

Terms and Conditions of Logo and Copyright usage by Goldtouch Partners

Partners in Good Standing with Key Ovation LLC, d.b.a. Goldtouch, shall be granted a limited, non-transferable, non-exclusive, and revocable license to use either the “Goldtouch” *Registered* or “Productivity through Prevention” *Registered* trademarks, subject to the following guidelines, terms, and conditions:

Authorized Partners

A licensee that is an authorized Reseller, Distributor, or Associate Partner may use Goldtouch registered trademarks on its business cards, stationery (including email), website, print and electronic collateral, and other marketing materials as would be used to promote Goldtouch products for sale through the licensed partner.

Goldtouch logos and trademarks will be made available to all authorized partners. Use of Goldtouch logos and trademarks are conditional on the following:

1. Licensee may not use a logo obtained from any source other than Goldtouch, and shall not modify or alter the Logo in any way, except in the following cases:
 - a. Logo may be converted to a grayscale image when such a format is required for black/white print.
 - b. Background color may be modified to support transparency. Note, PNG, EPS, AI formats are provided with a transparent background.
2. Wherever possible, both the Goldtouch Logo and tagline, “Productivity through Prevention” should be used together.
3. Licensee shall not to use the Logo in connection with any activity that is unlawful, libelous, defamatory, obscene, disparages Goldtouch or Goldtouch products, or that in any way infringes the intellectual property or other rights of any person or entity.
4. Licensee shall not to use the Logo in any manner that is likely to create the impression that Licensee is a legal partner, affiliate, or franchisee of Goldtouch, or is otherwise related to Goldtouch. Licensee will clearly and prominently identify itself in its offers, advertising, marketing, and promotional materials.
5. Licensee shall not use or display the Logo on its invoices, bills, or shipping memos.
6. Licensee acknowledges that Goldtouch owns all rights in the Logo, and agrees that it will not contest the validity of Goldtouch's rights, either during or after the license term. Licensee will indemnify and hold Goldtouch harmless against any claims, actions, or demands relating to its business activities or the use of the Logo in connection with such activities or otherwise.
7. Goldtouch may immediately terminate Licensee's right to use the Logo for violation of any of these terms and conditions, or any terms and conditions governing Licensee's participation as an

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Authorized Goldtouch Partner, or for any other reason that Goldtouch deems appropriate. Upon such termination, Licensee shall immediately cease use of the Logo or any similar mark, name, or logo, including any name or mark containing the term "Goldtouch" and "Productivity through Prevention".

8. Goldtouch grants Licensee no other rights except those set forth expressly herein.

File Types

Goldtouch supplies files in several file formats in order to support the maximum number of media types. While no specific format is required for each media type, the following guidelines are provided to assist in selecting the proper file format.

- AI - To be used for print and electronic media where a large, high resolution, vector-based graphic is required. This is the preferred format when the Goldtouch Logo is to be included as a component of a design project (i.e. large banner).
- EPS – Created from the AI file, the EPS file is a ready-to-use vector image. This file may be re-sized; however it should not be otherwise edited. This is the preferred format when creating print collateral.
- PNG – This format should be used for online use only. This format is vector-based to allow resizing without quality loss via pixilation, the background is transparent for simple web integration, and the file size is small to minimize load times.
- JPG – this is a multi-purpose file format to be used for print and electronic media where high resolution images are not required. Image quality will degrade if enlarged.

Logo colors

The Goldtouch logo comes in a standard color variant and in a reverse color variant. The standard logo is designed to be used against a white or light-colored background. The reverse color variants should only be used against a dark-colored background.

Logo placement, size and spacing

1. The Goldtouch logo may be placed in a document no less than .75 inches from the edge of the document (this includes all margins, headers, footers). The logo should not be placed over text or non-background image.
2. The minimum Logo size is 200x38 pixels at 72 ppi (online and email), and 600x96 at 300 ppi (print).
3. There should be no less than .25 inches of padding between the Goldtouch logo and other text and graphics.

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Examples:



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