



*Harness the Market
to Bring Social Caring*



Social Enterprise Research Academy

Guideline for the Use and Display of Fellowship Program Honorary Designations (English Version)

Updated Effective date: 15.2.2022

Preface for Guideline (i)

The use of Fellowship Program Honorary Designations aims to help Social Enterprise Research Academy (SERA) Fellows to outline their authoritative and outstanding qualities.

This “Guideline for the Use and Display of Fellowship Program Honorary Designations ” states the terms and conditions for usage and **user must agree and accept the rules and guidelines before usage:**

1. The Fellow Honorary Designation is strictly a personal qualification, honorary recognition for the leaders of the society who contributed devotedly, the Designation is not an academic qualification;
2. User can only use the Honorary Designation after the official assessment validation and during the period of qualification under the SERA Fellowship Qualification Assessment Scheme; granted Honorary Designations and user rights is non-transferable.
3. Only Fellows can be the User and can display SERA’s Fellowship Honorary Designation for personal use, though they are not allowed to use SERA’s Logo, and must not be applied as corporate branding at any time;
4. Any Use of SERA Academy Logo must be applied via email and approved by SERA at discretion;
5. SERA’s Branding, Honorary Designations including abbreviations and any related Logos are solely owned by SERA, users should not claim ownership or rights towards the Honorary Designations by copyright registration, domain registration or any other ways;
6. The use of the Designations must not cause any suspicions or misleadingness
7. The Designations should not be used in a way that falsely indicates any relationship that does not exist, such as: qualification or recognition of user’s experience or work, sponsorship, partnership, etc. with the user, the user’s organization, website, products or services; Unless the relationship is valid; (to be continued)

Preface for Guideline (ii)

8. The Designations and Logo cannot be used or displayed in any of the following situations:

- I. when the usage defames SERA;
- II. when the usage violates, reduces, depreciates SERA's rights;
- III. when the designations and logo are displayed falsely;
- IV. when the usage involves any sexual, illegal, defaming or any other offensive materials;
- V. when the usage violates other trademarks, copyrights or intellectual rights
- VI. when the usage violates the law or other public policies;
- VII. when the usage as a part of the services or products not related to SERA.

9. If the Fellow does not accept or agree with the rules stated in this guideline, the Fellow will not have the rights to use the honorary designations;

10. Any unqualified use of the Honorary Designations will unauthorized;

11. SERA holds the right to revoke the logo usage if any violation occur and must ceased the usage immediately;

12. If any violation of the Honorary Designations occurred, SERA reserves the right to take legal action;

13. SERA holds the right to revise or update the usage guideline without prior notice.

Please contact SERA Representative at corpcomm@seraasia.org for any usage request and approval.

Honorary Designations Usage Context

Fellows are allowed to include their dedicated Honorary Designations in their

- 1. Business Cards;**
 - 2. Email Signature; and**
 - 3. Social Media Personal Profile;**
- in accordance with the following guidelines.



Honorary Designations Divisions

Honorary Designations are divided into 5 categories with registered abbreviations :

Designation Divisions	Abbreviations
Life Honorary Fellowship	Hon. Life SERA®
Honorary Fellowship	Hon. FSERA®
Senior Fellowship	SF. SERA®
Fellowship	FSERA®
Associate Fellowship	ASERA®

Important Notes

1. The honorary qualifications issued by the Academy are to commend leaders from all walks of life for their social contributions, not academic certification.
2. Academicians may display the name of the institution and honorary designation of the academy as a personal designation, **but are not authorized to use the logo of the academy.**

Honorary Designations Display Format

The Display Format of Honorary Designations must meet the following requirements:

- 1) After the name, e.g., “John Lau, FSERA®”
- 2) If the Fellow has already received other designations, e.g. Dr., he/ she can display the name and designations as “Dr. John Lau, FSERA®”
- 3) If there are more designations needed to be displayed on the business card, the designation order will be: Bachelor, Master, Doctor, Fellow; e.g., “Dr. John Lau, B.A., MSc, PhD (Hon), FSERA®”
- 4) Show Fellow designations with SERA, e.g., “John Lau, Social Enterprise Research Academy Fellow”



Mr. Chan Tai Man, BBS, JP, **FSERA®**
Executive Director
ABC Company

A Fellow of Social Enterprise Research Academy





*Harness the Market
to Bring Social Caring*

Enquiry

Tel. (852) 2778 1000

Whatsapp. (852) 9406 9996

E. corpcomm@seraasia.org