

**Builder.ai**<sup>®</sup>

**Trademark**

**Guidelines**



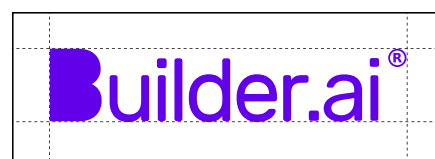
## Builder.ai general logo

Where possible our logo should be in Builder Purple.

The logo consists of a stylized 'B' followed by the text 'uilder.ai' with a registered trademark symbol. The 'B' is a solid purple block letter, and the rest of the text is in a sans-serif font.

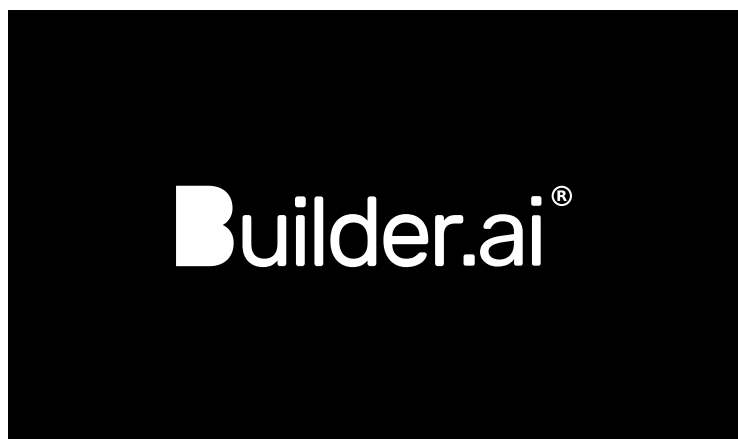
## Safe zone

Our logo needs room to breathe. Half B is how much space you need around it, both with or without box around it.



## Mono colour logo

Sometimes (often due to production costs) you'll need to reproduce our logo in only one colour. Use a light colour on a dark background and a dark colour on a light background – the logo outline must show clearly.



## Purple at the core

Builder Purple is our original, core brand colour and holds most of our brand equity. It's bright, vibrant and has the power to uplift, calm nerves and encourage creativity, making it an all-inclusive color.

Builder Purple #6200EA

R 98, G 0, B 234

C 85%, M 95%, Y 0%, K 10%

Builder Purple A5

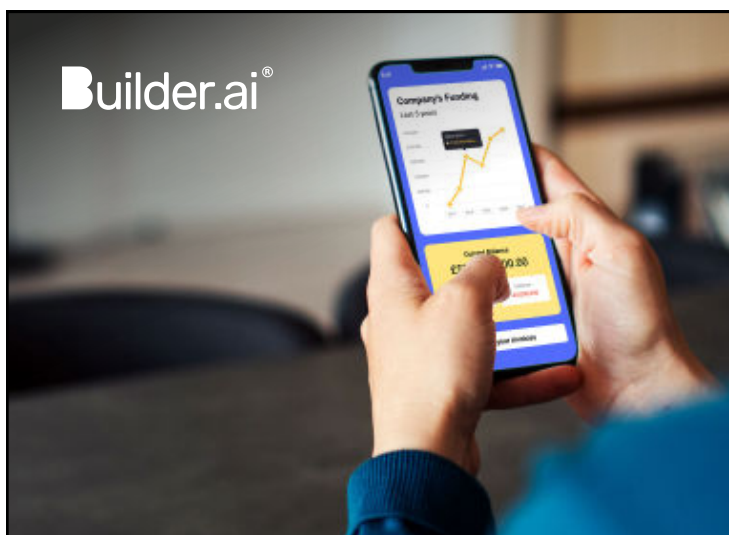
## Logo applied

It's important that the Builder.ai logo is readable on different colour backgrounds. Always try to keep it purple, sometimes by adding a white box with black borders.

**On a light background:** keep it either black or A5 Purple, depending on the composition.

**On dark background:** leave it white.

Below are some examples:



## Minimum size

Wherever applied (print or digital) the logo has to be readable. Please don't go smaller than these pixels size.

Digital

16px | **Builder.ai**<sup>®</sup>

Print

5mm | **Builder.ai**<sup>®</sup>

## Logo misuse

It's important that the appearance of our logo remains consistent. The logo should not be misinterpreted, modified, or added to. No attempt should be made to alter it in any way. Its orientation, colour and composition should remain as shown in this document – there are **no** exceptions.

Here are some of the more common mistakes:



**Do not**

change the Logo colour or tone outside those colours specified in the colour section of this guide.



**Do not**

distort or warp the Logo in any way.



**Do not**

Do not rotate the Logo.

## Registered trademarks

Our Builder.ai logo includes a registered trademark. And many of our product names (for example, Buildcard, Builder Cloud and Studio One) include trademarks too.



In body copy the ® and ™ are only needed on the first, or most prominent (for example a headline) mention. After this, Builder.ai® can be Builder.ai and Buildcard™ becomes Buildcard.

However, the ® is part of our logo and remains even if the logo appears multiple times.

**Builder.ai**<sup>®</sup>

Need our logo? Email [marketing@builder.ai](mailto:marketing@builder.ai)

Put 'Request for logo' in the subject line and tell us where you'll be using it.



Builder.ai is committed to protecting its intellectual property rights, including its trademarks. These guidelines set forth the rules for using Builder.ai's trademarks and associated logos and taglines. Please read these guidelines carefully to ensure that you are using our trademarks correctly and legally.

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As a user of Builder.ai's trademarks, you are legally obligated to adhere to the following guidelines:

1. Do not use Builder.ai's trademarks in a manner that is misleading or confusing to customers, or that implies any endorsement or sponsorship by Builder.ai of your products or services.
2. Do not use Builder.ai's trademarks in a way that could dilute or harm the company's trademark rights or reputation.
3. Do not use Builder.ai's trademarks to promote or sell products or services that are not authorized or approved by Builder.ai.
4. Do not modify or alter Builder.ai's trademarks in any way, including changing colors, fonts, or designs.
5. Do not use Builder.ai's trademarks in any way that could be considered illegal or unethical, including infringement of other parties' intellectual property rights.

## Proper Use of Builder.ai's Trademarks

1. Use Builder.ai's trademarks in a way that is consistent with the company's brand values, messaging, and marketing materials.
2. Use Builder.ai's trademarks in their correct form and format, and always use the appropriate trademark symbol (™ or ®) to indicate ownership.
3. Use Builder.ai's trademarks in a way that is clear, readable, and prominently displayed.
4. Use Builder.ai's trademarks in a way that is not misleading or confusing to customers.

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1. Use of Builder.ai's trademarks in a way that infringes on the intellectual property rights of any third party.
2. Use of Builder.ai's trademarks in a way that is defamatory, derogatory, or otherwise harmful to the company's reputation.
3. Use of Builder.ai's trademarks in a way that is illegal or unethical.
4. Use of Builder.ai's trademarks in a way that is inconsistent with these guidelines.

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## Additional Information:

If you have any questions about these guidelines or if you require permission to use Builder.ai's trademarks in a manner that is not covered by these guidelines, please contact us at [legal@builder.ai](mailto:legal@builder.ai). We reserve the right to modify or terminate these guidelines at any time.