

# Lumion<sup>®</sup> Branding Guidelines

Act-3D permits its users, partners and the media ("you") to use its name, trademarks, logos, web pages, screenshots and other brand features only in limited circumstances and as specified in these Guidelines.

By using Act-3D's Marks, you agree to adhere to these Guidelines and specifically to the Use Requirements and Terms below. If you have a separate agreement with Lumion that addresses use of the Lumion brand, that agreement shall govern your use of the Lumion Marks.

## I. Our Trademarks

Lumion® and MyLumion® are registered trademarks of Act-3D® B.V., The Netherlands

You should include this attribution, as applicable, with your other trademark and copyright notices.

## II. Use of the "Lumion" Name in Text

Lumion should be written as a single word with capitalized letter "L". Spaces should separate it between the words before and after.

When referring to the website or email address the letter "L" should also be capitalized:

Website:	<a href="http://Lumion.com">http://Lumion.com</a>
Email address:	<a href="mailto:info@Lumion">info@Lumion</a>

To keep things simple you are only required to include the trademark symbol (®) after the first instance of the word Lumion. For any subsequent uses of the word Lumion the trademark symbol is optional. The following examples are both acceptable:

### ***Introducing Lumion®***

*Before Lumion rendering used to be really hard. Setting up and completing a render used to take days. With Lumion you can do it in hours. You can even make last minute changes before a meeting and update your renders in minutes.*

### ***Introducing Lumion®***

*Before Lumion® rendering used to be really hard. Setting up and completing a render used to take days. With Lumion® you can do it in hours. You can even make last minute changes before a meeting and update your renders in minutes.*

### III. Lumion Logo

When using the Lumion logo you should always use the latest version, available at the download link below. These logos may not be altered, combined with other marks or used in a misleading manner. Your use of these logos is subject to your compliance with these Guidelines.

<http://Lumion.com/brand.html>

### IV. Books, Printed Materials, Blogs, Videos, Film and TV

Act-3D does allow the use of the name Lumion in the title or otherwise except as a descriptive reference to Lumion.

### V. Manufactured Items

Generally, Act-3D does not permit the use of its Marks on manufactured products (T-shirts, packaging, other memorabilia). If you wish to use Lumion's Marks on manufactured items, please submit your request using email and we will consider the request.

## VI. Use Requirements and Terms

All permitted uses of the Act-3D Marks must conform to the following guidelines:

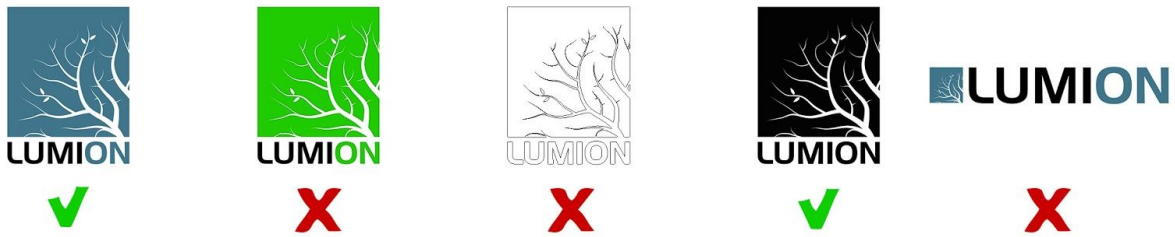
**Logo Display:** The Lumion logo must stand alone. You must maintain a minimum amount of space between the Lumion logo and other graphic or textual elements. To preserve the integrity and clarity of the logo, a standard area of "clear space" should be maintained around the logo in all uses. The minimum clear space is defined as "x" where "x" is measured by distance between the word Lumion and the rest of the logo.



**Logo and Background Color:** The Lumion logo should always be used in color for online use. The Lumion logo should also be used in color for print applications unless the color version is not practical, in which case the logo can be reproduced in solid black. The preferred background color for the logo is solid white. When a solid white color is not practical, it may be used on a solid, light background color. The high resolution logo must be used for all print applications.

**Logo Size:** The Lumion logos may be provided in different sizes/resolutions. To ensure the logo resolution and quality are not degraded, these logos may not be enlarged beyond their native/maximum size. Vector logos may be enlarged beyond their native size.

**No Modification:** The Lumion Marks must be used as provided by Lumion with no modifications. Don't remove, distort or alter any element of the Marks, including changing any colors. Do not shorten, abbreviate, or create acronyms out of the Marks.



Colors in the logo are black, white and **Pantone/PMS 7698**. The RGB hex value for this color is **#40758B**. You should not alter the color of the logo or change the design of the logo any other way.

**No Confusingly Similar Marks:** Don't use the Marks in a manner that might create potential confusion as to the owner of the Lumion Marks or imply that Act-3D is the source of your products or services.

**No Incorporation:** Don't incorporate the Act-3D Marks into your own product name, service names, trademarks, logos, company names, domain names, website title, publication title, application icon, favicon, or the like. Don't incorporate or use the Lumion logo as part of a word.

**No Generic Use:** Don't use the Act-3D Marks in a way that suggests a common, descriptive, or generic meaning.

**No Plural or Possessive Use:** Never use the Act-3D Marks in the plural or possessive form.

**Domain Names:** Don't register the Act-3D Marks as domain names or as any part of a domain name.

Trade Dress: Don't copy or imitate Lumion's website design, typefaces, distinctive color, graphics designs or imagery.

Endorsement: Don't display the Act-3D Marks in any manner that might imply a relationship or affiliation with, sponsorship, or endorsement by Act-3D, or that can be reasonably interpreted to suggest that any content has been authorized by or represents the views or opinions of Act-3D or Act-3D personnel.

Prominence: Don't display the Act-3D Marks as the primary or most prominent feature on your web page or in any non-Act-3D materials.

Disparagement: Do not use the Act-3D Marks in a manner that would disparage Act-3D BV or its products or services.

Violation of Law: Don't display the Act-3D Marks on any website that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol to persons under twenty-one years of age, or otherwise violates any law or regulation.

Objectionable Use: Don't display the Act-3D Marks in a manner that is in Act-3D's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to Act-3D.

Termination: Act-3D may ask you to stop using the Marks at any time. You agree to stop using the Marks within a reasonable period of Act-3D's request, but in no situation, more than seven (7) days after Act-3D's request.

Reservation of Rights: Act-3D is the owner of all rights in the Marks and reserves all rights save the limited license granted here. Your use of the Marks pursuant to this license shall not be construed as limiting any of Act-3D's rights in the Marks.

ACT-3D DISCLAIMS ANY WARRANTIES THAT MAY BE EXPRESS OR IMPLIED BY LAW REGARDING THE ACT-3D MARKS (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT.

## X. Additional Information

Act-3D requires that you conform to these Guidelines in your use of any Brand Features. We may modify these Guidelines at any time and your continued use of the Brand Features will constitute your consent to such modifications. Act-3D has complete discretion in determining if your use violates any of the Guidelines.

If you would like to make use of the Brand Features in a manner not within the following Guidelines, you must seek our prior written permission.