



## N-and Group Ltd TRADEMARKS AND LOGOS USE GUIDELINES

### Introduction

N-and Group's trademarks and logos are N-and Group's intellectual property and are among our most valuable assets. In order to preserve and protect these brands, it is essential that they are used properly. Please follow these Guidelines for their correct use in all communications, documents, and electronic messages.

A list of trademarks and logos property of N-and Group is available in Annex 1.

### Applicable guidelines to N-and Group's trademarks and logos

These Guidelines apply to N-and group's employees, customers, partners, licensees, outside vendors, and other third parties. If you are a Licensee of a N-and Group's trademark or logo, your license agreement may have particular use guidelines different than the ones provided in this document. If so, please follow the specific guidelines in your agreement. If you are a Licensee but have not been provided with special guidelines for usage of N-and Group's brands, then the Guidelines in this document should apply.

You may reference N-and Group's products and services using N-and Group's trademarks and logos, as long as such references are: (1) truthful, fair, and not misleading, and (2) comply with these Guidelines, which may be modified from time to time by N-and Group in its sole discretion. N-and Group's trademarks and logos should never be used in a way that could cause anyone wrongly to believe that your products or services are offered, endorsed, or sponsored by N-and Group or any of its subsidiaries.

Specifically:

- Use the appropriate trademark symbol and trademark acknowledgment of N-and Group's ownership of the marks and/or logos in question
- Do not incorporate N-and Group's trademarks or logos into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to Intel's marks and logos
- Do not make unlicensed use of N-and Group's licensed logos. For third-party use of N-and Group's logos, please refer to "Third party use of N-and Group brand guidelines" section in this document.
- If you are interested in obtaining a license to use N-and Group's mark or logo, please refer to the "Contacts" section at the end of this document.
- If you are a Licensee of an N-and Group's trademark or logo, your license agreement that you signed with N-and Group may have special trademark



and logo usage guidelines different than the Guidelines set forth here. If so, please follow the special guidelines provided to you pursuant to your license agreement.

### Trademark Notice and Acknowledgment

Properly designate the status of N-and Group's trademarks by using the correct trademark symbol (® or ™) reflecting N-and Group's ownership of particular marks as set forth below. Also include an attribution of N-and Group's ownership in the following format: "\_\_\_\_\_ is a trademark of N-and Group Ltd".

- In letters, memos, press releases, white papers, advertising, slides, foils, video, and other multimedia presentations:
  - Properly designate (with ® or ™) all of N-and Group's trademarks at the most prominent use (usually a headline) and again on the first occurrence in copy; and
  - In the case of presentation graphics, trademarks should be designated with the proper trademark symbol on each page, slide, and foil.
- In newsletters, magazines, and publications containing multiple articles:
  - Properly designate (with ® or ™) all of N-and Group's trademarks on the first occurrence in the document, in headlines and on the first occurrence in every article in which they are used.
- In brochures, annual/quarterly reports, books, technical documentation, and other bound documents:
  - Properly designate (with ® or ™) all of N-and Group's trademarks on the first occurrence in the document, in headlines, and on the first occurrence in text.
- In all charts or graphs, properly designate trademarks (with ® or ™).
- On all packaging, always use the trademark symbol in every reference.

Trademarks and logos licensed by N-and Group to you may have specific contractual acknowledgment requirements or other restrictions. Refer to your contract or license for specific requirements.

### **Artworks Style Guide**

This section is intended to inform readers on how to use N-and Group's artworks and to provide visual consistency throughout brand communications across various media and applications.

The artwork formats we refer to in this document have been created in Adobe Illustrator. Therefore, they can be provided in different formats as exported files from .ai. We suggest to use vector format for printing.

Artworks must be used according to the following guidelines:



- Use the full logos without separating the components (figurative part and wordings where present). Do not change spacing, alignment, or relative locations of the design elements.
- Never stretch or distort the logo. Do not change the proportions of any of the design elements or the design itself. You may resize as needed but must retain all proportions.
- Never alter or add elements to the Logo. Do not add graphics, insert words, or modify the design elements or the logo/design itself.
- Maintain a sufficient wide clear space around the logo  
Any background inside of this clear space must be even, un-patterned and free from typography or graphic elements.  
If the logo is used on another image, the clear space area must provide a good contrast between the mark and the background.  
Never use the design on similarly-colored backgrounds. Use a choice from the palette that is appropriate for the background
- Maintain a readable and consistent sizing across various mediums  
When using the logo, keep in mind that legibility is the main criteria (rather than exact sizing thresholds).
- Full colours should be preferred and used whenever possible. In pure black and white newsprint communication, the mark may be represented in black when colour is not available.  
If any alternative colour variation of logo is required, please refer to the "Contacts" section at the end of this document.

### Third party use of N-and Group's trademarks

By using the N-and Group trademark, in whole or in part, you are acknowledging that N-and Group is the sole owner of the trademark and promising that you will not interfere with N-and Group rights in the trademark, including challenging N-and Group use, registration of, or application to register such trademark, alone or in combination with other words. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted, by implication or otherwise.

- N-and Group will provide the electronic artwork for logos that can be utilized by partners. The logo may not be altered in any manner not compliant with these guidelines, including proportions, colours, elements, animations, morphing, or otherwise distorted in perspective or two-dimensional appearance. The complete logo must always be shown and not obscured or cropped.



- The logo (including, but not limited to the N-and Group logos, logotypes, trade dress, and other elements of product packaging and Web sites) may not be imitated in any of your materials.
- You may not combine the logo with any other object, including, but not limited to, other logos, words, icons, graphics, photos, slogans, numbers, or other design elements in a way that implies origination from a source other than N-and Group.
- Colour alternatives: The approved alternative colour versions of N-and group logos will be provided to you upon request.
- Placement: The logo must stand alone as an overlay. A minimum amount of empty space must surround the logo separating it from any other object such as type, photography, borders, edges, and so on. Please refer to the Logo Guidelines in the appendix.
- Size: The logo must be no smaller than any other third party name or logo used. I.e. when you are highlighting multiple partners, the logo should be at least the same size as other partners.

N-and's logos may be used in advertising, printed and online marketing materials only in accordance with the terms of your agreement with N-and Group. When N-and Group name is used online within body copy text, it must always be an active link to N-and Group domain page ([www.n-andgroup.com](http://www.n-andgroup.com)). Artworks and designs must always be approved by N-and prior to publishing.

### Contacts

For any question about these guidelines, please send an email to: [info@n-andgroup.com](mailto:info@n-andgroup.com).



## ANNEX 1

Here's a list of trademarks and logos property of N-and Group.

### Trademarks

- N-and Group
- FlexUi
- VendAware
- 4CR Platform
- Kidaea

### Logos

N-and Group	
N-and Italia	
N-and Technologies	



Powered by N-and Technologies	<p>Powered by</p> 
N-touch	
FleXUi	
N-rugd	



N-ViPi	
N-pulse	
VendAware	
4CR Platform	



Kidaea



Manta



**MANTA**