

COMMUNICATION

Branding and Logo Usage

CONFIDENTIAL: For Internal buildingSMART use only

Terms and abbreviations

The following definitions and abbreviations are used in this document:

Approval

Refers to the approval of course material by a registered training Provider.

buildingSMART

Is the worldwide authority driving the transformation of the built asset industry through creation and adoption of open, international standards. buildingSMART is comprised of multiple national Chapters.

buildingSMART International (bSI)

Is the central legal body which leads the entire buildingSMART organisation.

Chapter

A national (or regional) membership body representing the interests of buildingSMART at a local level.

The Committee

The buildingSMART International group responsible for developing and coordinating the Program.

Individual Qualification

Refers to Phase 1 of buildingSMART Professional Certification.

Professional Certification

Refers to the buildingSMART Professional Certification Program for individual learning and qualification.

Program

buildingSMART Professional Certification Program.

Provider

Refers to a training organisation, specifically one registered by buildingSMART to deliver approved training.

Qualification

Refers to the attestation that an individual has passed the buildingSMART International Individual Qualification exam.

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Professional Certification Program

Phase 1: Individual Qualification Branding and Logo Usage

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Preface

This document forms part of a document series that details the buildingSMART Professional Certification Program, Phase 1: Individual Qualification. The series' aim is to provide guidance to Chapters for implementing and delivering the Program in their country or region.

The series is divided into four document sets, each branded with a distinct colour coding. Currently, there are eight documents in the entire series, however, it is expected that more documents will be added as the Program matures. All available documents should be read before implementation begins.

Document Set (Colour code)	Name	Reference
Policy & Process (Red)	Policy and Process Overview	bSI_IndiQual_Doc1.1
	Approval of Training Providers	bSI_IndiQual_Doc1.2
Communications (Green)	Branding and Logo Usage	bSI_IndiQual_Doc2.1
User Guides (Blue)	Learning Outcome and Question Development	bSI_IndiQual_Doc3.1
	Online Qualification	bSI_IndiQual_Doc3.2
	Body of Knowledge - Basic	bSI_IndiQual_Doc3.3
Development (Purple)	Overview and Sponsorship Plan	bSI_IndiQual_Doc4.1
	Business Plan Template	bSI_IndiQual_Doc4.2

If you have questions, comments or recommendations for the improvement of these documents please contact professional.certification@buildingsmart.org

We wish your Chapter the greatest success with the implementation and delivery of the buildingSMART Professional Certification Program.

Introduction

This document outlines the branding and logo usage guidelines that are to be followed by buildingSMART Chapters, Providers (training organisations) of the Program, and individuals who have been qualified after successfully completing the Program, as well as Sponsors and partner organisations.

Part 1 Logo usage

There are two logos that may be used: the major Professional Certification logo that refers to the complete Program; and the minor Individual Qualification logo, that relates specifically to Phase 1: Individual Qualification.

1.1 Program logo variances

Logo A:
buildingSMART International – Professional Certification



Usage is allowed for:

- Any local **buildingSMART** Chapter that has agreed to adopt the buildingSMART Professional Certification Program in accordance with the stated conditions.
- Any **institution or partner organisation** that has been commissioned by the Chapter to undertake related duties, such as the approval of Provider trainings.

Example 1:

Certificate with logo on the bottom for individuals who successfully passed the final assessment.

Example 2:

Usage of the logo within an organisation's marketing communications such as on a website.

- All individuals that are part of the Advisory Panel. However, it is not permitted that the logo is used for individual purposes such as within a curriculum vitae.

Logo B

buildingSMART International – Individual Qualification



Usage is allowed for:

- **Providers** (training organisations) that are registered by buildingSMART to deliver training that are in accordance with the Individual Qualification Learning Outcome Framework (LOF) and who agree to conform to the conditions of the Program. However, this can only be in reference to the approved course and should not be used to infer that the training Provider is approved as an organisation.

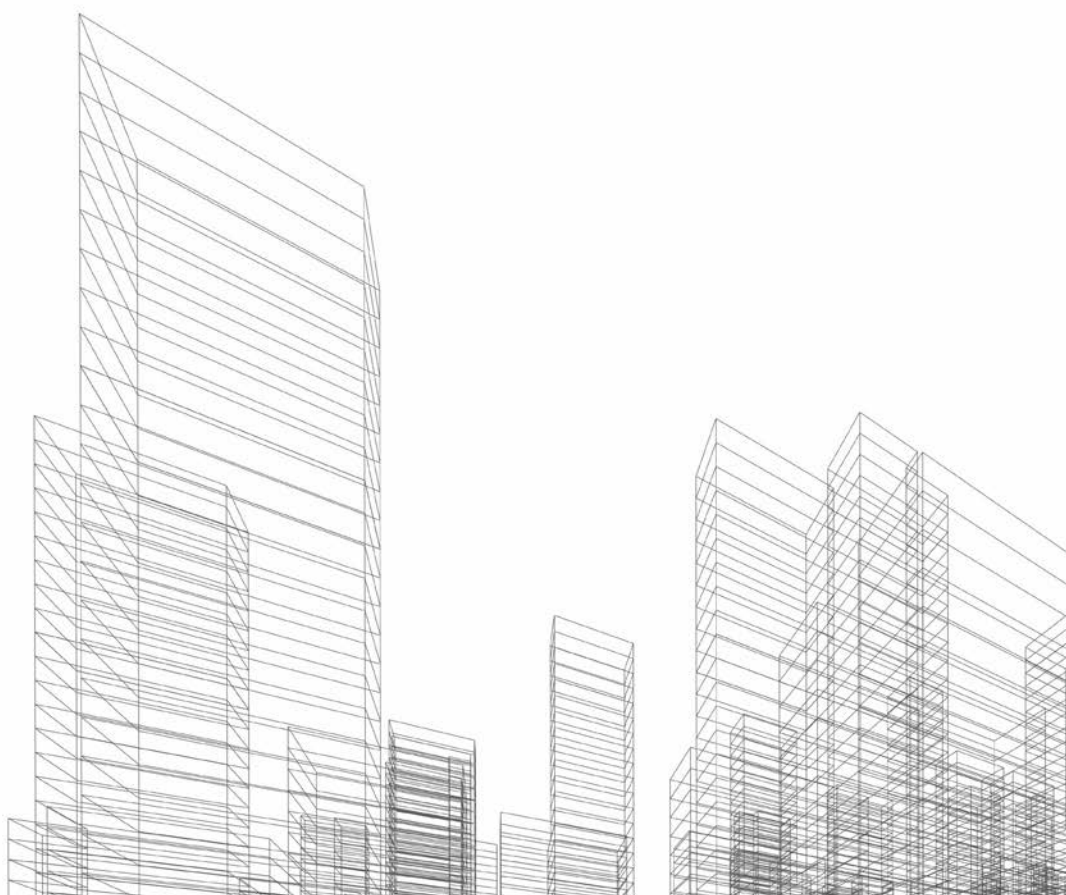
Example:

Usage of the logo within an organisation's marketing communications such as on a website.

- **Qualification Certificates** provided to individuals by buildingSMART International (bSI).

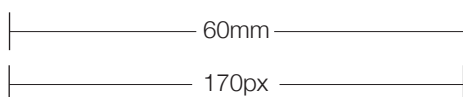
Example:

Certificate with logo on the bottom for individuals who successfully passed the final assessment on the bSI online testing platform.



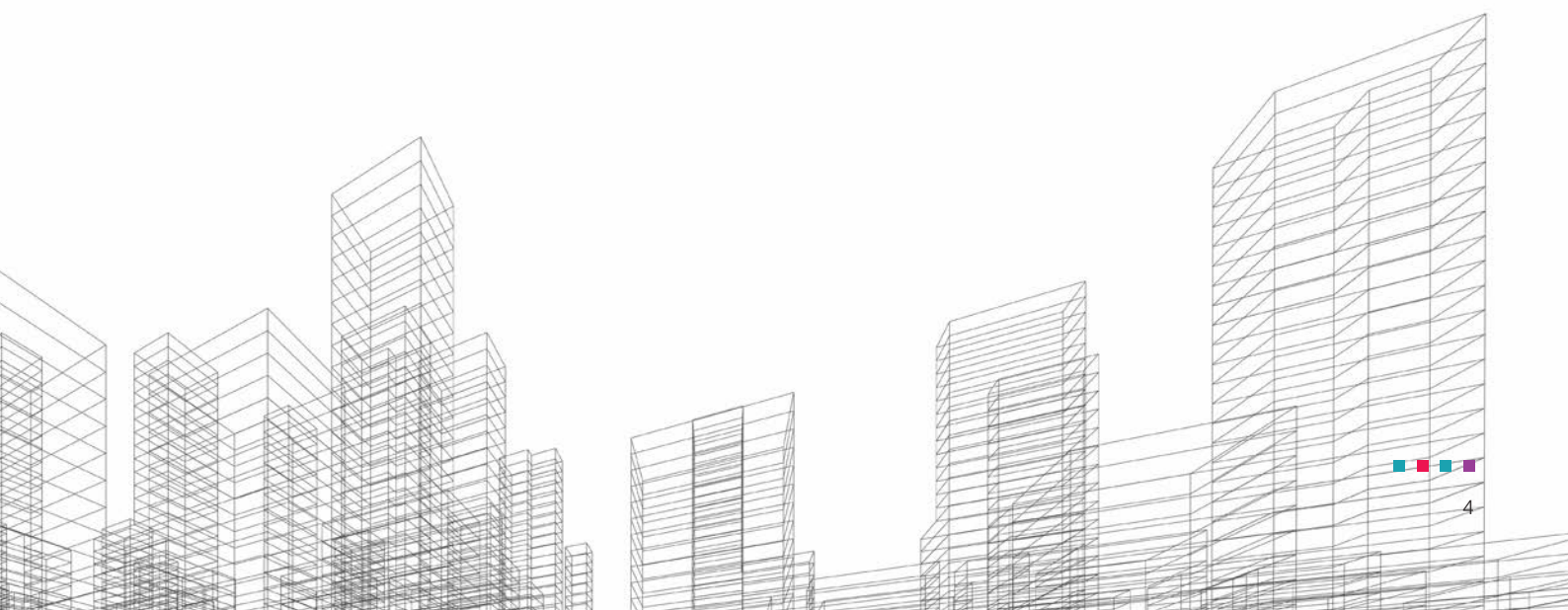
1.2 Logo minimum size

To ensure legibility of the logo, the minimum size the logo should be used in print is 60mm wide and 170 pixels wide in digital use.



1.3 Logo clear space

To ensure the integrity of the buildingSMART logo is retained, a protective space surrounding all sides has been defined. No text or graphic elements should encroach into this area. This exclusion zone applies to all variations and sizes of the buildingSMART logo. The space around the logo should be no less than the height of the M character in 'SMART'.



1.4 Incorrect use

Careful consideration should be taken to ensure that the buildingSMART logo is applied consistently across communications. The logo artwork should not be altered in any way other than being resized proportionately.



THE LOGO SHOULD ONLY BE SCALED PROPORTIONALLY

DO NOT condense or stretch the logo (horizontally or vertically)



DO NOT alter the colourways of the logo



DO NOT angle the logo it must always be produced in it's horizontal orientation



DO NOT alter the design and layout of the logo

Part 2

Further conditions

2.1 Chapters

To ensure that buildingSMART Chapters act in an honest, ethical, and professional manner in their dealings with the Program and the public, and that the relationship between bSI and the Chapters is accurately and unambiguously represented to the public, Chapters shall strictly adhere to the present Program marketing guidelines.

The Chapters may only use the approved Program logos and marketing statements when representing itself as a Chapter providing and engaging with the Program in their country. The Chapters shall only use the approved bSI logos and marketing statements as found in the most latest version of this document.

The following statement is authorised by bSI for Chapters to use in connection with the Program: “[Name of Chapter] has been authorised by bSI to represent and provide the Professional Certification Program under consideration of local country-specific requirements.”

2.2 Committee and Advisory Panel Members

To ensure that the buildingSMART Professional Certification Committee and Advisory Panel Members act in an honest, ethical, and professional manner in their dealings with the Program and the public, and that the relationship between bSI and the Committee and Advisory Panel Members is accurately and unambiguously represented to the public, everybody shall strictly adhere to the present Program branding guidelines.

The buildingSMART Professional Certification Committee and Advisory Panel Members may only use the approved Program logos when representing themselves together with the Program. The Committee and Advisory Panel Members shall only use the approved bSI logos in the most latest version of this document.

2.3 Providers

To ensure that Providers act in an honest, ethical and professional manner in their dealings with the Program and the public, and that the relationship between bSI and the Provider is accurately and unambiguously represented to the public, Providers shall strictly adhere to the present Program marketing guidelines.

The Provider may only use bSI approved Program logos and marketing statements when representing itself as a Provider of the Program to customers, potential customers, or the general public. Furthermore, bSI recognition of the Program organisations is intended solely for use in conjunction with registered courses (Individual Qualification and Professional Certification) being offered by bSI and must not be inferred as recognition for other business activities of the Provider.

The Provider shall only use the approved bSI logos and marketing statements as found in the most latest version of this document. The Provider shall accurately represent the scope and quality of their services and products to prospective clients, staff and the public. Moreover, the Provider shall warrant that it will, at all times, act in an honest, ethical, and professional manner both in its dealings with bSI and with the general public. The Provider shall make no statements or representations indicating or implying, in any manner, that bSI has accredited, certified, sponsored, endorsed, or guaranteed any of the Provider's products, publications or services apart from the agreed Program scope.

The following statement is authorised by bSI for use of registered Providers in connection with the Program: “[Name of Company] has been registered as a Provider of the buildingSMART [Individual Qualification and/or International Professional Certification].”

Depending on their accreditation level, the Provider may state either:

“[Name of Company] has been reviewed and registered to train individuals in accordance with the buildingSMART Professional Certification Program of bSI.

Or:

“[Name of Company] has been reviewed and registered to train individuals in accordance with both the Individual Qualification and Professional Certification Program of bSI.

The Provider may also state the following:

“As a registered education Provider of the buildingSMART Professional Certification Program, [Name of Company] has agreed to abide by bSI established quality assurance criteria.”

2.4 Individuals

The usage of the two buildingSMART Professional Qualification Program logos shown in Part 1 is not allowed for individuals in any form. For instance, to demonstrate their qualification within a personal profile such as a digital curriculum vitae.

Individuals may use the official buildingSMART Individual Qualification certificate as a proof of competence which they receive after successfully completing the course and final exam.

2.5 Sponsors

Sponsor organisations may use the standard buildingSMART Sponsorship logo in accordance with its terms and conditions. In addition, the following statement is authorised for use by sponsors of the Program:

“[Name of Company] is an official [Gold/Silver] Sponsor of the bSI Professional Certification Program.”

Contact Information

For questions concerning bSI branding, please contact:
Richard Kelly: Richard.Kelly@buildingsmart.org

For general enquiries regarding the buildingSMART Professional Certification Program, please contact:
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International Program Sponsors:

