



## CESSDA Trademark Usage Guidelines

CESSDA trademarks are used in connection with products and services. We adhere to the following usage guidelines to maintain the integrity of our brands and preserve their value.

### What is a trademark?

A trademark is the legal protection for word, name, symbol, device, design or phrase adopted and used by CESSDA as a source identifier for particular goods or services and to distinguish them from other organisations' goods and services. Trademarks, otherwise known as brands, are usually marked with ® symbol (the ® symbol designates a registered trademark).

### CESSDA trademarks



CESSDA®



CESSDA DMEG®



# cessda

## DC Data Catalogue

CESSDA DC®

### Referential trademark usage

You may use CESSDA trademarks to refer to CESSDA products in marketing and promotional literature, print materials and other media, as long as you adhere to the following guidance:

Trademarks are adjectives and they should never be used as nouns or verbs.

You do not disparage CESSDA or CESSDA products and services.

You do not imply a relationship or association with CESSDA that does not exist.

You use appropriate notice on all trademarks and a footnote indicating that the trademark(s) is/are owned by CESSDA.

Do not use the CESSDA logo in any materials without the written permission of CESSDA.

Do not use any CESSDA trademark or name as part of a company, product, service, solution, technology, or programme name.

Do not use any trademark, name, or designation that is confusingly similar to the CESSDA name or any CESSDA trademark.

Do not copy or imitate any CESSDA trade dress, type style, logo, product packaging, or the look, design, or overall commercial impression of any CESSDA website, blog, or other CESSDA materials.

Do not register or use any domain name that incorporates any CESSDA mark or name.

### General trademark usage guidelines

Use appropriate markings. Always designate the trademark with the appropriate ® symbol. The first usage or most prominent usage of a CESSDA product name must be preceded by the CESSDA master brand in the same type size, font and colour, and used on the same line.



Attribute ownership of CESSDA trademarks to CESSDA. When referring to a CESSDA trademark, include a notice of trademark attribution where appropriate on all labelling, print collaterals and other media.

## Logos

Do not use any CESSDA logos without a trademark license from CESSDA. All usage of trademark logos shall be pursuant to these guidelines and any other guidelines applicable to that particular logo.

Contact our manager of trademarks and third-party permissions if you are interested in a license to use a CESSDA logo or you require further guidance on proper trademark usage to [cessda@cessda.eu](mailto:cessda@cessda.eu).

## Print materials

If the print materials consist of 1–2 pages, designation in the first instance of the mark is sufficient. For longer materials, it is requested that the designation be used at least once per page in which the mark appears.

## Electronic materials

Use the designation at least once per web page in which the mark is used. Placing the designation in any static representation that is repeated on every page.

## Disclaimer

This policy document is not intended to serve as legal advice.

Should you have questions regarding your legal rights or duties, please consult your own attorney. Should you have further questions regarding the CESSDA policy for its trademarks, please contact [cessda@cessda.eu](mailto:cessda@cessda.eu).