

Effective/Last Updated: July 2026

BNI® Brand Asset Policy

1. Purpose

This Brand Asset Policy (“Policy”) explains how our company’s name, trademarks, logos, trade names, service marks, slogans, design elements, images, icons, templates, marketing materials, and other brand assets may be used.

Our brand represents the goodwill, reputation, and trust we have built with our customers, members, franchisees, partners, employees, and the public. Consistent and proper use of our brand assets helps protect that reputation and ensures that our brand is used accurately, professionally, and lawfully.

By accessing or downloading materials from this site, you agree to comply with this Policy and any applicable BNI Brand Standards.

2. Scope

This Policy applies to all individuals and entities who use or access our brand assets, including:

- Employees, officers, and contractors;
- Franchisees, licensees, affiliates, and authorized representatives;
- Vendors, suppliers, agencies, and consultants;
- Business partners and sponsors;
- Event organizers and speakers;
- Media outlets and publishers; and
- Any other third party authorized to use our brand assets.

No person or entity may use our brand assets unless they have received express authorization or their use is otherwise permitted by this Policy or a written agreement with us.

3. Brand Assets Covered by This Policy

For purposes of this Policy, “Brand Assets” include, without limitation:

- Company names, trade names, and DBAs;
- Trademarks, service marks, and logos;
- Taglines, slogans, and brand messaging;

- Product, program, service, chapter, group, or event names;
- Domain names, social media handles, and account names;
- Icons, badges, seals, certifications, templates, and graphics;
- Brand colors, fonts, layouts, and design elements;
- Photographs, videos, testimonials, and marketing content;
- Presentations, brochures, flyers, signage, and digital templates;
- Website content, app content, and user interface elements; and
- Any other materials identified by us as brand, marketing, or intellectual property assets.

4. Ownership

All Brand Assets are owned by BNI Global, LLC (“BNI”) or its licensors. Nothing in this Policy grants any ownership rights in the Brand Assets.

Any permitted use of the Brand Assets must benefit BNI and must be made in accordance with this Policy, our brand guidelines, and any applicable written agreement.

All goodwill arising from use of the Brand Assets belongs exclusively to BNI.

5. General Use Requirements

Anyone authorized to use our Brand Assets must:

1. Use the Brand Assets only for the approved purpose;
2. Follow all applicable brand guidelines, style guides, and usage instructions;
3. Use only current, approved versions of logos, templates, and other materials;
4. Use the Brand Assets in a professional and accurate manner;
5. Avoid any use that may confuse the public or imply an unauthorized relationship, endorsement, sponsorship, or affiliation;
6. Preserve the integrity, appearance, and reputation of the Brand Assets;
7. Comply with all applicable laws, regulations, and advertising standards; and
8. Stop using the Brand Assets immediately if requested by BNI.

6. Permitted Uses

Subject to this Policy and any applicable written agreement, authorized users may use Brand Assets for approved business purposes, such as:

- Promoting authorized company programs, products, services, events, or opportunities;
- Identifying an authorized relationship with the company;
- Using approved marketing templates and collateral;
- Displaying approved logos on websites, signage, presentations, or social media;
- Promoting company-sponsored or company-approved events;
- Communicating with customers, members, franchisees, or partners in an authorized capacity; and
- Other uses expressly approved in writing.

7. Prohibited Uses

Unless expressly approved in writing, Brand Assets may not be used in any way that:

- Alters, distorts, redraws, recolors, animates, modifies, or changes the Brand Assets;
- Combines Brand Assets with another company's name, logo, trademark, or design in a way that creates confusion;
- Suggests ownership of the Brand Assets by anyone other than BNI;
- Implies an unauthorized endorsement, sponsorship, partnership, certification, or approval;
- Is misleading, deceptive, defamatory, offensive, unlawful, or inconsistent with our values;
- Appears in connection with illegal, discriminatory, harmful, or inappropriate content;
- Is used in political, religious, or advocacy campaigns without prior written approval;
- Is used on merchandise, apparel, promotional goods, or paid advertising without authorization;
- Is used in domain names, social media handles, business names, app names, or account names without approval;
- Is used in comparative advertising or competitive claims without legal review;
- Is used after termination, expiration, suspension, or revocation of authorization;
- Damages or dilutes the reputation or distinctiveness of the Brand Assets; or

- Violates any applicable agreement, law, regulation, platform rule, or third-party right.

8. Logo and Trademark Usage

Authorized users must follow these requirements when using company logos or trademarks:

- Use only approved logo files provided by BNI;
- Do not stretch, crop, rotate, outline, shadow, animate, or otherwise modify the logo;
- Maintain sufficient clear space around the logo;
- Use the logo only in approved colors and formats;
- Do not place the logo on visually cluttered or low-contrast backgrounds;
- Do not use old or retired versions of the logo;
- Do not use the logo more prominently than the user's own name or branding, unless approved;
- Do not use trademarks as nouns, verbs, or plural terms if brand guidelines specify proper usage;
- Include trademark symbols or attribution notices where required; and
- Follow any additional guidance in the applicable brand standards.

9. Use by Franchisees, Licensees, and Authorized Representatives

Franchisees, licensees, affiliates, and authorized representatives may use Brand Assets only as permitted under their applicable agreement and this Policy.

They must not:

- Represent themselves as the owner of the Brand Assets;
- Register any company trademark, logo, trade name, domain name, social media handle, or confusingly similar name;
- Use Brand Assets outside their approved territory, channel, or purpose;
- Continue using Brand Assets after termination or expiration of their agreement;
- Create unauthorized local variations of logos, templates, slogans, or program names; or
- Use Brand Assets in a way that suggests rights broader than those granted in writing.

Upon termination, expiration, or request, all use of Brand Assets must stop immediately, and all materials containing Brand Assets must be removed, returned, destroyed, or updated as directed by BNI.

10. Use by Vendors, Agencies, and Partners

Vendors, agencies, consultants, sponsors, and business partners may use Brand Assets only with prior written approval and only for the specific project, campaign, event, or engagement for which approval was granted.

Unless otherwise agreed in writing, vendors and partners may not:

- Use Brand Assets in case studies, client lists, portfolios, press releases, social media posts, or public announcements;
- Use Brand Assets to imply endorsement or preferred partner status;
- Create new brand materials without approval;
- Share Brand Assets with subcontractors or third parties without authorization; or
- Continue using Brand Assets after the project or relationship ends.

11. Social Media and Digital Use

Any use of Brand Assets on websites, email, mobile apps, social media, digital ads, or online platforms must comply with this Policy and any digital brand guidelines.

Authorized users must not:

- Register social media handles, groups, pages, or domains using company names or trademarks without approval;
- Use Brand Assets in usernames, profile names, hashtags, or page titles in a misleading way;
- Create unofficial accounts that appear to be official company accounts;
- Use Brand Assets in paid search keywords, sponsored ads, or metadata without authorization;
- Use Brand Assets on websites or pages containing inappropriate, misleading, or unauthorized content; or
- Post altered, outdated, or unapproved brand materials.

All official or semi-official digital properties must be approved, monitored, and maintained in accordance with company standards.

12. Marketing Materials and Templates

Only approved marketing materials and templates may be used. Users may not create, alter, or distribute marketing collateral containing Brand Assets unless authorized.

Any proposed new materials, including brochures, flyers, videos, websites, advertisements, event materials, presentations, or email campaigns, must be submitted for review if required by brand guidelines or company process.

Materials must be accurate, current, and compliant with applicable laws, including advertising, privacy, consumer protection, franchise, competition, and intellectual property laws.

13. Publicity, Press, and Media

No person or entity may issue press releases, public statements, interviews, announcements, or media materials using Brand Assets or referencing BNI without prior written approval.

Media inquiries should be directed to:

media@bni.com

14. Events, Sponsorships, and Speaking Engagements

Use of Brand Assets in connection with events, conferences, sponsorships, webinars, podcasts, speaking engagements, or community activities must be approved in advance unless covered by existing guidelines or agreement.

Brand Assets may not be used in a way that implies official sponsorship, certification, endorsement, or participation unless that relationship has been approved in writing.

15. Merchandise and Promotional Products

Brand Assets may not be placed on merchandise, apparel, gifts, awards, signage, booths, promotional products, or printed goods without prior written approval.

This includes, but is not limited to:

- Shirts, hats, bags, and uniforms;
- Pens, mugs, notebooks, and giveaways;
- Awards, plaques, and certificates;
- Event banners and signage;
- Stickers, decals, and badges; and
- Products intended for sale or distribution.

16. Domain Names, Business Names, and Social Handles

Unless expressly authorized in writing, no person or entity may register, purchase, or use any domain name, business name, trade name, app name, social media handle, email address, keyword, or online identifier that includes or is confusingly similar to any Brand Asset.

If requested, any unauthorized registration or account must be transferred, removed, renamed, or disabled promptly.

17. Approval Process

Requests to use Brand Assets should be submitted to:

branding@bni.com

Requests should include:

- The Brand Asset requested;
- The intended use;
- The audience and distribution channel;
- The territory or market where it will be used;
- Draft materials, if available;
- Duration of use;
- Whether the use involves paid advertising, merchandise, media, or third-party platforms; and
- Any relevant deadlines.

Approval may be granted, denied, conditioned, limited, or revoked at any time.

18. Quality Control

To protect the integrity and goodwill of the Brand Assets, BNI may review and monitor any use of the Brand Assets.

Authorized users must cooperate with any request to:

- Provide samples of materials;
- Correct improper usage;
- Remove outdated materials;
- Update content to current brand standards;
- Stop unauthorized or harmful uses; or
- Confirm compliance with this Policy.

19. Reporting Misuse

If you become aware of improper, unauthorized, confusing, or harmful use of Brand Assets, please report it promptly to:

branding@bni.com

Reports should include links, screenshots, copies, or any other relevant information.

20. Enforcement

We reserve the right to take action against misuse of Brand Assets, including:

- Requiring correction, removal, or destruction of materials;
- Suspending or revoking permission to use Brand Assets;
- Disabling unauthorized accounts, pages, or domains;
- Seeking platform takedowns;
- Terminating agreements or access rights;
- Pursuing contractual remedies; and
- Taking legal action where appropriate.

Failure to comply with this Policy may result in disciplinary action, termination of authorization, termination of contract rights, or other remedies available under law or agreement.

21. No License or Endorsement

Except as expressly stated in a written agreement or approval, this Policy does not grant any license, ownership interest, or other rights in the Brand Assets.

Permission to use Brand Assets does not imply endorsement, sponsorship, certification, partnership, agency, employment, franchise rights, or any other legal relationship unless expressly agreed in writing.

22. Updates to This Policy

We may update this Policy from time to time. Users are responsible for complying with the most current version of this Policy and any applicable brand guidelines.

Continued use of Brand Assets after notice of an update constitutes acceptance of the updated Policy.