

# 1 DRAFT Debian Trademark Policy DRAFT

SPI, INC. owns a number of trademarks in both word and logo form including brands, slogans, styles. This policy encompasses all marks, in word and logo form, collectively referred to as “DEBIAN trademarks”.

The objective of this trademark policy is to encourage widespread use and adoption of the DEBIAN trademarks, styles, and logos (hereinafter “trademarks”) while ensuring consistent usage which avoids any confusion in the mind of the users. The goal of this policy is to encourage use of the DEBIAN mark in commercial or non-commercial activity based around DEBIAN.

Following are the guidelines for the proper use of DEBIAN trademarks by publishers and other third parties. Any use of or reference to DEBIAN trademarks that is inconsistent with these guidelines, or other unauthorized use of or reference to DEBIAN trademarks, or marks that are confusingly similar to DEBIAN trademarks, is prohibited and may violate DEBIAN trademark rights.

Any use of DEBIAN trademarks in a misleading and false manner or in a manner that disparages DEBIAN, such as untruthful advertising, is always prohibited.

## 1.1 When to Use the DEBIAN Trademarks

1. You can use DEBIAN trademarks to make true factual statements about DEBIAN or communicate compatibility with your product truthfully.
2. You can use DEBIAN trademarks to describe or advertise your services or products relating to DEBIAN in a way that is not misleading.
3. You can use DEBIAN trademarks to describe DEBIAN in articles, titles or blog posts.
4. You can make t-shirts, desktop wallpapers, caps, or other merchandise with DEBIAN trademarks for *non-commercial usage*. You can also make merchandise with DEBIAN trademarks for *commercial usage* provided that, in addition to following the guidelines listed below, you truthfully advertise to customers which part of the selling price will be donated to the DEBIAN project. See <http://www.debian.org/donations> for more information on how to donate to the DEBIAN project.

## 1.2 When You Can NEVER Use the DEBIAN Trademarks Without Permission

1. You cannot use DEBIAN trademarks in any way that suggests an affiliation with or endorsement by the DEBIAN project or community.
2. You cannot use DEBIAN trademarks in a company or organization name or as the name of a product or service.
3. You cannot use name that is confusingly similar to DEBIAN.

4. You cannot use DEBIAN trademarks in a domain name, with or without commercial intent.
5. You cannot alter the DEBIAN trademarks in any way.

### **1.3 How to Use the DEBIAN Trademarks**

1. Use it in a manner that makes it clear that your project is related to the DEBIAN project, but that it is not part of DEBIAN, produced by the DEBIAN project, or endorsed by the DEBIAN project.
2. Acknowledge of SPI's ownership of the DEBIAN trademark prominently.
3. Include a disclaimer of sponsorship, affiliation, or endorsement by DEBIAN on your website and on all related printed materials.

#### **EXAMPLES:**

X PROJECT is not affiliated with DEBIAN. DEBIAN is a registered trademark owned by SPI, INC.

4. Distinguish the DEBIAN trademarks from the surrounding words by italicizing, bolding or underlining it.
5. Use the DEBIAN trademarks in their exact form, neither abbreviated or hyphenated, nor combined with any other word or words.
6. Do not create acronyms using the DEBIAN trademarks.

### **1.4 Permission To Use**

To obtain permission to use the DEBIAN trademarks send an email to [trademark@debian.org](mailto:trademark@debian.org)

### **1.5 Newer Versions of this Policy**

This policy may be revised from time to time and updated versions shall be available at <http://www.debian.org/trademark>

### **1.6 Guidelines for Using Logos**

- Any scaling must retain the original proportions of the logo.
- Logo should only use “official” logo colors.
- Do not use the DEBIAN logo as part of your company logo or product logo or branding itself. It can be used as part of a page describing your products or services.
- You need not ask us for permission to use logos on your own website solely as a hyperlink to the DEBIAN project website.