



FLARM Logo Usage and Branding Guidelines

As a general rule, third parties may not use any FLARM logo ("logo"). In this document are the limited circumstances under which third parties may use a FLARM logo. It also states the requirements for licensed use of a logo.

The logo must always be used pursuant to the specifications in this document to identify the FLARM system, FLARM Technology Ltd. ("FT"), or FLARM products or services. Any use that falls outside of these specifications is strictly prohibited.

There are three separate logos defined for different uses:



"FLARM"



"FT"



"FLARM Compatible"

The "FLARM" logo is the general logo established for the FLARM system, as well as FLARM devices (manufactured by FT and others/OEMs).

The "FT" logo is representing the company FLARM Technology and may only be used by employees of FLARM Technology to represent their employer. Its intended use is limited to letterheads, invoices and similar. It shall be used in such circumstances, instead of the "FLARM" logo.

The "FLARM Compatible" logo is intended for FLARM compatible devices (e.g. displays), which have been certified as FLARM compatible per specifications issued by FT. Unlicensed use on products or to market non-certified products is prohibited.

Use of the old FLARM logo and the previous PowerFLARM logo is prohibited.



Unlicensed use of "FLARM" logo

Third parties may only use the "FLARM" logo without a license under the following limited circumstances:

- In advertising, marketing collateral, or a website that references your connection with FT or other FLARM device manufacturers (e.g. the material states that you are an authorized distributor or reseller of FLARM products) provided that the area in which the FLARM logo is used includes the corporate logo of at least 1 other company with which you have a similar relationship.
- In an area of a website, advertising, or marketing collateral exclusively dedicated to the sale of FLARM devices, and in such a manner that associates FLARM devices with the FLARM logo.

Do not use the FLARM logo to promote accessories and other products that are not produced by FT.

Do not use the FLARM logo in products, product packaging or other business services for which a formal license is required.

Unlicensed use of "FLARM Compatible" logo

Third parties may only use the "FLARM Compatible" logo without a license under the following limited circumstance:

- In an area of a website, advertising, or marketing collateral exclusively dedicated to the sale of one or several devices certified as FLARM Compatible, and in such a manner that associates only the certified products with the "FLARM Compatible" logo.

Any other use is prohibited without a license.

Licensed use of "FLARM" logo

Any use of the "FLARM" logo that does not adhere to the requirements for unlicensed use requires a license from FT. Examples for licensed use include, but is not limited to:

- Promotional products
- FLARM or FLARM compatible devices
- Accessories to FLARM products (cables, antennas, etc.)



Licensed use of "FLARM Compatible" logo

Displays, EFIS systems and other similar products that are compatible with FLARM devices can participate in a voluntary certification program. The program is to a great extent based on self-certification. Once certified, the "FLARM Compatible" logo may be used on certified products and accompanying manuals and documents. Use on products requires approval and is normally part of the certification process.

Logo usage

The following guidelines must be followed for all use of the logo.

Use only approved FLARM logo artwork

- Use only CMYK EPS files supplied by FT for print.
- For web use, use only RGB PNG versions with the intended pixel size.
- Use the positive version on light or white backgrounds. The full-color reverse logo (text in white) may be used on dark color backgrounds, as well as dark areas within photographs.
- The logo is not accompanied by the registered trademark symbol (®).
- The symbol may not be separated from the logotype.
- The grayscale version is allowed for grayscale print.
- A black logo is allowed when media reproduction is black only.
- All parts of the logo must have sufficient contrast to the background



Full-color positive logo



Full-color reverse logo



How to properly stage the logo

To properly stage the logo, a minimum clearance between the logo and other elements must be maintained. The base width of the M in the logo indicates the measurement of minimum clearance between the logo and other elements on all sides of the logo.



Sizing the logo

The width of the logo must always be at least 100 pixels for on-screen or 25 mm for print.

What is required for the usage of the logo

- The logo may not be displayed as a primary or prominent feature on any non-FT materials. Companies using the logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding.
- The logo may not be imitated or used as a design feature in any manner.
- The logo may not be used in a manner that would disparage FLARM, FT or its products or services.
- Neither the logo nor the FLARM name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like.
- Non-FT materials should not mimic any FT advertising, product packaging, or website design.



Additional requirements and examples of incorrect logo usage

- The logo must be used as provided by FT with no changes, including but not limited to changes in the color, proportion, or design, or removal of any letters or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
- The logo must appear only in a horizontal position.
- The logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols. The logo must never be used to represent the word "FLARM" in text, including in a headline, product-name logotype, or body copy.
- The logo must not be incorporated or used in any manner as part of, or in close proximity to another company's name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks. The logo must never appear with any other symbol or icon, be contained within a box, circle, or other shape, or be combined with any other name, logo, or icon to create a co-branded logo.

FT reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in FT's sole judgment, does not comply with these guidelines or might otherwise impair FT's rights in the logo. FT further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law. ■