IAB MENA BRAND ASSETS GUIDELINES

This guide outlines the general rules when using IAB MENA brand assets and showcasing IAB MENA content or membership. You may only use the approved IAB MENA brand assets as provided on the IAB MENA Resource Center or as communicated via the onboarding confirmation email.

The IAB MENA brand assets such as the IAB MENA Logo and the IAB MENA Member Logo are the sole property of IAB MENA.

The use of any IAB MENA Brand Assets (hereunder called the Assets) implies acceptance of, and agreement with, the terms of these guidelines. If you do not accept and agree to follow the rules for using the Assets as set out in these guidelines, you do not have the right to use the Assets and should not use them. Any use of the Assets that does not comply with these guidelines is not authorized. If you violate the rules set out in these guidelines, you must cease all use of all Assets, regardless of the uses otherwise allowed in these guidelines. In addition, IAB MENA reserves the right to revoke its approval of your use of the Assets at any time.

1. Guidelines for using the IAB MENA Logo

1.1. IAB MENA Member companies, non-member legal entities or individuals may have the right to use IAB MENA Logo (called hereunder the "Logo") in marketing, advertising, events, internet, social media, brochures or any other materials and publications only after obtaining a prior written approval from the IAB MENA;

1.2. The Logo may be used by partnerships or sponsorships with a formal agreement in place with IAB MENA and after obtaining a permission request;

1.3. The Logo may never be used on email signatures;

1.4. The Logo cannot be attached to any product or service of member companies, non-members legal entities or individuals;

1.5. If a company or an individual wants to use the Logo on any materials, the company or the individual agrees to inform the IAB MENA both of its intention to use the Logo, the location in which it will be found. This can be done by submitting a permission request with the appropriate links or screen-grabs before publishing the materials.

1.6. Obtaining a written approval for using the Logo does not confer any additional rights to use any other IAB Logos (eg: IAB, IAB UK, IAB Spain,

etc) and may not assert any right to register, trademark the logo or any domain name associated to it.

2. Guidelines for using the IAB MENA Member Logo ("Badge")

2.1. IAB MENA Members have the right to use the IAB MENA Member Logo ("Badge") on official member company property such as website, social media, brochures, email signatures and on events organized by the member company;

2.2. The Badge may be used without obtaining a permission request;

2.3. The Badge may be used to highlight the Member company's IAB MENA membership only and for no other purpose;

2.4. For avoidance of doubt, only member companies listed here may use the Badge in accordance with these guidelines;

2.5. The Badge can only be used by member companies with a valid, paid membership during the term of that membership;

2.6. The Badge may be used by individuals of member companies only if used on official member company property, such as websites, brochures or company email signatures and as long as the individual is an employee of a member company;

2.7. The Badge may not be used in a manner that implies sponsorship or endorsement of any company, product, trademark, person, or service by the member;

2.8. The Badge cannot be attached to any product or service of the member;

2.9. The rights mentioned in this section do not confer any additional rights to use any other IAB Logos (eg: IAB, IAB UK, IAB Spain, etc) and you may not assert any right to register, trademark the logo or any domain name associated to it;

2.10. Member companies shall within a period of 2 weeks from the end of their membership period remove the Badge from all locations, including but not limited to website, social media, brochures and email signatures.

3. General Rules for using IAB MENA Brand Assets

These are the general standards to follow closely when using the IAB MENA Brand Assets ("Assets"). Only use the assets found on our Resource Center.

Dubai Association Centre, 2nd Floor, The Offices 02 Building in One Central
Dubai World Trade Center, P.O. Box 9292, Dubai, UAE

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3.1. The approved brand assets files may be downloaded from the IAB MENA Resource Center where you can also consult the FAQs and make a permission request if required;

3.2. The Member company, the non-member legal entity or individual agrees not to take any action that would tend to diminish the goodwill of the IAB MENA Brand Assets or bring the IAB MENA Brand Assets or owner into public disrepute. This includes, but is not limited to using the assets in a manner:

3.2.1. that contravenes any law, regulation or public policy;

3.2.2. that is misleading or false ;

3.2.3. that is connected with illegal activities, defamatory, obscene, libellous or otherwise objectionable content;

3.2.4. that violates trademarks, copy-write or other intellectual property rights.

3.3. The Assets shall not be knowingly or intentionally altered, or manipulated, either by blurring, distortion or other means of reproduction or display. Such as, but not limited to:

3.3.1. modifying, altering and cropping the logo;

3.3.2. skewing or rotating the logo;

3.3.3. changing any design or colour of the logo;

3.3.4. embellishing or attempting to recreate the logo;

3.3.5. combine with any other design, logo, trademark, brand name or text, including the member's company or trademarks.

3.4. The Assets must be placed on a solid background (typically "white"), must not be enclosed with a border, must have enough clear/empty space around it to breath and to be uncluttered but not less than the equivalent of the 'dot' on all 4 sides;

3.5. The Assets colour is always "black" for the IAB and "red" for MENA and the dots. It must be legible and maintain the integrity of its form. Any exception to these rules requires prior approval/permission from the IAB MENA.

3.6. To ensure the Assets maintain their visual impact, the Assets must not go any smaller than 0.7 inches high in print and 50 pixels high on screen;