

# Conditions of Use for IBPSA Supporting Member Logo

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1. The Logo comprises the IBPSA logo, and the words “Supporting Member” and the year for which the supporting membership is current and may only be used in exactly the graphic format provided by IBPSA
2. The intent of the Logo is to denote the support of the Supporting Member for IBPSA and does not in any way represent an endorsement of the Supporting Member by IBPSA, and under no circumstances may the Supporting member suggest, infer or indicate that such endorsement exists.
3. The Logo shall be used as provided. While it may be resized, its relative dimensions must not be distorted and it must retain the colouring as provided.
4. The Logo may be used by the Supporting member on business cards, email signatures provided that these Conditions of Use are complied with.
5. The Logo may only be used by the individual supporting member and is not transferrable.
  - a. In particular, the use of the logo accords to the individual supporting member and not to their organisation
6. The Logo may only be used in the context of the name of the Supporting Member. This shall mean that
  - a. The Logo shall be nearby the name of the supporting member and clearly associated with the name of the supporting Member;
  - b. Other than for a business card, the Logo shall appear within a vertical distance from the Supporting member’s name that is not more than six times the font height in which the Supporting Member’s name is presented and shall appear within the same page width that the Supporting Member’s name is presented. Furthermore the Logo shall appear on the card in a size not more than three times the height of the font in which the Supporting Member’s name is presented.
  - c. For a business card, the Logo shall appear on the card in a size not more than three times the height of the font in which the Supporting Member’s name is presented. The Logo may be presented on either side of the card.
7. The Logo must be presented in a size that is between two and four times the font height that the Supporting Member’s name is presented.

## Examples: Acceptable Presentations

### Business Card

JOHN DOE SIMULATIONS Ltd

**John Doe**

**Managing Director**  
1/77 Bim Way  
Doetown MA17865  
jd@doesimulations.com

The logo consists of a red square with white horizontal lines and a white stylized 'S' shape. To the right of the square, the text 'IBPSA SUPPORTING MEMBER 2014' is written in a small, black, sans-serif font.

JOHN DOE SIMULATIONS Ltd

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## Unacceptable Presentations





