



Updated: April 2024

Designation Guidelines

Proper Acronym and Logo Usage

BŌMĪ
Building Owners and Managers Institute



These Designation Guidelines provide the information you need to properly communicate your accomplishment as a designation holder, as well as help BOMI maintain a clear, consistent identity.

Legal action will be taken if it is found that a BOMI designation logo is being used in a misrepresentative manner, or by someone who has not earned that designation.

If you have any questions regarding this document, please e-mail service@bomi.org, or call 1.800.235.BOMI (2664).

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USE OF ACRONYMS. As a graduate, you have permission to place the acronym of the designation you have earned after your name. If you have earned more than one designation, you may use all that apply.

TRADEMARK SYMBOL. BOMI designations are trade marked symbols and therefore must be protected. The appropriate Trademark symbol should be present after each designation acronym. The symbol must be superscript.

PC Keyboard Symbols

[Alt] + [0174] = ® (Registered Trademark)

[Alt] + [0153] = ™ (Trademark)

MAC Keyboard Symbols

[Option] + [r] = ® (Registered Trademark)

[Option] + [2] = ™ (Trademark)

EXAMPLE.

If Joan Smith received the RPA®, FMA®, SMA®, and BOMI-HP® then her name would appear:

Joan Smith, RPA®, FMA®, SMA®, BOMI-HP®

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It is essential that the clear space around the logo remain free of all graphics, photography, and typography for maximum recognition.



The minimum reproduction size of the designation logos is .75" or 19.1 mm wide for print applications. For electronic media, the size is 70 pixels wide.

USE OF LOGOS. As a graduate, you also have permission to use the logo of the designation you have earned. If you decide to use a designation logo, please do not change the logo colors, distort the logo in any way, or recreate the logo in another typeface.

CLEAR SPACE. A minimum clear space requirement has been established to ensure the prominence and clarity of the BOMI designation logos. We define clear space by the distance "x," a unit of measurement equal to the height of the BOMI name in the designation logo.

MINIMUM SIZE. Minimum size refers to the smallest size at which the BOMI International designation logo may be reproduced.

Download designation logos [here](#).

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