

SUMMIT DIGITAL SOLUTIONS LOGO USAGE RIGHTS AND BRAND GUIDELINES

Effective Date: January 9, 2024

Document Version: 2.0

Document Control Number: IP-LOGO-2024-001

1. INTRODUCTION

This Logo Usage Rights and Brand Guidelines document ("Guidelines") establishes the official standards for the use, reproduction, and display of Summit Digital Solutions, Inc.'s ("Company") corporate logo, wordmark, and associated brand elements (collectively, the "Logo Assets").

2. DEFINITIONS

1. "Logo Assets" shall include:

- a) The Summit Digital Solutions primary logo mark
- b) The "SDS" abbreviated logo mark
- c) The Summit Digital Solutions wordmark
- d) The Peak Performance Platform(TM) product logo
- e) All associated visual brand elements and design components

2. "Authorized Users" shall mean:

- a) Company employees
- b) Licensed partners and resellers
- c) Authorized marketing agencies
- d) Other parties with express written permission

3. OWNERSHIP AND RIGHTS

1. The Company maintains exclusive ownership of all Logo Assets, including all intellectual property rights, trademarks, and associated goodwill.

2. Registration Status:

- Primary Logo: USPTO Registration #87654321

- Wordmark: USPTO Registration #87654322
- Peak Performance Platform(TM): USPTO Serial #87654323 (Pending)

3. All rights not expressly granted herein are reserved by the Company.

4. AUTHORIZED USAGE

1. Permitted Applications:

- a) Official corporate communications
- b) Marketing materials and collateral
- c) Digital platforms and applications
- d) Product documentation
- e) Partner co-marketing initiatives (with approval)

2. Required Standards:

- a) Minimum clear space of 1x logo height on all sides
- b) Minimum reproduction size of 1 inch / 72 pixels wide
- c) Maintenance of original aspect ratio
- d) Use of approved color specifications only

3. Color Specifications:

- Primary Blue: PMS 2925C / RGB 0,156,222 / #009CDE
- Secondary Gray: PMS 425C / RGB 84,88,90 / #54585A
- Accent Green: PMS 368C / RGB 120,190,32 / #78BE20

5. USAGE RESTRICTIONS

1. Prohibited Modifications:

- a) Alteration of proportions or components
- b) Application of effects or filters
- c) Modification of colors outside approved palette
- d) Integration with unauthorized graphic elements

2. Prohibited Applications:

- a) Defamatory or misleading contexts

- b) Political or religious messaging
- c) Third-party product endorsements
- d) Unauthorized merchandise or products

6. APPROVAL PROCESS

1. External Usage Requests:

- a) Submit written request to brand@summitdigital.com
- b) Include intended use, duration, and distribution
- c) Provide mock-ups or examples
- d) Allow 5 business days for review

2. Review Criteria:

- a) Alignment with brand guidelines
- b) Technical compliance
- c) Strategic fit
- d) Legal compliance

7. QUALITY CONTROL

1. The Company reserves the right to:

- a) Inspect all uses of Logo Assets
- b) Request modifications or cessation of use
- c) Revoke usage rights
- d) Pursue legal remedies for unauthorized use

2. Quality Standards:

- a) Maintain minimum resolution requirements
- b) Ensure color accuracy
- c) Preserve clear space requirements
- d) Maintain brand integrity

8. TERM AND TERMINATION

- 1. These Guidelines remain in effect until superseded or revoked.

2. The Company may terminate usage rights:

- a) Upon written notice
- b) For guideline violations
- c) Upon termination of business relationship
- d) At Company's sole discretion

9. LEGAL NOTICES

- 1. These Guidelines do not constitute a trademark license.
- 2. All Logo Assets are protected under U.S. and international trademark and copyright laws.
- 3. Unauthorized use may result in legal action.

10. CONTACT INFORMATION

For questions or approval requests:

Brand Management Team

Summit Digital Solutions, Inc.

1000 Innovation Drive

Wilmington, DE 19801

Email: brand@summitdigital.com

Phone: (302) 555-0123

11. DOCUMENT CONTROL

Version History:

- 2.0: January 9, 2024 (Current)
- 1.1: March 15, 2022
- 1.0: June 1, 2020

Approved by:

Sarah Blackwell

Chief Operating Officer

Summit Digital Solutions, Inc.

[END OF DOCUMENT]