



# Trademark and Logo Usage Guidelines

## Overview

For over 35 years, Videx data collection products have been valued for their reliability and ease of use. When customers see the Videx brand, they know they are receiving a proven, quality product designed and manufactured entirely in the USA. Videx, Inc., a family-owned business since 1979, owns and protects the Videx brand and all related logos, wordmarks, trademarks, service marks, and trade dress (collectively, "Videx Trademarks"). The Videx Trademarks should be properly depicted and consistently portrayed in all communications including, but not limited to, print, electronic media, packaging, event marketing, website, and other visual depictions. Only certified resellers in good standing under the Videx Partner Program are licensed to use the Videx Trademarks for the purposes of promoting the resale of Videx products and custom reader applications. If you are a Videx reseller and wish to use the Videx Trademarks, you must adhere to these Trademark and Logo Usage Guidelines. Any use that is inconsistent with these guidelines has the potential to permanently deteriorate our legal rights in the marks and we may terminate your rights to use the Videx Trademarks. If you have any questions about your proposed use of the Videx Trademarks, please contact us at [sales@videx.com](mailto:sales@videx.com).

## Logo Guidelines

As of the date of this printing, the only authorized Videx logos that may be used are listed below. Please update all other Videx logos in your materials.

### Examples:



Full Logo Color on White



Full Logo Color on Black



Full Logo Black on White



Design Element Color



Design Element White on Black



Design Element Black on White



Full Logo Color on White



Full Logo Color on Black



Full Logo Black on White

## Online Usage

For online applications, please use logos in the JPEG format. By displaying our logo on your website you agree to present the logos without alteration, modification, or misrepresentation in any way, shape or form. Depending on use, you may need to convert the JPEG format to a GIF or PNG format. All logos used online need to be in the RGB color space.

## Print Usage

For print applications, please use logos in encapsulated post script (.eps) format only, according to the guidelines below. These logos are available by contacting [sales@videx.com](mailto:sales@videx.com).

- The logos may be scaled proportionately but not altered in any other way.
- A reasonable amount of space must be left between the logos and any other object such as type, other logos, photography, borders, edges, etc.



# Trademark and Logo Usage Guidelines

Do not use JPEG versions of the logo for print applications; this will result in dramatic and unacceptable loss of quality. Depending on use, you may need to convert the EPS format to a TIF format. All print applications need to be in the CMYK color space.

## Trademark Guidelines

Videx Trademarks identify a brand, not a product. We encourage our Videx resellers and partners to refer to Videx brand products and services. When referring to Videx wordmarks within text, take care to place the proper trademark symbol immediately following the wordmark.

- In addition to the graphical logos indicated above, the Videx brand includes the following wordmarks:
  - Videx®, CyberBadge®, IBR9000®, Touchprobe®, Laserlite®, and Pulsestar™
- When using a Videx wordmark it should always be used as an adjective followed by a noun that is an appropriate generic descriptor such as barcode reader or optical scanner. Never use Videx wordmarks as nouns.
  - Correct Usage: CyberBadge® barcode and RFID scanners are optimized for speed and efficiency.
  - Incorrect Usage: Touchprobes are incredibly durable.
- When referring to the 'Videx, Inc.' entity itself please omit the trademark symbol.
  - Correct Usage: Videx, Inc. offers data collection products for a variety of industries.
  - Incorrect Usage: Videx® Inc. also provides development tools to customize reader applications.
- Do not alter the form of any Videx Trademarks.
  - CyberBadge® is always one word, never two.
  - The C and B in CyberBadge® should always be capitalized, even if the mark is used mid-sentence.
- Alternatively, you may capitalize the entire mark.
  - Correct Usage: CyberBadge®
  - Correct Usage: CYBERBADGE®
  - Incorrect Usage: cyber badge
- Unless otherwise required by Videx, you agree to include a statement of ownership when using any of the Videx Trademarks. The statement shall read, "CYBERBADGE® and the Videx logos are trademarks of Videx, Inc. registered in the United States and other countries." and must appear on the page where the Videx Trademarks are displayed or where other important legal notices are located.
- You may not give or license the Videx Trademarks to any company or person.
- Avoid displaying or using the Videx Trademarks in any manner that would tend to confuse customers as to the origin of the material or in material that is false or misleading. Do not register Videx Trademarks in domain names. Do not display Videx Trademarks more prominently than your own product or service names. Do not use product or service names that could be confused with Videx Trademarks.
- Do not expressly indicate or imply a relationship with Videx through any means including using the Videx Trademarks unless you are currently a Videx reseller.
- Please notify us immediately if you are aware of any uses of Videx Trademarks that do not fully comply with these guidelines, including any use by an individual or company who is not a Videx reseller.



# Trademark and Logo Usage Guidelines

## Summary

If you have any questions or have a proposed use that is not in strict conformance with these policies, please contact [sales@videx.com](mailto:sales@videx.com). Videx Trademarks may be used only if you are currently a Videx reseller or otherwise have express written permission to do so. Any use is subject to the following:

1. You may not alter the Trademarks in any way. You must use only a Videx supplied or approved format, according to the guidelines set forth in this document.
2. The Trademarks must appear by themselves; they may not be combined with any other graphic or textual elements and may not be used as a design element of any other logo or trademark, except in combination with Videx product images.
3. You may not use our Trademarks on any website that is in violation of: (i) any applicable laws or regulations; or (ii) the Videx Trademark and Logo Usage Guidelines. Your use of Videx Trademarks must be truthful and not misleading. You may not use the Trademarks to imply any relationship with, or endorsement or sponsorship by, Videx that is not true. You may not use our Trademarks in connection with any disparaging statements about Videx or its products, or statements that otherwise reflect poorly on Videx.
4. Videx reserves the right to approve or disapprove the use of our Trademarks on your web page (size, surrounding text, etc.) and print media to ensure that it complies with these policies.
5. You acknowledge that we own and retain all right, title and interest in and to Videx Trademarks, and agree not to adopt, use, register, or attempt to register anywhere in the world any logo, domain name or trademark that could be considered confusingly similar to any Videx Trademark. You will acquire no rights in the Trademarks through this use and shall take no action inconsistent with Videx's interest in the Trademarks. If you do happen to obtain rights in the Trademarks, you agree to, and hereby do, assign all rights in the Trademarks to us and agree to execute any documents needed for such assignment.
6. We disclaim all warranties regarding Videx Trademarks, including warranties against infringement of third party rights and any warranties that may be implied by applicable law. We do not grant any indemnity against infringement or other claims arising from your use of a Videx Trademark. You use any such Trademarks at your own risk, and agree to indemnify us against all claims and liability that may arise from your use of any Videx Trademark. If you do not agree to these terms, do not use the Videx Trademarks.
7. We reserve the right, at any time and without cause, to modify or suspend these policies and withdraw any permission granted to you to use the Trademarks. We reserve the right to take action against any misuse or unfair, misleading, diluting, or infringing use of the trademarks.

To assist you with compliance, we recommend forwarding a PDF of any newly created material for review. Please email the PDF to [sales@videx.com](mailto:sales@videx.com) or to your Sales Representative. We will review and advise if the advertising meets Videx guidelines.