

Ergovent Trademark Usage Agreement and Brand Protection

This Ergovent Trademark Usage Agreement is entered into by Ergovent, and the undersigned Licensee. Ergovent owns its Logo, representing its brand and trademarks. The Licensee wishes to use the Trademark under specific conditions to maintain the integrity and reputation of the Ergovent brand.

1. License Grant

Subject to the terms and conditions of this Agreement, Ergovent hereby grants to the Licensee a non-exclusive, non-transferable, and revocable license to use the Ergovent Trademark solely for the purpose of promotional materials for an authorized partnership and only in connection with the approved activities outlined in the written agreement between Ergovent and the Licensee.

2. Usage Rules

The Licensee agrees to follow the usage rules, hereinafter referred to as „Partners Brandbook & Trademark Usage“ set by Ergovent in Annex No. 1, which include, but are not limited to, the following requirements:

- **Trademark Integrity:** Ergovent Trademark shall not be altered, distorted, or modified in any way, including resizing, changing colors, or adding any additional elements.
- **Spacing and Proportions:** The Licensee shall maintain the clear space around the Logo to ensure visibility and legibility. The proportions of the Trademark must remain consistent as provided by Ergovent.
- **No Usage in Certain Contexts:** The Licensee shall not use the Logo in any manner that could be considered offensive, misleading, or harmful to the reputation of Ergovent.
- **Approval Requirement:** Any use of the Trademark must be submitted to Ergovent for prior written approval before publication or distribution.

3. Ownership and Trademark Protection

- The Licensee acknowledges that the Logo and any associated intellectual property, including trademarks, are the exclusive property of Ergovent and that all rights to the Trademark are reserved by Ergovent.
- Licensee shall not assert any ownership rights or claim any rights to the Trademark, except as explicitly granted under this Agreement.
- Licensee agrees to cooperate fully with Ergovent in the protection of Ergovent's intellectual property rights, including notifying Ergovent of any unauthorized use of the Logo or any infringement of Ergovent's Trademarks.

4. Prohibition on Creating or Using a Label Under Ergovent's Brand

- Licensee agrees not to create, register, or use any label, name, logo, or other branding element that is similar to or derived from Ergovent's Trademark or brand.
- Licensee shall not engage in any activity that might cause confusion in the marketplace by implying an unauthorized affiliation with Ergovent.

- The Licensee shall not engage in any actions that could potentially damage, dilute, or mislead others about the Ergovent brand, including adopting a similar label, trademark, or brand name.

5. Use of Branding and Attribution Statements

The use of any branding statements, including but not limited to “Powered by Ergovent,” “Built with Ergovent,” or any similar phrases implying endorsement, affiliation, or technical integration, is strictly prohibited without prior written approval from Ergovent. Any such usage must be reviewed and expressly authorized in writing by Ergovent (marketing@ergovent.com) before publication or distribution.

6. Duration and Termination

- This Agreement shall remain in effect until terminated by either party with thirty (30) days’ written notice. Ergovent reserves the right to terminate this Agreement immediately if the Licensee breaches any terms and conditions of this Agreement.
- Upon termination, Licensee agrees to immediately cease all use of the Trademark and any reference to the Ergovent brand in any promotional materials, websites, or other platforms.

7. Indemnification

The Licensee agrees to take full responsibility for any damage to the Ergovent Trademark caused by their actions, misuse, or unauthorized use. This includes covering all costs related to legal fees, restoration, and any financial losses. If Ergovent incurs any expenses due to such damage, the Licensee must fully repay these expenses. This responsibility continues even after the Agreement has ended.

Partners Brandbook & Trademark Usage

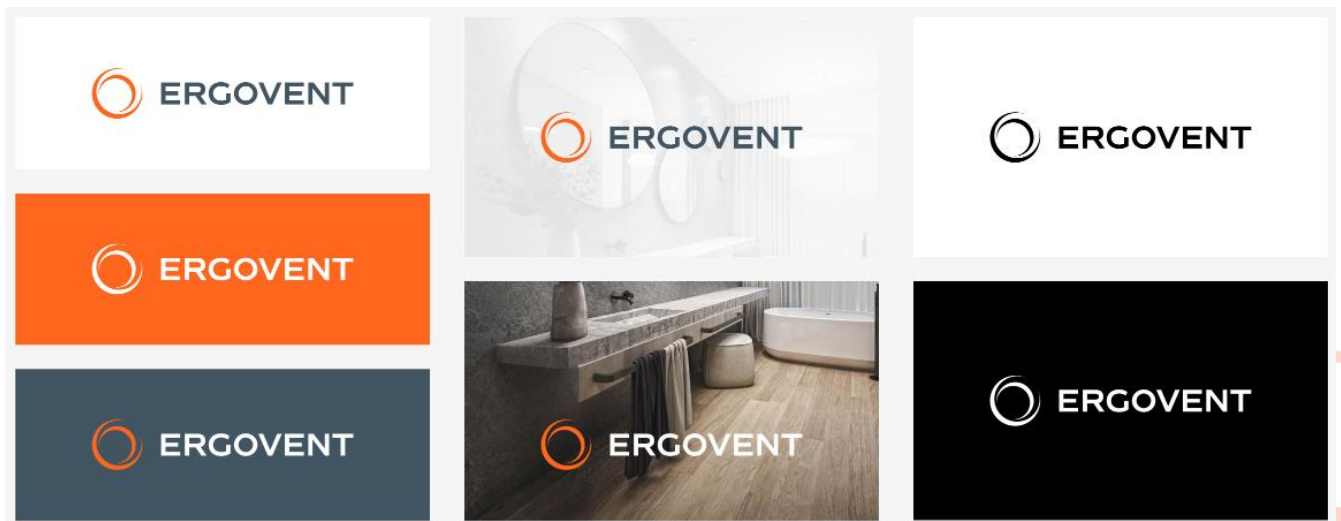
This guide ensures that all marketing materials, whether online or offline, are used correctly, consistently, and in line with Ergovent's branding and legal standards.

1. Branding and Visual Identity

1.1 Logo Usage

The **Ergovent logo** is the most recognizable symbol of our brand. To maintain the integrity of our brand, please follow these rules for its usage:

- **Official Logos:** Always use the logo versions provided in the „Ergovent Brandbook“. These logos have been professionally designed to reflect our brand's values.
 - **Full-color Logo:** Use the primary color version on light backgrounds.
 - **Reversed/White Logo:** Use on dark backgrounds or images with strong contrast.
 - **Black-and-white Logo:** In cases of monochrome printing, use the black-and-white version.
- **Clear Space:** Maintain at least **1x** (height of the logo) of clear space around the logo. Do not allow other elements (text, images, or other logos) to encroach upon this space.



- **Prohibited Usage:**
 - Do not stretch, distort, rotate, or apply special effects (e.g., shadows, gradients) to the logo.
 - Do not place the logo over a busy image or patterned background.
 - Do not use the logo as part of a sentence or merge it with other text.

1.2 Color Palette

- **Ergovent Orange:** RGB 255 / 103 / 31, CMYK 0 / 70 / 100 / 0, Pantone: 165 C / 165 U, #FF671F
- **Ergovent Blue/Grey:** RGB 66/ 85 / 99, CMYK 74 / 54 / 42 / 33, Pantone: 7545 C / 7546 U, #425563
- **Ergovent Dark:** RGB 0 / 0 / 0, CMYK 0 / 0 / 0 / 100, Pantone: Process Black, #000000
- **Ergovent White:** RGB 255 / 255 / 255, CMYK 0 / 0 / 0 / 0, Pantone: White, #FFFFFF
- **Ergovent Light White:** RGB 245 / 245 / 245, #F5F5F5

1.2 Typography

- **Font Use:** Always use the specified brand fonts for headlines, body copy, and calls to action. These fonts are chosen for their readability and style consistency. You can find them here:

- <https://fonts.adobe.com/fonts/commuters-sans>



- <https://fonts.adobe.com/fonts/brother-1816>



1.4 Imagery

- **Approved Images:** Use only **high-resolution, professional images** that align with the Ergovent brand identity. These images should reflect our commitment to **high-quality and innovation**.
- **Product Images:** Should be consistent in style, lighting, and quality. Ensure all product images are on a clean, neutral background unless otherwise specified.
- **Approval:** All images (product, interior, or other Ergovent brand related images) must be approved by the Ergovent marketing team before being published. Contact: marketing@ergovent.com
- **Prohibited Imagery:**
 - Avoid using low-resolution, pixelated, or blurry images.
 - Avoid overly complex or distracting images that may detract from the key message.
 - Avoid using any kind of your own logos or watermarks on Ergovent product images.
- If you use any of Ergovent existing branding materials (products photos, installation manuals, technical specifications, videos, reels, etc.) for your own channels, that are protected by copyright and/or marked with "Ergovent©", you must leave the mark. If you choose to remove it, then always indicate the source, such as, "*Source: Ergovent*" (if possible, add active link to www.ergovent.com on the word "Ergovent") to properly attribute the content to our brand. However, if you create your own promotional materials, the statement "*Source: Ergovent*" is not required.

2. Content and Messaging

2.1 Brand Voice and Tone

- **Brand Voice:** Ergovent's brand voice is **professional, trustworthy, and approachable**. The tone should be clear and customer-centric.
 - **Professional** for product-related content, use cases, and technical specifications.
 - **Engaging** for social media, newsletters, and promotional campaigns.
 - **Trustworthy** in customer testimonials, case studies, and client communications.
- **Tone:**
 - **Empathetic and concise** for customer-facing communication.
 - **Reliable and informative** for industry insights, blogs, and technical content.

2.2 Accuracy and Clarity

- **Truthful Claims:** Avoid any misleading statements or texts. When writing Ergovent product's titles, use full names, like Ergovent Rondo 100, Ergovent Kvadro 125, or Ergovent LINEO PRO Puzzle, etc. Always back up claims with facts, especially for things like product features or statistics. If you are not sure with something, contact Ergovent Marketing Team (marketing@ergovent.com).

- **Clarity:** Keep messaging simple and clear. Avoid jargon or overly complex language that may confuse the audience.
- **Target Audience:** Tailor the messaging to the audience. Understand who you're speaking to and make sure the language, imagery, and offer resonate with them.

3. Copyright and Trademarks

- **Third-Party Content:** If using content (images, videos, music) not owned by Ergovent, ensure you have the necessary licenses or permissions to use it. Many stock photo platforms provide rights to use media for marketing purposes, but always read the licensing agreements carefully.
- **Trademarks:** Do not use any third-party logos, brand names, or trademarks without permission. Always check the appropriate trademark guidelines if your material references other brands.

4. Print Marketing Guidelines

4.1 Brochures, Flyers, and Posters

- **Approved Templates:** Use Ergovent-approved templates for all print marketing materials before being printed or published. Contact: marketing@ergovent.com
- **Printing Specifications:** Ensure high-quality printing standards (300 DPI) and adherence to color consistency.
 - **Size:** Standard sizes for brochures, flyers, and posters should be followed.
 - **Resolution:** Print materials must be created at **300 DPI** resolution for crisp, professional-quality printing.

4.2 Trade Shows and Events

- **Event Materials:** If you plan to represent Ergovent at trade shows or events, ensure all printed and digital materials (brochures, banners, posters) align with Ergovent's brand guidelines. Use Ergovent-approved templates, contact: marketing@ergovent.com
- **Booth Design:** Ensure that all booth display the Ergovent logo, approved colors, and product images. Use Ergovent-approved templates. Contact: marketing@ergovent.com

5. Social Media and Online Distribution

5.1 Social Media Usage

- **Approval:** Social media posts featuring Ergovent products, branding, or messaging must be approved by the Ergovent marketing team before being published. Contact: marketing@ergovent.com
- **Hashtags:** Always use official Ergovent hashtags, such as **#ERGOVENT** and **#ErgoventTheOriginal**
- **Post Copy:** Ensure that post copy remains professional and aligns with the Ergovent tone. Avoid overly casual language or controversial statements.

- **Engagement:** Respond to customer comments or questions in a professional manner and in a timely fashion.

5.2 Website and E-commerce Guidelines

- **Branding on Websites:** All websites and e-commerce platforms displaying Ergovent products must include the official logo, approved product descriptions, and images.
 - **Link to Ergovent's official website** for full product details: www.ergovent.com
- **Content:** Do not modify Ergovent's product descriptions, specifications, or imagery without prior approval. If any content needs updating, reach out to the Ergovent marketing team via email: marketing@ergovent.com

These guidelines are in place to help ensure that the Ergovent Trademark remains consistent, professional, and legally compliant across all marketing channels. By following these rules, you help us protect the integrity of our brand and maintain a strong, unified message in all markets.

6. Contact Information

For any questions, approval requests, or additional marketing resources, please contact:

Ergovent Marketing

Email: marketing@ergovent.com

Website: www.ergovent.com