



POLICY CONCERNING THE USE OF THE BUILDINGSMART NAME AND ASSOCIATED LOGOS.

buildingSMART asserts that the buildingSMART name and logo are the property of the buildingSMART International and its Chapters.

buildingSMART International is charged with managing the brand name and copyright and has registered them as Community Trade Marks within the European Union. By the provisions of the Berne Convention and its successor acts they are therefore protected in all the signatory countries worldwide. The status of these registrations is kept under review and managed as required.

buildingSMART Chapter and Members of all types need to be able to use the name and logo for the beneficial development and promotion of buildingSMART's goals.

The Company's Byelaws set out the underpinning rules and responsibilities with regard to the use and management of the Company's brands.

In order ensure a comprehensive framework for the proper management of the Company's brands the following policies have been established:

- buildingSMART Logo Guidelines addressing the design of individual logos
- Shared Logo Policy dealing with rules which apply to Chapters for combining buildingSMART logos with those of other host organisations
- Logo Map indicating how different sets of logos correlate, the criteria and status required for use.

These policies are accessible to Chapters and Members from our 'Useful Information for Members Folder' on the controlled access filing system.

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