



Branding Policy

Adding value together

Nivaria Innova

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01. General Terms

The Nivaria Trademark and Logo Policy establishes the conditions under which Nivaria Innova S.L. allows and regulates the use of the brands and logos identified by Nivaria.

By respecting this policy, you help to avoid confusion with other products and enhance the value and integrity of Nivaria as a shared asset, especially in the context of the relationship between partners. We appreciate your cooperation in the belief that it will benefit the entire community.

This document aims to disseminate our policy, but is also a contract and therefore is considered part of the contractual relationship between you and Nivaria.

01.1. Why are brands important?

Our brands, the Nivaria brand and our products, are important in order for us to differentiate our products and maintain the quality and reputation of our business and the business throughout the Nivaria community.

The branding policy should be strictly observed to maintain its validity and legal binding force and to protect customers. Consequently, the use of our brands, including the Nivaria name and logo, is subject to this branding policy, indicating what can be done with them and when to ask for our permission. Please consult this document, along with our license, if you are a partner or client of Nivaria.

01.2. Who should read this Branding Policy?

This policy applies to all partners, distributors, licensees, customers and users of products and services of Nivaria Innova S.L., or products incorporating them, as well as to others who want to use the distinctive brands or logos of Nivaria Innova S.L. (identified as "Third Party" or "you").

However, except under the terms set forth below, this policy does not grant any license or use, by implication or otherwise, of the use of any signs, logos or names of Nivaria Innova S.L.

01.3. Brand Policy Reach

Nivaria Innova S.L. identifies their products and services under the brand Nivaria, which is sometimes accompanied by other distinguishing marks (service marks, trade names and logos) identified below. This list can be updated by Nivaria Innova at any time. Also, Nivaria Innova may change their logos at any time. Please refer to the table on a regular basis to ensure compliance with this policy.

Our policy includes certain attribution and recognition obligations that we believe are fair, reasonable and consistent with industry practice. Consequently, you should read these requirements and the full document on the use of our brands. Please do not hesitate to contact us at legal@nivaria.com if you have any questions on this topic.

01.4. General Rules for Use of the Brand

As a general rule, no one can use (or authorize the use of) Nivaria logos, in any way except in the manner and under the conditions laid down in writing by the "Nivaria Corporate Style Guide" which summary form is included below. Therefore, no license to use the Nivaria brands or logos will be given.

Must be met in general:

- All projects that include Nivaria products, either in whole or in part, must include on the home page the logo and text "Powered by Nivaria. This logo cannot be removed or changed.
- Do not use our trademarks in a way stating or implying that Nivaria sponsored, endorsed or is otherwise affiliated with your project or product, even in the text in your website or in the documentation of your product without our consent.
- Although the referential use of our brands (such as a in a product comparison or web link) does not require our consent, you must meet our guidelines on how to mention "Nivaria."
- Do not declare that your product "includes Nivaria software" in any packaging, document or other physical medium used to redistribute software built with the Nivaria platform or that uses the platform for any purpose.
- See the "Nivaria Corporate Style Guide" to find the right way to use the Nivaria logo and name.
- You can adjust the overall size of the logo, provided that the original proportions are maintained.

Nivaria Innova S.L reserves the right to (i) prohibit any use of the Distinctive Signs on the grounds of breach of this Brand Policy or any written authorization or for any other reason it deems appropriate and (ii) modify this Brand Policy for any reason and at any time.

01.5. Third Party Licenses

Some products include Nivaria technologies under third party licenses. You should not use any third party brands without the express permission of the owner. This policy only applies to Nivaria's Brands and Logos and does not apply to other brands.

01.6. Questions, Comments and Notifications of Unauthorized Use

Please direct your questions, comments and notifications of unauthorized use of the Nivaria logo, by writing to legal@nivaria.com.

02. Corporate Style Guide

02.1. The Nivaria Logo

The Nivaria brand is comprised of the the name "**nivaria**" followed by a **left bracket**. The name "nivaria" is always written in lower case, in the **Whitney Semibold** font. As a brand, the two should never be used separated from each other, and should always be in the same color.



nivaria{
TM



nivaria{



nivaria{
TM



nivaria{

Nivaria is a registered trademark in the EU, U.S. and various countries around the world. This policy covers any brand or logo found in this document and any other brand or logo used by Nivaria.

02.2. Product Logos

Product logos use the same font, but include a new color, as can be seen below:

nivaria{content manager

nivaria{application builder

The Nivaria license and the product licenses give authorization to third parties to use the platform, under certain conditions:

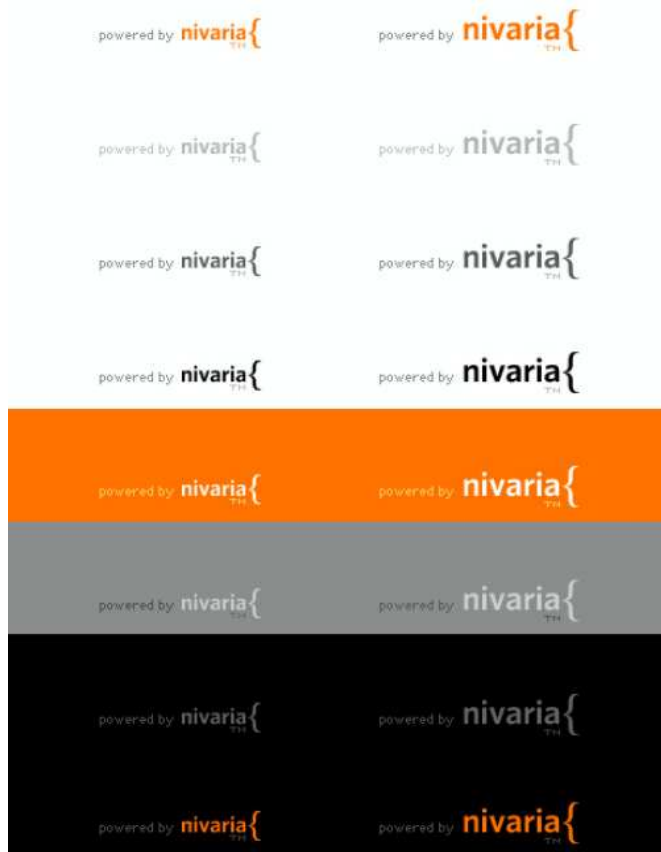
- The Nivaria product license does not grant any license or right to use the distinctive logos of Nivaria Innova S.L. except where it is integrated into the **nivaria{ content manager** and/or **nivaria{ solution builder** products.
- None of the trademarks of Nivaria Innova SL can be used in the promotion, identification, marketing or distribution of a collaborative, collective, or compound work containing any of Nivaria's products, or independent software that provides functionality similar to those products, for example, for product comparison, unless such action is authorized in writing by Nivaria Innova, or complies with the terms of this Brand Policy.

02.3. Other Nivaria Logos

At any time, Nivaria Innova can create and use other special logos or variations of the above logos and establish conditions for their use.

02.4. Use of the “Powered by nivaria{” logo

In general, this logo will be made discreet, but visible. The logo will be adapted to the color of the site as shown in the following examples.



02.5. Minimum sizes

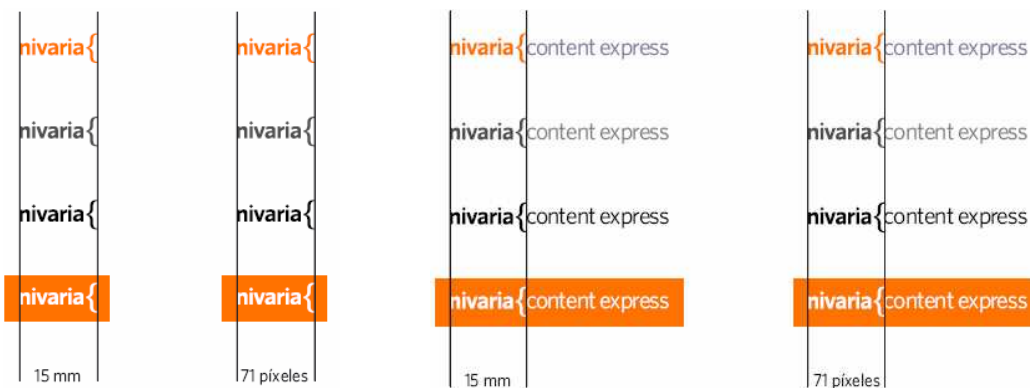
The Nivaria logo has a very high legibility at small sizes, but in order to preserve the character and legibility of the logo, there are specific minimum sizes according to the media being used. In addition to maintaining the general form with any modification, the original ratio should be kept intact.

- Print Media

In photomechanical or print media, it is recommended that the logo may not be reproduced at a width of less than 15 millimeters and a minimum resolution of 300 pixels per inch.

- Electronic Media

In the case of electronic media the minimum size is 71 pixels wide with a total resolution of 72 pixels per inch.



Interpretative Examples

Documents in electronic format that can be printed as a PDF are considered print media. A presentation on a screen is considered an electronic medium.

02.6. Favicon

The URL logo should be 16 x 16 pixels.



If this logo is dragged to the desktop, it takes a 32 x 32 size. This size will be accepted when you want to use it as the minimum size for a link to a product or Nivaria application

02.7. Font

Whitney is the corporate typeface that is applied in different variants. This is a purchased font available for PC and Mac, and therefore subject to intellectual property rights. Ask Nivaria for the font you may need depending on the application.

02.8. Color Specifications

Most applications with the Nivaria logo, whether typographic or related to the products, will be in electronic form, either Web-based, PDF or other. The "master" color is a Pantone code. To avoid errors in the interpretation of color, the Color Profile is Adobe RGB 1998. However, the color range is given below, both for RGB and CMYK in order to facilitate their use.



02.9. Use of the logo within the Partner Program

Members of the Nivaria Partner Program have the Nivaria logo and the guidelines of the program as an aid in the creation of marketing materials and sales.

Only members of the Partner Program can use the Nivaria logo followed by "Certified Partner" for use in its marketing materials, subject to this brand policy. This logo identifies you within the Nivaria Partner Network and certifies that you meet the standards of quality control put forth by Nivaria Innova and provides customers with brand recognition among the Nivaria products and solutions.

All partners are certified as indicating their level and their experience with the product, ex. **nivaria{ "Level" Certified Partner**. This should be preceded by the category of certification obtained by the Partner:

- Bronze
- Silver
- Gold
- Global Alliance

For example: **nivaria{ Gold Certified Partner**

Partners may also use the product logos in marketing materials, provided they respect the terms of this brand policy.

02.10. Use of the logo in End Client Projects

Those projects built with Nivaria's products are obligated to include and maintain the "Powered by nivaria{" logo, whether this project is built entirely or partly with Nivaria products.

Customers have the obligation and responsibility to state clearly that their platform is "Powered by nivaria{" in the media referring to the platform.

The "Powered by Nivaria" logos of Nivaria Innova

The "Powered by nivaria{" logos (shown above) cannot be used by third parties without specific written authorization by Nivaria Innova and are subject to the following conditions:

- Their use must not impair or damage the value of any distinctive sign Nivaria SL Innova Innova Nivaria or software, nor undermine the integrity, reputation or goodwill of Nivaria Innova, as determined at the discretion of Nivaria Innova.
- On any Web site or computer program, the "Powered by nivaria{" logo should be a link that leads directly to the website: <http://www.nivaria.com>. These logos must be visible and easily legible, assuming the minimum size presented.
- If the website includes areas protected by access codes, the "Powered by nivaria{" logos should be published in areas not protected by these keys.
- The proportions of the "Powered by nivaria{" logo are fixed; there should be no change in size or shape. Please consult the proportions and measurements in paragraph 02.3.2 about the "Powered by nivaria{" logo.
- Any use of the "Powered by nivaria{" logos must also comply with the relevant provisions of this Brand Policy.

See the section titled "Use of the "Powered by nivaria{" logo" to see the form, color, proportions and minimum sizes for use.

02.11. Use of the logo by unrelated third parties

Publications, conferences, presentations, memoranda, brochures, press releases, etc.

Nivaria Innova's distinctive logos (excluding the corporate logos) can be used by third-parties in published titles, such as a book, magazine, or in relation to a presentation, provided that such use:

- Do not use our trademarks in a manner that indicates or suggests that we sponsor, endorse, or are affiliated in any way with your company or organization, your projects or products without formal authorization from Nivaria Innova. We will consider these approvals in a timely manner and reserve the right to refuse.
- These guidelines apply if the text includes a link to www.nivaria.com. Except as expressly authorized, you must clearly indicate that:

"[Name or reference of the third party] is not a sponsor or affiliated with Nivaria Innova SL, and simply provides a link to the website."

Any use of a Nivaria Innova logo by a third party must attribute such to Nivaria Innova SL with a standard warning:

"[Nivaria Innova Trademark] is a trademark of Nivaria Innova S.L. in the European Union, the United States and other countries."

The first mention, or the most obvious, of the Nivaria brand must be accompanied by the symbol ®, ™ or © since these are items related to the Nivaria brand or product family.

Our brands should only be used as adjectives and be followed by a generic noun - for example "Nivaria Innova" or "Nivaria{". Do not change the spelling or syntax of our brands: you use these names in any abbreviations or acronyms.

Any Nivaira logo used in an interactive internet interface must have a link to www.nivaria.com

03. Non-authorized use of the Nivaria Innova trademarks

Any unauthorized use of the Nivaria Innova trademarks or logos that may lead to confusion regarding said trademarks or logos is prohibited without the express written agreement of Nivaria Innova S.L.:

- **Membership and sponsorship:** No trademarks or mentions of Nivaria Innova can be used in any manner that implies the existence of an association or sponsorship relationship with Nivaria Innova SL
- **Use in third-party trademarks:** No third party may use the distinctive logos of Nivaria Innova as part of the name of their company, brand or logo or trade name. That is, no one can combine one of Nivaria Innova's logos with that of a third party without the express written permission of Nivaria Innova SL
- **Use for products and services:** No third party may appoint or designate a product or service of yours to include the word "Nivaria Innova". In addition, no third party can claim the right to register or apply for registration of a trademark in any jurisdiction where the mark includes the word "Nivaria Innova" or is somehow similar to any distinguishing marks of Nivaria Innova S.L.
- **Internet Domain Name:** No third party may register or apply for registration of an Internet domain name including the word "Nivaria Innova" or any of the distinctive signs of Nivaria Innova, in a way that harms or injures Nivaria Innova or the value of any Nivaria Innova logo or infringes upon the integrity, reputation or goodwill of Nivaria Innova, as determined by Nivaria Innova, at its discretion.

03.1. Misuse

The distinctive signs of Nivaria Innova should not be used or in connection with products that harm the value of these signs, or in any other way, compromise or damage the integrity, reputation or goodwill of Nivaria Innova including (without limitation) any use that is unethical, offensive, abusive, libelous, illegal or in bad taste.

- 1) The word Nivaria should not be used without the bracket or the bracket without the word.
- 2) In the case of product logos, the same rule as above will be applied.
- 3) The bracket must always be in the same color as the word Nivaria.
- 4) The bracket is used only together with the logo.
- 5) You cannot modify the layout or composition of the elements of the logos.
- 6) You cannot use colors other than those given in this manual.
- 7) You cannot change the "weight" of the letters within the logos.
- 8) You cannot change the typographic specifications of the elements of the logos.
- 9) Do not place the logo on top of other forms other than the rectangle used as background.
- 10) You cannot intrude on the background or foreground space with logos or other graphics, unless it is an authorized composition.
- 11) Do not place the logo above complex background textures or photos that compete with its readability.

Some detailed examples of misuse are:

- | | | | |
|----|---|-----|---|
| 1. |  | 2. |  |
| 3. |  | 4. |  |
| 5. |  | 6. |  |
| 7. |  | 8. |  |
| 9. |  | 10. |  |

04. Legal Disclaimer

Our brands are important to us and we are under an obligation to protect them, as well as to protect the value they represent. At the same time, they also have value to the users of our software to differentiate the quality and reputation of our products and services in relation to those distributed by other organizations.

We must therefore strictly enforce our trademark rights to protect and maintain their validity and protect the expectations and confidence of users of our products and services.

Nivaria Innova SL reserves the right to revoke this authorization at any time in its discretion. Upon revoking this authorization, you must stop using any and all Nivaria Innova logos. If this cessation of use does not occur, Nivaria Innova can take any action it deems necessary to protect its rights and interests.

As a general rule, the design of Nivaria logos should not be modified, nor add, delete or change words, or change colors. You may adjust the overall size of the logo, provided that the proportions are maintained and enforced as written above.

Any risk on the use of logos Nivaria Innova is assumed by the user. To the extent permitted by applicable law, permitted uses are authorized by Nivaria Innova SL "as is" without warranty of any kind, including without limitation or any warranty of non-infringement of third party rights. You agree to indemnify and defend Nivaria Innova and its successors in connection with any claim, challenge, action, losses, costs, expenses or other damages or liability of any kind (including, without limitation, reasonable expenses of counsel and research) that may arise or result from the use of any Nivaria Innova logo that violates this brand policy.

You agree not to acquire the rights to any Nivaria Innova logo, based on the authorization for use. By using any Nivaria logo, you agree to the terms of this brand policy.

Questions, comments and notifications of misuse: Please indicate any violation or potential misuse of any Nivaria Innova trademark or logo by writing to legal@nivaria.com.

05. FAQs

- **Why should I ask Nivaria for the use of logos or company symbols, rather than downloading them from the web to copy into a document?**

Nivaria invests in preserving a strong brand image; representative of the quality and reputation of our business. Together we can benefit from using only official logos and symbols in order to maintain the quality, proportions and right color.

Requesting these logos and/or symbols helps us to control the diffusion of our company and allows us to maintain a personal relationship with users.

- **How can I make a request to use the Nivaria logos or symbols?**

The recommended method is via e-mail. It is only necessary to indicate: the name of the entity making the application, the desired logo application, and a telephone number. Please be sure to send the file as it will appear in the media.

- **Can I retouch the logos or symbols that Nivaria provides me?**

You must not modify any logo / symbol. If you require a logo / symbol of specific size, color or shape, please ask Nivaria.

- **Can I put the logo in an environment that changes or contradicts the philosophy of the company or your own business?**

No. You must prevent the logo/symbol from being placed in any environment that may harm the image of the company or its brand. Any adverse location of the logos / symbols is against the Nivaria Innova brand policy.

- **What happens if I use the logo or symbol provided by the company for some purpose other than those that were given by the company?**

You will automatically lose your rights of use. You may incur legal liabilities.

- **Where should I place the Nivaria Innova symbols or logos?**

In a visible place in harmony with the color of the logo / symbol and according to the purpose for which it was requested.



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