AVI SPL

TRADEMARK AND LOGO GUIDELINES

TRADEMARK

AVI-SPL TRADEMARK AND LOGO GUIDELINES

As valuable corporate assets, AVI-SPL trademarks and logos promote our products and services. The improper use of AVI-SPL's branding content diminishes their value and representation. The following Trademark and Logo Usage and Guidelines apply to all AVI-SPL strategic partners, customers, consultants, licensees, third-party agencies and parties making reference to AVI-SPL trademarks and the names of AVI-SPL's products and services on packaging, promotional materials, advertising, Web sites, and other collateral.

Please contact the AVI-SPL Legal Department or Marketing Department at 6301 Benjamin Road, Suite 101, Tampa, Florida, 33634 or 1.800.282.6733 if you have any questions regarding these guidelines.

Trademark Approved Use

It is approved by AVI-SPL that you use AVI-SPL trademarks and logos to refer to AVI-SPL products and services, as long as usage is in accordance with the guidelines set forth in this document. If the use of AVI-SPL branding is not in accordance with these guidelines or if marks that are questionably similar to those of AVI-SPL are used, it may constitute an infringement of AVI-SPL's branding rights.

You may NOT:

- Incorporate or use AVI-SPL trademarks as part of your product or company marks or names.
- Use AVI-SPL trademarks in a confusing manner around AVI-SPL's products and services, or which indicates sponsorship, affiliation or endorsement without approval and review by AVI-SPL's Marketing Department.
- Use AVI-SPL trademarks to identify products or services that do not belong to AVI-SPL.
- Use AVI-SPL logos, names or marks without approval and review by AVI-SPL's Marketing Department.

Trademark Attribution

All AVI-SPL trademarks must be properly attributed. The two ways to attribute trademark ownership are with a trademark symbol, i.e. TM, ® or © after the product or service in question, and with a trademark legend placed at the end of a document.

Trademark Symbol

When referring to AVI-SPL products or services, the correct trademark symbol must be used. Please refer to the Trademark List in this document. If a product or service is not listed and you are unsure of its proper attribution, please contact the AVI-SPL Legal Department.

TRADEMARK

When using the trademark symbol, it should be placed after the product or service being referenced, in a superscript that is smaller than the product or service font. If the software you are using does not allow for the small superscript, you must use the parenthetical version, i.e. (TM), (R), or (C).

Trademark symbols do not need to be used for every instance of the product or service. Trademark symbols should be used as follows:

- On all prominent uses of the trademark, for example: titles, headings, etc. If space is an issue, then you must make sure the next usage is followed.
- On the first use of the product or service in a document or material referencing an AVI-SPL trademark.

Trademark Legend

The AVI-SPL trademark legend should be placed at the end of documentation or in the “About” section if shown online. The legend should be in a smaller font than the rest of the document (font size 6 is acceptable). AVI-SPL trademarks must be properly identified as being owned by AVI-SPL in a simple trademark legend on all materials that reference AVI-SPL trademarks. This legend must be clear as to the trademark ownership, and must not reference any other company’s trademark legend.

Proper AVI-SPL Trademark Legend:
AVI-SPL, AVI-SPL.com, and the names and marks associated with AVI-SPL products and services are registered trademarks or service marks of AVI-SPL. All other trademarks herein are property of their respective owners. All rights reserved © 2020 AVI-SPL.

AVI-SPL Trademark List

AVI-SPL	Registered	®
AVISPL.com	Copyrighted	©

Acceptable AVI-SPL Trademark Usage

- When AVI-SPL appears within a body of copy or headline, it must always appear in ALL CAPS and include a hyphen in between the letters “AVI” and “SPL”.
- Products and services trademarks should not be used as the possessive, e.g.
- “AVI-SPL’s ®.” However, once the trademark is used with its proper symbol, possession can be used in the material.
- Do not pluralize AVI-SPL trademarks.
- Do not abbreviate AVI-SPL products or services.
- Do not hyphenate AVI-SPL trademarks not meant to be hyphenated.
- Do not break AVI-SPL product or service names across two lines of text.

LOGO

LOGO

This is the approved, official AVI-SPL logo. No other renderings, formats or versions are acceptable. Only approved electronic artwork should be used to reproduce the logo.

CLEAR SPACE

When using the logo, it is essential to leave a measured amount of clear space around the logo to maintain optimum readability. Always maintain at least a minimum of 1X of breathing room around the logo. Keep this area clear of other elements such as text, rule lines, and page edges.

COLOR OPTIONS

Shown here are the only approved color options for the logo. The AVI-SPL logo may not be reproduced in any other color.

Primary

Reverse

Monotone - Dark

Monotone - Light

LOGO

LOGO MISUSES

Because the AVI-SPL logo is the brand's primary visual representation, its integrity should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form.

Changing any graphic element of the logo will weaken its impact and detract from the consistent image we seek to project. The illustrations below describe some, but not all, of the more common misunderstandings and inappropriate uses of the AVI-SPL logo.

Please use only approved electronic art when reproducing the logo.

Don't distort, stretch, or skew logo proportions by changing the ratio

Don't rotate the wordmark or badge.

Don't change colors or outline of the wordmark or badge.

Don't remove the badge from the logo.

Don't add effects to the wordmark or badge; no drop shadows, glows, gradients, etc.

Don't create stacked or otherwise edited versions of either the badge or wordmark.

Don't create logo "lockups" by adding text in close proximity to the logo.

Don't place the primary logo on backgrounds that provide insufficient contrast.