Alliant®

Trademark & Logo Usage Guidelines

Introduction

These guidelines are for Alliant® licensees, customers, partners, and other parties wishing to use Alliant's trademarks, service marks, logos, or images ("Trademarks") in promotional, advertising, instructional, or reference materials, or on their websites, products, or data catalogs. A list of Alliant's Trademarks is attached as **Exhibit A**. Specifications for the use of the Alliant logo are attached as **Exhibit B**. Use of the Alliant Trademarks and service marks for commercial purposes without the prior written consent of Alliant may constitute trademark infringement and unfair competition.

By using an Alliant Trademark, in whole or in part, you are acknowledging that Alliant is the sole owner of the Trademark and promising that you will not interfere with Alliant's rights in the Trademark, including challenging Alliant's use, registration of, or application to register such trademark. The goodwill derived from using any part of an Alliant Trademark exclusively inures to the benefit of and belongs to Alliant. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted.

If you have any questions regarding these guidelines, please contact Alliant's Legal Department at legal@alliantinsight.com.

Alliant Trademark Usage Guidelines

Authorized Use of Alliant's Trademarks

1. Rules for Proper Use of the Alliant Trademarks
a. Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service.
b. As adjectives, trademarks may not be used in the plural or possessive form.
Correct: We offer several Alliant Online Audience segments.
Not Correct: We offer Alliant Online Audiences.
c. An appropriate generic term must appear after the trademark the first time it appears in a printed piece, and as often as is reasonable after that.

2. Never Combine the Alliant Trademarks with Your Trademark/Product.
Trademarks are meant to identify the source of a product/service, and combination with a third party product or mark may cause a likelihood of confusion.

3. Do Not Use the Alliant Trademarks in an Inappropriate Manner.
You may not use the Alliant Trademarks: (i) in connection with adult content, gambling, tobacco, alcohol, or in violation of any applicable law; and (ii) in a manner that is misleading, defamatory, disparaging, infringing, libelous, obscene, or otherwise objectionable to Alliant.

4. Do Not Use the Alliant Trademarks or virtually identical trademarks in domain names or social media handles or profiles. Do not make up names that contain Alliant Trademarks.

5. Do Not Alter the Alliant Trademarks. Trademarks should always be spelled and capitalized exactly as they are shown in Exhibit A. Do not shorten or abbreviate Alliant product names.

6. Use Proper Trademark Notice Symbols. Please see Exhibit A for a list of the Alliant Trademarks and their registration status within the United States.

Alliant Trademark Usage (Exhibit A)
The trademarks, service marks, and logos (collectively "Trademarks") appearing below are a non-exhaustive current list of Trademarks owned by Alliant Cooperative Data Solutions LLC and their status in the United States. The absence of a product or service name or logo from this list does not constitute a waiver of Alliant's trademark or other intellectual property rights concerning that name or logo. The list also includes a suggested generic term for each trademark. These generic terms are only suggestions and there may be other words that are equally appropriate.

Status	Alliant Trademark	Generic Term
®	Alliant	audiences
®	TransactionBase	database
TM	Acclaim	score
TM	Alliant®	Alliant
TM	Alliant Campaign Intelligence	optimization
TM	Alliant Consumer Audiences	audiences
TM	Alliant Engage	real-time data
TM	Alliant Online Audiences	audiences
TM	Cognito	score, flag
TM	ProfitSelect	model
TM	TargetCollect	model

Acceptable Logo Usage (Exhibit B)

For 1/C spot printing the preffered color for the Alliant logo is Pantone 654 Blue. If necessary, black can be used as an alternative. **Other colors are not acceptable for printing or digital use of the logo.**

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**Pantone 654
Process C100 M73 Y10 K48
Screen R0 G44 B95
HTML #002C5F**

Preferrable: White Background

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Acceptable: Black

The preferred method for showing the Alliant logo is always against a white background. However, other background colors can be used as long as there is sufficient legibility and contrast.

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Acceptable High Contrast Background

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Not Acceptable: Low Contrast Background

Area of Isolation (Exhibit B)

To ensure the integrity and elegibility of the Alliant logo, adequate clear space should be preserved around the logo. This ensures other graphical elements or text are not placed too close to the logo.

The area of isolations is defined as x, measured by the width of the vertical stroke of the letter 'i'. The minimum clear space of 4x should always be applied. No text, logos or graphics should fall within this space.

Maximize Clear Space Whenever Possible

4X		x		4X
	Alliant®			
4X		x		4X

Minimum Size (Exhibit B)

To ensure that the logo maintains its form and does not break up or bleed during the printing process or appear fuzzy on-screen, it is important to follow the minimum size guidelines below.

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**Print Minumum:
1.125 inches wide**

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**On-Screen Minimum:
100 pixels wide**

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