

Trademark/Logo/Product Image Usage Guidelines of Creative

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You may refer to the Trademark in promotional materials, advertising, instructional, reference or other such publications, provided that:

- You abide by these Usage Guidelines;
- Such references are truthful, fair, and not disparaging to Creative or its products;
- The Creative trademark appears less prominent than your name or product name.
- The reference to Creative does not create a sense of endorsement, sponsorship, or false association with Creative or Creative products, services or technology.
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- A trademark attribution notice is included in the notice section identifying Creative ownership of its trademark(s).

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- You abide by these Usage Guidelines;
- Such references are truthful, fair, and not disparaging to Creative or its products;
- The use of the product images does not create a sense of endorsement, sponsorship, or false association with Creative or Creative products, services or technology.
- The image is an actual photograph of the genuine Creative product and not an artist's rendering

You may not:

- Use the Creative Logo or any other Creative-owned logos or symbols on or in connection with sales materials, web sites, products, and packaging for any purpose except pursuant to a written license agreement with Creative.
- Imitate the distinctive features of Creative packaging, web site design, logos, or products.

General Usage Guidelines

Use the trademark as an adjective, accompanied by an appropriate noun. Always use Creative trademarks as adjectives that describe the generic product. Do not use a trademark as a noun. Do not pluralize a trademark or make it possessive. Do not join a trademark to other words, symbols, or numbers, either as one word or with a hyphen. Do not abbreviate a trademark.

Use the proper spelling and the proper trademark symbol and attribution. Always capitalize the product name and use the appropriate trademark symbol (® or TM) the first time the Creative trademark appears in the text of the advertisement, brochure, or other material.

Include an attribution of Creative ownership of its trademarks. When you refer to a Creative trademark, include the following trademark attribution notice within the credit notice section of your product, product documentation, or other product communication.

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