



Brand Protection and Logo Use

POLICIES AND PROCEDURES



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Acknowledgements

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Disclaimer

Eligibility standards, exam content, exam standards, fees, and guidelines are subject to change. BPI will keep the most up-to-date version of this document posted at www.bpi.org. Prior to participating in any available service through BPI, check to ensure that you have based your decision to proceed on the most up-to-date information available. BPI reserves the right to modify documents prior to accepting any application.

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1. Introduction

This document contains the brand protection and logo use policies and procedures of the Building Performance Institute, Inc. (BPI). A brand includes a distinctive mark, symbol and/or phrase (tagline) that identifies a product or service as belonging to an organization or manufacturer. Brand protection is key to preserving the intellectual property of organizations.

BPI's intellectual property includes:

- BPI brand and logos
- Company and domain name(s)
- Registered trademarks/service marks
- All copyrighted material, including web content, documents, exams and videos

The brand is an integral part of BPI's intellectual property and is communicated through:

- BPI website, social media, and videos
- Advertising, promotional materials and sponsorships
- E-newsletters, press releases and other publications

The BPI brand communicates exceptional quality, value and service to those in the building performance industry - it is our corporate identity. Thus, BPI must protect, preserve and defend our brand to ensure that it continues to be a recognized symbol of quality. Brand protection is crucial to our company and the continued success of our organization.

The information that follows offers guidance on the proper use of the BPI logo and terminology and explains infringement and infractions of brand use. It includes the importance of protecting the BPI brand assets, which include the Building Performance Institute, Inc. name and all the intellectual property associated with and owned by BPI. The information associated with the BPI brand is fully protected under all applicable U.S. Copyright and Trademark Laws.

2. Brand Protection Guidance

BPI is committed to protecting its brand and logo and asks all BPI Certified Professionals, BPI GoldStar Contractors, BPI Test Centers, and all other companies and individuals to do the same.

The following table contains a reference list of terms and the contexts in which they should be used.

Proper BPI Terminology Use	
Correct Terminology	Explanation
BPI Certified Professional	Refers to individuals who hold an active BPI professional certification. Only BPI Certified Professionals who are in good standing and have met all requirements may claim to have this status. This term does not apply to companies.
BPI GoldStar Contractor	Refers to a company or organization that complies with the requirements set by BPI in its contractual agreement to enhance the delivery of consistent, quality focused building performance services and participates in BPI's quality management program. Only BPI GoldStar Contractor companies or organizations who are in good standing and have met all requirements may claim to have this status. This term does not refer to individuals.
BPI Test Center	Refers to organizations that have contractual agreements to administer BPI exams.

To eliminate all instances of incorrect information associated with the BPI brand, we are asking all BPI Certified Professionals, BPI GoldStar Contractors, and Test Centers to comply with our correct terminology usage. If any of our constituents are not in compliance with the correct terminology usage after a request has been made in writing to the individual or organization to do so, BPI will consider that an infraction and will take appropriate action (see 6. Policy on Nonconformance).

Examples of nonconforming (commonly used) terminology may include, but are not limited to, the following terms:

Commonly Misused Terminology X	Correct Terminology ✓	Explanation
Accredited or Certified Curriculum	Curriculum	Curricula is never accredited or certified by BPI.
Accredited Training	Training	BPI does not endorse or recognize training. Accredited Training is an erroneous term that should not be used.

Commonly Misused Terminology X	Correct Terminology ✓	Explanation
BPI Accredited Contractor BPI Accredited Company BPI Accredited Organization	BPI GoldStar Contractor	BPI has retired the term BPI Accredited Contractor/Company. The correct designation for companies that meet BPI requirements is BPI GoldStar Contractor.
GoldStar Contractor GoldStar Program	BPI GoldStar Contractor	Because there are many brands in the consumer marketplace called “GoldStar,” it is important to always use the term “BPI” in front of the GoldStar term. Only the full term “BPI GoldStar Contractor” has trademark protection.
BPI Accredited Professional BPI Certified Contractor	BPI Certified Professional	Individuals are certified. Contracting companies or organizations are designated BPI GoldStar Contractors.
BPI Curriculum	Curriculum for BPI exams	“BPI curriculum” is not an appropriate term and should not be used.
BPI Trainer BPI Certified Trainer BPI Accredited Trainer	Trainer	BPI does not engage in training, nor does it certify or accredit trainers. It is an erroneous term and should not be used.
Pass Rates	None - See explanation	BPI Test Centers may not quote the percentage of individuals who pass exams in any of their marketing materials or messaging (i.e., references to “pass rates” should not be made). As the credentialing organization, BPI is the entity that holds statistics regarding successful candidates.

3. Using BPI Logos

The BPI brand and logo carry significant meaning and value to those in the building performance industry. Individuals and businesses using the brand/logo promote certification, quality assurance, and certification testing for BPI. The logos may also signify that individuals have met BPI’s continuing education requirements.

Following is a chart explaining who can use which logos:

Proper Logo Use by Audience	
Logo	Who Can Use
BPI Seal Logo	Only BPI may use the BPI seal in print or digital marketing and collateral. No individuals or companies may use the BPI seal.
BPI Certified Professional	A BPI Certified Professional refers to an <i>individual</i> (as opposed to an organization) who earns BPI certification. Those using the 'BPI Certified Professional' logos should only display logos that have been earned and are kept current through recertification. These logos indicate an <i>individual</i> is certified and they are not meant to represent <i>any</i> organizations. The logos in this set have been developed for use by individuals who have valid BPI certification and will only be used on an individual's personal items (such as business cards or uniforms). Place the logo next to the credential holder's name whenever it is used and not next to any employer business names.
BPI GoldStar Contractor	Refers to a company or organization that complies with the requirements set by BPI in its contractual agreement to enhance the delivery of consistent, quality-focused building performance services and participates in BPI's quality management program. Only BPI GoldStar Contractor companies or organizations who are in good standing and have met all requirements may claim to have this status and use the BPI GoldStar Contractor logos. This term does not refer to individuals.
BPI Home Energy Professional (HEP)	The Home Energy Professional logos refer to an <i>individual</i> (as opposed to an organization) who earns BPI HEP certification. Those using the Home Energy Professional logos should only display logos that have been earned and are kept current through recertification.
BPI Test Center	Refers to organizations that have contractual agreements to administer BPI exams. Only current BPI Test Centers may use the BPI Test Center logos.
Continuing Education	Certain technical conference classes, classroom trainings, online training, webinars, and more may qualify for BPI Continuing Education Units (CEUs). All courses that align may not be submitted for approval. While they may qualify for CEUs, only those CEU Providers that get the course approved can use the logo.
BPI Listed Product	Manufacturers who have products and/or materials listed through BPI's Product Listing Program may use the BPI Listed Product mark on all approved products, literature, website, and collateral advertising.




Note: *When a BPI certification expires, or upon termination of a BPI agreement, the individual, contracting company or organization must immediately stop using the BPI brand and/or logos to represent themselves. Any use of the brand or logo after expiration or termination is an*

infringement of the BPI trademark and in violation of Federal law. BPI will issue a cease and desist letter to companies, organizations, or individuals that are not in compliance.

4. Specifications for Logo Use

4.1 General Guidelines


- The BPI seal should *never* be used separately from the text provided, except where specifically authorized by BPI in writing.
- The registered trademark “Building Performance Institute, Inc.,” or “BPI,” may, however, be used separately from the logo in written material.

Proper BPI Logo Usage	
Incorrect Usage X	Correct Usage ✓
	 

4.2 Logo Size, Colors and Sample

The logo can be reproduced up to any maximum size. *Any use of the logo on materials that will be printed or produced in a large format, such as billboards, should be reviewed by BPI, even if the item is based on a previously approved template or approval authority has been delegated.*

The logo may be reproduced down to a minimum size where the 'B' of the inside circle 'BPI' should be no smaller than 1/8". See the illustration below:

Approved Logo Colors			Sample BPI Logo
	Green	Gold	 <p>Minimum 1/8" Illustration</p>
	Pantone: 3435C	Pantone: 1235C	
	WEB: 004A2A	WEB: FFBA00	
	R: 0	R: 255	
	G: 74	G: 186	
	B: 42	B: 0	

When the logo is placed next to other text or graphics, the logo should have a minimum of 1/4" clearance from any object, text or edge all the way around. The logo may be placed against any background that does not interfere or reduce the quality or visibility of it.


BPI offers some variations in the logo colors: black and white logos are available for use in black and white applications and full color logos are available for use with color applications.

Note: *With most editors, BPI color logos do not reproduce correctly when converted to black and white. Please use black and white logos provided by BPI in these instances.*

5. Standard BPI Logos

"BPI Certified Professional" and "BPI Home Energy Professional" refer to an *individual* who earns BPI certification while "BPI Test Center" and "BPI GoldStar Contractor" refer to a *company*.

Those using the following logos should only display logos that have been earned and are kept current through recertification or program participation.

Logo Examples by Designation		
Designation	Black and White	Color
Certified Professional (Vertical)	 <p>SM</p> <hr/> <p>CERTIFIED PROFESSIONAL</p> <hr/>	 <p>SM</p> <hr/> <p>CERTIFIED PROFESSIONAL</p> <hr/>
Certified Professional (Horizontal)	 <p>SM</p> <hr/> <p>CERTIFIED PROFESSIONAL</p> <hr/>	 <p>SM</p> <hr/> <p>CERTIFIED PROFESSIONAL</p> <hr/>
Energy Auditor	 <p>SM</p> <hr/> <p>Energy Auditor</p> <hr/> <p>Home Energy Professional Certification</p> <hr/> <p>A Certification Program Established by the U.S. Department of Energy</p>	 <p>SM</p> <hr/> <p>Energy Auditor</p> <hr/> <p>Home Energy Professional Certification</p> <hr/> <p>A Certification Program Established by the U.S. Department of Energy</p>

Logo Examples by Designation		
Designation	Black and White	Color
Crew Leader	 <hr/> <p>Crew Leader</p> <hr/> <p>Home Energy Professional Certification</p> <hr/> <p><small>A Certification Program Established by the U.S. Department of Energy</small></p>	 <hr/> <p>Crew Leader</p> <hr/> <p>Home Energy Professional Certification</p> <hr/> <p><small>A Certification Program Established by the U.S. Department of Energy</small></p>
Quality Control Inspector	 <hr/> <p>Quality Control Inspector</p> <hr/> <p>Home Energy Professional Certification</p> <hr/> <p><small>A Certification Program Established by the U.S. Department of Energy</small></p>	 <hr/> <p>Quality Control Inspector</p> <hr/> <p>Home Energy Professional Certification</p> <hr/> <p><small>A Certification Program Established by the U.S. Department of Energy</small></p>

Logo Examples by Designation		
Designation	Black and White	Color
Retrofit Installer Technician	 <p>Retrofit Installer Technician</p> <p>Home Energy Professional Certification</p> <p>A Certification Program Established by the U.S. Department of Energy</p>	 <p>Retrofit Installer Technician</p> <p>Home Energy Professional Certification</p> <p>A Certification Program Established by the U.S. Department of Energy</p>
BPI Test Center (Vertical)	 <p>TEST CENTER</p>	 <p>TEST CENTER</p>
BPI Test Center (Horizontal)	 <p>TEST CENTER</p>	 <p>TEST CENTER</p>

Logo Examples by Designation		
Designation	Black and White	Color
BPI GoldStar Contractor		

6. Policy on Nonconformance

If use of the BPI brand or logo does not conform with the requirements in this document, BPI will provide notice, in writing via email, and guidance for bringing the brand and logo use into conformance. If the brand and logo use fails to be brought into conformance, BPI reserves the right to take any appropriate action at its discretion. Nonconformance includes the use of inappropriate language, nonconforming terminology, or nonconforming logo use and can result in disciplinary action, which may include, but is not limited to, suspension or termination of certification, accreditation, or test center status.

The BPI brand and logos are property of the Building Performance Institute, Inc. and are fully protected under all applicable United States Intellectual Property Laws, including Copyright and Trademark Law. BPI will issue a cease and desist letter to companies, organizations, or individuals that remain out of compliance after being notified to make appropriate changes.