

Kala Trademark Usage Guidelines

Our Trademark Usage Guidelines regulate your use of the Kala logo and other trademarked material. For purposes of this Agreement, trademark is defined as any word, name, symbol or device that identifies the goods or services of a person or company and distinguishes them from the goods and services of other businesses or entities. The words “Kala,” “MyKala,” “Kala Marketplace”, “Triliant”, and other graphics, logos, designs, headings, icons, and service names (together, the “Kala Marks”) are registered trademarks of Triliant, LLC., in the U.S. and/or other countries.





Any use of Kala’s trademarked materials must be approved in advance and must be used only in accordance with our standards. For sellers registered with Kala, any violation of these guidelines or of this policy will result in Kala terminating your agreement, and removal of your products from the Kala Marketplace. Additionally, and for entities other than sellers, Kala reserves the right to pursue any and all legal actions available under the law to terminate your use of Kala’s trademarked materials, and to recover damages. Kala reserves the right to modify these guidelines at any time.

1. Kala’s logos are only to be used by authorized sellers to promote Kala as a Marketplace in relation to the products the seller has agreed to list on the Kala website and mobile app.
2. You may use Kala’s trademarked material only as expressly authorized by Kala in writing. You must always utilize Kala’s most recent design of its material, as well as adhere to the most recent usage guidelines. The current Kala Mark images shown below are available for use at this time. You must use the Marks exactly as shown, including color, size, proportion, resolution, font, formatting, in their entirety. Adequate spacing must around the Mark must be provided, and must not be placed on any background that interferes with the logo’s readability.
3. You may not alter or otherwise modify the Kala Mark in any way, including placement of additional terms to create new words or graphics.
4. You may not use the Kala Mark in any way that may be construed as confusingly similar to the Kala Marks or to the look and feel of Kala’s materials or website.
5. You may not use the Kala Mark on any materials or website that contains or promotes violence, adult content, politics, gambling, or otherwise violates applicable law or regulation.
6. You may not use the Kala Mark in any manner that we may consider misleading, unfair, disparaging, obscene, defamatory, or otherwise objectionable to Kala.
7. You may not use the Kala Mark in any manner other than as specifically authorized in writing by Kala.
8. You must include the following statement in and on any materials that display the Kala Mark (written or electronic): "Kala's trademark is used under license from Triliant, LLC. or its affiliates."
9. You acknowledge that all rights to the Kala Mark are the exclusive property of Kala. You will not take any action that conflicts with Kala's rights in, or ownership of, the Kala Mark.

If you have questions about these Guidelines, please contact support@mykala.com for assistance.

There are three versions of the logo:

1. Kala Primary Logo
2. Kala Icon Logo
3. Kala App Icon
4. Kala Alternate Logo

			
"Primary" Logo	"Icon" Logo	"Mobile" Icon	"Alternate" Logo
Transparent background	Transparent background	White background	Black background
Use on white or non-black background	Use on white or non-black background	Use on white background	Use on black background