ST Engineering iDirect Logo and Trademark Policies

STE iDirect, Inc. and/or its affiliates Confidential and Proprietary

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1 Introduction

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 Innovation" by delivering technology innovation that allows people to communicate and collaborate anywhere, connected from every corner of the world. Our product portfolio, branded **iDirect**, combines innovative technology and solutions that 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 our logos, colors and trademarks is essential to building and maintaining a strong, global brand. This document provides guidance to partners on how to use these elements in the development of co-marketing materials.

2 One Company, Two Brands

2.1 Corporate Brand: ST Engineering

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.

Whenever possible, the full-color logo should be used. A solid black and reversed white version is also available, as circumstances require. Refer to section 2.3.2 for specific usage guidelines.


2.2 Product Brand: iDirect

The comprehensive iDirect product portfolio represents the highest standards in performance, efficiency and reliability, making it possible for our customers to deliver the best satcom connectivity experience anywhere in the world.

Whenever possible, the four-color logo should be used. However, the logo may also be printed in two colors (PMS 288C and PMS Cool Gray 11), solid black or reversed out to white.

4 Color Process

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

Gradient from
(C=99.8, M=80.77, Y=35.9, K=24.44) to
(C=85.26, M=46.78, Y=0.36, K=0)

iDIRECT → CMYK 70K
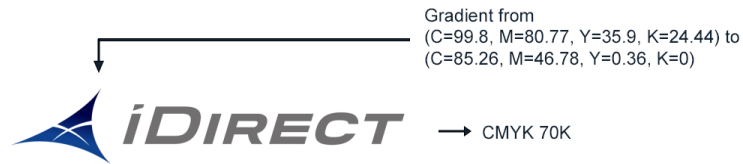
2 Color

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

PMS 288C

iDIRECT → PMS Cool Gray 11

2.3 Logo Relationship

The company and product logos should be used together as a co-branded approach.

In situations where both logos cannot be accommodated, such as partner websites, please use the ST Engineering logo.

2.3.1   Vertical Logo Lock-up

The primary and preferred co-branded logo design for co-marketing is the vertical lock-up version.

- Company logo should always be the predominant logo
- Product logo should be sized at 80% (of the width) of the company logo
- Distance between the two logos should be equal to the height of the sunburst symbol

2.3.2   Color Applications

Full Color

For maximum impact, the full color version should be placed on a white or light background.

Reversed Out To White

The reversed white version of the brand identity can be placed against pictures or dark backgrounds.

Solid Black

The black and white brand identity is used in applications where it is not possible to use the full color brand identity, such as black and white advertisements. It can be reproduced in black against a light background.

2.3.3   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 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.

2.3.4 Minimum Size

The corporate and product logos should be printed no smaller than shown below.
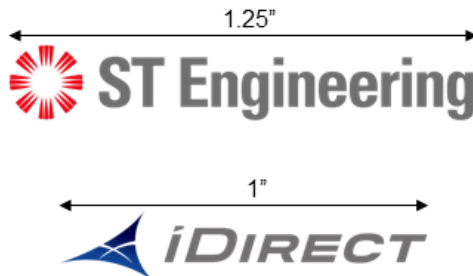
2.4 Product Logo Co-Branding

If you wish to co-brand materials please contact marketing@idirect.net.

3 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.

- 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 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.

- **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 ST Engineering iDirect partner community. Please use the federal registration symbol (®) the first time the name is used in full.

- Evolution®
- FlexACM®
- HRC®
- iDirect®
- iVantage®
- Mx-DMA®
- OpenAMIP®

3.1 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 (TM, 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 STE iDirect, Inc. and/or its affiliates (for ® marks)

_____ and _____ are trademarks of STE iDirect, Inc. and/or its affiliates (for TM marks)

_____ and _____ are registered servicemarks of STE iDirect, Inc. and/or its affiliates (for SM marks)

Please direct any questions regarding co-branding, the use of our logo, product names or trademarks to marketing@idirect.net.