

# Norman<sup>®</sup> Logo, Trademark, Video, and Photo Usage Guidelines

Each of Norman<sup>®</sup>'s logo, trademark, video, and photo shall be used in a manner in accordance with the following guidelines:

1. Shall be used to identify only Norman<sup>®</sup>, or its products, brand and/or services, and shall not be misrepresented, displayed, or used for any non-Norman<sup>®</sup> product or service.
2. Shall not be used in any manner that might imply that any non-Norman<sup>®</sup> materials, including but not limited to products, services, websites, photography, or publications are sponsored, endorsed, or affiliated with Norman<sup>®</sup>.
3. Shall be used in its original form, including but not limited to color, proportion, size, or design, or removal of any words, artwork, or trademark symbols. They shall not be animated, morphed, or otherwise distorted in perspective or appearance.
4. Logos and trademarks shall only be displayed in the specified PMS color or in black, and shall not be screened back or broken into multiple colors.
5. Logos and trademarks shall stand alone and may not be combined with any other object, including but not limited to unauthorized logos, words, graphics, photos, slogans, numbers, design features, or symbols. Logos and trademarks shall be used to represent Norman<sup>®</sup> or product line in text, including a headline or body copy.
6. Logos and trademarks shall never be reversed on a dark background, used as texture, used on a textured background, used with shading, or used within a frame.
7. Samples of any media that contains a Norman<sup>®</sup> logo, trademarks, photos, product image, service, and/or reference to such, must be submitted to the Norman<sup>®</sup> Marketing Department for recording purposes.
8. All logos, trademarks, videos, and photos shall be attributed to Norman<sup>®</sup> with the phrase, "™ and ® denote trademarks owned or claimed by Norman<sup>®</sup>".
9. All Norman<sup>®</sup>-supplied videos and photographs must bear the phrase "© YYYY Norman<sup>®</sup>. All Rights Reserved." within the image or directly underneath it.
10. Norman<sup>®</sup> reserves the right in its sole discretion to terminate or modify any of the logos, trademarks, videos, and photos, and may request that third parties modify or delete any use of such that, in Norman<sup>®</sup>'s sole judgment, does not comply with any of the abovementioned guidelines, or might otherwise impair Norman<sup>®</sup> rights in the logos, trademarks, or photos.
11. The right to use all Norman<sup>®</sup>'s logos, trademarks, videos, and photos terminates automatically upon your stopping purchasing and selling Norman<sup>®</sup> products.

☐ I agree

OK