



## Logo Guidelines

If you are unsure of how to use the legal information or have any questions, please contact the TrueCommerce marketing department at [marketing@truecommerce.com](mailto:marketing@truecommerce.com).

The TrueCommerce name, tagline, or any of its product or secondary names are the property of True Commerce, Inc. Permission to use any names or marks must be approved and authorized by the TrueCommerce marketing department.

To protect our company's trademarks you must follow these general guidelines. When in doubt, please contact the TrueCommerce marketing department.

### Trademark Guidelines

1. The only time a space appears between True and Commerce is when we refer to the corporate name, as in True Commerce, Inc. Typically, we use TrueCommerce (no space) when referring to the company.
2. Technical Documents, Marketing Literature, Brochures, and Proposals (all documentation containing the company name and any product names) must include trademark and copyright statements.
3. Trademark notice is not required each time a mark is used. Give notice either the first time a mark appears or with the most prominent use of the mark.

The following must be trademarked: TrueCommerce Integrator, TC.Net, Auto-Integration, Electronic Partner Plug-in, Business System Plug-in, and Electronic Label Plug-in.

4. ® "circle R" - TrueCommerce® by itself should include the circle R in superscript. The ® must appear the first time TrueCommerce appears in a document, or at its most prominent point.

Copyright Example:

Copyright

© 2005 True Commerce, Inc. All rights reserved. Reproduction in whole or in part without permission is prohibited. Information contained herein is subject to change without notice. TrueCommerce® is a registered trademark of True Commerce, Inc.

The following page will provide you with guidelines pertaining to the TrueCommerce logo itself.

The TrueCommerce corporate mark consists of 3 elements:

1. The halo
2. The name "TrueCommerce"
3. The tagline "We Make EDI Painless"



The logo should never be altered or modified from its original form. This ensures consistency of our product and message. The tagline may be omitted in certain cases, and these cases will be determined by the TrueCommerce marketing department. Whenever possible, the logo should be displayed in its 2 color version on a white background. However, if the logo is unreadable in the 2 color version, the logo is also available for use as one color. In one color, the logo is available in all of the corporate colors, as well as black and white. If a single colored logo is needed, please contact the TrueCommerce marketing department at [marketing@truecommerce.com](mailto:marketing@truecommerce.com).



Proper usage of all 3 components and dimensions.



Proper usage of alternate color and dimensions.



The logo's dimensions should never be compressed.



While the name can be used without the tagline, it should never be used without the halo.



The logo's dimensions should never be expanded.



Only color combinations provided by Truecommerce should be used.

\*If you are unsure about your usage of any of the TrueCommerce logos, please contact the TrueCommerce marketing department.

While the corporate mark is used as the example, the same general rules apply for all TrueCommerce marks. The corporate mark should never overlap graphics or other material that makes the logo unreadable.



## Spacing

The minimum space around a TrueCommerce mark should be as shown in the following image. Make sure that the corporate mark is conspicuous. Don't allow other written or graphic material to interfere with it. The minimum area of space around the corporate mark is shown here. The corporate mark must not be contained within shapes of any kind.

