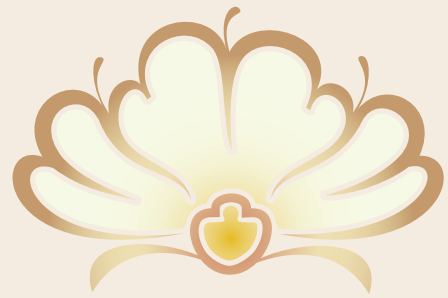


# International Service Mark Style Guide



Body-Mind CENTERING®

There are three Body-Mind Centering service marks:



**Body-Mind Centering®**


**BMC®**

There are three service marks of Bonnie Bainbridge Cohen which are licensed for use to individuals and organizations who meet certain requirements. This document is for BMCA professional members. It contains instructions for use of the various service marks when designing promotional and informational materials. These guidelines must be followed when using the marks. Please refer to the document *Guidelines for Use for the Body-Mind Centering Service Marks* for detailed information.

Proper use of the Service Marks “*Body-Mind Centering®*”, “*Body-Mind Centering<sup>SM</sup>*”, “*BMC®*”, “*BMC<sup>SM</sup>*”,  Body-Mind CENTERING®, and  Body-Mind CENTERING<sup>SM</sup>

**Body-Mind Centering** is a service mark made up of words.

**BMC** is a service mark made up of letters.

 Body-Mind CENTERING, which includes the flower image and words with these exact fonts and colors is service mark made up of a single graphic image.






## 1.0 Key things to consider

There is Registered Service Mark ® and Service Mark ™.

The Service Mark ™ is used to identify a service rather than a product. A registered service mark (®) means it is registered with the government of that country. A service mark informs consumers about the origin of the services; and the registration provides the owner with additional protections against infringement.

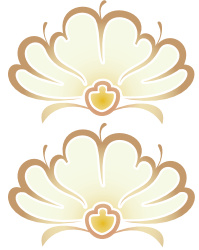
### 1.1 Marks

Service marks are used in one of two ways depending on the country in which they are used. See table below for ® and ™ in various areas of the world.

Location	Service Mark: Name	Service Mark: Initials	Logo
European Union	Body-Mind Centering®	BMC®	 Body-Mind CENTERING®
U.S.A.	Body-Mind Centering®	BMC™	 Body-Mind CENTERING®
Certain Countries: Australia, Canada, Japan, and Norway	Body-Mind Centering®	BMC™	 Body-Mind CENTERING™
Switzerland	Body-Mind Centering (BMC)®	BMC™	 Body-Mind CENTERING™
Elsewhere	Please check with BMCA		 Body-Mind CENTERING™

## 1.1 Marks (cont.)

Correct use of <sup>SM</sup> and the ® marks



Body-Mind CENTERING<sup>SM</sup>

<sup>SM</sup> Service Mark



Body-Mind CENTERING®

® Registered Service Mark

Body-Mind Centering®

® Registered Service Mark

Body-Mind Centering<sup>SM</sup>

<sup>SM</sup> Service Mark

BMC®

® Registered Service Mark

BMC<sup>SM</sup>

<sup>SM</sup> Service Mark

Keyboard shortcuts of legal mark symbols

	Windows	Mac OS X	HTML Num Code	HTML Name Code
®	Alt+0174	option+r	&#174;	&reg
<b>SM</b>	none	none	&#8480;	none







## 1.2 Repeated Use of Marks.

The first time either “Body-Mind Centering” or “BMC” is used in a document, the legal symbol (® or <sup>SM</sup>) should appear as indicated. If the Mark is used again in the same document, the legal symbol need not be repeated. However, the ® or <sup>SM</sup> must always be used with the logo, no matter how many times it is used.

### 1.3 The Logo

The logo is a single unit made up of three parts which may not be separated: the flower, the words, and the symbols ® or ™. The logo may not be changed or rearranged in any way with the exception of monocolored logos. Mono-colored logos may only be used on dark-colored backgrounds, black and white documents, or background colors that already exist within the logo itself.

#### Correct uses of the Logo

 Body-Mind CENTERING®	®Registered Service Mark White background, in color
 Body-Mind CENTERING®	®Registered Service Mark Dark backgrounds
 Body-Mind CENTERING®	®Registered Service Mark Light backgrounds
 Body-Mind CENTERING™	™ Service Mark White background, in color
 Body-Mind CENTERING™	™ Service Mark Dark backgrounds
 Body-Mind CENTERING™	™ Service Mark Light backgrounds

## Incorrect uses of the Logo



SM or ® is required.



Logo cannot be rearranged.



Alternative font may not be used.



Alternative colors may not be used.

## 1.4 Identifying ownership of the marks and logo

Identify the ownership of the marks and that you are a licensed user of the marks with the following statement in a footnote:

*Please note: You only need to identify the marks you are using.*

“Body-Mind Centering®, BMC®, and  Body-Mind CENTERING® are registered service marks of Bonnie Bainbridge Cohen, used with permission.”

OR

“Body-Mind Centering® and  Body-Mind CENTERING® are registered service marks and BMC<sup>SM</sup> is a service mark of Bonnie Bainbridge Cohen, used with permission.”

Be sure to use the appropriate mark symbols (® or <sup>SM</sup>) for your location and identify each mark as a registered service mark or service mark

## 1.5 Sizing and language proximity

To maintain the logo as a visually distinct element, clear space around it must be maintained.



No wording or images can appear over or under the wording on the logo to the height of the flower image plus 25% of the flower image.



Approved

**SAMPLE LANGUAGE**



Not Approved



Not Approved

## 2.0 Direct Promotional material

The BMCA approves usage of the marks for direct promotional use. There are some clear guidelines for this usage.

Direct promotional use includes business cards, brochures, flyers, posters, business stationery, gift certificates, signs, webpages and other informational, promotional or advertising materials relating to the services you provide. Usage of the service mark on such materials requires review and approval of such usage on such materials by BMCA.

We have some basic guidelines for direct promotional material besides the logo usage. We recommend the logo be a minimum size for each given document size. The minimum size for the logo is 2 in/50 mm wide on letter-sized and A4 paper and 1.5 in/38 mm on a business card.

## 2.1 Indirect Promotional Use

Indirect promotional use, such as clothing, mugs or bumperstickers, is not allowed. Certain exceptions apply which require written permission from BMCA and/or the mark holder.



Indirect promotional tools are not allowed



### 3. References

All references can be found on the BMCA website with the use of your username and password.

[bmcassociation.org](http://bmcassociation.org)

Questions: Contact Ellen Ferris at [operations@bmcassociation.org](mailto:operations@bmcassociation.org).



This Style Guide was created by the Body-Mind Centering Association to assist professional members in correct usage of the Service Marks. ©BMCA 2016