

Iconex™ Partner Co-Branding Guidelines

The Iconex brand represents innovation, partnership, and quality. As such, Iconex has established the following guidelines to assist our highly-valued partners market Iconex products and leverage the strength of the Iconex brand in accordance with Iconex guidelines and legal requirements.

Brand Protection and Intellectual Property

To protect Iconex brand technologies, authorized distributors and resellers must denote the appropriate Iconex trademarks for all Iconex products regardless of where the mark will appear.

An Iconex authorized distributor, reseller, or any other company, may not market its business as if it were Iconex, which includes repackaging Iconex products. It must be clear to customers they are an authorized Iconex partner.

All Iconex branded advertisements should be promoted solely with the distributor or reseller and should not be combined with the advertising for any other partner associated with the distributor or reseller.

By committing to the correct usage and strength of our trademarks, both Iconex and authorized partners will benefit.

Trademark Usage

All communications that include Iconex trademarks must include the “TM” symbol beside the first mention of the trademarked name.

Trademark Usage Examples:

correct: Iconex™
incorrect: *Iconex*

correct: Iconex™ preprinted barcode labels help warehouses run more efficiently.
incorrect: *Iconex preprinted barcode labels help warehouses run more efficiently.*

correct: Iconex Sticky Media™
incorrect: *Iconex Sticky Media*
incorrect: *Your Company Sticky Media*

correct: Iconex Sticky Media™ helps you speed order assembly.
incorrect: *Iconex Sticky Media helps you speed order assembly.*

correct: 40 mm x 270 ft Iconex Sticky Media™ Extreme
incorrect: *40 mm x 270 ft Iconex Sticky Media extreme*

correct: Iconex rE-label™
incorrect: *Iconex re-label*

correct: 2ST™
incorrect: *2ST*