

VT iDirect, Inc. and iDirect Logo and Trademark Policies

VT iDirect Confidential and Proprietary
Do Not Reproduce or Alter without Prior Written Consent from VT iDirect
Effective May 2019



iDirect Logo Guidelines

VT iDirect is a global leader in IP-based satellite communications. Our mission is to “Advance a Connected World” by delivering technology innovation that allows people to communicate and collaborate anywhere, connected from every corner of the world. Our product portfolio, branded as iDirect, combines innovative technology and solutions to enable our partners to optimize their networks, differentiate services and expand their businesses.

With that in mind, the iDirect brand is very important. Protecting the integrity of the iDirect identity through the correct usage of the logos, colors and trademarks is essential to building and maintaining a strong, global brand.

The iDirect product logo is the principal element of the organization’s global brand identity. The product logo symbolizes the cyclical process of data transfers being broadcast from various points on the Earth’s surface to satellites in space, and vice versa. The gradual color transition within the logo represents the lighter blue of the Earth’s atmosphere slowly changing to the darkness of outer space.

Using the iDirect Product Logo

Whenever possible, the four-color product logo should be used. However, the product logo may also be printed in two colors (PMS 2935 and PMS Cool Gray 9), solid black or reversed out to white, as circumstances require. **Do not attempt to recreate or alter the iDirect product logo; this includes stretching or shrinking it, or adding different colors.** All logo elements are in fixed relationship to one another with respect to size and position. Please use only the approved reproduction artwork provided by the iDirect Marketing Department.

Four-Color Product Logo

In full color, the product logo — consisting of the triangle and star shape — appears in a gradient of two blues. The logotype is gray.



Two-Color Product Logo

For applications in which the product logo cannot be printed with a gradient, such as screen printing or embroidery, the two-color version of the product logo can be used.



Approved Usage

The product logo can be used in conjunction with your collateral, website, printed documents, and promotional items, and should be printed no smaller than shown below:



Solid Black



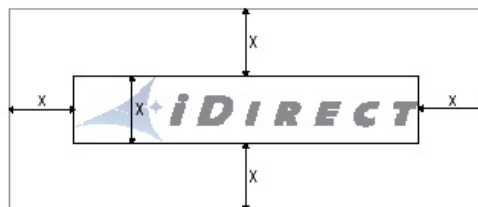
Reversed Out to White



Clear Space

The minimum unobstructed area that must surround the iDirect product logo is called "clear space." It ensures that the logo will be sufficiently prominent. No other graphic element or typography may enter the clear space. The clear space is derived from the height of the iDirect triangle icon (X).

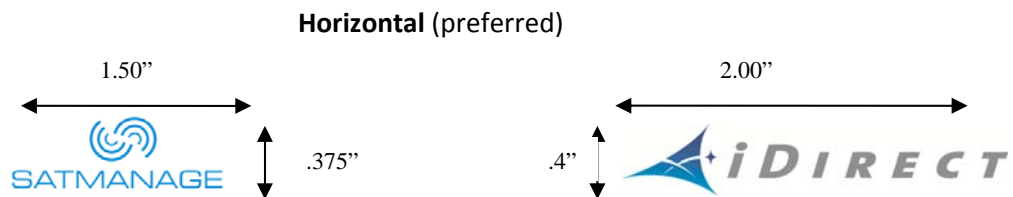
X = Height of the iDirect triangle icon; Clear space = X to the right, left, top and bottom of the logo



Product Logo Co-Branding

When combining the iDirect product logo with a co-branded logo, the iDirect product logo should take visual prominence. The iDirect product logo will always be on the right side of the two logos when it comes to a letterhead or brochure.

The primary and preferred co-branded logo design is the horizontal version as shown below. Use the preferred horizontal version in your communications and materials. An alternate vertical version is available for situations where space does not permit use of the horizontal version. Examples of the logo placement follow:



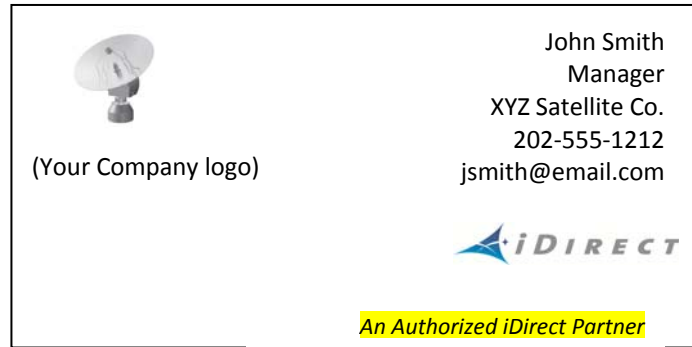
The clear space all around the logo must equal to the size of the triangular graphic.

Vertical



Business Cards

If you use the iDirect product logo on your business card, the card can only refer to you and your company as an **Authorized iDirect Partner**. **You may not state that you are an iDirect agent.** The iDirect logo cannot be the primary logo on your card. See example:



Products

When co-branding on iDirect products, you may not alter, remove, replace or reposition the original iDirect product logo/markings. In no event shall the safety and agency certification labels or other manufacturers' labels be removed on our products. Your logo may be placed on the left-hand side of iDirect equipment, as shown below:



For labels on equipment other than the X1 and third-party products, please contact us for guidelines at marketing@idirect.net.

24x7 Technical Support

The iDirect Technical Assistance Center (TAC) Portal (<https://support.idirect.net/>) is committed to delivering the highest level of service possible to our partners and customers. TAC operates 24x7x365. Our multilingual TAC provides personalized assistance via phone, e-mail or web to quickly resolve any questions or issues. For questions, please call +1 703-648-8151 or e-mail tac@idirect.net. Please remember to have your customer ID# ready (if you are unsure of your customer ID# please contact sales-support@idirect.net).

iDirect Advertising Marks (Trademarks and Product Names)

As a business, a trademark protects our brand, company and product names in today's confusing and tough market conditions. A trademark not only protects iDirect from having someone using our name(s), but most importantly a trademark prevents anyone from having a similar name (company or product) within the same industry. As a result, a trademark allows iDirect to create a clear identity and reputation of our product(s) and/or service(s) with our customers.

Below is a list of current iDirect product names that are either registered marks or pending registration along with the format for using them in documentation.

- **Guidelines for registered and pending registration trademarks**
 - A trademark should never be pluralized.
 - A trademark should never be altered or appended in any way (e.g., no hyphens, slashes, prefixes, suffixes) unless they already exist in the trademark.
 - A trademark should never be shortened or abbreviated.
 - A trademark should be set apart in printed material from surrounding text by bolding the trademark in the first instance with the appropriate designator (TM or [®]).
 - A trademark should be in superscript format whenever possible.
- **Registered with the U.S. Patent and Trademark Office.** The federal registration symbol ([®]) must be used along with the name in first instance, but does not need to be used in subsequent uses of the name.
- **Pending a registered trademark.** The unregistered symbol (TM) must be used along with the name in all instances.

The following names have been fully registered and are approved for use by the iDirect partner community. Please use the federal registration symbol ([®]) the first time the name is used in full.

- Evolution[®]
- iDirect[®]
- iDirect Pulse[®]
- iDirect SatHaul[®]
- iDirect Velocity[®]
- iVantage[®]



- OpenAMIP®
- SatManage®
- VT iDirect®

We have pending registrations for trademarks for the following, therefore the unregistered symbol (™) should be used in conjunction with the use of the name/mark in any documentation:

- iDirect Government™

Terms and Conditions

Advertising Marks – terms and conditions for iDirect partners.

Resellers, Integrators, Operators and/or Distributors (collectively, “Partners”) may make limited use of the iDirect product logo and of certain products trademarks (“Advertising Marks”) only according to the guidelines on this page and any other partner program resources that may be provided. No iDirect brand elements or identity may be used (other than those depicted on these Guidelines), including but not limited to iDirect’s trade dress, Website(s) layout, colors arranged in a manner suggestive of iDirect Website(s), product packaging, or designs related to other product names, logos, designs, icons, photography, taglines and logotypes.

Guidelines. Partners displaying any of the Advertising Marks must also display, in the primary and more prominent branding position, the Partner's own logos, business name, product names, or other branding. The Advertising Marks may not be displayed as a primary or prominent branding feature on any Partner materials. Partner materials should not mimic any iDirect advertising, product packaging, or Website design.

- When displaying the iDirect logo or trademark, it must be accompanied by the phrase “An Authorized Partner of iDirect.”
- The Advertising Marks may not be used in any manner that would imply that the Partner's (or any third party's) goods, services, or websites are sponsored by, endorsed by, or affiliated with iDirect.
- The Advertising Marks may not be incorporated or used in any manner as part of, or in close proximity to, the Partner's company name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks.
- The Advertising Marks may not be used in a manner that would disparage VT iDirect, Inc. or its products or services.
- The artwork for the Advertising Marks must be used as provided by iDirect without any changes, including but not limited to, changes in the color or design, or removal of any words, artwork, or trademark symbols.
- The Advertising Marks must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols.



- The Advertising Marks may not be imitated and may not be used as design features on any materials.

iDirect reserves the right at its sole discretion to terminate or modify permission to display the Advertising Marks, and may request that Partners modify or delete any use of any Advertising element that, in the sole judgment of iDirect, does not comply with these guidelines, and Partner agrees to make any such requested modifications or deletions. iDirect further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

Proper Trademark Notice and Attribution by Partners.

- a. On product, product documentation or other product communications, the appropriate trademark symbol ([™], SM, or [®]) must be used the first time the iDirect trademark appears in the text of the advertisement, brochure, or other material.
- b. Refer to the iDirect Trademark list above for the correct trademark symbol and spelling of the trademark. Generally, the symbol appears at the right shoulder (superscript) of the trademark.
- c. Include an attribution of iDirect's ownership of its trademarks within the credit notice section of your product, product documentation, or other product communication.

Following are the correct formats:

_____ and _____ are registered trademarks of VT iDirect, Inc. (for [®] marks)

_____ and _____ are trademarks of VT iDirect, Inc. (for [™] marks)

_____ and _____ are registered servicemarks of VT iDirect, Inc. (for SM marks)

Please direct any questions regarding cobranding, the use of our logo, product names or trademarks to Mary Tice at mtice@idirect.net or Candie Tran at ctran@idirect.net

