



Client Logo Presentation Guidelines

This document outlines VENZA's protocol for the use and presentation of client logos, brandmarks, and other imagery in company materials. VENZA adheres to these guidelines to ensure the integrity and respect of our client relationships.

Usage

*Permission and Rights

VENZA obtains explicit written permission from clients before using their logos. This permission must specify the scope and duration of use. VENZA must ensure that logo usage does not infringe on any intellectual property rights and adheres to any specific guidelines provided by the client.

*Brand Consistency

Logos must be used in a way that maintains the integrity of the client's brand. This includes adhering to their brand guidelines regarding color, size, and placement. VENZA will not alter or distort logos in any way that deviates from the client's brand identity.

Context

*Marketing Materials

Client logos may be used in VENZA marketing materials, such as one-pagers, brochures, or presentations, to showcase our business relationships. VENZA will ensure that usage is relevant and adds value to the content.

*Digital Platforms

VENZA may use client logos on websites or social media to indicate current or past collaborations. VENZA will ensure that the logos are updated regularly to reflect current partnerships accurately.

Other Considerations

VENZA will:

- Respect confidentiality agreements and not use logos of clients who have opted for nondisclosure of the business relationship.
- Use logos in a manner that does not imply endorsement or partnership beyond the scope agreed upon with the client.
- Regularly review the use of client logos to ensure ongoing accuracy and compliance with these guidelines.
- Promptly address and rectify any misuse of logos in accordance with the client's wishes and company policies.

For any queries or clarifications regarding the use of client logos, please contact Casey Harrigan, Corporate Communications Manager, at casey.harrigan@VENZAGroup.com.