

# GUIDELINES

## FOR USAGE OF BCA-MSF UDFF MARK LOGO

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1. Businesses may use the BCA-MSF Universal Design (UD) Mark for Family-Friendly Business (BCA-MSF UDFF Mark) Logo in newspaper advertisements and for other marketing/promotional purposes, after obtaining permission from BCA and MSF to do so.
2. The **terms and conditions** governing the use of the Logo are stated in **Annex C1**.
3. The **colour scheme for the BCA-MSF UDFF Mark Logo** is stated in **Annex C2**.
4. The business shall complete and submit the form titled **“Request for Permission for Use of BCA-MSF UDFF Mark Logo”** (the “Form”) set out in **Annex C3**.
5. Before final printing of any promotional materials bearing the Logo, the business shall be required to submit the draft samples together with the completed form to BCA and MSF for approval. All details should be provided clearly in the request form to facilitate faster processing. This procedure is also applicable to all future requests.

Attention to:

**Director**  
**Building Plan & Universal Design Department**  
**Building and Construction Authority**  
**52 Jurong Gateway #10-01**  
**Singapore 608550**

6. The business will be notified of the outcome of the submission via email in approximately 5 working days. In cases where samples submitted are rejected, the business is expected to rectify the samples accordingly and resubmit them for approval.

## TERMS AND CONDITIONS

### FOR USE OF BCA-MSF UDFF MARK LOGO

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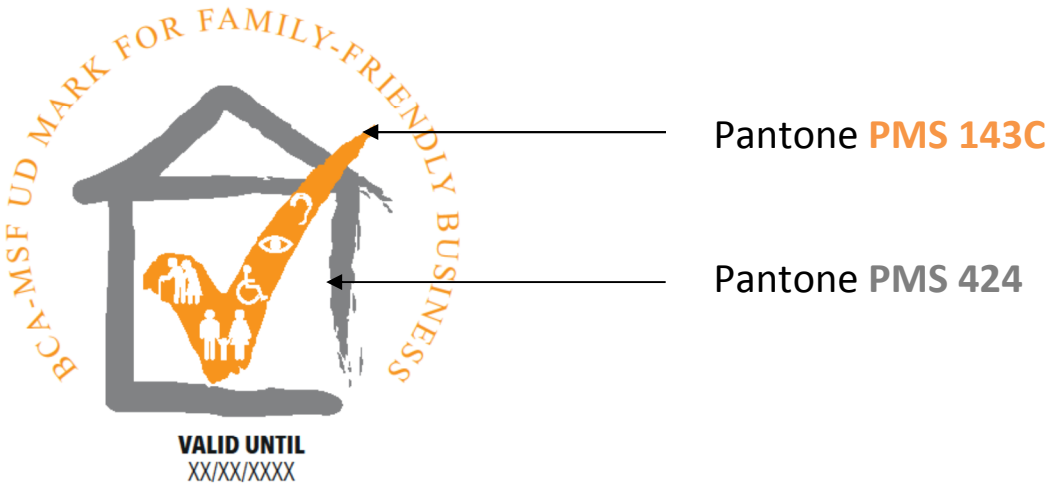
1. Any use of the BCA-MSF Universal Design (UD) Mark for Family-Friendly Business (BCA-MSF UDFF Mark) Logo (the “BCA-MSF UDFF Mark Logo”) shall be subject to the terms set out herein and MSF and BCA’s permission mentioned in paragraph 2 below.
2. BCA and MSF (“the Administrators”) may grant or deny permission for the use of the BCA-MSF UDFF Mark Logo at their sole discretion. The business that has been awarded the BCA-MSF UDFF Mark (the “Intended User”) shall seek the Administrators’ permission prior to its use. For the purposes of seeking the Administrators’ permission, the Intended User shall submit to the Administrators the duly completed form named “**Request for Permission for Use of BCA-MSF UDFF Mark Logo**” (the “Form”) set out at **Annex C3** hereto along with draft copy of promotional or advertising material(s) to bear the BCA-MSF UDFF Mark Logo. The aforesaid form and materials shall be sent to the Administrators, at the address provided in the Form. Any permission granted by the Administrators shall be revocable at any time at the Administrators’ sole discretion. Further, the Administrators shall be entitled to grant permission(s) subject to such further terms or conditions not already set out herein.
3. If permission is granted by the Administrators:-
  - a. the BCA-MSF UDFF Mark Logo shall be represented only in the **colour scheme** set out at **Annex C2** hereto or such other colour scheme(s) as may be specified by the Administrators;
  - b. the BCA-MSF UDFF Mark Logo can only be used in the materials or advertisements referred to in the Form strictly in connection with the BCA-MSF UDFF Mark certified business(es);
  - c. the Intended User shall, for the purpose of the Administrators’ record, submit a specimen copy of the final version of the materials or advertisements to be published or printed.
4. In the event that the BCA-MSF UDFF Mark Logo is inaccurately represented or wrongly used howsoever in materials or advertisements, the Intended User shall immediately cease all publications and / or circulation of the materials and / or advertisements bearing the BCA-MSF UDFF Mark Logo, and take such remedial action as the Administrators may specify.
5. Upon the Administrators’ revocation of permission, or at the Administrators’ request, or upon the expiry of validity of the relevant BCA-MSF UDFF Mark certificate (the expiry date to be indicated in the certificate), the Intended User shall immediately cease all further usage of the BCA-MSF UDFF Mark Logo. Without prejudice to the generality of the aforesaid, the Intended User shall then cease all publications and / or circulation of materials and / or advertisements bearing the BCA-MSF UDFF Mark Logo.
6. The Intended User acknowledges and accepts that any permission granted by the Administrators:-

- a. is not to be construed as being indicative of the value of any BCA-MSF UDFP Mark certified business or as recommendation to buy, sell or otherwise deal with the afore-described business;
- b. is specific to the promotional or advertising material(s) bearing the BCA-MSF UDFP Mark Logo the drafts which are enclosed with the Form.

# OFFICIAL COLOURS

## FOR USE OF BCA-MSF UDFF MARK LOGO

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**REQUEST FOR PERMISSION FOR USE OF BCA- MSF UDFF MARK LOGO**

*(Please sent by Mail only together with draft promotional or advertising material(s))*

**From (entity requesting for permission) :-**

Name of Entity Requesting for Permission: \_\_\_\_\_

Fax No: \_\_\_\_\_ Tel No.: \_\_\_\_\_ (office) \_\_\_\_\_ (mobile)

Email Address: \_\_\_\_\_

Address and Name of BCA-MSF UDFF Mark Certified business in respect of which BCA-MSF UDFF Mark Logo is sought to be used:

\_\_\_\_\_  
\_\_\_\_\_

**To:- Building and Construction Authority  
52 Jurong Gateway #10-01  
Singapore 608550  
Attn:- Director, Building Plan & Universal Design Department**

**REQUEST FOR PERMISSION**

1. We wish to request for your permission to reproduce the BCA-MSF UDFF Mark logo on the promotional materials and / or advertisements referred to below. Enclosed herewith the drafts of the promotional or advertising material(s) bearing the BCA-MSF UDFF Mark logo.
2. Type of promotional materials and / or advertisements on which BCA-MSF UDFF Mark logo is to be reproduced: (Please circle)  
Marketing Brochures / Newspaper Advertisements / Others: \_\_\_\_\_
3. We have read and understood, and agree to, the *Terms and Conditions for Use of BCA-MSF UDFF Mark Logo*. In the event that permission is granted, we will submit to you a specimen copy of the final version of the material or advertisement that will be published or printed.

\_\_\_\_\_  
Name / Designation  
Encs.

\_\_\_\_\_  
Signature / Date

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**FOR OFFICIAL USE (BY THE ADMINISTRATORS ONLY)**

**VIA EMAIL ONLY**

**DECISION ON WHETHER TO GRANT PERMISSION FOR USE OF BCA-MSF UDFF MARK LOGO**

Based on the details and drafts provided, MSF and BCA hereby **grant / do not grant** to you permission to use the BCA-MSF UDFF Mark logo, subject to the *Terms and Conditions for Use of BCA-MSF UDFF Mark Logo*.

# Our comments (if any) regarding your request are as follows:

\_\_\_\_\_

\_\_\_\_\_  
Approving Officer / Date

\_\_\_\_\_  
Approving BCA Director / Date