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- With or in connection with "compliance"; there is no FACE "compliance" certification, but only conformance certification
- In any way that could cause confusion as to sponsorship, affiliation, or endorsement by The Open Group or The Open Group FACE Consortium

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- The FACE Consortium has established the FACE Conformance Program, under which products may be certified as conforming to the FACE Technical Standard. NO USE may be made of the Trademark(s) on or in connection with products, EXCEPT THAT, it is acceptable to use the following:
 - Prior to submitting a product into the FACE Conformance Program, vendors may make factual claims that their product was developed to align with the requirements defined in the FACE Technical Standard
 - ✓ **Correct:** My product XX was developed in alignment with the FACE® Technical Standard
 - ✓ **Correct:** My product XX is aligned with the FACE® Technical Standard
 - X Incorrect: My product XX is FACE aligned
 - X Incorrect: My product XX is FACE conformant

- Vendors may make factual claims that they completed the FACE Verification process, only if they used one of the approved Verification Authorities (VAs) and can produce a valid Statement of Verification. Use of the term “FACE Verified” is not permitted
 - ✓ **Correct:** My product XX has completed the FACE® Verification process, with assistance from YYY, a FACE® Consortium approved Verification Authority (VA). Valid Statement of Verification is available upon request
 - ✓ **Correct:** My product XX has been verified to meet applicable requirements defined in the FACE® Technical Standard. Valid Statement of Verification is available upon request
 - X Incorrect: My product XX is verified as FACE Conformant
 - X Incorrect: My product XX is FACE Verified
 - X Incorrect: My product XX is FACE Conformant
- Any claims of FACE product certification may only be made public after the FACE Certification Authority (CA) has issued the FACE Conformance Certificate and the Certified Unit of Conformance (UoC) has been added to the FACE Registry. In the case of a FACE Certified UoC which is not listed in the FACE Registry, the Software Supplier:
 - MAY NOT make claims of UoC certification in any publicly available material, including, but not by way of limitation, marketing and publicity materials, web collaterals, trade show, or conference presentations
 - **MAY** show (but not provide a copy of except as set forth in the bullet immediately below) the applicable FACE Conformance Certificate to a customer or potential customer as evidence of UoC Certification
 - **MAY** provide a copy of the applicable FACE Conformance Certificate to a customer or potential customer upon request during the competitive process”
- Vendors may make factual public claims that they completed the FACE Certification process after the CA has issued the FACE Conformance Certificate and the Certified UoC has been added to the FACE Registry
 - ✓ **Correct:** My product XX has been certified to conform to applicable requirements defined in the FACE® Technical Standard
 - ✓ **Correct:** My product is certified as conforming to the FACE® Technical Standard
 - ✓ **Correct:** My product XX is certified as FACE® Conformant
 - ✓ **Correct:** My product XX is FACE® Certified
 - ✓ **Correct:** My product XX is FACE® Conformant
- In proposals, editorials or articles, but not in advertising, the Trademark(s) may be used without prior permission, provided that the rules in our Trademark Usage Guidelines are followed. In all other cases, obtaining prior permission is required
- Detailed guidelines referring to the visual presentation, graphical design, form, and manner of use must be followed. The Trademark(s) must always be used in white around them and must never be superimposed on or used in association with other graphics or trademarks

- In print, whenever and wherever the Trademark(s) appear, they must be distinguished from the surrounding text. This applies to all forms of printed media, including advertising copy, product packaging, brochures, manuals, internal memoranda, editorial, articles, press releases, correspondence, projected and handout presentation materials, and to computer or other digital electronic device video screens. Methods of distinguishing the Trademark include printing it in UPPER CASE, italicized font, bold-faced font or placing the Trademark in "quotation marks"
- The Trademark should be used as an adjective, and always be followed by the common generic (dictionary name) of the product: For example: FACE Technical Standard, FACE Conformance, FACE Reference Implementation Guide, FACE Business Practices, FACE Conformance Program, FACE Conformance Policy, FACE Conformance Certificate, FACE Business Guide, FACE Contract Guide, FACE Data Model, FACE Enterprise Architecture Work Products, FACE tools, FACE Conformance Test Suite, FACE SDKs, FACE ITKs, FACE work products, FACE artifacts, FACE Warranty of Conformance, FACE data rights, FACE Library, FACE Registry, FACE Repository, etc.
- Never use the Trademark as a noun
 - ✓ **Correct:** The FACE® approach is being leveraged on current systems today to provide new capabilities at lower integration cost
 - ✓ **Incorrect:** FACE® is being increasingly leveraged within Government and Industry products
 - ✓ **Correct:** EFG Company will develop a FACE® implementation
 - X **Incorrect:** ABC company will implement FACE
- Never use the Trademark as a verb
 - X **Incorrect:** ABC company FACEified xxx product
 - X **Incorrect:** ABC company FACE xxx product
- Never use the Trademark with the word "compliant(t)(ce)"
 - X **Incorrect:** ABC company has a FACE Compliant product
- Never use the Trademark in plural form
 - ✓ **Correct:** ABC company and EFG company use the same systems that specify the FACE® standard
 - X **Incorrect:** ABC company and EFG company use the same FACEs
- Never use the Trademark in possessive form:
 - ✓ **Correct:** The FACE® application programming interface specifications
 - X **Incorrect:** FACE's programming interfaces
 - ✓ **Correct:** The structure of the FACE® documentation
 - X **Incorrect:** The structure of FACE's documentation

- Refrain from hyphenating a Trademark:
 - ✓ **Correct:** FACE® component-based
 - X Incorrect: FACE-based, FACE-like
 - ✓ **Correct:** connecting applications to FACE® architectures
 - X Incorrect: Apps-to-FACE
 - ✓ **Correct:** FACE® Conformant
 - X Incorrect: FACE-Conformant
 - X Incorrect: FACE-Compliant, FACE Compliant
- The Trademark should never be combined to form a new word, combined with other words, be hyphenated, or abbreviated:
 - X Incorrect: FA*C
 - X Incorrect: FACEy
 - X Incorrect: FACEified
 - X Incorrect: FACE <product name>
 - X Incorrect: non-FACE
- The Trademark should never follow another acronym or proper name, which could be perceived as a new trademark containing the FACE acronym:
 - ✓ **Correct:** FACE® COTS solutions, or FACE® solutions based on COTS products
 - X Incorrect: COTS FACE Solution
 - ✓ **Correct:** FACE® representatives from XXX
 - X Incorrect: Company XXX FACE representatives
 - ✓ **Correct:** FACE® APIs from POSIX® Standard, or FACE® APIs based on POSIX® Standard
 - X Incorrect: POSIX FACE APIs
- The FACE trademark should not be used as an acronym within parentheses
 - ✓ **Correct:** The Open Group Future Airborne Capability Environment® Consortium, or FACE® Consortium, collaborates on...
 - ✓ **Correct:** The Open Group Future Airborne Capability Environment®, also known as FACE® Consortium, collaborates on....
 - X Incorrect: The Open Group Future Airborne Capability Environment® Consortium (FACE) collaborates on... ,

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