

Using the Abcam logo for external parties

The purpose of this policy is to set guidelines for the use of Abcam's logo by external parties to ensure appropriate use and representation of Abcam's brand, and to protect our rights and reputation.

The Abcam logo is provided in hi-res jpeg file. To request a logo, please contact: external.comms@abcam.com

Abcam has elected, as its house style, to refrain from using any symbol (eg ® or TM) with the Abcam logo, whether or not it is used in a jurisdiction in which Abcam has a trademark registration.

The footnote to be used with the trademark is "abcam is a registered trademark of Abcam Plc."

1. Color

The Abcam logo should be used as provided, in gray (for reference: RGB: 145 157 157 - HEX: 919D9 - DCMYK: 10 0 5 40 - PMS: 443)

Exceptions to this rule are when the logo is reversed out of an image or background color, and when the logo is used in a monochrome document where it should then appear in black or white, depending on what is most legible.

Always check there is sufficient contrast between the Abcam logo and the background color to ensure the legibility of the logo.

If you need Abcam's logo in another color, please contact: external.comms@abcam.com

2. Exclusion Zone

The Abcam logo should ideally have as much space around it as possible, to help it stand out and ensure any secondary material does not undermine its authority.

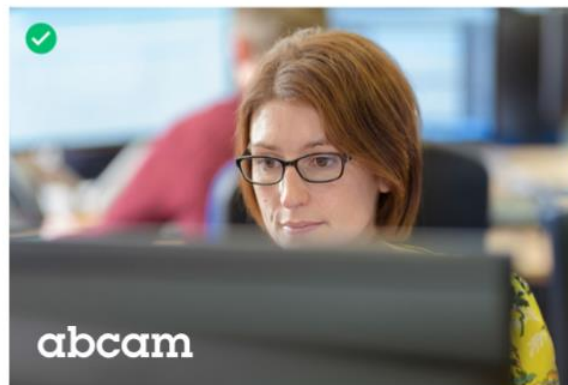
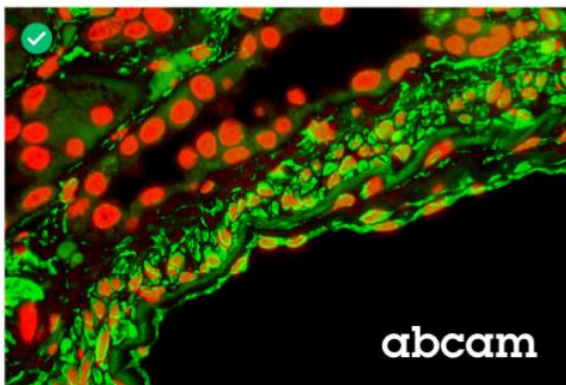
The logo has a recommended area of clear space around it, based on its height (x), to prevent any secondary material inhibiting legibility. This area should be left clear of type, pictures, shapes and other logos.

Exclusion zones should be maintained each time the logo is used, including on photographic backgrounds, where an appropriate area of clarity within the image should be allowed for the logo.



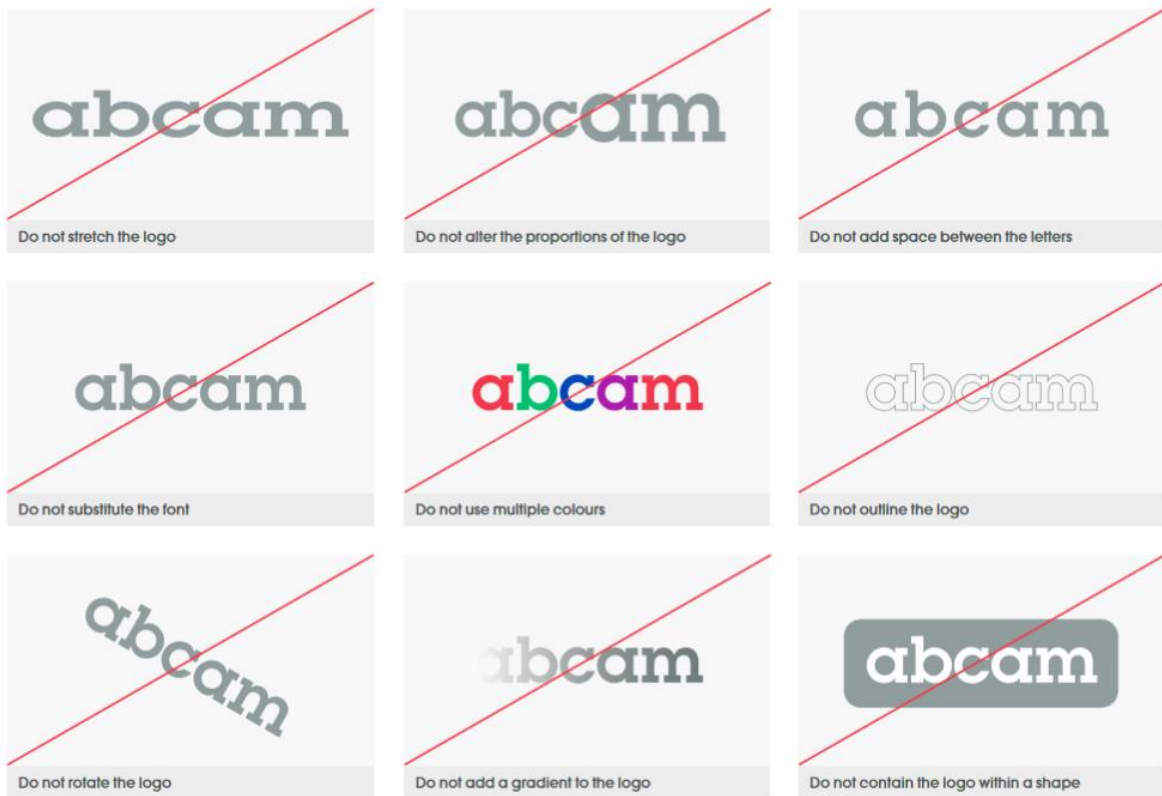
3. Use on imagery

When placing the logo on an image please ensure there is sufficient contrast between the logo color and background image.



4. Misuse

The Abcam logo must never be modified, warped, stretched, recolored or used in any other form than that supplied by Abcam. For the avoidance of doubt, the following examples illustrate misuse of the logo.



5. Context

The Abcam logo should not be used in an ambiguous way, that misrepresents your relationship with Abcam, or Abcam's contribution, commitment or opinion.

- The Abcam logo should not be used in any way that mischaracterizes any relationship between you and Abcam or suggests that Abcam is affiliated with, sponsors, approves or endorses you, your organization, your websites, your products or your services without prior written approval.
- The Abcam logo should not be used next to or in the proximity of written or visual content that mentions or displays animal experimentation.
- The Abcam logo should not be used or displayed in any of the following ways:
 - In any manner that discredits Abcam or tarnishes its reputation and goodwill
 - In any manner that infringes, dilutes, depreciates the value, or impairs the rights of Abcam in the logo
 - In any manner that is false or misleading
 - In connection with any pornography, illegal activities, or other materials that are defamatory, libelous, obscene, or otherwise objectionable
 - In any manner that violates the trademarks, copyright, or any other intellectual property rights of others
 - In any manner that violates any law, regulations, or other public policy
 - In any manner as part of a name of a product or service of a company or organization other than Abcam
- You must, if requested by Abcam, provide samples of any materials that include the Abcam logo for purposes of determining compliance with this policy
- You must make any change(s) to your use of the logo that are requested by Abcam

In case of doubt or question about this policy, please reach out to external.comms@abcam.com