

# Crypteron Logo Guidelines

# Visual guidelines

## Minimum size

Any Cryteron logo shouldn't be less than 1 inch wide.

## Logo spacing

Do not trim the provided logo since the logotype must be reproduced with the clear area around it, free from any other graphic elements. This is the 'safety' space.

## Logo Don'ts

- Don't recolor the logo in any way.
- Don't edit the logo to rearrange anything within it
- Don't distort the size, ratio or proportions
- Don't rotate the logo
- Don't apply effects like drop shadow or reflections or glows

# Trademark guidelines

Cryteron Inc. and its affiliates ("Cryteron") consider their brand, service marks and trademarks ("Marks") among the most valuable strategic assets. Cryteron Marks are extremely important to us because they represent the high and consistent quality of our technology, the services we provide and our can-do, must-do culture. Proper use of our Marks is important. To preserve our reputation in high quality services and protect our brand we diligently guard our brand against any violations of our Marks.

The objective of these Guidelines is to ensure that the Cryteron brand and its trademarks/service marks remain reliable indicator of source and quality and that they are protected from inappropriate and unauthorized use.

## Cryteron Web Badges

We greatly appreciate your efforts in letting the visitors to your website know about Crypteron and our services. You may link to the [www.crypteron.com](http://www.crypteron.com) website, so long as your linking is not done in a manner that implies affiliation with, sponsorship by, or endorsement by Crypteron of your website. Linking directly to any other webpage or content within the Crypteron website is prohibited without Crypteron prior written permission. Linking to [www.crypteron.com](http://www.crypteron.com) requires your compliance with these Guidelines, the Crypteron Link Logo Usage Guidelines, Crypteron Website Terms of Use, and other Crypteron guidelines that may apply depending upon whether you use one or more Crypteron Marks.

## Unauthorized Use of the Crypteron Marks

Unauthorized use of the Crypteron Marks or marks that are confusingly similar may constitute an infringement of Crypteron trademark rights and are strictly prohibited. The following are examples of unauthorized uses of the Crypteron Marks:

**Use of Crypteron Marks in connection with third party marks:** Use of the Crypteron Marks in connection with or as part of your company name, trademarks or logos is not allowed. Do not hyphenate Crypteron with your product name to create a new product name. You may not use or register, in whole or in part, Crypteron, Crypteron Logos or any other Crypteron trademarks, including Crypteron-owned graphic symbols, icons or any alteration thereof, as part of your trademark, service mark, company name, trade name, product name or service name. You may not incorporate the Crypteron Marks into the name or logo of your website, domain name, Internet keywords, meta-tags, or trigger words to lead to a website or other Internet destination, product, business or service.

**Incorporation of all or a portion of a Crypteron Mark into a domain name:** You may not register a domain name or use a registered domain name that includes "CRYPTERON," or any of the marks owned by Crypteron or its affiliates, or any marks that are phonetically equivalent to or confusingly similar to the these marks.

**Merchandise items:** You may not manufacture or sale merchandising items, including but not limited to T-shirts, mugs, and notebooks, bearing the Crypteron Marks, except as may permitted in a written license from Crypteron.

**Damaging Use:** You may not use the Crypteron Marks or any other Crypteron-owned graphic, symbol or logo in a manner that disparages Crypteron Inc. and/or its affiliates or its technology or damages the brand integrity, including use of the Crypteron Marks in a manner that is, in Crypteron's opinion, offensive, defamatory, illegal or unethical.

**Confusingly similar marks:** you may not use trademarks, logos or other content that is confusingly similar to the Crypteron Marks, Crypteron-owned graphics, symbols or any logos.

Variations or abbreviations or combinations with any other marks: you may not use variations, foreign language equivalent or abbreviation of the Crypteron Marks for any purpose.

Endorsement or Sponsorship - you may not use the Crypteron Marks to imply approval, sponsorship, endorsement or affiliation of your company, website, products or services by Crypteron.

Please note that the preceding examples are illustrative rather than an exhaustive list of types of unauthorized uses of the Crypteron Marks. All rights not explicitly granted in these Guidelines are expressly reserved by Crypteron.

#### Questions and Reporting Misuse of the Crypteron Marks

If you wish to obtain our permission for any uses above or for any other use which is not specifically addressed in these Guidelines or you became aware of unauthorized use of the Crypteron Marks, please contact us by email at [info@crypteron.com](mailto:info@crypteron.com) and we will contact you as soon as possible. Please note that permission will only be granted under certain conditions and/or subject to you entering into an agreement with us.