



Trademark Usage Guidelines

One Identity is recognized around the world as a leading provider of identity and access management products. One Identity trademarks are valuable because our products and services are known for being the best in our industry. Therefore, proper use of One Identity trademarks is important. The following general guidelines were designed for anyone, who is not a One Identity employee, who is involved in the preparation of One Identity branded assets including VARs, distributors, system integrators and other corporate partners. It is required that all of these participants review this guide and implement its contents and procedures, unless they have been superseded by a specific license granted by One Identity to you or your organization.

For a current list of One Identity trademarks, please visit: <https://www.One Identity.com/legal/trademark-information.aspx>

Referencing One Identity Trademarks in Text

This section provides instructions for referring to One Identity trademarks in text.

When to Use Trademark Symbols

Trademark registration symbols should be applied to the first appearance of each trademark in any work, once in the body of the text, and also within the title. Do not use the symbols in footers or subheads, unless it is the first mention of the product. Superscript the registered trademark symbol ®: ®.

Example: Defender[®] is an industry-leading solution to manage access control. Defender is available from One Identity LLC..

Which Trademark Symbol ® or ™ Should You Use?

If a name is listed as a registered trademark on our website, please use the ® symbol. If a product name is listed as trademark, please use the ™ symbol. And, if you have any questions, please email legal@OneIdentity.com.

Properly Identify the One Identity Brand

One Identity and the One Identity logo are trademarks. When these terms are first used in a document *as a brand or a description, rather than referring to the company*, the trademark symbol should be used.

If "One Identity" is used to modify a product name, and if that product name is not a registered trademark, such as Password Manager, "One Identity" functions as a brand. In this case, use the trademark symbol the first time "One Identity" appears:

One Identity™ Password Manager won top awards ...



However, if the company is announcing the availability of a new release, do not use the trademark symbol, because in this instance, "One Identity" is being used to refer to the entity, not the brand:

One Identity today announced the availability of its newest Software as a Service solution.

Properly Attribute Trademarks to One Identity

Include an attribution of One Identity's ownership of the trademarks within the credit section of your work, whether it is a document, advertisement, press release or other written use of a One Identity trademark, using this format:

One Identity, ActiveRoles, Safeguard and iToken are trademarks and registered trademarks or trademarks of One Identity, Inc. in the United States and other countries. For a complete list of One Identity's trademarks, please see <http://www.One Identity.com/legal/trademarks.aspx>. Other trademarks are property of their respective owners.

Do Not Manipulate One Identity Trademarks

Do not shorten, hyphen, abbreviate, or create acronyms out of trademarks owned by One Identity.

Correct: Defender® supports enterprise deployments.

Incorrect: This suite contains three *Defense* products.

Do Not Use One Identity Trademarks In Plural or Possessive Forms

One Identity trademarks should be used as proper nouns or proper adjectives, followed by the appropriate trademark symbol.

Correct: When you review the Defender® home page,...

Incorrect: If you look on Defender's home page,...

Do Not Use One Identity Trademarks to Describe Other Products or Services

Trademarks owned by One Identity identify specific products and services. Do not refer to products or services that work with One Identity products incorrectly. For example, do not refer to products that work with Safeguard as "Safeguard add-ons." If necessary, use "-compatible" to describe their relationship to Foglight.

Correct: Product123 is Safeguard™-compatible.

Incorrect: [Your Company Brand} Safeguard Add-on

Set One Identity Trademarks Apart

Set trademarks owned by One Identity apart from other words or nouns they modify by capitalizing the product name and using the proper trademark symbol (if it is the first occurrence in the title or text). You can also italicize, underline, or bold the name.

Correct: When you review the Safeguard® console,...



Trademark Usage Guidelines

- Do not use or register any One Identity trademarks including One Identity logos, symbols, icons, designs, marks or any potentially confusing variation thereof as part of your company name, trade name, product name, service name, or domain name.
- Do not use product, service, or company names that could be confused with any One Identity trademark.
- Do not mimic or imitate One Identity's product packaging, advertising, trade dress, or logo in any way.
- Do not place your company name, trademarks, service marks, or product names next to (or combine them with) a One Identity product name, logo, or trademark.
- Neither the Logo or the One Identity name may be used in any OEM company name, product name, service name, domain name, website title, publication title, or the like.
- Do not use a One Identity trademark or logo in any manner that suggests One Identity's affiliation, sponsorship, certification, or endorsement of any non-One Identity materials, including but not limited to a product, service, magazine, periodical, seminar, or conference. A disclaimer of sponsorship, affiliation, or endorsement by One Identity, similar to the example provided, should be included on the publication and all related printed materials: ***"(Title) is an independent (publication) and is not affiliated with, nor has it been authorized, sponsored, or otherwise approved by One Identity, LLC."***
- You may place a text link to a One Identity Web page on your site if the text link is not a prominent feature on the site or used in any way to confuse or mislead consumers. You may refer to the One Identity company name or One Identity product names in a plain text font and format, provided this use follows our general trademark guidelines, and you include appropriate wording such as "This way to One Identity.com." Except for the Link Logos as provided by One Identity, you may not use the One Identity corporate logo or any other One Identity logo or graphic to link to One Identity.
- Do not use any One Identity trademark or logo in the title of your Web site or as a second-level domain name.

Additional Guidelines for Marketing Collateral and Product Packaging

Do not use any One Identity trademark in such a way that it appears One Identity is legally associated with your company beyond your company's authorization to distribute authentic One Identity products.

Retain all copyright, trademark, and patent notices in One Identity products and documentation from One Identity. You must comply with any notice from One Identity to change any of the copyright, trademark, or patent notices.

Market One Identity products under the name and version numbers identified by One Identity, and designate One Identity trademarks with the appropriate symbols ® and ™. For guidance on the appropriate trademark symbol, review <https://www.OneIdentity.com/legal/trademark-information.aspx>

If requested, you must supply One Identity with samples of finished product and marketing materials containing any One Identity trademarks prior to shipping.

If you are aware of any trademark infringement actions that arise from your use of the One Identity product names, logos, or trademarks, notify One Identity immediately.



One Identity Logo Usage

This section provides guidelines for using One Identity logos, icons, and design elements.

License Required

One Identity logo, icons, favicons, and designs may only be used under an express written logo license agreement with One Identity, Inc. No One Identity brand elements (including but not limited to logos, product names, taglines, logotypes, designs, icons, trade dress, product packaging, favicons, or colors) may be used other than as provided by One Identity in writing. One Identity reserves the right in its sole discretion to terminate or modify permission to display any brand elements, and may request that you modify or delete use of any brand element.

One Identity Corporate Logo

Provided you have an executed, written logo license, you may use the One Identity Corporate Logo only in compliance with the One Identity Corporate Logo Guidelines.

One Identity Corporate Logo Guidelines

LOGO

One Identity's corporate logo is the simplest and most easily recognizable way to graphically represent the One Identity brand.



The logo height, width, and logotype must always be proportionally represented as shown here. An artist or typographer should **never recreate or modify and One Identity logos or design elements**. The characters and positioning have been custom created and cannot be accurately reset by a computer or typesetter. For details on maximum and minimum sizing, official colors, and examples of what you must not do (do not alter our designs), see the One Identity Brand Guidelines available from <https://www.One-Identity.com/legal/trademark-information.aspx>.

Whenever possible, the One Identity logo must appear using the color combination above, in the PANTONE® spot colors specified. If four-color process is used without spot colors, use the CMYK equivalents shown at right; if using online or in multimedia applications, use the RGB or hexadecimal (HEX) color equivalents. Alternate color treatments for the corporate logo are outlined on the following page.



One Identity Corporate Logo Usage Guidelines

The One Identity Corporate logo as well as all other logos, icons, favicons, and design elements owned by One Identity ("The Logos") may only be used with a written logo license from One Identity and pursuant to these guidelines in this document to identify One Identity, or One Identity products or services. Any use that falls outside these guidelines is strictly prohibited.

- The Logos may not be used on any OEM product casing or packaging.
- The Logos may not be displayed as a primary or prominent feature on any materials that do not come from One Identity. Companies using the Logos pursuant to these guidelines must also display, in the primary and more prominent position, their own logos, business name, product names, or other branding.
- Do not place your company name, trademarks, service marks, or product names next to (or combine them with) The Logos.
- The Logos may not be used in any OEM company name, product name, service name, domain name, website title, publication title, or the like.
- Do not use The Logos in any manner that suggests One Identity's affiliation, sponsorship, certification, or endorsement of any non-One Identity materials, including but not limited to a product, service, magazine, periodical, seminar, or conference. A disclaimer of sponsorship, affiliation, or endorsement by One Identity, similar to the example below, should be included on the publication and all related printed materials:

"(Title) is an independent (publication) and is not affiliated with, nor has it been authorized, sponsored, or otherwise approved by One Identity, Inc."

- The Logos may not be used in a manner that would disparage One Identity or its products or services.
- The Logos must be used as provided by One Identity with no changes, including but not limited to changes in proportion, design, or color, or removal of any words, artwork, or trademark symbols. The Logos may not be modified, animated, or otherwise distorted in perspective or appearance.
- Use only approved One Identity logo artwork.
- The following attribution must accompany the use of any of the Logos: "The One Identity logo is a registered trademark of One Identity, Inc."

One Identity reserves the right in its sole discretion to terminate or modify permission to display the Logos, and may reOne Identity that you modify or delete any use of the Logos that, in One Identity's sole judgment, does not comply with these guidelines, or might otherwise impair One Identity's rights in the Logos. One Identity further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

© 2020 One Identity Inc.
ALL RIGHTS RESERVED.

One Identity, ActiveRoles, Defender, iToken, Safeguard, and the One Identity logo are trademarks and registered trademarks of One Identity Inc. in the United States of America and other countries. All other trademarks are property of their respective owners.

