



## **Logo Usage Guidelines**

### **Last updated: October 18, 2018**

The CleanApps.org name and logo are trademarks of CleanApps.org. We use these and other special marks in our work. We refer to all of our trademarks collectively as our “marks.” These marks are part of our intellectual property and an important part of our brand, and we protect the usage of our marks to avoid situations where an unaffiliated company gives the impression that they are supported or endorsed by us.

All usage of our marks is subject to the following terms:

1. Our marks may only be used as authorized by us, and our logos may only be used as provided by us, without any changes to color, ratio, or design, and without animation or distortion in perspective or appearance. Our marks may be resized as needed, but must retain all proportions.
2. Use of the CleanApps.org logo by any party must include a hyperlink to our corporate website: <https://cleanapps.org>
3. Our mark may not be used by any company with an app, call center, or related service that has been named as a Deceptor by AppEsteem and has not cured the defects sufficient to be removed from the active Deceptor list.

All use of our marks is restricted by the terms of the respective license to use such mark. If you have any questions about your right to use any of our marks, please refer to our bylaws and your membership agreement with us, or contact us at: [info@cleanapps.org](mailto:info@cleanapps.org).

All uses of our marks must be in compliance with the Federal Trade Commission’s “Guides Concerning Use of Endorsements and Testimonials in Advertising,” 16 C.F.R. 255.0 et seq. (the “FTC Guides”). You agree that you will indemnify and hold us harmless in connection with any liability or claim that may be asserted against us in connection with our certification of your company, or your use of our mark, if that liability or claim is based in whole or in part of an alleged violation of the FTC Guides or Section 5 of the FTC Act by you or your partners or affiliates.

We reserve the right to amend or terminate these Guidelines, or change or terminate use of our marks, in our complete and sole discretion. We further reserve the right to terminate any third-party use of our marks that we believe is unfair, or abusive of our rights, or in violation of applicable law.

Our marks must not be used in a misleading way, or mischaracterize the relationship between us and the company using such mark. Please report any suspected misuse of any of our marks, or other intellectual property, to [info@cleanapps.org](mailto:info@cleanapps.org).

