

Piceasoft Branding Guidelines

PICEASOFT, PICEA, PiceaSwitch, PiceaDiagnostics, PiceaEraser, PiceaReporting, PiceaHub and the Piceasoft Logo (shown below) are trade marks that belong to Piceasoft Oy (“Piceasoft Trade Marks”)



You may use Piceasoft Trade Marks, in text, to refer fairly and accurately to Piceasoft, its products and its services, subject to the guidelines below.

Guidelines for using the Piceasoft Trade Marks

On product, product documentation, or other product communications, use the appropriate trade mark symbol (TM, ®) the first time a Piceasoft Trade Mark appears in the text of the advertisement, brochure, or other material.

Include an attribution of Piceasoft’s ownership of its trade marks within the credit notice section of your product, product documentation, or other product communication.

Following are the correct formats:

_____ and _____ are registered trade marks of Piceasoft Oy.

_____ and _____ are trade marks of Piceasoft Oy.

The Piceasoft logo is:



The logo should be used in a black & white colour or in light blue colour.

Keep the logo clear of competing text, images and graphics by maintaining, at a minimum, a 20 percent circumference of clear space on all four sides of the logo. The only text that can be used in conjunction with the logo is PICEASOFT.

The minimum size for print use of the Piceasoft Logo is **6.35mm square**.

The minimum size for digital use of the Piceasoft Logo is **20 x 20 pixels at 72dpi**.

The Piceasoft Logo should not be altered in any way.

- Place the logo on a complicated or patterned background;
- Apply reflections or gradients to the logo;

- Treat the logo as a dimensional object;
- Alter the shape of the logo;
- Skew or rotate the logo;
- Add a keyline to the logo;
- Outline the logo;
- Change the colors of the logo;
- Animate the logo;
- Place an image within the logo.

Correct use of PICEA Trade Mark

When using the trade marks PiceaSwitch, PiceaDiagnostics, PiceaEraser, PiceaReporting or PiceaHub, the ® - symbol is to be used after the word Picea. Thus these trade marks are always to be used as follows:

Picea®Switch, Picea®Diagnostics, Picea®Eraser, Picea®Reporting and Picea®Hub

Correct use of Trade Marks

A trade mark should always be used in the form it has been registered and should never be used in part or in plural form.

If the trade mark owner fails to use a mark correctly a competitor/ claimant may, in a legal action, claim that a particular mark has been used descriptively and not as a trade mark.

If a trade mark is used as a general term in the industry the trade mark protection of the mark will be diluted. The owner of a diluted trade mark may lose its monopoly right to the trade mark (e.g. Heteka, Mono, Frisbee, Hoover).

Unauthorized Use of Trade Marks

You may not use Piceasoft Trade Marks in a manner likely to mislead consumers as to your relationship with Piceasoft, as to Piceasoft's sponsorship or endorsement of your company, products or services, or as to the origin of your products or services. Any use of Piceasoft Trade Marks that is likely to confuse or mislead the public is unlawful and expressly prohibited.

You may not use or register, in whole or in part, Piceasoft Trade Marks or any other Piceasoft trade mark, including Piceasoft-owned graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name, or service name except as specifically noted in these guidelines.

You may not use any variation of the Piceasoft logo for any purpose. Third parties cannot use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of a Piceasoft Trade Mark for any purpose. For example:

Not acceptable: Piceatree, Piceahard

You may not use a Piceasoft Trade Mark or any other Piceasoft -owned graphic symbol, logo, or icon in a disparaging manner.

You may not use any Piceasoft Trade Mark, including Piceasoft -owned graphic symbols/logos, or icons, in a manner that would imply Piceasoft's affiliation with or endorsement, sponsorship, or support of a third party product or service.

You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing any Piceasoft Trade Mark, including symbols, logos, or icons, except pursuant to an express written trademark license from Piceasoft.

You may not use or imitate any Piceasoft slogan or tagline:

For example: "Simplify your mobile life".

Rules for Proper Use of Trademarks

Trade marks are adjectives used to modify nouns; the noun is the generic name of a product or service.

As adjectives, trade marks may not be used in the plural or possessive form.

Correct: I bought two PICEASOFT software packages.

Incorrect: I bought two Piceasofts

Use of the TM- and ® - symbols

Competitors, clients and the people at large distinguish a trade mark due to proper symbol use. You agree to use the TM- or ® - symbol in conjunction with the Piceasoft Trade Marks.

Particular care need to be applied regarding the use of the ® -symbol. Some countries have very strict rules regarding the use of the ® -symbol (e.g. USA and Venezuela) and incorrect use may lead to a claim of damages.

Please use the ® -symbol in respect of PICEA and the Piceasoft logo. Please also use the ® -symbol after PICEA when using the trade marks PiceaSwitch, PiceaDiagnostics, PiceaEraser, PiceaReporting or PiceaHub. Please use the TM – symbol in respect of PICEASOFT.

The use of the TM- and ® -symbols in text

The TM- and ® -symbols do not need to be repeated every time a trade mark is used in a piece of text. It is however recommended that a trade mark is distinguished from the rest of text by using a particular font, capital lettering or bolding. The TM- and ® -symbols should be used in headings.

In addition to using the TM- and ® -symbols one may include a statement about trade marks in the product packaging, user manual, advertising material or other marketing material, for example:

PICEA® is a registered trade mark of Piceasoft Oy

PICEASOFT™ is a trade mark of Piceasoft Oy

Use of a trade mark vs company name

A company name and a trade mark need to be clearly distinguished, for example:

In order to be clear, try to use the full name of the company.

Correct: Piceasoft Oy produces computer software.

Incorrect: Piceasoft produces computer software.

If the company name is abbreviated, the company name is written with a capital letter but otherwise in the same way as the rest of the text:

Correct: The products of Piceasoft are of high quality.

Incorrect: The products of PICEASOFT are of high quality.

Correct: PICEASOFT computer software is of high quality.

Do not use the TM- or ® -symbols in connection with a company name.

Supervision of trade mark use

Guidance on the correct use of a trade mark should be given to staff, distributors and all instances using the trade mark with the owner's permission.

The correct usage of a trade mark should be constantly monitored.

Immediate action should be taken regarding any 1) incorrect use of a trade mark (risk of dilution) and 2) any instances of infringement.