

BRAND GUIDELINES

Image 1 –Open IND Networks

OPEN IND
NETWORKS LLP

Image 2 – SUFFRAGE

“Make your vote more Powerful”



SUFFRAGE

Our Process:

You will need to submit a request on request@openindnetworks.com at least 3 days in advance in case you intend to use brand assets from our platform and technologies for any of the following:

- Marketing / Advertisement on TV, Radio, Online (or anywhere else)
- Books, TV Shows, Films
- Prints and Brochures etc.

Please note that the above is indicative list and in form of examples.

Advertising appearing on our products will be reviewed by our Ad Policy team and does not require permission here. Please refer our **Advertising Policy** for further details.

SUFFRAGE

The SUFFRAGE represents Brand and not a company.

The detailed terms and conditions are specified in our contracts with you under section “Use of Intellectual Property Rights”

You will need to submit a request on **request@suffrage.in** at least 3 days in advance in case you intend to use brand assets from our platform and technologies for any of the following:

- Marketing / Advertisement on TV, Radio, Online (or anywhere else)
- Books, TV Shows, Films
- Prints and Brochures etc.

Please note that the above is indicative list and in form of examples.

Advertising appearing on our products will be reviewed by our Ad Policy team and does not require permission here. Please refer our **Advertising Policy** for further details.

You will need to use same LOGO including Tag Line and Color Combination. Any change is not permissible with reasons of Technical glitches or otherwise.

We can add some examples in following manner:

- Width
- Size (Minimum and Maximum)
- Upper Limit and Lower Limit
- Color
- Image Clarity
- Small and Upper case of alphabets
- Tag Line
- Background Color



SUFFRAGE

We would suggest some of the guidelines as below:

- Don't change the design
- Don't change scale of image
- Don't change color

- Don't use outdated version
- Don't use our logo clubbing with any other logo
- Don't mention any content in addition to our logo
- Don't create logo on your own. You may download the same from our website being most appropriate source for usage of logo (Click Here)
- Don't add any presentation effect in original logo
- Don't change any gradients of original logo
- High resolution logo should be used
- Adherence to above mentioned examples in form of Do's and don't is strictly required without any exceptions.

Open IND Networks

The Open IND Networks represents company name by which we operate.

The detailed terms and conditions are specified in our contracts with you under section "Use of Intellectual Property Rights"

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We as a brand and Social Media platform have deployed pool of resources for development and protection of our Intellectual Property.

In addition to seeking registration of Trademark for our Logo and other elements, we also enforce our rights against person mis-using our Intellectual Property.

Our Trademark details can be found herein:

You may give a link or mention.

You may not use or register, or otherwise claim rights in any of our trademark, including as or as part of any trademark, service mark, company name, trade name, username or domain registration. You should not use or claim rights in discussion or in writing in a way that is confusingly similar to or dilutive of our brand name or company name, including as, or as any part of, a trademark. Do not use our trademarks for anything that would be inconsistent with our terms or Community Standards. (E.g. Using a brand or creating a brand naming Open IND Networking or Open IND Network or Open Network IND – The indicated herewith is using or interchanging of words will be subject to legal consequences which have impact on our brand. The above is example for your reference and case specific aspects shall be considered)

In case of any further clarifications, you may refer **Limited Liability Policy Guidelines**.

Changes in Brand Guidelines

<u>Date of Change</u>	<u>Nature of Change</u>	<u>Effective Date and Version</u>

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SUFFRAGE