usage guidelines for program participants

FALL 2012

level®

Graphic representations of the level logo and certification mark

1. The level mark is to act as a "stamp." Program participants should only use artwork supplied by BIFMA.

2. The level mark is a one-color graphic with a transparent background.

3. The level mark may be used in one of three approved colors: green, white, or black.

4. Color choice for the level mark is determined by the contrast afforded on the supplied background for legibility.

5. As shown at right, the level mark consists of the word "level" resting on the solid lower portion of a circle. Lettering, circle and fill are all in the same color. The background of the material upon which the mark is printed shows through the upper portion of the circle behind the lettering, and surrounds it on all sides.

6. In product labeling, a special level mark may be used to show the threshold of certification that the product achieved. The mark is identical to the normal level mark, except that it displays the pertinent score (1,2, or 3) in knockout type in the solid lower portion of the circle. This artwork is also to be supplied by BIFMA only. If preferred, the level mark without the score can be used in product labeling, but in that case, the product's score should be indicated in descriptive text elsewhere on the label or on the product's website.

7. The certifying body name may be used in descriptive text, but should not be integrated with the level logo or mark. NOTE: If artwork incorporating the certifying body name into the mark has already been printed, it may still be used until quantities run out or until further notice. It does not have to be discarded but it should not be reordered.

8. The level mark requires 50% clear space from surrounding graphic elements.

9. The height / width ratio for the level mark is 1:1, to maintain the symmetry of the circle shape.
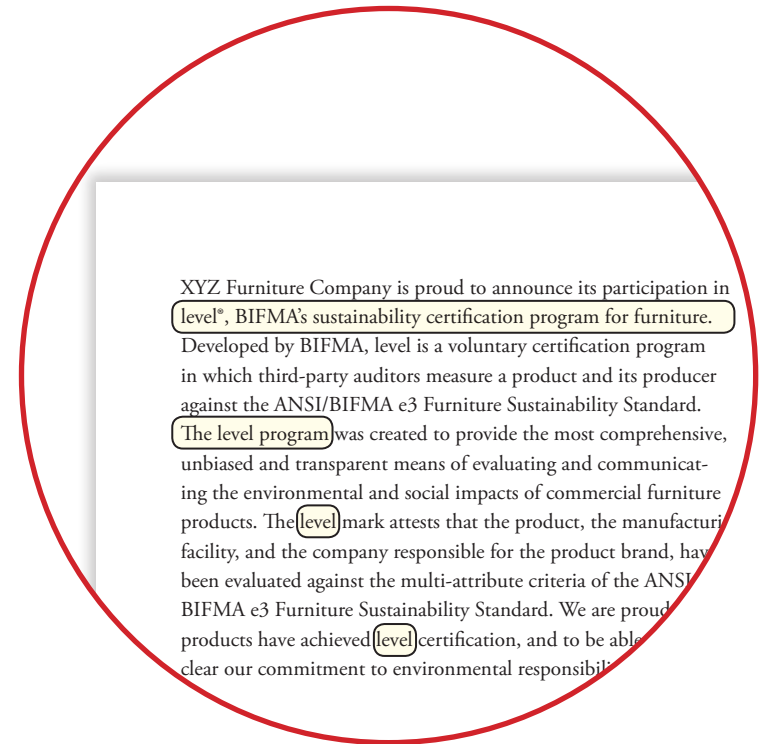
level® usage in text

1. When used in text (letter, copy, etc.), the level name should always be in lowercase type.

2. When used for the first time in the text, the level name should be followed by the circle-R registered trademark symbol in superscript, and by the tagline "BIFMA's sustainability certification program for furniture," as shown here:

   level®, BIFMA's sustainability certification program for furniture

3. The tagline is mandatory in the first mention of level in the text, but should not be repeated in subsequent mentions.

4. If possible, avoid using the level name as the first word in a sentence. If you must use level as the first word of a sentence, don't let auto correct capitalize it, and do follow it with the circle-R registered trademark symbol in superscript, as shown: *level®.*

5. The circle-R registered trademark symbol in superscript is mandatory with the first use of the level name in the text, or when level must appear as the first word in a sentence, but it should not be used with other occurrences of the level name in the text.

6. The registered trademark symbol can be created as follows:
   • Microsoft Word for Mac: Option + r
   • Microsoft Word for PC: Ctrl + Alt + r
   • HTML: ® (ampersand + pound sign + 0174 + semicolon)

7. The paragraph below gives examples of correct usage of the level name in text:

   level®, BIFMA's sustainability certification program for furniture, is a comprehensive and transparent third-party certification program. The level mark attests that the product, the manufacturing facility, and the company responsible for the product brand, have been evaluated against the multi-attribute criteria of the ANSI/BIFMA e3 Furniture Sustainability Standard. Products certified under the level program can be chosen with confidence.

XYZ Furniture Company is proud to announce its participation in level®, BIFMA's sustainability certification program for furniture. Developed by BIFMA, level is a voluntary certification program in which third-party auditors measure a product and its producer against the ANSI/BIFMA e3 Furniture Sustainability Standard. The level program was created to provide the most comprehensive, unbiased and transparent means of evaluating and communicating the environmental and social impacts of commercial furniture products. The level mark attests that the product, the manufacturing facility, and the company responsible for the product brand, have been evaluated against the multi-attribute criteria of the ANSI/BIFMA e3 Furniture Sustainability Standard. We are proud products have achieved level certification, and to be able clear our commitment to environmental responsibili

Boilerplate

About level:

Developed by BIFMA, level is a voluntary certification program in which third-party auditors measure a product and its producer against the ANSI/ BIFMA e3 Furniture Sustainability Standard. The level program was created to provide the most comprehensive, unbiased and transparent means of evaluating and communicating the environmental and social impacts of commercial furniture products. The level mark demonstrates that the product, the manufacturing facility, and the company responsible for the product brand, have all met the requirements for certification.

Visit www.levelcertified.org for more information.

Sustainability score

level® has three conformance thresholds within the standard. Products can be awarded a level 1, level 2, or level 3 conformance mark based on the combined score achieved in their sustainability evaluation.

These thresholds are analogous to the silver, gold, and platinum rankings within the LEED Rating System, but they provide the flexibility to add new thresholds to the program in the future as the study of sustainability and the standard evolves to become even more environmentally and socially responsible. Scoring is based on the degree to which the product, the manufacturer, and its producing facilities meet sustainability requirements in the four areas of Materials, Energy & Atmosphere, Human & Ecosystem Health, and Social Responsibility.

In product packaging, program participants may choose to display the level mark that incorporates the product score (as shown in the examples at right), or they may use the standard level mark without the score and instead indicate the score elsewhere on the product label or in the product's web listing.

BIFMA boilerplate

About BIFMA:

BIFMA is the not-for-profit trade association for business and institutional furniture manufacturers. Since 1973, BIFMA has been the voice of the commercial furniture industry.

Our industry's service to our customers – providing healthy, comfortable, and productive workspaces – rests on an infrastructure of engineering and materials standards. These standards, founded on centuries of craft and enhanced by ever-advancing science, embody the best of our knowledge on safety, ergonomics, and sustainability.

At BIFMA, we sponsor the development and refining of standards, explain their importance and application, and translate their necessary complexity into more easily understood and implemented formats. We also monitor the state of the industry, serve as a forum for member cooperation and collaboration, interact with international counterparts, and advocate for regulatory conditions that foster value and innovation.
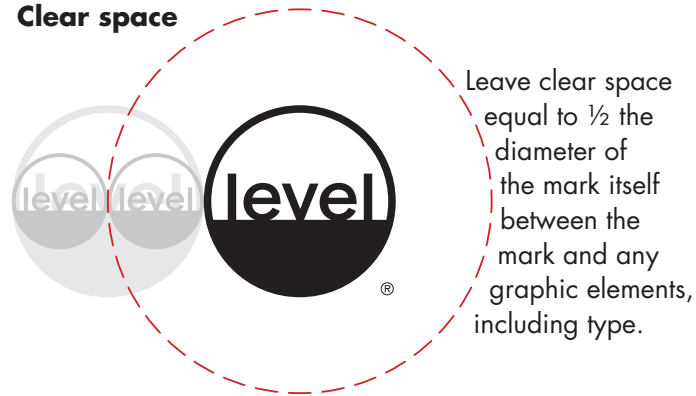
BIFMA

BUSINESS + INSTITUTIONAL FURNITURE MANUFACTURERS ASSOCIATION

Correct usage of the level logo

Reproducing logo

Use only artwork supplied by BIFMA.

Clear space

Leave clear space equal to ½ the diameter of the mark itself between the mark and any graphic elements, including type.

Colors

GREEN
Spot color: Pantone 390
Process color: C22 M0 Y100 K8
Display color: R193 G205 B35 (C1CD23)
Web color: R204 G204 B51 (CCCC33)

BLACK
Process color: C0 M0 Y0 K100
(or as per printer's instructions for black)
Display color: R0 B0 G0 (000000)
Web color: R0 B0 G0 (000000)

Proportion

The height-to-width ratio of the mark is always 1:1.

Color selection

Use black on blackgrounds 20%–30% black (or equivalently dark color or even texture).

Knock out in white on blackgrounds darker than 30% black (or equivalently dark color or even texture).

Use black or green on backgrounds up to 20% black (or equivalently dark color or even texture). Never use in black or green over a photograph.

Size

The mark should be printed at a minimum size of 0.5".

Always knock out in white on photographs. Place the mark on an area of the photograph that ensures proper contrast.

Incorrect usage of the level logo

do not use an effect on the mark

do not use mark on a background color with the interior of the mark another color (including white)

do not distort the mark

do not make the mark an unapproved color

do not make graphics that are "variants" of the mark

do not use the mark as an element of a graphic illustration

do not use the mark as an element of a photographic illustration

do not use the mark as part of an information graphic