

## SOCIETY POLICY

### SOCIETY NAME, LOGO, SEAL, EMBLEM, INITIALS, TITLES, IDENTIFICATION AND CERTIFICATES

#### I. PREFACE

- A. The preamble of the ASME Constitution and By-Laws defines and illustrates the seal and emblem of the Society.

#### II. PURPOSE

- A. To illustrate and designate the use of the name, acronym/logo, initials, seal, and emblem of the Society.
- B. To establish the rules and criteria governing the name, acronym/logo, initials, seal, emblem, titles, identification, commemorations and certificates of the Society.
- C. To assign the responsibility for notification of misuse of the name, logo, seal, and emblem of the Society and designate the procedure for taking action.

#### III. POLICY

- A. Designation and illustration of the society name, acronym/logo, initials, seal and emblem.
1. In official usage, the Society name shall be designated as either THE AMERICAN SOCIETY OF MECHANICAL ENGINEERS, or the acronym ASME.
  2. The official Society seal is as shown in the accompanying illustration. This seal constitutes part of the incorporation of the Society under the laws of the State of New York and is utilized as a seal to be fixed to official documents. The design indicates the lever of Archimedes, capable of lifting the world if supported at an appropriate fulcrum point.
  3. The official Society logo is shown in the accompanying illustration. The logo symbolizes both the Society's history and its future and incorporates the ASME acronym and a globe. The logo colors are blue and black. It is used to indicate Society relationships or activities. Application has been made with the U.S. Patent and Trademark office to make this a registered



trademark. The detailed instructions for use of the logo and name are shown in Graphics Guidelines Manual.

4. The official Society emblem is as shown in the accompanying illustration. The emblem incorporates the Society initials within a four-leaf clover design. It is a proprietary symbol to imply conformity with Society standards and practices.



The Society has registered its cloverleaf as a trademark. The registration mark must always appear with the cloverleaf on all printed material created, developed and owned by the Society. The designation is to be placed at the lower right of the cloverleaf between the M and S, as shown. The detailed instructions for use of the emblem and name are shown in the Graphics Guidelines manual.

5. The official Society initials and their format usage shall be: ASME. The initials ASME have been registered as a trademark. When the Initials are used as a primary display on a product created, developed or produced and distributed by the Society, the trademark registration must appear at the lower right of the E, as shown:

**ASME®**

#### B. Use of the ASME name, acronym, logo, seal, emblem and initials

1. The ASME name and its distinctive emblem have become internationally recognized through their use on Society publications, on its letterheads, codes and standards, membership certificates, certificates of award, honors, awards and its membership pins and badges. Without official authorization from the Board of Governors, no unit or Member of the Society may institute or use a logo different in format or display from the official logo. The Board of Governors has designated that the ASME logo will be used on all ASME materials. The only exceptions are ASME Codes and Standards and membership pins and badges, which still use the cloverleaf (emblem).
2. The formal use of the Society name and logo is to be reasonably uniform and is restricted for identification of Society or Member 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 Society name and logo and emblem in a manner consistent with the significance of the Society and its role in the sponsorship of that activity. The Society name and logo shall constitute a primary display component of any printed or other visual materials, with any additional identification of a Society unit or group in a subsidiary display mode.
3. The Executive Director under the direction of the Board of Governors has responsibility for instituting standards and measures related to the manner and form of display of the Society name, logo, seal and emblem and for control and monitoring of such usage.

4. Members of ASME committees, boards, or other units must use care and good judgment in the use of ASME letterheads and envelopes. A letter written on ASME stationery must clearly distinguish personal comments and opinions of the writer from official positions of ASME based on the ASME Articles of the Constitution, By-Laws, Society Policies, rules, procedures, or voted actions of units of ASME.

This exercise of care is necessary so that it is clear to the reader that the writer is not representing ASME in all comments on an ASME letterhead or material enclosed within an ASME envelope.

C. Criteria for individual-use items utilizing the ASME name and emblem

Members may display the Society name, logo, seal, and emblem on certificates, plaques, pins, badges, and in applicable titles in their individual capacities according to the following criteria:

1. Each Member of the Society shall be entitled to obtain and display a certificate of membership, signed by the President and the Executive Director of the Society. A membership plaque or ornament purchased through the Society also may be displayed. Certificates of Membership shall display the ASME logo.
2. All Members of the Society in good standing shall have the right to use their applicable title -- either spelled out or abbreviated as follows:

Honorary Member	Hon. Mem. ASME
Fellow	Fellow ASME
Member	Mem. ASME
Affiliate	Affiliate ASME
Student Member	Student Mem. ASME

Those who additionally have Life membership status may so indicate by the term "Life" preceding the appropriate membership designation.

3. Each Member shall be entitled to wear the Society logo membership pin which distinguishes the various grades of membership or office according to the approved color scheme, or similarly approved jewelry.

The approved pin color scheme is as follows:

(*)President	Gold background with diamond inset in center
(*)Governor	Gold or blue background with emerald inset in center
(*)Senior Vice President	Gold or blue background with ruby inset in center

(*)Honorary Member	Gold background with pearl inset in center
Fellow	Gold background
Member	Blue background
Affiliate	Gray background
Student Member	Blue center with white border

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(\*) Presented at Society expense

4. Each Society Member, Auxiliary Member, and staff member holding an official position in the Society shall be entitled to wear a name badge which incorporates the Society emblem or logo and, as desired and appropriate, may additionally indicate Professional Registration and the Society unit with which the individual is associated. Badges may only be worn in connection with business of the Society.

Such badges may be purchased through the Society or agencies approved by the Society. Badge design and format shall be uniform and approved by the Executive Director.

Badge color codings and designs require prior approval by the Executive Director. Presently approved are:

Society Officers and Past Presidents	White badges with blue lettering
Other Past Officers of the Society	Light blue badges with white lettering
Fellows	Gold-colored badges with blue lettering
Honorary Members	Platinum colored badges with black lettering
Committee Personnel	Blue badges with white lettering
ECLIPSE Interns	Green badges with white lettering
Members of Staff	Red badges with white lettering

- D. Rules governing display and use of ornamentations using the society name, acronym, logo, emblem or initials

1. Other than its use on name badges, it is the policy of the Society that the use of the Society logo be reserved for the identification of the Society or one of its units or of its activities. Society members, staff members or others associated with the Society are not authorized to use the logo or

emblem on their personal stationery or letterheads, business cards or other identification.

2. Units of the Society must use the Society name and logo on their publications and letterheads. All such letterheads and publications should additionally indicate the name of the section, technical division, committee or other unit of the Society.
3. A special series of ASME logos has been developed for use with the symbol stamps in the field of Codes and Standards. Their use is controlled by the Council on Standards and Certification under authorization of the Board of Governors.
4. Members holding elected office in the Society or holding non-elective office or membership in the various sections, technical divisions, boards, Codes and Standards and technical or research committee or other Society units may use the appropriate title of office or membership only in connection with Society activities.

Such designation of office or membership may not be used for personal endorsement or identification of personal engagement in non-ASME-related activities.

5. No other official use of the Society name, acronym, logo, seal, emblem or initials is permitted without specific prior approval of the Board of Governors.

E. Misuse of ASME name, acronym, logo, seal, emblem or initials

1. Should any misuse or abuse of the Society name, acronym, logo, seal, emblem or initials be noted by a Member of the Society, Society Headquarters should be notified with substantiating evidence. Individual action should not be undertaken by any Member of the Society.
2. Action against misuse or abuse of the Society name, acronym, logo, seal, emblem or initials shall be taken by the Executive Director following instructions from the Board of Governors.

Responsibility: Committee on Organization and Rules

Adopted: October 15, 1956

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