



Third Party Logo Guidelines

Aldata

This document is aimed at providing guidelines on the use of the Aldata Solution Logo (“Logo”) by third parties. **Under normal circumstances, third parties may not use the Logo without a license**, unless they use it pursuant to the requirements listed below. Any use that falls outside of these circumstances and/or is in discrepancy with these guidelines is strictly prohibited.

The following requirements apply to all use of the Logo:

1. The Logo may only appear (i) on marketing collateral, a web site or advertising dedicated only to the sale of Aldata Solution products, in order to associate the Aldata Solution software with the Logo, or (ii) at the bottom of any advertising, marketing collateral or web site referencing a third party’s partnership or business relation with Aldata Solution, e.g. a document stating that the third party is an official distributor or reseller of Aldata Solution products.
2. Aldata Solution does not support the use of its Logo by third parties in marketing collateral, promotional or advertising materials that may result in the perception of an endorsement or a sponsorship of the product or service by Aldata Solution.
3. On non-Aldata Solution materials, the Logo must not be a prominent feature and must only be displayed together with the third party’s logo(s), business name, product names or other branding.
4. The Logo may only be shown in the best light, in a manner or context that reflects positively on Aldata Solution and its products.
5. The Logo must remain unchanged. It may not be altered in any way, including but not limited to changes in its color, size, proportion, design; nor may it be redrawn, distorted, morphed, rotated, animated or rendered three-dimensional. The Logo or any part thereof must not be incorporated in another design or used as a decorative element, background or pattern.
6. The Logo may only appear in red on a white or light background or reversed out to white on red or dark background.

- A proper area of clear, open space surrounding the Logo is part of its design and must be maintained. The minimum clear space area around the logo is based on the measurement 'X' which is the height of the 'A', as illustrated below.



- The Logo must always be at least 25mm – this is equivalent to approx 71 pixels in width and appears in a horizontal position.
- The Logo must stand alone and not be combined with other objects, pictures, other logos, words, graphics, slogans, numbers, design features, or symbols.



- The Logo must not be used as part of a co-branded logo or combined in any manner with another company's logo, name, product or service name, trade dress, design, slogan or other trademarks. The shape of the logo must not be changed or include a new feature, such as a box, a circle or a square.



- The Logo or the Aldata Solution company name may not be used in a way that might cause confusion about the relationship between Aldata Solution and any other third party or any non-Aldata Solution product or service.

12. Third party materials may not imitate or mimic Aldata Solution advertising or promotional materials, product packaging or web site layout.

If you wish to use the Logo, and your use falls within these guidelines, contact brand@aldata.com to obtain the Logo pack.

Aldata Solution reserves the right in its sole discretion to terminate or modify permission to display the Logo, and may request that third parties modify or delete any use of the Logo that, in Aldata Solution's sole judgment, does not comply with these guidelines, or might otherwise impair Aldata Solution's rights in the Logo. Aldata Solution further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.