

SPECIFIC USAGE

To avoid confusing businesses and consumers, the following general guidelines apply for all usages of the Building EQ brand.

General guidelines to remember:

1. Use the registered trademark symbol (®) the first time the name “Building Energy Quotient” appears in type, using a superscript ® symbol without an extra word space between the symbol and the word “Quotient.” Also, use the full phrase “Building Energy Quotient®” at the beginning of each chapter title or web page. Thereafter, the name can be used as Building EQ without the ® symbol.
2. Never use the Building EQ name or badges in a way that implies ASHRAE endorsement of a company, its products or its services.
3. Do not use the Building EQ name or badge in the name of a company, product, service, domain name or web site title.
4. Do not associate the Building EQ name or badge with buildings that have not earned a Building EQ rating. For buildings that have earned the rating, follow the usage guidelines when creating plaques and displays for recognition.

The Certified Provider Badge

The Building EQ Certified Provider badge was developed by ASHRAE for BEAP or BEMP certified professionals. The badge is available in digital form and may only be used by ASHRAE certified BEAPs and BEMPS while the professional’s certification is current.

ASHRAE actively monitors the proper use of the Building EQ name and badges. ASHRAE will provide notifications to correct mistakes. Participation in the program may be lost and legal action may be initiated if changes are not made.

For more details about using the Building EQ Certified Badge, please contact marketing@ashrae.org.

