

# Fullpower-AI<sup>®</sup> Logo Usage Guidelines



When using the Fullpower-AI<sup>®</sup> logo, you agree to adhere to the following usage guidelines. Fullpower Technologies reserves the sole right to terminate or modify permission to third parties if usage does not comply with these guidelines.

## 1. MARKETING MATERIAL:

- a. "Fullpower-AI<sup>®</sup>" is acceptable when portrayed as a graphic or logo. For any marketing copy, "Fullpower-AI<sup>®</sup>" is used as an adjective.
- b. Examples:
  - i. Fullpower-AI<sup>®</sup> Technology
  - ii. Fullpower-AI<sup>®</sup> Science
  - iii. Fullpower-AI<sup>®</sup> Monitor
  - iv. Fullpower-AI<sup>®</sup> Insights

## 2. COLOR:

- a. We provide multiple versions of our logo. Choose the logo that looks best depending on the background it is to appear on.
- b. Do not alter the colors of our logo.
- c. Do not place the logo on a confusing or "busy" background.

## 3. SPACING AND SIZING:

- a. Always allow sufficient space on all sides.
- b. Do not overlap our logo with any other element.
- c. Always make sure our logo is crisp and readable.
- d. Do not alter the relative sizing of any element of our logo.
- e. Do not skew or compress our logo.
- f. Always display our logo in a horizontal or "landscape" position.

## 4. TYPOGRAPHY & MESSAGING:

- a. Do not attempt to replicate our logo with a custom font or typeface.
- b. Do not separate the "®" (registration mark) from our logo.
- c. Do not place our logo in close proximity to another product, service or trademark in a way that indicates endorsement or unapproved collaboration.
- d. Do not use our logo in a sentence.

## 5. PRINT:

- a. Contact us for permission and guidelines when using our logo in a print or packaging campaign.