

## **BOMA Orlando's Logo Use**

BOMA Orlando welcomes members to use the association logo on your marketing materials, business cards, etc. It is imperative that the logo be used within some strict guidelines. These guidelines are not meant to cause extra work for our members but rather to do the following:

- Prevent jeopardizing the association's trademark rights
- Avoid potential liabilities
- Prevent damaging the association's brand
- Avoid creating a false impression of an association endorsement or guarantee where one does not otherwise exist.

### **BOMA Orlando Policy of Association Logo use for Members ONLY**

The attached logos are the property of BOMA Orlando but may be used by BOMA Orlando members in good standing in accordance with the terms and conditions set forth below. Use of one or more of the logos shall constitute consideration for, agreement to, and acceptance of the following terms and conditions of this license by the user:

1. The attached logos are the sole and exclusive property of BOMA Orlando. These logos may be used only by BOMA Orlando members in **good standing (current member)** if and only if such use is made pursuant to the terms and conditions of this limited and revocable license. Any failure by a user to comply with the terms and conditions contained herein may result in the immediate revocation of this license, in addition to any other sanctions imposed by BOMA Orlando. The interpretation and enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by BOMA Orlando in its sole discretion.
2. The logos are made available to BOMA Orlando members in good standing in jpeg, tif, gif, printed form in color and/or black [modify accordingly for electronic media]. The logos may not be revised or altered in any way, and must be displayed in the same form as produced by BOMA Orlando. The official color of the logos is Pantone Matching System (PMS). The logos must be printed in the official color or in black.
3. The logos may be used in a professional manner on the user's business cards, stationery, literature, advertisements, storefront window, Web site, or in any other comparable manner to signify the user's membership in BOMA Orlando. The logo may never be used independent of the term "MEMBER," as set forth on the Attachment. Notwithstanding the foregoing, the logos may not be used in any manner that, in the sole discretion of BOMA Orlando discredits BOMA or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates

- any law, regulation or other public policy; or mischaracterizes the relationship between BOMA and the user, including but not limited to any use of the logos that might be reasonably construed as an endorsement, approval, sponsorship, or certification by BOMA of the user, the user's business or organization, or the user's products or services, or that might be reasonably construed as support or encouragement to purchase or utilize the user's products or services.
4. Use of the logos shall create no rights for users in or to the logos or their use beyond the terms and conditions of this limited and revocable license. The logos shall remain at all times the sole and exclusive intellectual property of BOMA Orlando. BOMA Orlando shall have the right, from time to time, to request samples of use of the logos from which it may determine compliance with these terms and conditions. Without further notice, BOMA Orlando reserves the right to prohibit use of the logos if it determines, in its sole discretion, that a user's logo usage, whether willful or negligent, is not in strict accordance with the terms and conditions of this license, otherwise could discredit BOMA Orlando or tarnish its reputation and goodwill, or the user is not an BOMA Orlando member in good standing.
  5. BOMA Orlando requests that any member using the logo, have prior approval and BOMA Orlando receives the proof before printing commences or placement of logo takes place.
  6. Any questions concerning use of the logos or the terms and conditions of this license should be directed to the BOMA Orlando Executive Director, at 407-380-3320.