

Trademark Usage Guidelines for OVHcloud's contracting parties
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These Trademark Usage Guidelines (“**Guidelines**”) apply to any company that (i) has signed an Agreement and (ii) is permitted by OVHcloud to use OVHcloud Trademarks (“**You**”). For the purpose of the Guidelines:

- Agreement means a separate partnership agreement entered by and between You and OVHcloud (such as a Startup Program Agreement or a Business Partner Agreement, for example).
- OVHcloud’s Trademarks means trademarks, service marks, distinctive signs or trade names that are provided by OVHcloud for use in connection with the Agreement. The OVHcloud Trademarks shall include all registered trademarks or unregistered official naming that distinguish an OVHcloud product or service from similar products or services offered by others, including, but not limited to, the OVHcloud Trademarks listed in Exhibit I (as modified by OVHcloud at any time). The OVHcloud Trademarks are in various forms and may include, but are not limited to, letters, words, logos, names, designs, images, slogans, phrases, colours, or combinations thereof.

The absence of any OVHcloud Trademarks from Exhibit I hereinafter does not constitute a waiver of any intellectual property rights with respect to OVHcloud’s Trademarks.

The OVHcloud Trademarks are owned by OVH (a company incorporated under the laws of France, registered under number 424 761 419).

These Guidelines set forth the rules and restrictions for using or referring to the OVHcloud Trademarks. Use of the OVHcloud Trademarks is prohibited unless expressly authorised per an Agreement and these Guidelines.

Please note that Your Agreement will refer to these Guidelines and that, by signing the Agreement, You agree to comply with these Guidelines.

The OVHcloud Trademarks are valuable intellectual property assets. As such, OVHcloud intends to take all appropriate measures to preserve the strength of, and retain its exclusive rights to use, the OVHcloud Trademarks. By using an OVHcloud Trademark, You acknowledge and agree that OVHcloud is the owner of that trademark, that any goodwill derived from Your use of the trademark is owned by OVHcloud, and that You will strictly abide by these Guidelines at all times.

OVHcloud reserves the right, exercisable at its sole discretion and at any time, to modify these Guidelines and/or the OVHcloud Trademarks and to take action against any use of the OVHcloud Trademarks that, at OVHcloud’s sole discretion, is deemed not to comply with these Guidelines.

Section 1: Impermissible Uses of the OVHcloud Trademarks

- 1.1. Do not use OVHcloud Trademarks as the name of Your company, products, or services, as a domain name, or social media profile.** You may not use any OVHcloud Trademark as all or part of Your company name, product name, service name, or domain name. You may not use or create a social media profile or name that incorporates any OVHcloud Trademark.
- 1.2. Do not use OVHcloud Trademarks in false or misleading advertising.** Advertising for OVHcloud or its products or services offered under the OVHcloud Trademarks must not be false or misleading in any way and must not be in violation of any applicable law, of any country. Any advertising should first be sent to legalbrand@ml.ovh.net to receive written consent from OVHcloud
- 1.3. Do not use the OVHcloud Trademarks to disparage OVHcloud.** You may not use the OVHcloud Trademarks in any way that might disparage or cast a negative light on OVHcloud, its products or services, or in a manner that, in OVHcloud's sole judgment, may diminish or otherwise damage the reputation or image of OVHcloud, its products or services, or the goodwill derived from the OVHcloud Trademarks.
- 1.4. Do not use the OVHcloud Trademarks as AdWords.** You may not use “OVHcloud” alone as a keyword or in connection with Google AdWords, AdWords Express, or any other similar online advertising service.
- 1.5. Do not seek to register any OVHcloud Trademarks.** You may not seek to register any OVHcloud Trademarks with any administrative authority anywhere in the world, or file any applications for trademarks with any administrative authority that are confusingly similar to any OVHcloud Trademark.
- 1.6. Do not display the OVHcloud Logo (“Logo”) as follows:**
 - a) Smaller than:
 - for the horizontal OVHcloud Logo: 1 inch wide in print and 120 pixels wide in digital
 - for the vertical OVHcloud Logo: 75 inch wide in print and 100 pixels wide in digital;
 - b) Using other colours for the Logo;
 - c) Reordering the Logo;
 - d) Using the Logo in text/copy;
 - e) Using another font, shadow or effects to re-create the Logo;
 - f) Skewing, rotating, changing the colour of or otherwise altering the Logo;
 - g) Adding taglines or images to the Logo;
 - h) Separating parts of the Logo; and/or
 - i) Creating Your own logos to represent OVHcloud.

Section 2: Permissible uses of the OVHcloud Trademarks

All use of the OVHcloud Trademarks must be consistent with the following rules.

- 2.1. Use the OVHcloud Trademarks to refer to OVHcloud's products or services.** You may use OVHcloud Trademarks to refer to the OVHcloud products or services covered by the Partnership.
- 2.2. Use OVHcloud Trademarks to indicate partnership.** You may use OVHcloud Trademarks to indicate your partnership with OVHcloud, provided that: (a) the OVHcloud Trademark appears less prominently than Your product or service name; (b) the OVHcloud Trademark is not a part of or incorporated into Your product or service name; and (c) the referential phrase is accurate and complies with the requirements set forth in the Agreement.
- 2.3. Include an attribution of OVHcloud's ownership of the Trademarks** in the credit section of your website, documentation associated with your product or service, and in any communications. The correct format is as follows:
_____ and _____ are trademarks of OVH, SAS.
- 2.4. Use OVHcloud Trademarks in publications, seminars, and conferences.** You must specifically request permission from OVHcloud prior to each such use or publication (OVHcloud may, at its sole discretion, deny your use).
- 2.5. Use OVHcloud Trademarks in line with the OVHcloud Design System Guidelines.** You should always respect the [OVHcloud Visual Identity Guidelines](#) (Exhibit 2) when using the OVHcloud Trademarks.

Section 3: Misuse of OVHcloud Trademarks by Others

Please notify immediately OVHcloud by sending an email to legalbrand@ml.ovh.net if:

- You learn of any misuse of any of the OVHcloud Trademarks
- You become aware of any third-party logos, icons, or images that You think may be confusingly similar to the OVHcloud Trademarks

Please keep track of where the violation appeared and, if possible, provide OVHcloud with a copy.

If You have any questions concerning the Guidelines or any OVHcloud Trademarks, please send an email to legalbrand@ml.ovh.net.

Exhibit I
OVHcloud TRADEMARKS

This Exhibit can be modified at any time by OVHcloud.

1

OVHcloud

2



3



Additional logo formats are available upon request.
Contact: legalbrand@ml.ovh.net

EXHIBIT II

OVHcloud Visual Identity Guidelines

1. Logo – Overview

Our OVHcloud logo is the strongest asset of our visual identity system. Consistently using our logo helps to build recognition of OVHcloud, and increased recognition means greater likelihood that a customer will choose OVHcloud for their business needs. Our logo has two components that comprise a lockup: the Emblem and the Wordmark. Both components of the logo must be used at all times.

The horizontal logo is the primary logo for OVHcloud.

It should be used in all possible cases. There is no exception for goodies, especially textiles (T-shirts, hoodies, etc.): the horizontal version of the logo should still be used.



A stacked logo (vertical) also exists. It should only be used on tight formats where the horizontal logo cannot be used.



In the US, for public-facing, external and marketing materials, use the OVHcloud logo with the ®. Reverse (or “knockout”) versions in white are available for darker backgrounds.



2. Logo – Clear Space and Sizing

"Clear space" is the area around the logo that should be free from text, distracting graphics, or other logos in order to ensure that nothing interferes with the visual impact of our logo.

a) Clear space

For the OVHcloud logo, please use the minimum clear space of the x-height of the Wordmark, equivalent to the height of the lowercase letters.



b) Minimum logo size

When using our logos, the recommended minimum size is as follows:



Print size: 2.5 cm (1 inch) wide. Digital size: 120 pixels wide



Print size: 2 cm (.75 inch) wide. Digital size: 100 pixels wide

4. Logo - Dos and Don'ts

The OVHcloud corporate logo must never be altered, adjusted or redrawn in any way. Examples are shown here to illustrate incorrect uses of the logo.

Like our logo, our OVHcloud brand name is also a valuable strategic asset.

Keep the entire word connected, with no space, "OVH" in all capital letters and "cloud" in all lowercase: OVHcloud

Don't use OVHcloud in the possessive (no "OVHcloud's"); instead preface with "our".



1. Don't use other colours for the logo.
2. Don't use old versions of the logo.
3. Don't use the logo in text/copy.
4. Don't use another font, shadow or effects to re-create the logo.
5. "Innovation for freedom" should not be "locked up" with the logo. While this is our brand motto, it is not a tagline. It should only be used in text, separate from the logo.
6. Don't skew, rotate, or alter the logo.
7. Don't add onto the OVHcloud logo with taglines or images.
8. Don't apply the logo to a background it doesn't contrast with. Prioritise readability and accessibility.
9. Don't reorder or separate any part of the logo.
10. Don't create new logos!

3. Logo – Programs

A collection of logos with different formats available

OVHcloud Startup Program



OVHcloud Partner Program



OVHcloud Marketplace



Open Trusted Cloud



5. Logo – Partnership

Use these guidelines to display the relationship between OVHcloud and your trademark.

DO

- Separate the OVHcloud logo from your logo with a dividing line, with **at least** the spacing on the reference logos below;
- Try to visually balance the OVHcloud logo with your logo.

DO NOT

- Create new unique logos for co-marketing activities.

OVHcloud-led logo lock-up



Partner-led logo lock-up



The lock-ups may be displayed as white logos on dark backgrounds.