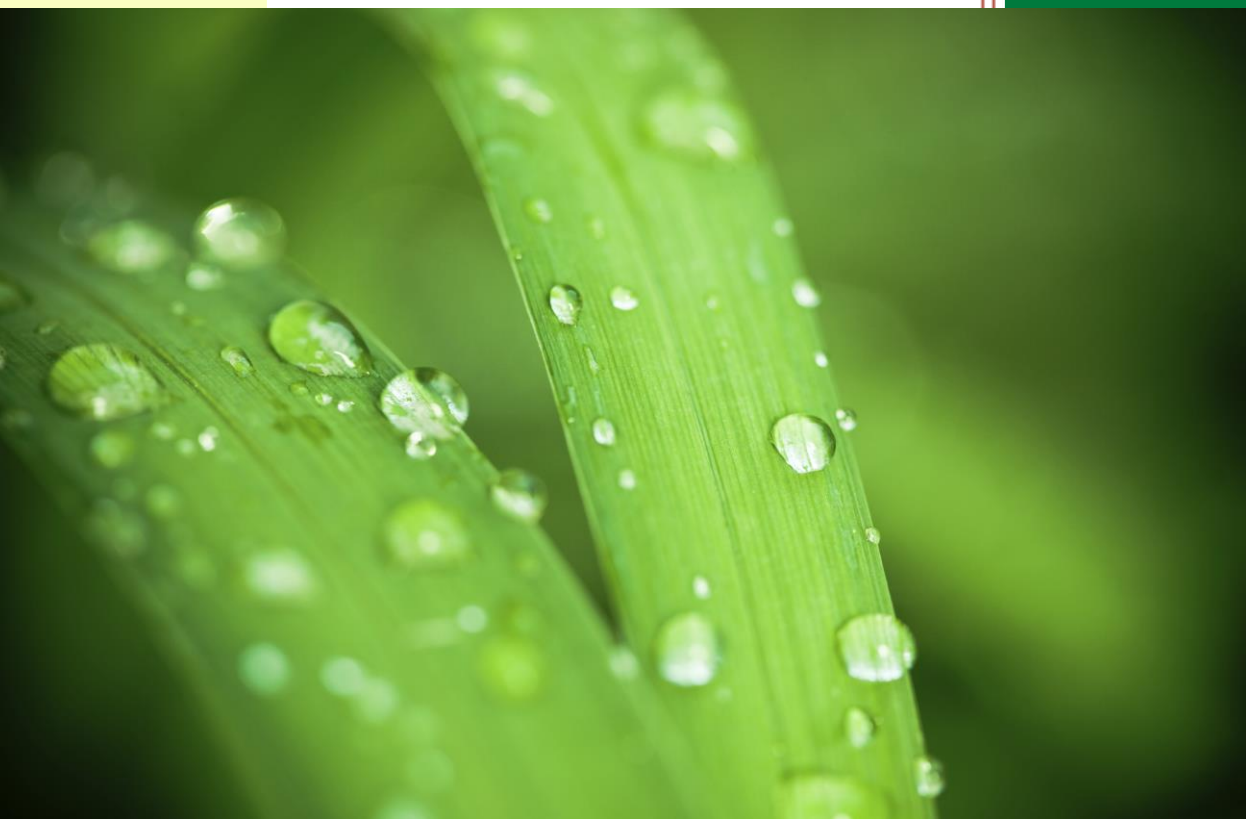




## GREEN ADVANTAGE® TRADEMARK

### USAGE GUIDE

*Proper Use and Display of Green Advantage Protected Images,  
Wordmarks, and Original Materials*



# 2018

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# TABLE OF CONTENTS

Section I. Intro & Requesting for Use of Logo, Trademark, Word Marks, Signifier.....	3
Section II. Corporate Logo .....	4
Section III. Trade Names, Word Marks, and Certification Signifiers .....	5
Section IV. Use of Certificate .....	7
Section V. <a href="http://www.greenadvantage.org">www.greenadvantage.org</a> Domain Name Use & Display.....	7
Section VI. Use of Green Advantage in Publications and Conference Materials .....	7
Section VII. Other Restrictions.....	8
Section VIII. Proper Trademark Notice and Attribution.....	8
Section IX. Notice of Copyright Protection .....	9

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## NOTICE:

Green Advantage does not permit the use of its logos, company name, product names, or images of Green Advantage products by other parties, other than as outlined within the conditions of this trademark policy document. A Green Advantage logo or mark may not be used in a manner that implies organizational certification or implies team or group certification unless all individuals within the team or group are listed and currently Green Advantage Certified. Use of a Green Advantage trade name or mark, logo, company name, product name, or image may not create a sense of endorsement or sponsorship by, or other false association with Green Advantage or Green Advantage products.

**For further information** with respect to Green Advantage trademarks and copyrights, contact Green Advantage at 540-822-9449 or [info@greenadvantage.org](mailto:info@greenadvantage.org).

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## SECTION I. INTRO & REQUESTING FOR USE OF LOGO, TRADEMARK, WORD MARKS, CERTIFICATION SIGNIFIERS, AND CERTIFICATE PRESENTATION

Green Advantage® original works, trademarks, service marks, trade names, and trade dress are valuable assets protected under Copyright and Intellectual Property Law. In following the guidelines set forth in this document, customers and other parties help Green Advantage protect its valuable trademark rights and strengthen our corporate and brand identity. By using a Green Advantage (GA) trademark, in whole or in part, an individual or organization acknowledges that Green Advantage is the sole owner of the trademark and promises to not interfere with Green Advantage, Inc. rights in the trademark, including challenging the use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world by Green Advantage, Inc.

This Guide is provided for Green Advantage customers, licensees, authorized resellers, developers, and other parties wishing to use Green Advantage original works, trademarks, service marks or images in promotional, advertising, instructional, or reference materials, or on their websites, products, labels, or packaging. Use of the Green Advantage name or a "tree and house" Green Advantage logo without the prior written consent of Green Advantage may constitute trademark infringement and unfair competition in violation of federal and state laws. Use of Green Advantage trademarks may be prohibited, unless expressly authorized.

Any individual or organization using a GA trademark pledges not to harm, misuse, or bring into disrepute any Green Advantage trademark. The goodwill derived from using any part of a Green Advantage trademark exclusively inures to the benefit of and belongs to Green Advantage. Except for the limited right to use as expressly permitted in this document, no other rights of any kind are granted hereunder, by implication or otherwise. Anyone with questions regarding these Terms of Usage should contact a Green Advantage representative directly or email to [info@greenadvantage.org](mailto:info@greenadvantage.org).

Requests for use of a Green Advantage logo, trademark, wordmark, or signifier may be submitted to [info@greenadvantage.org](mailto:info@greenadvantage.org). Requests must contain detailed information depicting intended use.

Unauthorized use or misuse of any Green Advantage logo, trademark, wordmark, signifier, or certificate may result in revocation of prior permission for use and/or invalidation of any Green Advantage credential.

**Green Advantage, Inc.**

**P.O. Box 3170**

**Frederick, MD 21705**

**540-822-9449**

**[www.greenadvantage.org](http://www.greenadvantage.org)**

## SECTION II. CORPORATE LOGO

Green Advantage, Inc., is the owner of the following images.



### Use of Green Advantage Corporate Logo

#### Promotional Materials

Organizations interested in displaying the Green Advantage corporate logo on websites or within written publications must first receive written approval from the Green Advantage Communications Department. A written request including a description of intended use must be submitted prior to receiving written approval with artwork. The Green Advantage logo may be used only in the form provided by Green Advantage and may be used only for the purposes as stated in the approved request.

At no time may a Green Advantage logo or mark be used in a manner that implies organizational certification or implies team or group certification unless all individuals within the team or group are listed and currently Green Advantage Certified.

No individual or organization may use Green Advantage or any other Green Advantage trademark, including Green Advantage-owned graphic symbols/logos or icons, in a manner that would imply Green Advantage affiliation with or endorsement, sponsorship, or support of a third-party product or service, except as authorized in writing by Green Advantage. The Green Advantage corporate logo and marks may **not** be the most prominent mark within the promotional material of another organization.

The GA corporate logo may be hyperlinked to the Green Advantage home page [www.greenadvantage.org](http://www.greenadvantage.org). Any other link must be approved in writing by Green Advantage, Inc.

Upon credential expiration, if an individual's GA Certificate is posted publicly, it needs to be removed and all website references specific to that individual's credential also need to be removed.

It is understood that unauthorized use of the Green Advantage corporate logo and marks may result in the loss of certification, as well as other legal consequences.

#### Resale and Collateral Merchandise

Use of the Green Advantage corporate logo on products/merchandise designed for resale or as collateral give-away requires a separate use request and written approval from Green Advantage, Inc. The use request includes a sample of intended use. Authorized resellers may use the Green Advantage corporate logo only as specified in their reseller agreement, and such use shall be in accordance with the terms that define the relationship authorized by their contract with Green Advantage, Inc.

#### Display of Green Advantage Corporate Logo

The Green Advantage corporate logo may not be re-colored, cropped or otherwise modified. It may be resized only as long as the original proportions are maintained and text is legible. The Green Advantage corporate logo may only be displayed in parallel alignment to body text. **[Artwork Color - Pantone # 356].**

No individual or organization may manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing Green Advantage or any other Green Advantage trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from Green Advantage.

### **SECTION III. TRADE NAMES, WORD MARKS, AND CERTIFICATION SIGNIFIERS**

**Green Advantage, Inc.** is the owner of the following trade names, signifiers, and wordmarks:

Green Advantage®

GA Exam®

**GACA™**

*and Green Advantage Certified Associate™ and GA Certified Associate™ and GACA™*

**GACP™**

*and Green Advantage Certified Practitioner™ and GA Certified Practitioner™ and GACP™*

**GAC | CI™**

*and Green Advantage Certified Curtainwall Installer™ and  
GA Certified Curtainwall Installer™ and GAC|CI™*

#### Use of Trade Names, Word Marks, and Certification Signifiers

Only individuals who are certified as a Green Advantage Certified Associate™ (GACA™), Green Advantage Certified Practitioner™ (GACP™), Green Advantage Certified Curtainwall Installer™ (GAC|CI™), and those authorized in writing by Green Advantage (GA) may use Green Advantage word marks in advertising, promotional, and sales materials. In addition, websites that serve only as non-commercial electronic informational forums concerning a Green Advantage product or technology may use the appropriate Green Advantage word mark. All permitted uses of Green Advantage trademarks, word marks, and signifiers are conditional upon compliance with the following:

- The use of or reference to a Green Advantage trade name or mark does not create a sense of endorsement, sponsorship, false association, or false joint ownership with Green Advantage or Green Advantage products or services.
- Green Advantage trade name or mark shall be spelled and capitalized exactly as they are shown in this document, and may not be used as part of a made-up term.
- Green Advantage trade names and marks are adjectives used to modify nouns; the noun is the generic name of a product or service. As adjectives, trademarks may not be used in the plural or possessive form. If the noun being modified refers to the exam, certification or certificate and directly follows the Green Advantage name, it should be capitalized.
- The Green Advantage trade name or mark is not part of the product name.
- The Green Advantage trade name or mark appears less prominent than the product name.
- The use does not show Green Advantage or its products in a false or derogatory light.
- The first and most prominent use of the **Green Advantage** trade name within a document (or each section of longer publications) or webpage must be followed by a registered trade mark sign ®.
- The use of the term “**Green Advantage® training**” and/or “**Green Advantage® workshop**” is permitted **ONLY** if references within materials and/or webpages are accompanied by **the following disclaimer in its entirety**:

*Trainings in preparation for a Green Advantage® Certification Exam are developed and delivered by organizations that are independent from Green Advantage, Inc. While Green Advantage (GA) recommends training in preparation for its certification exams, it does not authorize, endorse, or hold responsibility for training events or materials.*

- If “GA” is to be used as an abbreviation for Green Advantage, it must first be introduced in parentheses following a non-abbreviated use other than the first or most prominent.
- GA Exam® is an approved and trademark protected abbreviation for *Green Advantage Exam*. Each use of the name GA Exam® must be followed by the registered trade mark sign ®.

### **Misuse of any Trade Name, Word Mark, or Certification Signifier**

Misuse of any GA trade name, word mark, or Certification Signifier may result in invalidation of the credential and/or revocation of GA permission for use.

### **Display of Green Advantage Signifier**

Green Advantage® exam/certification specific signifiers are designed to be placed directly after an individual’s name to indicate certification. Signifier artwork may be resized but may not be cropped or re-colored (black and white versions are available upon request) and may only be displayed in parallel alignment to body text. [ Artwork Color- Pantone # 356 ].

**Correct display example:**

**Robert Smith, GACA**

**Incorrect display example:**

**Robert Smith, GACA**

An individual may elect to signify certification by using typed letters in the “home” font /style/color of their company brand in lieu of the provided signifier artwork (usage must follow the same rules as the provided signifier artwork).

GA certification specific signifiers may be hyperlinked to a Green Advantage Online Directory listing or to the Green Advantage Home Page [www.greenadvantage.org](http://www.greenadvantage.org) . Any other link must be approved in writing by Green Advantage.

If an individual utilizes the GA signifier, logo and/or the Green Advantage® name in his/her email signature, business card, or any other promotional material, it must be removed upon certification expiration. Expired certification listings posted in the GA On-Line Directory are removed automatically upon certification expiration. GA actively monitors use of its protected marks.

#### SECTION IV. USE OF CERTIFICATE

The term of validity of any Green Advantage Certificate is printed on the official certificate issued by Green Advantage. The certificate may be publically displayed by the certificate holder during its term of validity, and presented as proof of successful completion of a certificate program or certification upon request to a third party. Green Advantage authorizes use of a certificate only during its term of validity. Misuse of a certificate can result in invalidation of the certificate or certification.

#### SECTION V. WWW.GREENADVANTAGE.ORG DOMAIN NAME USE & DISPLAY

No individual or other organization may use an identical or virtually identical Green Advantage trademark as a second level domain name. The Green Advantage domain uniform resource locator (url) may only be hyperlinked to the Green Advantage home page [www.greenadvantage.org](http://www.greenadvantage.org) . Any other link must be approved in writing by Green Advantage, Inc.

##### Not Acceptable

examples:

"green-advantage.org" "GreenAdvantageExam.com" "Green-Advantage.com"

#### SECTION VI. USE OF GREEN ADVANTAGE IN PUBLICATIONS AND CONFERENCE MATERIALS

Green Advantage word marks may be used in connection with book titles, articles, magazines, periodicals, seminars, or conferences provided the use complies with all previously stated requirements, as well as the following:

- Use is referential and less prominent than the rest of the title.
- Use reflects favorably on Green Advantage and Green Advantage products or technology.
- Name and logo of the publication appear more prominent than the Green Advantage word mark on all printed materials related to the publication, seminar, or conference.
- A disclaimer of sponsorship, affiliation, or endorsement by Green Advantage, similar to the following, is included on or in the publication and on all related printed materials.

"(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by Green Advantage, Inc.



- The Green Advantage logo or any other Green Advantage-owned graphic symbol, icon, or image does not appear on or in the publication or on any materials related to the publication, seminar, or conference without express written permission from Green Advantage.
- A trademark attribution notice is included in the credit section giving notice of Green Advantage ownership of its trademark(s).

## SECTION VII. OTHER RESTRICTIONS

**Company, Product, or Service Name:** No individual or organization may use or register, in whole or in part, Green Advantage or any other Green Advantage trademark, including Green Advantage-owned graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name, or service name except as specifically noted in these Terms of Usage.

**Variations, Takeoffs or Abbreviations:** No individual or organization may use a variation of the image of the Green Advantage marks or other variations of the Green Advantage logo for any purpose. Third-parties may not use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of a Green Advantage trademark for any purpose other than as described within this document.

**Disparaging Manner:** No individual or organization may use a Green Advantage trademark or any other Green Advantage-owned graphic symbol, logo, or icon in a disparaging manner.

**Green Advantage Trade Dress:** No individual or organization may imitate the distinctive Green Advantage packaging, website design, logos, or typefaces.

**Taglines:** The Green Advantage tagline is, "***We certify the people who build buildings***". No individual or organization may use or imitate this tagline.

## SECTION VIII. PROPER TRADEMARK NOTICE AND ATTRIBUTION

### **Distribution of any Green Advantage owned product within the United States**

On product, product documentation, or other product communications that will be distributed only in the United States, the appropriate trademark symbol (TM, ®) must be used the first time the Green Advantage® trademark appears in the text of the advertisement, brochure, or other material.

Green Advantage ownership of its trademarks must be properly attributed within the credit notice section of a product, product documentation, or other product communication.

Following are the correct formats:

\_\_\_\_\_ is a registered trademark of Green Advantage, Inc.

\_\_\_\_\_ and \_\_\_\_\_ are trademarks of Green Advantage, Inc.

### **Distribution of any Green Advantage owned product outside the United States**

Trademark symbols on products, product documentation, or other product communications that will be distributed outside the United States must be properly attributed to Green Advantage, Inc.

The following are correct international credit notices:

\_\_\_\_\_ is a trademark of Green Advantage, Inc., registered in the U.S. and other countries.

\_\_\_\_\_ is a trademark of Green Advantage, Inc.



## SECTION IX. NOTICE OF COPYRIGHT PROTECTION

**Necessity of Notice:** All Green Advantage® original works are protected under copyright law with all rights reserved as soon as they are fixed in a tangible form. Copyright notices are not required under United States law for works created after 1978 to claim copyright or the protections of copyright law.

As the owner of copyright protected material, Green Advantage (GA) has the exclusive right to do and to authorize others to do the following:

- Reproduce the work in copies.
- Make derivative works based upon the original.
- Distribute copies to the public by sales, rentals, leasing, lending, or licensing.
- Display the original publicly.

Original Green Advantage works will generally contain one of the following SAMPLE copyright notices, listed in order from the most restrictive to the least restrictive:

1. © 2015 Green Advantage, Inc. All rights reserved.
2. © 2015 Green Advantage, Inc. All rights reserved. This material may not be reproduced, displayed, modified or distributed without the express prior written permission of the copyright holder. For permission, contact [info@greenadvantage.org](mailto:info@greenadvantage.org).
3. © 2015 Green Advantage, Inc. This work may be reproduced and redistributed, in whole or in part, without alteration and without prior written permission, solely by educational institutions for nonprofit administrative or educational purposes provided all copies contain the following statement: "© 2000 Green Advantage, Inc. This work is reproduced and distributed with the permission of Green Advantage, Inc. No other use is permitted without the express prior written permission of Green Advantage, Inc. For permission, contact [info@greenadvantage.org](mailto:info@greenadvantage.org)."
4. © 2001 Green Advantage, Inc. This work may be reproduced and redistributed, in whole or in part, without alteration and without prior written permission, provided all copies contain the following statement: "© 2000 Green Advantage, Inc. This work is reproduced and distributed with the permission of Green Advantage, Inc."

It is illegal for anyone to violate any of the above rights provided by United States copyright law to the owner of copyright.