

## **Aave Logo & Word Mark Usage Policy**

This policy provides our requirements regarding use of Aave word marks and logos (this includes but is not limited to the Aave logo, its variants, and all Aave sub-brands, event logos and variants). Aave, and its sub branded word marks, logos, slogans, copyrighted designs, or other brand features of Aave are available for use or download on the Aave website.

The Aave word marks, sub brands and logos are the sole and exclusive property of Aave. Your use of any word mark and/or logo implies acceptance of, and agreement with, the terms of this policy. If you do not accept and agree to follow the rules as set out in this policy, you do not have the right to use the word marks and/or logos and are prohibited from using them. Any use of Aave word marks and/or logos not in compliance with this policy is not authorized. If you violate the rules in this policy, you must cease and desist from all use of any Aave word marks and/or logos, regardless of the uses otherwise allowed in this policy. In addition, Aave reserves the right to revoke its approval of your use of the word marks and/or logos at any time.

### **Rules for Using the Aave Word Marks and/or Logos**

Permission is granted to you to use the Aave word marks and logos only under the following terms and conditions:

Aave's logos and word marks are for non-commercial use only. Usage of Aave's logos and word marks for commercial sales, individual fundraising or organizational fundraising is strictly prohibited unless otherwise expressed in writing by Aave.

Word marks and logos may not be used in an ambiguous way as described herein:

- No word mark and/or logo may be used in any way that suggests that Aave is affiliated with, sponsors, approves or endorses you, your organization, your websites, your products or your services.
- No word mark and/or logo may be used in any way that mischaracterizes any relationship between you and Aave.
- Vendors may not use any word marks and/or logos to advertise Aave or its members as clients on industry or vendor websites and promotional pieces without Aave's written permission, and which must be requested in writing.

All Aave's logos are distinctive, designed pieces of graphic artwork, owned by Aave. The following usage guidelines must be followed:

- Do not modify or alter the logos;
- Do not change scale, skew, or rotate any logo;

- Do not change the design of any logo;
- Do not change or vary the colours of any logo;
- Avoid screening logos;
- Do not shrink any logo to less than 1 inch in width or height;
- Do not combine a logo with any other design, trademark, graphic, text or other element, including your name, any trademarks, or any generic terms;
- Logos may only be placed on solid backgrounds (preferably white) unless approved by Aave, and not over an image or pattern (unless approved by Aave);
- No artistic effects (such as drop-shadows, gradients or embossing) may be applied

No word mark or logo may be used or displayed in any of the following ways:

- In any manner that, in the sole discretion of Aave, discredits Aave or tarnishes its reputation and goodwill;
- In any manner that infringes, dilutes, depreciates the value, or impairs the rights of Aave in the word marks and/or logos;
- In any manner that is false or misleading;
- In connection with any pornography, illegal activities, or other materials that are defamatory, libellous, obscene, or otherwise objectionable;
- In any manner that violates the trademarks, copyright, or any other intellectual property rights of others;
- In any manner that violates any law, regulations, or other public policy;

- In any manner as part of a name of a product or service of a company or organization other than Aave

All goodwill generated using any word mark and/or logo inures to the benefit of Aave.

You may not assert rights to any Aave word mark and/or logo whether by trademark registration, common law ownership, domain name registration or anything else.

You must, if requested from Aave, provide samples of any materials that include the Aave word marks and/or logos for purposes of determining compliance with this policy

You must make any change(s) to your use of the word marks and/or logos that are requested by Aave

Your download and use of the logos is subject to the Aave Terms of Use.

Partners who have agreements with Aave must comply with the terms of their agreement in addition to this policy