746-1792 or via email at:
Charlotteeulette@celebrantinstitute.org

Thanks!