

Vital Talk Trademark Usage Policy

Guidelines for Third Parties Using Vital Talk Trademarks

The Guidelines for Third Parties Using Vital Talk Trademarks (“Trademark Usage Policy”) relate to the usage of trademarks owned by the Vital Talk, and used by projects, services, and programs (collectively, “Projects”) offered by the Vital Talk. Individual projects under the Vital Talk may have additional guidelines and requirements for the use of the trademarks. Please contact info@vitaltalk.org for specific questions about Vital Talk trademarks.

For the purposes of this Trademark Usage Policy, references to trademarks, marks, or logos include all registered and unregistered trade, product, and service marks (the “Mark(s)”) owned by the Vital Talk. Proper use of the Vital Talk trademarks by following this Trademark Usage Policy protects the value of the Marks.

Basic Rules that Apply to the use of Marks.

1. Authorized Use of Marks

- a. Only Vital Talk and authorized third parties may use the Vital Talk Marks, such authorized parties must use the Marks as specified in their agreement with Vital Talk or as authorized by Vital Talk.
- b. The Marks should be used as adjectives followed by a generic term, and not as nouns or verbs. Do not use the Mark in a descriptive manner. Use a generic descriptor after the trademark. For example, Vital Talk communication skills resources.
- c. The Marks must stand out and be presented in either bold or un-bold typeface as one word with a capital “V” and capital “T” (**Vital Talk**)
- d. Use proper trademark notice symbols. As advised by Vital Talk from time to time. The trademark notice symbols must not be changed, in particular, a TM should not be changed to an ® in a trademark notice by anyone other than Vital Talk. The TM or ® symbol must follow immediately after the Vital Talk Mark or Logo. Please contact us if you require additional guidance.
- e. Engage in clear communication when using our trademarks.
- f. Vital Talk Logo’s:
 - i. Currently, our logo represents two circles, one in yellow and the other overlapping circle in two shades of green. the typeface when represented on a colored background is white, and on a white background the typeface is black. Please refer to the Specific Guidelines for exceptions and examples.

1. The minimum size of our logo is: 250 pixels wide/2.6 inches wide/6.6-centimeter-wide presentation materials.
 2. The maximum size of our is logo is 944 pixels wide/9.8 inches/25 centimeter-wide presentation materials.
- ii. When using the logo make sure there are clear spaces around the logo.
 - iii. When using our logo next to a partner's or your company/organization logo make sure they are spaced properly with clear spaces between the Marks or Logos.

2. Unauthorized Use of Marks

- a. Do not use Marks in the possessive or plural form, unless the Mark itself is in possessive or plural form.
- b. Do not alter, amend, abbreviate, hyphenate, change the typeface the Marks in any way, unless expressly authorized by Vital Talk.
- c. Vital Talk Logo's. Unless otherwise advised by Vital Talk:
 - i. Do not alter, modify, photoshop, or change the colors of the logo.
 - ii. Do not alter, modify, photoshop or change the logo in any way.
 - iii. Do not superimpose other elements on the Vital Talk logo.
 - iv. Do not incorporate the Vital Talk logo with your organization/company's logo.
- d. Do not use our trademarks in a way that incorrectly implies affiliation with, or sponsorship, endorsement, or approval by Vital Talk.
- e. Do not use old versions of Vital Talk trademarks.
- f. Do not use trademarks when you are not representing Vital Talk as an authorized representative.
- g. Do not use the Vital Talk Marks in a manner that would disparage Vital Talk or its projects. For example, using it in a misleading manner or when making untruthful statements.
- h. Do not use the Marks in online or in print marketing materials without Vital Talk prior written approval.
- i. Do not attempt to claim or assert ownership rights in any Vital Talk Marks and do not attempt to register any unregistered Vital Talk Mark or register it as

tradename, domain name, “doing business as” alone or in combination of your marks.

- j. When applicable, include an attribution of the Vital Talk Marks within the credit notice of your products, services, or other relevant communications. Following are correct formats:

“Vital Talk” is a registered trademark of Vital Talk.

The Logo is a trademark of Vital Talk.

For further information with respect to Vital Talk trademarks or copyrights, please submit your request in writing to the info@vitaltalk.org.

Specific Guidelines for Use of Marks:

Word Marks		
Mark	Description of Goods and Services	Correct Usage
Vital Talk®	This is the name of the organization and may be used as the source identifier for all goods and services offered by Vital Talk	Acceptable: Vital Talk® Unacceptable: Vital Talk, Vital Talks, or other similar variations.
Design Mark		
Logo	Correct Usage	

Vital Talk Logo	 The logo features a stylized 'O' composed of two overlapping rings, one yellow and one green, on a white rectangular background. To the right of the 'O' is the text 'VITALtalk' in a blue, sans-serif font. A thin red horizontal line is positioned below the white background.
Vertical Version	 The logo is centered vertically on a light gray background. It consists of the stylized 'O' icon above the text 'VITALtalk' in blue. A thin red horizontal line is located below the text.
Logo on black background	 The logo is centered on a solid black background. The stylized 'O' icon and the text 'VITALtalk' are rendered in white. A thin red horizontal line is positioned at the bottom of the black area.