

Balsamiq Mark Usage Guidelines

1. BALSAMIQ MARK USE GUIDELINES

You may only use the Balsamiq name and its graphical representation (“Balsamiq Mark”) if you have a written license, granted by Balsamiq, permitting you to use the Balsamiq Mark. If you do not have such a license, then you may not use, copy, modify, distribute, or post the Balsamiq Mark for any reason.

If you have a written license from Balsamiq to use the Balsamiq Mark, you may use the Balsamiq Mark only as licensed and only in accordance with these Balsamiq Mark Use Guidelines (“Guidelines”). The Balsamiq Mark is among our most valuable assets. In order to preserve and strengthen our identity, these Guidelines will provide you with conditions of use and clear instructions on proper use. However, preserving and strengthening our identity can only be achieved through your understanding and cooperation in using the Balsamiq Mark consistently throughout the world.

2. THE BALSAMIQ MARK

The Balsamiq Mark is a typed drawing in a deliberate font and colors. The following illustrations below are the only renditions of the Balsamiq Mark you may use hereunder.



The Balsamiq name is federally registered with the United States Patent and Trademark Office and in certain other nations. All uses of the Balsamiq Mark must bear the ® designation.

Care should be taken to provide sufficient contrast between background color and the Balsamiq Mark to ensure good contrast and clear legibility.

3. MINIMUM SIZE

In order to ensure sharp reproductions of the Balsamiq Mark, the width of the Balsamiq Mark should not be printed smaller than 30 pixels high minimum.

4. AREA OF NON-INTERFERENCE

The area of non-interference is a clear zone around the Balsamiq Mark. In order to ensure visibility and impact and to present the Balsamiq Mark without competition from other typographical or graphical elements, the minimum area of non-interference is at least the equivalent of the height of one-half the Balsamiq “b” around all four sides of the Balsamiq Mark.

5. AVOIDING IMPROPER USE OF THE BALSAMIQ MARK

Never reproduce the Balsamiq Mark from unauthorized artwork.

No modifications to the Balsamiq Mark, including color specifications, position and relative size of the letterings are permitted.

Never present the Balsamiq Mark using negative or reverse “drop-out” reproduction.

Never confine the Balsamiq Mark tightly in a band or bar.

Never present other seals, logos or other marks in close proximity to the Balsamiq Mark.

Do not use the Balsamiq Mark in association with any third party trademark in a manner that might create potential confusion as to the ownership of the Balsamiq Mark.

Do not use the Balsamiq Mark outside the relationship agreed upon by Balsamiq.

6. USE OF THE BALSAMIQ MARK ON THE INTERNET

The Balsamiq Mark will be provided by Balsamiq and must be displayed in the manner specified in these Guidelines. The presentation of the Balsamiq Mark must include a description of your relationship to Balsamiq. In addition, the Balsamiq Mark must be linked to the Balsamiq website.

7. CONTACTING US

If you have any questions or need assistance, please contact Balsamiq Customer Support as follows:

Web Support: <http://support.balsamiq.com>

Email: sales@balsamiq.com

Phone: 1-415-367-3531