

# Brand Guidelines

Anyone using the assets of soccey AG (Swiss Commercial Register UID: CHE-407.516.637, hereinafter "soccey", "us", "we" or "our") must follow these guidelines.

## Usage

Only the logos and screenshots (summarized as "content") provided on the soccey website may be used.

Making changes to soccey content or creating derivative works requires written consent by soccey.

If you intend to use soccey assets in any broadcast, radio, out-of-home advertising or print larger than the DIN A4 format you need to request permission using the contact form on our website. Requests must be in English and include a mockup of how you are planning to use the soccey content.

## Respect the soccey brand

Avoid representing the soccey brand in a way that:

- makes the soccey brand the most prominent or distinctive feature
- implies a partnership, sponsorship or endorsement when there is no written agreement to this end
- puts the soccey brand in a negative context as a part of your script or storyline

## Use the soccey brand correctly

- Keep all letters small and in the same font size
  - Example: "soccey"
- Modification, abbreviation, or translation of the word soccey to a different language or by using characters that are not part of the Latin alphabet (ISO 15924: Latin, 215) is not allowed
- Replacing the word soccey with any of our logos is not allowed
- Do not combine or any part of the soccey brand with your own brand, a company name, other trademarks, or generic terms

Last updated: Winterthur, 09.05.2020