

## Trademark Usage Guidelines P1

- Trade-marked words or phrases used in the title of a document or heading of a section, as well as the first use of the trade-marked word or phrase within the document or section should be designated with a <sup>TM</sup> or ®. The designation should be used for the first reference to the trademarked word or phrase in charts or tables.
- Spotwave Wireless, its subsidiaries and its products and services are identified by the logo and symbol. Web ready and print ready hi-res versions of the logos can be downloaded from [www.spotwave.com/brand](http://www.spotwave.com/brand)



For example, we suggest using the above treatment of the logo;

- Spotwave marks should be displayed independently from other trademarks or logos. A minimum amount of empty space should be left between Spotwave logos and any other object such as type, photography, borders, edges, etc.

For example, we suggest; a border (invisible or otherwise) around the logo is at least  $\frac{1}{2}x$  wide where x is the height of the logo

Never combine Spotwave marks with any other graphics such as: other logos, words, graphics, photos, slogans, numbers, design features, or symbols.

- Our Corporate Colour is a bright and bold blue – for print purposes use Pantone® 3005C
- A <sup>TM</sup> or (®) should be used beside the first use of a mark or logo with the following attribution statement on the materials in which the Marks are featured.

Trade-mark(s) or registered trademarks of Spotwave Wireless Inc.  
Spotwave and SpotCell are trademarks of Spotwave Wireless Inc.  
The SpotCell graphic symbol is also a trademark of Spotwave Wireless Inc.

## Trademark Usage Guidelines P2

- The SpotCell Trademark should use of both upper and lower case letters. This is the correct usage and must appear in this form always.

For example, we suggest; SpotCell® Indoor Coverage Systems  
Never use variations such as; SPOTCELL®, or SpotCELL®

- Do not shorten, abbreviate or create acronyms out of trademarks and product names. It is important to remember that trademarks are adjectives that describe a specific brand of product, and therefore cannot be made plural or possessive or used as a noun or verb.

For example, we suggest; Several SpotCell Systems can be deployed  
Never use statements such as; Several SpotCells can be deployed

- Questions or Comments or have other requirements regarding the Spotwave Wireless brand, the SpotCell family of products and our registered trademarks? Please send your inquiry to [brand@spotwave.com](mailto:brand@spotwave.com) or call JP Burdett at: +1 (613) 591-1662 ext 297