



ASSOCIATION OF BUILDING ENGINEERS

Guidance Notes

For the use of the Association's Logo and Designations

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1. Introductory Notes

This document has been produced as a Guidance Note with the intention of offering assistance to ABE members. It is not intended to be a complete or exact document and as such neither the Association of Building Engineers (ABE) collectively, nor its members individually are to be held responsible for any errors or omissions.

2. ABE Codes of Professional Conduct

“Every member shall be bound by the Rules of Professional Conduct prescribed by the Council from time to time” (Article 27).

The ABE Codes of Professional Conduct can be found at

http://www.abe.org.uk/membership/ABE_Code_of_Conduct_0905.pdf

3. Publicity and Advertising

Members' attention is drawn to Annex D of the Association's Code of Conduct, as detailed below:

- D.1 A member may publicise his/her services or permit another person to do so, but in doing so the member must have due regard to the standards set by the Advertising Standards Authority and any standards set by any other regulatory or governmental authority in relation to advertising and ensure that any publicity for which he/she is in any way responsible is neither inaccurate nor misleading.
- D.2 In all advertising, publicity material or public statements for which a member is in any way responsible, he/she shall avoid all claims of superiority over, or critical comparisons of, the services provided by other engineers and shall avoid any direct comparison of fees and charges levied by other engineers.
- D.3 A member may only refer to the name of a client in any advertising, publicity material or public statement if the prior written consent of that client is first obtained.

D.4 Advertisements or other publicity material issued by a member or by a firm in which the member is or is held out to be a partner or director or a company through which the member practises or conducts his/her business may state (subject to compliance with any other relevant regulations or legal requirements) either expressly or implied that the member, firm or the company (as the case may be) offers.

4. Display Material

Corporate members are entitled to include in the design of their professional note paper and other display material (as per the conditions given in Appendix 'A' hereto):-

- The ABE approved logo as given in Appendix 'B' hereto

The artwork (reduced to 20mm square approx) may be obtained free of charge from ABE Headquarters on application

- The description 'Corporate Building Engineer' (Bye-Law 16.a)
- The designatory letters appropriate to their class of membership (Bye-Law 16.b)

Designatory letters should be shown as a suffix to the member's name sized no greater than that of the member's name.

Typical examples of the recommended use of the ABE logo, designatory letters and corporate description are given in Appendix 'C' hereto.

Every website which publishes the logo must contain a link to a page on the ABE website which will state that the ABE accepts no responsibility for the content on external websites.

Applications must be made in writing and detail the intended use of the logo. The member applying must state their position within the company. All use of the logo will be monitored and a copy of the request will be held on the members file. Any change in circumstances must be conveyed to the ABE.

ABE Headquarters will be pleased to offer advice and assistance on the acceptability of wording and layout on receipt of draft designs.

An Associate member shall be entitled to display his/her certificate of membership and use the designatory letter ABEng, but no other description of his/her membership of the Association in any form of display (Bye-Law16.c).

5. Site Signboards

The Council has authorised the use by Corporate members of the Association's Logo on Site Sign Boards, subject to the conditions which follow:

Since the main purpose of Signboards is to inform the general public of the responsibility of the Corporate member for a project and to give the name(s) of the Corporate member(s) concerned prominence equal to other professional consultants, contractors, etc, it is hoped that Corporate members will display them when appropriate.

Dimensions: Signboards must be either 1200mm x 300mm or 2400mm x 600mm.

Logo: For the logo to be used on Signboards, see Appendix 'D' hereto.

Colours: The background colour must be white with the ABE logo in full colour. The three sections must be separated by narrow, black, vertical lines.

Format: The logo must appear on the left-hand side and the corporate designation on the right-hand side of the Signboard.

The ABE website – www.abe.org.uk – must feature beneath the logo.

The centre section must contain the name(s) of the member(s) and when applicable, in smaller type, the firm. The Association's designatory letters to which the member is entitled should be included but not those of other bodies. The bottom section of the centre panel must contain the minimum address and telephone number (the word 'telephone' should not appear), the area code must also be displayed.

Additional place names such as 'also at Bath, Oxford and York' should not be included.

Arial font must be used in upper and lowercases (upper case alone may not be used).

Punctuation should be kept to a minimum. Designations should appear without punctuation and in the same size and type as the name(s). Word spacing should be kept to a minimum, and there should be no letter spacing. Lines should be ranged right and not forced out to the full width of the Signboard.

Examples of approved formats are given in Appendix 'E' hereto.

Designation: The use of the description 'Corporate Building Engineer' is governed by ABE bye-law.

It follows that Signboards may be used:

- where in association with the above Corporate designation appearing in the right-hand panel the name of an individual corporate member appears in the centre panel, with or without the name of his firm or employer,
or
- where the plural of the above Corporate designation appears in the right-hand panel with the names of two or more Corporate members in the centre panel but with no additions to the names (e.g. 'and Company', 'and Partner'), with or without the name of the firm,
or
- where the above Corporate designations appear in the right-hand panel with the name of the firm only in the centre panel. In this case, at least two of the principals of the firm must be Corporate members of the ABE.

Restriction Approval: Only Corporate members may display ABE Signboards.

Members are advised to provide Headquarters with a draft design for approval prior to placing an order for manufacture.

Suppliers: Arrangements for the supply of Signboards may be made with any suitable manufacturer.

Preferred Supplier: Artisan Signs
4 Riley Road
Telford Way Industrial Estate
Kettering
NN16 8NN
t: 01536 522777
f: 01536 522666
www.artisansigns.co.uk

Appendix A

Conditions of Use

Corporate Members

- may use the logo on their personal professional note paper and other display material

Sole Practitioners

- where a corporate member undertakes business as a Limited Liability Company, the company may use the appropriate logo on company letterhead but cannot use it as part of the title or image of the business itself.

Directors of a Company






- where a corporate member acts in partnership with persons who are not corporate members, they may use the appropriate logo but cannot use it as part of the title or image of the business itself.

Training Affiliates

- use of the logo by affiliates for documentation and promotional material must be approved on a publication by publication basis as there is an implied approval of content.

Appendix B

Logos Available

Logo	Name/description	Available Formats
	Colour logo with text	JPEG EPS PSD
	Colour logo without text	JPEG EPS PSD
	Black and white logo without text	JPEG EPS PSD
	ABE Shield with text	JPEG EPS PSD
	Greyscale ABE Shield with text	JPEG EPS PSD

Other formats are available.

Should you require a logo in a format other than those listed above, please contact ABE HQ.

Appendix C

Examples of Recommended Use



A.N. OTHER FBEng
Corporate Building Engineer
Lutyens House, Billing Brook Road, Weston Favell, Northampton, NN3 8NW +44 (0)1604 404121



A.N. OTHER FBEng
Corporate Building Engineer
Lutyens House, Billing Brook Road, Weston Favell,
Northampton, NN3 8NW
+44 (0)1604 404121

A.N. OTHER PARTNERSHIP

Corporate Building Engineers

Lutyens House, Billing Brook Road, Weston Favell,
Northampton, NN3 8NW
+44 (0)1604 404121

A.N. OTHER FBEng

N.O. BODY MBEng

Appendix D

Logo to be used on Signboards



Appendix E

Signboards

