

Using the BOMA Name/Logo Use Policy

I. Using the BOMA Oakland/East Bay name

A. The names “The Building Owners and Managers Association of Oakland-East Bay” and “BOMA Oakland/East Bay” are the proprietary property of the named association, a California Not-for-Profit Corporation, and the use of said names is restricted by these guidelines.

B. The BOMA Oakland/East Bay name may be used (graphically) by members-in-good-standing of the association, only with the written permission of the association as granted by the Board of Directors or its representative, the Executive Director of the association.

II. Using the BOMA Oakland/East Bay logo

A. The logo of The Building Owners and Managers Association of Oakland/East Bay (BOMA Oakland/East Bay) is the proprietary property of the aforementioned association, a California Not-for-Profit Corporation, and the use of said logo is restricted by these guidelines.

B. The BOMA Oakland/East Bay logo may be used by members-in-good-standing of the association only with the written permission of the association as granted by Board of Directors or its representative, the Executive Director of the association.

III. 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 company, property, or individual who has been approved for membership in the association and who has no debts—dues or otherwise—in arrears over 60 days.

IV. Guidelines

A. The BOMA Oakland/East Bay name or logo may be used as follows:

1. On member stationery^[L]_[SEP]
2. On member business cards^[L]_[SEP]
3. On member websites^[L]_[SEP]

Using the BOMA Name/Logo Use Policy

4. As part of promotional flyers, brochures for member businesses, products or services that are within their BOMA Oakland/East Bay category of membership 

5. As part of advertising copy promoting member businesses, products or services that are within their BOMA Oakland/East Bay category of membership.

- B. The association name and logotype may be used without “bridge” icon by itself.
- C. Logo + Logotype (shown below) or Logotype by itself when used on smaller applications is acceptable.



- D. The name or logo is not an endorsement and may not be used to imply anything other than membership. It must always be accompanied by the following words, printed in block type, centered beneath it: PRINCIPAL MEMBER, ASSOCIATE MEMBER or PROFESSIONAL MEMBER

The approved typeface is “Futura” when adding Member identification associated with the BOMA Logo.

- E. The name of Committees, Special Interest Groups, or other additions to the logo when not using the tagline will use the approved typeface is “Futura”.



- F. Copies of all printed material incorporating the BOMA Oakland/East Bay name or logo must be filed with the association.

- G. The Logo may be used in Full-color, 2-Color (Black + PMS 7453 Blue), Grayscale, or Black and White.

Full-color (CMYK) or Web (RGB)



Grayscale



1-Color (Black & White)



V. Termination or Non-Renewal

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