



When referring to SETnology trademarks and the names of SETnology's software, products and services, follow these SETnology Trademark and Brand Guidelines.

## SETnology Trademark & Brand Guidelines

You may use SETnology trademarks in text solely to refer to and/or link to SETnology's products and services and in accordance with the terms of these Guidelines.

You may not:

use SETnology logos, logotypes, icons, trade dress, taglines or other elements of SETnology packaging, websites or materials unless specifically permitted under these Guidelines or other applicable guidelines;

use the trademarks in the name of your business, product, service, app, domain name, social media account, or other offering (with the exception of seminars and conferences, which are covered by the Publications, Seminars, and Conferences Guidelines);

use the trademarks more prominently than your product or service name;

use the trademarks on promotional merchandise that you are selling or distributing (such as t-shirts, hats, mugs, banners, etc.);

do or say anything or use the trademarks or taglines in a way that implies affiliation with, or sponsorship, endorsement or approval by SETnology of your products or services;

alter, animate, or distort the trademarks or combine them with any other symbols, words, images or designs, or incorporate them into a tagline or slogan;

use the trademarks in any way that is contrary to these Guidelines and/or the Publications, Seminars, and Conferences Guidelines.

**App Guidelines:**

Your registered publisher name and everything about your app - name, logo, description, screenshots—must be unique and free of SETnology trademarks unless (1) you've secured permission from SETnology through a license or equivalent (though such licenses are not generally available in this context); or (2) you're only using a SETnology trademark (not including logos) to describe that your product is designed to work in conjunction with a SETnology product or service and as long as your app logo and/or name:

does not suggest/give the impression your app is actually published by, affiliated with or endorsed by SETnology; and denotes your own unique brand so as to clearly signal to users that there is no affiliation or endorsement by SETnology.

In addition, SETnology logos cannot be used as a source identifier for your app icon.



## Publications, Seminars, and Conferences:

You may refer to SETnology product, service, and technology names on the cover of magazines and periodicals and in the title of seminars and conferences, pursuant to the Publications, Seminars, and Conferences Guidelines.

## Social Media Guidelines:

The name of your social media account, any and all pages or communities, cannot begin with a SETnology or any of SETnology's trademarks. In addition, SETnology logos cannot be used in a way that might suggest affiliation with SETnology, including, but not limited to, the account, profile, or header images. The only exceptions to these requirements are if (1) you've secured permission from SETnology through a license or equivalent (though such licenses are not generally available in this context); or (2) you're using a SETnology trademark (not including logos) to describe the purpose of your account, page, or community provided that:

you are not suggesting affiliation with or endorsement by SETnology; and,

your account does not use the name or likeness of any prominent individuals within SETnology.

For example, you cannot name your account, page, or community "SET Techs" or "FieldStaffer" or "SET U" or "MyToolSET" or "SETnology Products." However, it would be acceptable to name your account, page, or community - For example: "Fans of SET Techs" or "Information about SETnology Products" as long as you do not use any of SETnology's logos or Brand Identifiers to otherwise suggest any affiliation with SETnology.

## Specific Brand Guidelines:

In addition to the above, you may need specific Brand Guidelines for certain SETnology offerings:

**Prohibited:** 1) You may not change Brand's colour/s or fonts, or 2) You may not distort or changes any of our Brand's orientation, 3) You may not add any wording and/or suggest an affiliation with your brand and/or service.

**Allowed:** You may only reverse the colour to a charcoal gray or black and white, e.g.



If your proposed use falls outside of these Guidelines, the use is not permitted unless you seek approval from an appropriate contact within SETnology.

If you have a question, please consult your legal counsel or SETnology business contact.