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# What uses are NOT ALLOWED?

- Social Networks
- Advertisements
- Merchandise & Packaging
- Any Commercial/Promotional Use

# **✓** What uses are ALLOWED?

- News Articles
- Educational or academic purposes
- Other Newsworthy Publications

### What is "commercial use"?

Commercial use is any kind of promotion/advertising for a product or service that generates revenue. The use can be direct or indirect. Direct use could be in an advertisement for a product. Indirect use could be a social media post on a business page or any other website that promotes a product or service without specifically selling or promoting the business. Neither of these uses would be permitted if the icon is marked as "Editorial Use Only".

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