

Media assets usage agreement

You may use the official Hex-Rays logo or other Hex-Rays brand assets on the media page without explicit written permission from Hex-Rays. To request specific logo or any other brand assets, send an email to marketing@hex-rays.com with a description of request. For media usage, we ask that you submit a request of how the asset will be incorporated.

Within the brand guidelines of Hex-Rays, you may use our brand assets within the approved scope in accordance to the following rules outlining allowed and prohibited usage. Hex-Rays may require you to stop using our brand assets if we believe that your use falls outside these rules or the scope of any permission we give you.

Usage rules and restrictions

In reference to Hex-Rays. With express permission from Hex-Rays, you may use the Hex-Ray logo and other brand assets solely in reference to Hex-Rays in a relevant context.

Example of allowable use: Placing the Hex-Rays logo on a web page that lists our software for sale by a reseller.

Example of prohibited use: Placing the Hex-Rays logo on a website about coding that does not reference Hex-Rays.

No modification. Hex-Rays brand assets must be used as provided by Hex-Rays with no modifications. Do not remove, distort, or alter any element of the brand assets or change any colours.

Example of prohibited use: Creating and using a version of the Hex-Rays logo in red.

Please see logo guidelines

No incorporation. Do not incorporate Hex-Rays brand assets into your own logo, brand assets, or the like without prior permission.

*Example of prohibited use: *Creating a logo stacking your own logo on Hex-Rays.*

No confusingly similar marks or trade dress. Do not use any confusingly similar approximations of Hex-Rays brand assets or use Hex-Rays brand assets in a manner that might create confusion about who owns them.

Do not attempt to obtain ownership rights in our brand assets, or, whether by trademark registration, domain name registration (including second-level domain names), or otherwise. Do not copy or imitate Hex-Rays website design, distinctive colour combination, style, graphic designs, or imagery. *

Example of prohibited use: Using the Hex-Rays logo graphic with a different name.

No confusing source. Do not use Hex-Rays logo brand assets in a manner that implies that Hex-Rays is the source of your products or service. Do not link the Hex-Rays logo to any site outside of the Hex-Rays domain.

Example of prohibited use: Placing the Hex-Rays logo next to your product name.

Example of prohibited use: Naming your event "Hex-Rays Activities Summit."

No implied endorsement. Do not display Hex-Rays brand assets in any manner that overstates your relationship with Hex-Rays.

Do not use Hex-Rays brand assets in a manner that implies Hex-Rays endorses or authorizes your content, organization, services, or products unless you have explicit written permission from Hex-Rays to do so. Do not use Hex-Rays brand assets in a manner that implies a partnership without a formal partnership agreement in place or express written permission. We suggest that you include a disclaimer of association or endorsement where appropriate. (E.g., "Hex-Rays is not associated with, nor does it endorse or sponsor this [website/product/event/content/etc].")

No inappropriate prominence. Do not display Hex-Rays brand assets in a manner that makes them the most distinctive or prominent feature on your web page, printed material, or other content without express written permission from Hex-Rays to do so.

Example of prohibited use: Organizing an event where there is very little presence of your organization's brand in the signage, but a huge Hex-Rays logo banner.

No objectionable or unlawful use. Do not display Hex-Rays brand assets in a manner that is misleading, unfair, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to Hex-Rays.

Do not display Hex-Rays brand assets on websites or materials whose content violates the law.

No merchandise/manufactured goods. Do not display Hex-Rays brand assets on physical or commercial goods without express permission from Hex-Rays to do so, even if they are not for sale.

Example of prohibited use: Printing t-shirts with the Hex-Rays logo.