

AASHTOWare Branding and Trademark Guidelines

AASHTOWare 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 must help ensure our branded assets are used according to these guidelines.

Following these guidelines will ensure our 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 that are not public-facing. This type of communication might include discussions at task force meetings, emails, 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 BrM. That is acceptable only in **internal communications**.

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” or “AWP”

- AASHTOWare Project Preconstruction™ - “Preconstruction”
- AASHTOWare Project Civil Rights & Labor™ - “CRL” or “Civil Rights & Labor”
- AASHTOWare Project Cost Estimation™ - “Cost Estimation” or “Estimation”
- AASHTOWare Project SiteManager™ - “SiteManager”
- AASHTOWare Project Estimation™ - “Estimation”
- 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 Construction & Materials™ - “C&M” or “Construction & Materials”
- AASHTOWare Project Data Analytics™ - “Data Analytics”
- AASHTOWare Project Mobile Tester™ - “Mobile Tester”
- AASHTOWare Project Bids™ - “Bids”

AASHTOWare Pavement™ - “Pavement”

- AASHTOWare Pavement ME Design™ - “ME Design” or “PMED”

AASHTOWare Bridge™ - “Bridge”

1. AASHTOWare Bridge Management™ - “BrM”
 2. AASHTOWare Bridge Design & Rating™ - “BrDR”
 3. AASHTOWare Bridge Design™ - “BrD”
 4. AASHTOWare Bridge Rating™ - “BrR”
- **AASHTOWare Safety™**
 - AASHTOWare Safety Analyst™
 - AASHTOWare Safety™ Powered by Numetric
 - AASHTOWare Safety™ Segment Analytics
 - AASHTOWare Safety™ Intersection Analytics
 - AASHTOWare Safety™ Trend Analytics

EXTERNAL COMMUNICATIONS

External communications are defined as communications from individuals or groups within the AASHTOWare community to individuals or groups outside the community, including other AASHTO committees and the public. External communications might include legal documents, 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 and 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 as follows:

“The AASHTOWare Bridge Management™ software allows users to...”

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 everyday 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....”

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, “BrM”) in external communications.

Note the superscript TM 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, the following changes to the brands are not allowed:

1. Spelling changes
2. Capitalization changes
3. Abbreviations (except the aforementioned abbreviated names in internal communications only)
4. Apostrophes with the trademark
5. Combining trademarks with other words or marks

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™
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- AASHTOWare Project Proposals Worksheet™
- AASHTOWare Project Construction & Materials™
- AASHTOWare Project Data Analytics™
- AASHTOWare Project Mobile Tester™
- AASHTOWare Project Bids™

AASHTOWare Pavement™

- AASHTOWare Pavement ME Design™

AASHTOWare Bridge™

- AASHTOWare Bridge Management™
- AASHTOWare Bridge Design & Rating™
- AASHTOWare Bridge Design™
- AASHTOWare Bridge Rating™

AASHTOWare Safety™

- AASHTOWare Safety Analyst™
- AASHTOWare Safety™ Powered by Numetric
- AASHTOWare Safety™ Segment Analytics
- AASHTOWare Safety™ Intersection Analytics
- AASHTOWare Safety™ Trend Analytics

QUESTIONS?

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