

WABO Logo Use Policy

I. Using the Washington Association of Building Officials (WABO) logo.

- A. The logo of the Washington Association of Building Officials is the proprietary property of the aforementioned association, a Washington Not-for-Profit Corporation, and the use of said logo is restricted by these guidelines.
- B. The WABO logo may be used by:
 - 1. Members-in-good-standing of the association with the written permission of the association as granted by Executive Board or its representative, or the Executive Director of the association.
 - 2. A member of the Executive Board when representing the association.

II. Definitions

- A. **Logo.** This refers to any past, current or subsequent design developed by the association as its graphic representation.
- B. **Member-in-good standing.** This is a jurisdiction, company, or individual who has been approved for membership in the association and who has no debts—dues or otherwise—in arrears over 60 days.

III. Guidelines

- A. When approved (see above), the WABO logo may be used as follows:
 - 1. On member stationery;
 - 2. On member business cards;
 - 3. On member websites;
 - 4. As part of promotional flyers, brochures for member businesses, products or services that are within their WABO category of membership;
 - 5. As part of advertising copy promoting member businesses, products or services that are within their WABO category of membership.
- B. The logo is not an endorsement and may not be used to imply anything other than membership.

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- C. Copies of all printed material incorporating the WABO logo must be filed with the association.
- D. The Logo may be used in Full-color or Black and White.

Full-color (CMYK) or Web (RGB)



1-Color (Black & White)



IV. Special Logos

A. **Special Designations:** The WABO logo may be altered for special activities or significance if approved by the Executive Board.

- 1. WABO +1: To be used only when a WABO +1 event is being held.



- 2. Member: For any member in good standing to use on their website or marketing materials. Wording is to be in all capital letters.



2021 MEMBER

V. Termination or Non-Renewal

- A. In the event a membership is terminated or not renewed, the previous member must remove the WABO logo from its website. All business cards and stationery with the WABO logo are to be destroyed.
- B. Continued use of the WABO logo will be considered an infringement on the WABO proprietary property.