

AASHTOWare Branding and Trademark Guidelines

AASHTO is firmly committed to maintaining the strength of our brand and protecting our reputation for quality and integrity. In that spirit, we ask each of you to follow these guidelines faithfully—members, contractors, staff and users, all must help ensure our branded assets are used according to these guidelines.

Following these guidelines will ensure our new brand identity does not deteriorate over time through improper usage.

INTERNAL COMMUNICATIONS

Internal communications are defined as communications between task force members, contractors and staff *internal* to the AASHTOWare Program. The types of communications might include such things as discussions at task force meetings, mails, SharePoint workspace folders and filenames, internal presentations at task force or user meetings, voicemails, user-group websites, etc.

Abbreviated Names

There is a natural human tendency to shorten names in constant use. We understand the temptation to refer to AASHTOWare Bridge Management, for example, as Br|M in internal communications. That is acceptable only when such reference is made to the product internal to the AASHTOWare community.

The Abbreviated Names of the Software Products

These are the abbreviated names of our software that are permissible for internal communications if a shortened version is deemed necessary for ease of use.

AASHTOWare Project™ - “Project”

AASHTOWare Project Preconstruction™ - “Preconstruction”

AASHTOWare Project Civil Rights & Labor™ - “CRL” or “Civil Rights & Labor”

AASHTOWare Project Cost Estimation™ - “Cost Estimation”

AASHTOWare Project SiteManager™ - “SiteManager”

AASHTOWare Project Construction Administration™ - “Construction Administration”

AASHTOWare Project BAMS/DSS™ - “BAMS/DSS”

AASHTOWare Project FieldManager™ - “FieldManager”

AASHTOWare Project Estimator™ - “Estimator”

AASHTOWare Project Proposals Worksheet™ - “Worksheet”

AASHTOWare Project Expedite™ - “Expedite”

AASHTOWare Project TRACER™ - “TRACER”

AASHTOWare Project Bids™ - “Bids”

AASHTOWare Right of Way™ - “Right of Way”

AASHTOWare Right of Way Relocation™ - “Relocation” or “RwR”

AASHTOWare Pavement™ - “Pavement”

AASHTOWare Pavement ME Design™ -ME Design or Pv|D

AASHTOWare Bridge™ - Bridge

AASHTOWare Bridge Management™ - “BrM”

AASHTOWare Bridge Design & Rating™ - “BrDR”

AASHTOWare Safety™ - Safety

AASHTOWare Safety Analyst™ - “Safety Analyst” or “SaA”

EXTERNAL COMMUNICATIONS

External communications are defined as communications from individuals or groups within the AASHTOWare community, including task force members, contractors and staff to individuals or groups outside the community, including other AASHTO committees, AASHTO member agencies, and the public. External communications might include presentations, advertisements, product brochures, product newsletters, the AASHTOWare website, etc.

Full Names

When communicating externally, our trademarked names should always be presented in their entirety, never abbreviated. It may be advantageous to use the new product logos in certain communications, like PowerPoint presentations where space may be limited. In addition, the first time trademarks are used in a particular case externally, they should be used as adjectives, not as nouns or verbs. By the conventional legal standard, all references to our software trademarks in external communications should read:

The AASHTOWare Bridge Management™ software allows users to... etc.

Our hybrid guideline differs from a strict legal guideline.

Strictly speaking, a trademark should always be used as an adjective, never as a noun or verb. But people do not speak that way in normal conversation and we believe it will also be exceedingly cumbersome to write that way. You are more likely to say and write:

AASHTOWare Bridge Management allows users to...etc.

If the product name is used repeatedly, the full name should be presented every time, but the name may be used as a noun, as in the above example.

The product names should not be abbreviated, for example “Br|M”, in external communications.

Note the superscript [™] is always used for all components of the software; and the trademark names are always capitalized in external communications.

Our hybrid guideline incorporates the strict legal guideline and should provide clear notice to

all who view the software or documentation that AASHTOWare software is a trademark of AASHTO.

Avoid Variations

Variations on a trademark can signal to the consuming public that improper usage is okay. Therefore, no spelling changes, capitalization changes, abbreviations, plurals or apostrophes with the trademark, or combining it with other words or marks is allowed.

In addition, the brand names should not be combined with other words such as “AASHTOWare-operability...” This is an incorrect usage. In its complete or abbreviated form, the brand names should always stand alone.

The Official Trademarked Names of the Software Products

These are the official names of our software that are to be used in external communications.

AASHTOWare Project™

AASHTOWare Project Preconstruction™
AASHTOWare Project Civil Rights & Labor™
AASHTOWare Project Cost Estimation™
AASHTOWare Project SiteManager™
AASHTOWare Project Construction Administration™
AASHTOWare Project BAMS/DSS™
AASHTOWare Project FieldManager™
AASHTOWare Project Estimator™
AASHTOWare Project Proposals Worksheet™
AASHTOWare Project Expedite™
AASHTOWare Project TRACER™
AASHTOWare Project Bids™

AASHTOWare Right of Way™

AASHTOWare Right of Way Relocation™

AASHTOWare Pavement™

AASHTOWare Pavement ME Design™

AASHTOWare Bridge™

AASHTOWare Bridge Management™
AASHTOWare Bridge Design & Rating™

AASHTOWare Safety™

AASHTOWare Safety Analyst™

QUESTIONS?

If you are unsure how to use our trademarked product names in your materials, please contact the appropriate AASHTO Project Manager.