Steinberg ASIO usage guidelines
(Version "2.3.3 – 02.02.2019")

1. **Required use of ASIO compatible Logo**
   Whenever "ASIO" is used <u>or</u> the SDK has been used to create a product it is required to add "ASIO compatible Logo" as supplied by Steinberg on **every** of the following

   a. if sold in tangible form (e.g. printed activation code, USB stick, boxed): on **package** or tangible form including the Software (e.g. USB Stick, USB Dongle, Microphone or hardware)
   b. if **not** sold in tangible form:
      - if ASIO is used or activated by default or automatically: in every About Box and/or Startup-/Splashscreen
      - if ASIO activated only manually: in every dialog used to enable or configure ASIO technology
   c. on every document, package, website, advertisement, offer or publication **that mentions "ASIO" (this includes every use in a url or the like)**
   d. on every advertising (e.g. a self owned website is an advertising as well!) as is commercially reasonable e.g. where space is usually sufficiently available, in product brochures, on websites offering a product, e.g. for download or sale and always if any other third party trademark is displayed or mentioned while it is in most cases not commercially reasonable and therefore not necessary in small advertisements like internet banners or on promotional items
   e. on any product website regarding (among others) at least one ASIO Compliant Hardware Product and/or ASIO Driver Compliant at least one time for every product website, but it might be a subpage linked to the product page while such sub page might be a specification page
   f. on website additionally on any legal or imprint website
   g. in all documentation and specification, regardless of the media used, such as e.g. manuals or data sheets
   h. if an About Box or a Startup-/Splashscreen exists that includes any reference to any third party or third party's right: in every About Box or every Startup-/Splashscreen

   Due to the above, e.g. for a downloadable Software, e.g. a driver, it is possible to reduce the use of ASIO to one time on a specification of the Software and one time on the legal page.

   In some of the above cases it is allowed to use instead of the ASIO compatible Logo "ASIO" (in plain letters) and the copyright notice (please refer to § 3 (especially § 3 a), b) and c) of the agreement for details).

2. **Use of ASIO not within the ASIO compatible Logo**
   It is allowed for all parties that have entered into the current Steinberg ASIO SDK Licensing Agreement to use "ASIO" in regular letters to refer to compatibility as long as complying with the Agreement. It is not allowed to use the ASIO Logo that e.g. Steinberg itself uses (the one with the red and green triangles). The following shall provide more guidance related to common forms of usage:

3. **Use when claiming compatibility or using "ASIO"**
   It is allowed to use claims such as "compatible with 64 bit ASIO" if the ASIO compatible Logo is placed in

context of such claim, e.g. not too far away on the same page, and the product uses or has been created using the SDK and is, in fact, compatible (compare 1.c above).

4. **Use on Website**
   It is not sufficient to include the ASIO compatible Logo only in the imprint or one other page. All pages that relate to a product using or created using the SDK or showing ASIO must show the ASIO compatible Logo at least at one subpage, e.g. specification (compare especially 1.e and 1.f).

5. **Use on Package**
   The ASIO compatible Logo must be printed on the package of any product using or created using the SDK or showing ASIO.

6. **Use in Product Name or Logo**
   Provided that the ASIO compatible Logo is always displayed in the context of such product name "ASIO" might be added to the basic product name, e.g. like "mycoolEngine for ASIO" if set in regular type and not graphically illustrated or integrated into the product name and the ASIO compatible Logo is always shown in direct context to such product name. It is e.g. not allowed to merge the basic product name and ASIO in some graphical way into one integrated sign. E.g. it is allowed to use is like

   while using it like

   is NOT acceptable.

7. **Use in company name**
   It is not allowed to include ASIO in the company name.

8. **Use in social media**
   It is allowed to use ASIO in channels and their names/URLs and the like if a junction is used to denoted the compatibility, e.g. like in "MycoolEngineForASIO", is used and the channels etc. always shows the ASIO compatible Logo.

9. **Use in Domain**
   It is allowed to use ASIO in domains, e.g. second level domains, if a junction is used to denoted the compatibility, e.g. like in "MycoolEngineForASIO.com", is used and any page under such domain shows the ASIO compatible Logo and the domain only shows products using or created using the SDK.

10. **Use in Logo**
    It is not permitted to include ASIO in a firms Logo but it is allowed to include ASIO in a product Logo provided that is in conformity with No. 6 (Use in Product Name or Logo).

11. **Use in Video**

It is allowed to use "ASIO" in a title of a video if on every page that shows the video and/or the title of the video:

- a frame of the video is shown as still (e.g. when presenting the video while not playing it) and such frame includes the ASIO compatible Logo or

- in the direct context of the video **and** the name the ASIO compatible Logo is shown.

It is allowed to use "ASIO" in a video (e.g. a tutorial) in a way as named above (e.g. as addition to a product name or to show the compatibility) if the ASIO compatible Logo is shown in the video.

12. **Use in Category**

It is allowed to use ASIO in a category or in a related URL outside of the domain, e.g. as in www.myreviews.com/ASIOdrivers/, if such category is of generic meaning and under such category only forms of use and/or products inline with the SDK agreement are listed.

13. **Use in Combination or Composition**

It is not allowed to create combinations or compositions like "ASIOi" or similar.

14. **ASIO compatible Logo**

The current ASIO compatible Logo is the following:

It might be used as well in the following forms, the text underneath or on the right being in any common font:

ASIO is a registered trademark of Steinberg Media Technologies GmbH

15. **Questions and Suggestions**

Questions and suggestions regarding this guide might be mailed to reception@steinberg.