

LogMeIn Branding Guidelines



Overview

LogMeIn, Inc. (“we,” “us,” or “our”) has created these Brand Guidelines (“**Guidelines**”) to help you properly use our [brand, logos, content, trademarks and service marks](#). These are our intellectual property and an important and valuable asset. As such, they must be used properly to ensure that these assets are not used by third parties in such a manner as to confuse consumers into believing there is an affiliation with or an endorsement by us, when in fact there is none. Please follow these Guidelines for using our marks and brands in any products, services, communications, documents, or websites.

Applicability

These Guidelines apply to our employees, customers, licensees, consultants, outside vendors, and other third parties. If you have signed an agreement with us that contains any different or additional usage guidelines, please follow those guidelines. If not, these Guidelines will apply.

Use of Marks and Logos

You may refer to our products and services by their associated trademarks and service marks, so long as such references: (a) are truthful, fair, and not misleading; (b) do not suggest sponsorship or endorsement by us; and (c) comply with these Guidelines, which we may modify from time to time in our sole discretion.

In particular:

- You must use the appropriate trademark symbol and trademark acknowledgement of our ownership of the marks and/or logos in question.
- You may not alter our trademarks in any manner, including, but not limited to, changing the proportion, color or shape of our trademarks, or adding or removing any elements from the trademarks.
- Do not incorporate our trademarks or logos into your products or product names, services or service names, trademarks, service marks, logos, or company names, and do not adopt marks or logos that are confusingly similar to ours.
- You may not use our trademarks in any manner that implies sponsorship or endorsement by us without an express written permission and license from LogMeIn.
- Do not register a domain containing any of our marks or logos, or any similar variations of them, if it could make people think that we provide or support anything offered from that domain.

- Do not make unlicensed use of our licensed logos. Third-party use of our marks or logos requires a license or written permission from us. If you are interested in obtaining a license to use any of our marks or logos, please contact one of our marketing or sales representatives.

Rights to Object

We reserve the right to object to any unauthorized, unfair, improper and/or infringing use of our [trademarks, logos, product names, service names, and/or products](#) whether or not expressly included in this document.