

Kludd Brand Guidelines

Do's and Don'ts (last updated: November 2nd, 2021)

Do:

- Embed or reference our trademarks, service marks and logos (“brand assets”) for journalistic purposes (e.g. reporting or blogging about Kludd or our executive team), or to publicize that your content integrates with Kludd’s products or services
- Always be clear that your content is about or integrates with Kludd, but is not by Kludd
- Use of our brand is subject to our Terms of Service.
- Use appropriate trademark notices: “Kludd and the Kludd logos are trademarks of Future Memories AB.

Don't:

- Modify our brand assets in any way (e.g. changing colors, text or images);
- Use our brand assets:
 - To imply an association with, or sponsorship or endorsement of any non-Kludd products or services;
 - To misrepresent Kludd, our products or services;
 - in a manner that confuses Kludd with another brand (including yours), including by imitating the look and feel of our brand assets or website;
 - in a manner that puts our brand in a negative light
- Use any Kludd brand assets that you have not obtained from this webpage
- Apply for a trademark using Kludd's name, logo or brand asset, or any other words or marks confusingly similar to our own

All goodwill resulting from your use of the brand assets enures to Kludd.