ST Engineering iDirect Logo and Trademark Policies
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1 ST Engineering iDirect Logo Guidelines

ST Engineering iDirect is a global leader in satellite communications (satcom). Our mission is to “Shape the Future of How the World Connects through Satellite Communications” by delivering technology innovation that allows people to communicate and collaborate anywhere, connected from every corner of the world. Our product portfolio, branded under the names iDirect and Newtec, combines innovative technology and solutions to enable our customers to expand their business, differentiate their services and optimize their satcom networks.

As such, our corporate and product brands are very important. Protecting the integrity of our identity through the correct usage of the logos, colors and trademarks is essential to building and maintaining a strong, global brand.

1.1 Corporate Brand

ST Engineering iDirect is part of a larger global family, ST Engineering. In 2019, we harmonized our corporate brand with our corporate parent by adopting “ST Engineering” as our master brand to reflect a stronger integration of all the ST Engineering technology companies under one name.

Using the Corporate Logo*

Whenever possible, the full-color corporate logo should be used. However the corporate logo may also be printed in solid black against a light colored background or reversed out to white against a solid colored background comprised of the corporate colors or of a dark color background, as circumstances require.

Approved Usage

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

Minimum width: 37 mm or 1.457 in.
Solid Black

Reversed Out To White

Clear Space
An area of clear space is required all around the brand identity to protect its integrity and to avoid visual interference or dominance by any other graphic element. The exclusion zone is defined by 50% of the height of the Sunburst symbol. Wherever possible, more than the minimum exclusion zone should be used to enhance the visual impact of the identity.

1.2 Product Brand
Because we have two distinct product brands that the market knows, we have fused the Newtec and iDirect logos to create a simple product brand identifier that represents our comprehensive portfolio.

Using the Product Brand Identifier*
Whenever possible, the gray (preferred) or dark blue (secondary) product brand identifier should be used. However, the product brand identifier may also be printed in solid black in black & white applications or reversed out to white against pictures or color backgrounds.

Gray (Preferred)
PMS Cool Gray 11
RGB 112R 111G 111B
CMYK 0C 0M 0Y 70K
Dark Blue (Secondary)

![Dark Blue](img)

Solid Black

![Solid Black](img)

Reversed Out To White

![Reversed Out To White](img)

Approved Usage

The product brand identifier can be used in conjunction with your collateral, website, printed documents, and promotional items, as long as it is used in conjunction with the ST Engineering logo. The ST Engineering logo and product brand identifier should appear on the same surface. The product brand identifier should be printed no smaller than shown below:

![Approved Usage](img)

At the smallest scale, the product brand identifier should appear the same size as the corporate logo, with a minimum width of 37mm, or 1.457 in.
In some applications, the corporate logo and product brand identifier should appear at the same width, such as on product collateral. The product brand identifier should never appear larger or wider than the corporate logo.

**Horizontal**

When using the product brand identifier and corporate logo side-by-side, the product brand identifier may appear smaller to ensure each element has the same height. It’s recommended that the product brand identifier should appear at 75% of the width of the corporate logo.

**Clear Space**

An area of clear space is required all around the product brand identifier to protect its integrity and to avoid visual interference or dominance by other graphic elements. The exclusion zone is defined as the height of the Star symbol from the surrounding line element. More than the minimum exclusion zone should be used to enhance the visual impact of the identity where possible.

*Do not attempt to recreate or alter the corporate logo or product brand identifier; this includes stretching or shrinking them, 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 ST Engineering iDirect Marketing Department.
1.3 Product Logo Co-Branding
If you wish to co-brand materials please contact marketing@idirect.net.

1.4 Access to ST Engineering iDirect Technical Assistance Center

24x7 Technical Support
The ST Engineering iDirect Technical Assistance Center (TAC) 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, email or web to quickly resolve any questions or issues.

For IDirect product line support information:
Phone: +1 703-648-8151 ~ Email: tac@idirect.net ~ Website: https://support.idirect.net
Please remember to have your customer ID# ready; if you are unsure of your customer ID# please contact sales-support@idirect.net.

For Newtec product line support information:
Phone: Detailed in your Care Plan ~ Email: customersupport@idirect.net ~ Website: https://support.newtec.eu
If you have a Care Plan, please remember to have your Care Plan ID# ready.

2 ST Engineering 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 ST Engineering 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 ST Engineering 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 ST Engineering 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. For example, do not use Evolutions, use Evolution.
  - 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. For example, do not use SAT-HAUL, use iDirect SatHaul.
  - 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 (™ or ®).
  - A trademark symbol 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 headlines and the first instance in sub-headlines or body copy. ‘iDirect’ and ‘Newtec’ can be dropped in subsequent uses (if applicable); see below examples.
- The Newtec Dialog® platform was selected by XYZ along with their rollout of 500 MDM3000’s modems. The Dialog platform is…
- ST Engineering iDirect's award-winning platform, iDirect Evolution®, has been selected by XYZ. The Evolution platform is…
- **Pending a registered trademark.** The unregistered symbol (™) must be used along with the name in all instances.

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

- bePART®
- DualFlow®
- Equalink®
- Evolution®
- FlexACM®
- HRC®
- iDirect®
- iDirect Pulse®
- iDirect SatHaul®
- iDirect Velocity®
- iVantage®
- Mx-DMA®
- Newtec Clean Channel Technology®
- Newtec Dialog®
- Newtec Point&Play®
- OpenAMIP®
- SatManage®

### 2.1 Terms and Conditions

**Advertising Marks** – terms and conditions for ST Engineering iDirect partners.

Resellers, Integrators, Operators and/or Distributors (collectively, “Partners”) may make limited use of the ST Engineering iDirect logos 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 ST Engineering iDirect brand elements or identity may be used (other than those depicted on these Guidelines), including but not limited to ST Engineering iDirect’s trade dress, Website(s) layout, colors
arranged in a manner suggestive of ST Engineering 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 ST Engineering iDirect advertising, product packaging, or Website design.

- When displaying the ST Engineering iDirect logo or trademark, it must be accompanied by the phrase “An Authorized Partner of ST Engineering 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 ST Engineering 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 ST Engineering iDirect or its products or services.
- The artwork for the Advertising Marks must be used as provided by ST Engineering 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.

ST Engineering 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 ST Engineering iDirect, does not comply with these guidelines, and Partner agrees to make any such requested modifications or deletions. ST Engineering 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.**

1. On product, product documentation or other product communications, the appropriate trademark symbol (™, SM, or ®) must be used the first time the ST Engineering iDirect trademark appears in the text of the advertisement, brochure, or other material.

2. Refer to the ST Engineering 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.

3. Include an attribution of ST Engineering 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 ST Engineering iDirect, Inc. dba iDirect and/or its affiliates (for ® marks)

_________ and ________ are trademarks of ST Engineering iDirect, Inc. dba iDirect and/or its affiliates (for ™ marks)

_________ and ________ are registered servicemarks of ST Engineering iDirect, Inc. and/or its affiliates (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.