

ASME ST-LLC NAME, LOGO, ACRONYM AND INITIALS

1. PURPOSE

- a. To illustrate and designate the use of the name, logo, acronym and initials of the ASME Standards Technology, LLC (ASME ST-LLC).
- b. To establish the rules and criteria governing the name, logo, acronym, and initials of ASME ST-LLC.
- c. To assign the responsibility for notification of misuse of the name, logo, acronym, and initials and designate the procedure for taking action.

2. POLICY

- a. Designation and Illustration of the ASME ST-LLC Name, Acronym, Logo, and Initials
 - i. In official usage, the ASME ST-LLC name shall be designated as either ASME STANDARDS TECHNOLOGY, LLC, or the acronym ASME ST-LLC.
 - ii. The official ASME ST-LLC logo is shown in the accompanying illustration. The logo color is either blue or black. It is used to indicate ASME ST-LLC relationships or activities. Application has been made with the U.S. Patent and Trademark office to make this a registered trademark.
 - iii. The tagline "Your R&D Partner" may also be included under the ASME ST-LLC Logo for presentation purposes.
- b. Use of the ASME ST-LLC Name, Acronym, Logo, and Initials
 - i. The ASME ST-LLC name and its distinctive emblem have become internationally recognized through their use on ASME ST-LLC publications and letterhead. Without official authorization from the ASME ST-LLC Management Committee, no individual may institute or use a logo different in format or display from the official logo. The ASME ST-LLC Management Committee has designated that the ASME ST-LLC logo will be used on all ASME ST-LLC materials.
 - ii. The formal use of the ASME ST-LLC name and logo is to be reasonably uniform and is restricted for identification of individual involvement in officially authorized activities. For joint activities, any printed or other visual materials developed in relation to that activity shall, unless particularly inappropriate, include use of the ASME ST-LLC name and logo in a manner consistent with the significance of ASME ST-LLC and its role in the sponsorship of that activity.
 - iii. The ASME ST-LLC President under the direction of the ASME ST-LLC Management Committee has responsibility for instituting standards and measures related to the manner and form of display of the ASME ST-LLC name and logo and for control and monitoring of such usage.
 - iv. Members of ASME ST-LLC committees and other decision making bodies must use care and good judgment in the use of ASME ST-LLC letterheads and envelopes. A letter written on ASME ST-LLC stationery must clearly distinguish personal comments and opinions of the writer from official positions of ASME ST-LLC based on the ASME ST-LLC Policies, rules, or procedures.



- v. This exercise of care is necessary so that it is clear to the reader that the writer is not representing ASME ST-LLC in all comments on an ASME ST-LLC letterhead or material enclosed within an ASME ST-LLC envelope.
- c. Rules Governing Display and Use of Ornamentations Using the ASME ST-LLC Name, Acronym, Logo, or Initials
- i. Other than its use on name badges, it is the policy of the ASME ST-LLC that the use of the ASME ST-LLC logo be reserved for the identification of ASME ST-LLC or of its activities.
 - ii. Individuals holding office in ASME ST-LLC may use the appropriate title of office or membership only in connection with ASME ST-LLC activities.
 - iii. Such designation of office or membership may not be used for personal endorsement or identification of personal engagement in non-ASME ST-LLC-related activities.
 - iv. No other official use of ASME ST-LLC name, acronym, logo, or initials is permitted without specific prior approval of the ASME ST-LLC Management Committee.
- d. Misuse of ASME ST-LLC Name, Acronym, Logo, or Initials
- i. Should any misuse or abuse of the ASME ST-LLC name, acronym, logo, or initials be noted, the ASME ST-LLC President should be notified with substantiating evidence. Individual action should not be undertaken.
 - ii. Action against misuse or abuse of the ASME ST-LLC name, acronym, logo, or initials shall be taken by the ASME ST-LLC President following instructions from the ASME ST-LLC Management Committee.