

ASAM Brand Resources – User Guidelines

ASAM e.V. permits its members, partners and the media to use its name, trademarks, logos, web pages, or other distinctive features (hereinafter referred to as “ASAM Brand Features”). ASAM is asking all users to follow and respect these guidelines for the use of ASAM Brand Features.

The purpose of these guidelines is to make sure that the ASAM Brand Features will be used to strengthen the brand and value of ASAM and its standards and to avoid confusion or misinformation that can arise from the use of ASAM Brand Features. ASAM encourages members, partners and media to use ASAM brand features and to talk and write about ASAM and its standards but asks for accurate citation and proper reference. The main reference in online documents should contain a pointer to the official ASAM website www.asam.net.

By using ASAM Brand Features, you agree to adhere to these Guidelines:

1. ASAM Trademark

ASAM is a registered trademark. The purpose of the trademark registration is to protect the use of the word-mark “ASAM” in the protected application domains from any usage that is contrary to the mission and values of the trademark owner ASAM e.V. You may not use the ASAM trademarks to disparage ASAM, its standards or services, or in a manner which diminishes or tarnishes ASAM’s goodwill in the ASAM trademarks.

2. ASAM Logos

ASAM members, partners and media may [download logos](#) for use as described below. The logos may not be altered in proportion, color or shape, may not be combined with other marks or used in a misleading manner. If you want to use the ASAM logo in a specific way not described below, or if you have any specific requirements, please contact info@asam.net.

Logos For Use By ASAM Members

As an ASAM member, you may [download logos](#) for use on your company website, in tools, and in your marketing material (print, online, trade show marketing) to indicate your affiliation to ASAM or to refer to ASAM and its standards. An online usage of the ASAM logo should link to the ASAM webpage www.asam.net or any other content page of this website which is accessible to the public and does not require a member login.

Logos For Use By Tool Developers

As a developer, you may [download logos](#) for use in your tools. You may use the ASAM name, logo or favicon to indicate that the content you are displaying refers to ASAM or ASAM standards or to describe the ASAM information provided through the standard.

Logos For Use By Partners

ASAM Partners are usually organizations that have met a cooperation agreement with ASAM e.V. They may [download logos](#) for use in on- and offline material. An online usage of the ASAM logo should link to the ASAM website www.asam.net or any other content page of this website.

Logos For Use By the Media

Logos may be [downloaded](#) for use in reporting on ASAM's business or standards. Your use of these logos is subject to your compliance with these Guidelines.

3. Graphics and Text Passages

Graphics and texts on the ASAM webpages are intellectual property of ASAM. ASAM members, partners and media may use these graphics (see <http://www.asam.net/news-media/media/>) or texts from the ASAM website in either print (book, magazine, journal, newspaper) or digital (web page, DVD, CD) formats to refer to ASAM for an instructive, educational or illustrative purpose. Avoidance of confusion or misinformation must be given highest priority. Usage of ASAM graphics or text passages must include a link or citation to www.asam.net respectively to the relevant content page. Graphics and texts from content pages of the ASAM website which require a member login may not be used for publication neither in print nor online.

4. Books or Printed Materials

Using ASAM marketing material

ASAM members, partners and media may use ASAM printed material or online versions (<https://www.asam.net/news-media/brochures/>) to distribute to customers, interested parties and others who may have a professional interest in ASAM. These documents can be ordered at info@asam.net. Reprinting these documents requires a written permission by ASAM. Please contact info@asam.net.

Developing your own printed material

The usage of the ASAM logo or name "ASAM" in the title or otherwise on the front-cover of books which are not published by ASAM, require a written permission by ASAM (contact info@asam.net).

5. General Information

ASAM requires that you conform to these Guidelines in your use of any ASAM Brand Features. We may modify these Guidelines at any time and your continued use of the ASAM Brand Features will constitute your consent to such modifications. ASAM has complete discretion in determining if your use violates any of the Guidelines.

If you are in doubt about the usage of ASAM Brand Features or if you would like to make use of the ASAM Brand Features in a manner not mentioned within these Guidelines, please contact info@asam.net.