


TALQ Trademark Usage Rules and Guidelines

Version 3.0
April 25, 2025



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DISCLAIMER

The information contained herein is believed to be accurate as of the date of publication, however, the copyright holder will not be liable for any damages, including indirect or consequential from use of the TALQ Trademark Usage Rules and Guidelines or reliance on the accuracy of this document.

Document History

| Publication Date | Status | Comments |
|------------------|-------------|--|
| 2020-09-25 | Version 0 | Till September 2020 it was part of the Consortium Agreement and TALQ Trademark Licence Agreement as Annex A – Trademark Guidelines |
| 2020-12-10 | Version 1.1 | Separated and updated with support of CWG, PWG and SC |
| 2021-04-28 | Version 1.2 | Updates with protective marking |
| 2021-06-04 | Version 1.3 | Updates title and text certified logo |
| 2021-10-29 | Version 1.4 | Clarifications regarding headlines and text edits |
| 2022-04-08 | Version 2.0 | All TALQ Logos were carefully adjusted/reviewed; especially the size of TALQ Symbol in reference to the word 'TALQ'. |
| 2205-04-25 | Version 3.0 | Adding a new TALQ logo (including word 'Consortium') as general TALQ logo. Adding additional Use Rules. |

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1. TALQ Visuals

1.1 TALQ Symbol

The TALQ Symbol is the following symbol:



1.2 TALQ Consortium Logo

The general TALQ Logo is a combination of the TALQ Symbol and a stylized rendering of the name 'TALQ Consortium' as follows:



Note that the Consortium Agreement (CA) grants a conditional trademark license for the TALQ Logo. Consider the remarks in paragraph 7 below before using the general TALQ logo

1.3 TALQ Logo without 'Consortium'

The TALQ Logo is a combination of the TALQ Symbol and a stylized rendering of the name 'TALQ' as follows:



This version, which was the former general TALQ logo, should only be used in cases where the size of the word 'Consortium' of the general TALQ logo would be too small for printing or reading.

1.4 TALQ Certified Logo

The TALQ Certified Logo is a combination of several elements as follows:



Note that there is a conditional trademark license for the TALQ Certified Logo. The use of the certified logo is strictly related to the certification policy and certification process.

1.5 TALQ Member and Partner Logos

1.5.1 TALQ Regular Member Logo

The TALQ Regular Member Logo is a combination of several elements as follows:



This logo is the preferred logo to be used by Regular TALQ Members in their communication and marketing materials.

1.5.2 TALQ Associate Member Logo

The TALQ Associate Member Logo is a combination of several elements as follows:



This logo is the preferred logo to be used by Associate TALQ Members in their communication and marketing materials.

1.5.3 TALQ Partner Logo

The TALQ Partner Logo is a combination of several elements as follows:



This logo is the preferred logo to be used by TALQ Partners in their communication and marketing materials.

2. Shape

The TALQ Symbol, general TALQ Logo, TALQ Member & Partner logos and TALQ Certified Logo must always be used as described in these TALQ Trademark Usage Rules and as provided in the electronic files that are available for download from the website of the Consortium.

Any user-created additions, deletions or modifications to any part of these logos and its additions are strictly forbidden.

3. Colour

The colour(s) of the described logos, their background colours and intensity must be uniform. Texture or reflection levels must be uniform across all logos. Shadows or graphic effects are not allowed. All described logos must be clearly visible against the background.

If applied on Certified Products the TALQ Symbol shall be reproduced in either black (on a light background) or white (on a dark background). When only one colour printing is being used, or where the appearance of the TALQ Symbol is obtained by moulding or reflection, the TALQ Symbol may appear in the basic colour used.

When colour printing is being used the TALQ Symbol part of the TALQ Logo shall be printed in 'TALQ red' and the stylized 'TALQ Consortium' name will be printed in either black (on a light background) or white (on a dark background).

Colours to be used for TALQ Logo:

| | |
|---|---|
| <p>PANTONE 200 C CMYK: 3/100/66/12 RGB: 206/20/67 HEX: #BA0C2F</p> | <p>PANTONE Process Black C CMYK: 0/0/0/100 RGB: 0/0/0 HEX: #000000</p> |
| <p>PANTONE 421 C CMYK: 0/0/0/40 RGB: 178/178/178 HEX: #b2b2b2</p> | <p>CMYK: 0/0/0/0 RGB: 255/255/255 HEX: #ffffff</p> |

4. Clear Zone and Aspect Ratio

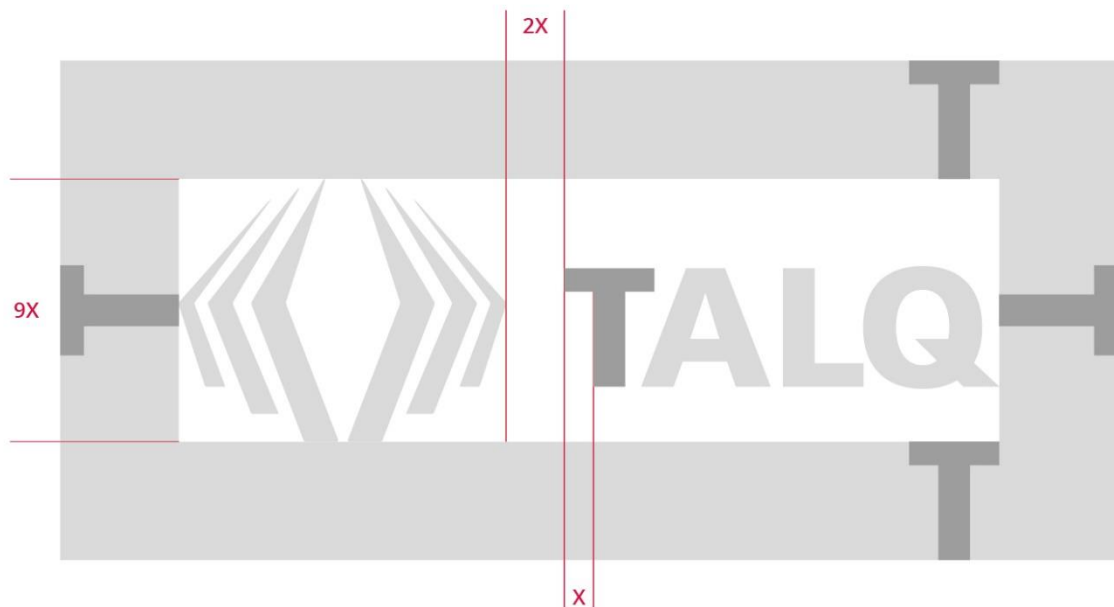


The complete TALQ Logo, TALQ Member & Partner Logos, TALQ Certified logo or TALQ Symbol must be used, maintaining a clear zone and aspect ratio.

The clear zone is an area in which no other graphical or textual elements appear.

The minimum clearance around the TALQ Symbol is at least the height of the “T” in TALQ. A larger clear zone is recommended and desired.

The minimum clearance around the TALQ Logo is at least the height of the “T” in TALQ. A larger clear zone is recommended and desired.



The TALQ Symbol or TALQ Logo must be used on its own, in a free space, without any text, slogan or any other addition, and, may not be enclosed in any kind of border, box or frame.

5. Size

The TALQ Symbol or TALQ Logo may be reduced or enlarged on the condition that the same relative positions and proportions between the respective elements (aspect ratio) are maintained and that the TALQ Symbol or TALQ Logo is always easily visible with normal human vision. The indicated aspect ratio (+/- 5%) shall be maintained. The symbol shall not be smaller than 4 mm in height.

6. Trademark Notice (Logo Acknowledgement)

For the purpose of protecting the trademarks, a notification is required if any of the above-mentioned logos are used. This notification as defined below should be shown close to the first appearance of the respective TALQ Logo, e.g. on the bottom of the first page of a brochure on which the logo is shown, or in the footer of a web page if a TALQ logo is shown on that page. The size of the notification should be such that it is legible with normal human vision.

 and **TALQ** are trademarks owned by the TALQ Consortium

7. Use Rules

7.1 Membership Requirement (Commercial Use)

Only companies that are members of the TALQ Consortium may use the TALQ trademarks (logo and word) in connection with their products or services for commercial purposes. This includes marketing, promotional materials, product packaging, and labeling, or any other form of commercial representation. Non-members are strictly prohibited from using TALQ trademarks (logo and word) for any commercial activity. The use of the word "TALQ" in non-commercial contexts is covered in Section 7.5.

7.2 Certification Requirement

TALQ trademarks (logo and word) may only be used for products that have:

- Successfully completed the TALQ certification process.
- Are publicly listed and visible as certified products in the TALQ product database on the TALQ website.

If a company (Company A) intends to rebrand and sell a TALQ-certified product from another TALQ member company (Company B) under its own brand, Company A must:

- Be a member of the TALQ Consortium.
- Have the product re-certified under Company A's brand.

7.3 Permissible Uses of TALQ Trademarks (Logo and Word)

Certified Products: The TALQ trademarks (logo and word) and the Certified-Logo may be used in the marketing and promotion of TALQ-certified products, provided these products are listed in the TALQ database.

Membership Indication: Companies may use TALQ trademarks to indicate their membership in the TALQ Consortium. It is recommended to use the respective "TALQ Member Logo".

Promotion of TALQ Technology: The TALQ logo or word may be used to promote TALQ technology, if it adheres to certification requirements and does not mislead or suggest endorsement of non-certified products.

7.4 Usage for Products Under Development

The use of the TALQ word (but not the logo) is permitted in marketing material for products under development, provided the following conditions are met:

- The product is not yet available on the market.
- The following disclaimer is included near the TALQ trademark:
"All references are to the TALQ interface under development, which is not TALQ-certified, and is not available on the market yet."

The use of the TALQ logo or the TALQ Certified Logo in connection with products under development is strictly prohibited until the product is certified.

7.5 General Word Usage in Non-commercial Contexts

The word “TALQ” (but not the logo) may be used by both members and non-members in non-commercial contexts, including:

- Technical documentation.
- Tenders.
- Articles, books, or other educational and technical materials.

Such usage must not imply that the product or service is TALQ-certified or endorsed by the TALQ Consortium. It must not be used in any manner that suggests membership or certification unless applicable. The use of the TALQ logo in any non-commercial context remains strictly prohibited.

7.6. Geographical Limitations and Compliance

Trademark applications for the TALQ Symbol and the word “TALQ” have been filed on behalf of the TALQ Consortium in many jurisdictions. The Consortium and/or the Trademark Usage Rules may not be able to allow these trademark applications to mature into a trademark registration in a particular jurisdiction or in all relevant trademark classes.

The Consortium and the Trademark Usage Rules advise Licensee to consult its trademark counsel on the risks that use of the word “TALQ” in a particular jurisdiction may infringe 3rd party rights. Licensee may consider reducing the risks, in consultation with its trademark counsel by limiting the use of the word “TALQ” to the following combinations: “TALQ Consortium”, “TALQ Specification”, “TALQ Standard”.

7.7 Prohibited Uses

The use of TALQ trademarks is strictly prohibited in the following situations:

- Any use that implies certification where none exists or that misleads consumers about the certification status of a product.
- Use of the trademarks on non-certified products, except for limited use as outlined in Section 7.4 for products under development.
- Any usage that suggests TALQ Consortium endorsement, standard compliance, or approval of uncertified products or services.

7.8 Approval Process

Any use of the TALQ trademarks not explicitly covered by these guidelines requires prior written approval from the TALQ Consortium.

7.9 Enforcement

The TALQ Consortium reserves the right to monitor and enforce compliance with these trademark usage rules. Unauthorized or improper use of the TALQ trademarks will result in legal action, including but not limited to trademark infringement claims.

For TALQ Consortium members, any violation of the terms of Section 7 may result in termination of membership and removal of any certified products from the TALQ certification database.