

## Trademark Usage Guidelines

The Renaissance Trademark Usage Guidelines (these “Guidelines”) apply to any and all use of the Trademarks of Renaissance Learning, Inc. and its affiliates (“Renaissance”). Failure to comply with these Guidelines shall be deemed a material breach under any agreement that you have with Renaissance. “Trademarks” shall mean the trademarks and service marks (registered and unregistered) associated with Renaissance products and services that you are authorized to use under an agreement with Renaissance.

1. Permitted Purpose. The Trademarks may not be applied to, used in connection with or associated with any product, service or merchandise, other than for the uses expressly permitted in writing by Renaissance. All other uses require a negotiated license agreement or the prior written consent of Renaissance.
2. Artwork.
  - a. Artwork for the Trademarks (“Artwork”) is located at [HERE](#) (the “Media Kit Site”). Artwork will be updated from time-to-time so you will be required to periodically check the Media Kit Site and begin using new Artwork as soon as reasonably possible after release of the updated materials.
  - b. Only accurate reproduction of the Trademarks is permitted. Always reproduce the complete Artwork as provided. Do not alter the Artwork in any way other than size, knowing the scale of the Artwork must remain consistent. There are color (RGB/CMYK) and black versions of the logos at the Media Kit Site for your use.
  - c. The Artwork and Trademarks may not be reduced past recognition. Artwork must always be treated as a unit. If enlarged or reduced, the horizontal and vertical aspect ratios (scale) of the original must be maintained. The size of the Trademark text and logos must never be more prominent than the book title. In any case, the maximum height of any logo and Trademark text shall not exceed one-half inch (13 millimeters).
  - d. Do not combine the Artwork with any other object, including other logos, icons, images, works, graphics, photos, slogans, numbers, and/or symbols.
  - e. Do not remove trademark or registration symbols in the Artwork.
  - f. Do not translate or localize the Trademarks or Artwork into any other language. Renaissance will provide any localized versions as needed.
  - g. A minimum space equal to the Artwork height must be left between the Artwork and any other object. This includes photography, border and other logos.
  - h. Do not display the Artwork in any orientation other than provided in an approved electronic file.