

trademark use guidelines

Auto Care Association Trademark Use Guidelines

I. Overview of Trademark Guidelines

Auto Care Association's trademarks, service marks, and logos ("Trademarks") represent intellectual property rights owned by Auto Care Association or its subsidiaries (collectively referred to as "Auto Care Association"), which are some of Auto Care Association's most valuable assets. These Trademarks, whether registered or unregistered, must be used in accordance with these Trademark Use Guidelines ("Guidelines").

Any unlicensed use of Auto Care Association Trademarks is prohibited. Requests for a trademark license may be submitted to Auto Care Association by contacting Kirsten Zaremba at kirsten.zaremba@autocare.org. By using any Auto Care Association Trademarks, you are acknowledging that Auto Care Association is the sole owner of the Trademarks and agreeing to not interfere with Auto Care Association's rights in the Trademarks, including challenging Auto Care Association's use, registration of, or application to register such Trademarks. You agree that you will not harm, misuse, or bring into dispute any of Auto Care Association Trademarks and that the goodwill, if any, derived from your use of any Auto Care Association Trademarks exclusively inures to the benefit of and belongs to Auto Care Association. You may not use any Auto Care Association Trademarks in metatags, search fields, hidden text, or any other form that has the purpose or effect of diverting or confusing consumers without Auto Care Association's prior written permission.

Other product names or trademarks, including those appearing on Auto Care Association's website, that are not owned by Auto Care Association are for identification purposes only and may be the registered or unregistered trademarks of their respective owners. No license or right is granted by Auto Care Association by implication, estoppel or otherwise to any such third party names or trademarks or to the Auto Care Association Trademarks hereby.

II. Applicability of Guidelines

These Guidelines apply to Auto Care Association employees, members, subscribers, licensees, consultants, outside vendors, and other third parties ("Users"). Note that if you are a subscriber, member, or licensee of Auto Care Association, the underlying subscription, membership, or license agreement with Auto Care Association may contain specific usage guidelines that differ from those contained within these Guidelines, and in such case, you should follow those specific guidelines provided within such license

trademark use guidelines

agreement. If you are a licensee, but have been provided no special guidelines, then follow these Guidelines.

In order to protect Auto Care Association Trademarks, it is important that all Users use our Trademarks properly and consistently. Auto Care Association Trademarks may only be used by those who have received prior written permission. The following Guidelines show proper use of Auto Care Association Trademarks and should be followed whenever our Trademarks are used on any materials, including advertising, promotional, and online materials, news articles, photo captions, literature, correspondence, and the like. The authorized use of Auto Care Association Trademarks is conditioned upon adherence to these guidelines.

If you have any questions regarding proper use of Auto Care Association Trademarks, please contact Kirsten Zaremba at kirsten.zaremba@autocare.org.

III. Proper Use Guidelines

These Guidelines should be referred to regularly as the list of Auto Care Association Trademarks provided herein may be updated with new Trademarks from time-to-time and without notice. Please see Section IV for additional Guidelines concerning Auto Care Association logos. Note that the list below may not be comprehensive, and the omission of an Auto Care Association Trademark from the list does not represent any waiver of any of Auto Care Association's intellectual property rights in or to such Trademark. If in doubt about whether or not a particular name, mark, or logo is an Auto Care Association Trademark, or if you have any questions about the use of Auto Care Association Trademarks, contact Auto Care Association through Kirsten Zaremba (at kirsten.zaremba@autocare.org) for assistance.

- AUTOCARE ASSOCIATION®
- INDEPENDENCE DRIVES US®
- AFTERMARKET CATALOG EXCHANGE STANDARD®
- ACES®
- PIES™
- OPERATION AUTO CARE®
- AFTERMARKET INSIDER®
- HEAVY DUTY AFTERMARKET WEEK®
- I-SHOP®
- YOUR CAR. YOUR DATA. YOUR CHOICE.™
- AFTERMARKET EFORUM®
- CAR CARE COUNCIL®

trademark use guidelines

- THE CAR CARE COUNCIL®
- UNIVERSITY OF THE AFTERMARKET®
- CAR CARE COUNCIL™
- BE CAR CARE AWARE®
- AAPEX®
- AAIA®
- UNILINK™
- TRENDLENS™

a. Use the Proper Trademark Notice Symbol and Auto Care Association Trademark Notice

Auto Care Association Trademarks must be used with the proper trademark notice symbol (® or ™) as shown above. For each stand-alone piece of communication, use the ® or ™ symbol on the first and most prominent trademark use in that piece. After the first use of the Trademark in a block of text, you may eliminate the ® or ™ symbol. The ® or ™ symbol should appear immediately adjacent to the Trademark (for example, TRADEMARK®).

In addition, Auto Care Association's Trademark Notice must be prominently displayed at the bottom of all publications or promotional items utilizing an Auto Care Association Trademark in the following form:

"[TRADEMARK] is a trademark of Auto Care Association and used with permission."

When using an Auto Care Association Trademark online, Auto Care Association's Trademark Notice must also include a hyperlink to Auto Care Association's website at <https://www.autocare.org/> in the following form:

"[TRADEMARK] is a trademark of Auto Care Association and used with permission."

b. Use Trademarks as Proper Adjectives Followed by a Generic Term.

Auto Care Association Trademarks should always be used as adjectives followed by a generic modifier, and never as nouns or verbs. For example:

- Correct: The ACES® database is popular in the automotive industry.
- Incorrect: ACES® is popular in the automotive industry.

c. Use Trademarks as Intended

trademark use guidelines

Always use Auto Care Association Trademarks in the way they were intended to be used. Do not use Auto Care Association Trademarks for products or services for which they were not originally intended.

d. Do Not Use Trademarks in the Possessive Form

Auto Care Association Trademarks should not be used in the possessive form, unless the trademark itself is in possessive form. For example:

- Correct: The ACES® database is updated each month.
- Incorrect: ACES's® database is updated each month.

e. Do Not Use Trademarks in the Plural Form

Auto Care Association Trademarks should not be used in the plural form unless the trademark itself is in plural form. For example:

- Correct: Our customers enjoy using the UNILINK™ database.
- Incorrect: Our customers enjoy UNILINK's™

f. Make Trademarks Stand Out.

Auto Care Association Trademarks should be separate from surrounding text to emphasize their brand significance. Options include:

- Presenting the trademark in all capital letters (for example, ACES®)
- Capitalizing the first letter of the trademark (for example, Aces®).
- Presenting the trademark in bold typeface (for example, **Aces**®).

g. Do Not Alter Trademarks.

Auto Care Association Trademarks should be used consistently and should not be altered. For example, do not:

- Abbreviate the trademarks.
- Change the colors or typeface of the trademarks.
- Add words or design elements to the trademarks.
- Hyphenate the marks unless the trademark itself is hyphenated.

h. Do Not Suggest Views or Opinions of Auto Care Association.

trademark use guidelines

Do not display any Auto Care Association Trademarks in a manner that can be reasonably interpreted to suggest editorial content has been authored by, or represents the views or opinions of Auto Care Association.

i. Report Misuse of Trademarks

Auto Care Association Trademarks can be weakened or lost if a trademark owner does not take appropriate action against infringements or other misuses of its trademarks. If you see what you consider to be unauthorized use of our Trademarks, please contact Kirsten Zaremba at kirsten.zaremba@autocare.org. Thank you.

IV. Logo Usage Guidelines

Auto Care Association logos are Trademarks and must be used in accordance with the Guidelines set forth in Section III and this Section IV. Auto Care Association logos may only be used by those who have received prior (i.e. before publication) written permission from Auto Care Association for a specific use. This permission is granted based on a shared initiative or special relationship. All images below are for information only; high resolution versions of logo images are provided by Auto Care Association.

Auto Care Association owns the following logos:



a. Only Use Logos Received from Auto Care Association.

Do not alter, modify, or obscure any Auto Care Association logos. Auto Care Association logos must be used without disturbing or distorting their proportions or otherwise altering

trademark use guidelines

the impression they create. You may resize the logo only in its entirety so that the logo is always legible, clear, and without distortion.

b. Do Not Modify Logos.

Do not alter, modify, or obscure any Auto Care Association logos. Auto Care Association logos must be used without disturbing or distorting their proportions or otherwise altering the impression they create. You may resize the logo only in its entirety so that the logo is always legible, clear, and without distortion.

c. No Background Colors.

Background colors or patterns should never show through Auto Care Association logos.

d. Do Not Connect Logos to Any Other Graphic Element.

Auto Care Association logos cannot be physically incorporated into or graphically connected to any other graphic element – logos must stand on their own.

e. Area of Isolation.

Auto Care Association logos should always be afforded a predetermined area of breathing space, referred to as an area of isolation. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. For the clear space guidelines, logos must have at least ¼ inch of space around them on all sides. However, for the Auto Care Association logo, use the height of the “a” in “autocare” as the area of isolation as shown in the figure below.



f. Do Not Change Logo Colors.

Color is one of the most important elements of Auto Care Association’s visual identity. Auto Care Association logos should not be reproduced in any other colors.