External Brand Usage Guidelines

General Rules

At Datazoom, we value transparency and integrity. When using our "branded materials" (including but not limited to logos, photographs, screen-captures, written information) please do so in a fashion consistent with who we are. So, please do not use these materials in dishonest, misleading fashion, or indicative of an unofficial commercial relationship. As well, please do not alter the Datazoom logo, we're very proud of it!

Sales, Ads, and Promo Documents

If you'd like to use Datazoom branded materials in your own sales and marketing documents, we respectfully request checking with us first. It's alright to use messages like *Powered by Adaptive Video Logistics* or *In Sync with Datazoom* (if it's true!) But as they say, when in doubt, send a shout...to james@datazoom.io.

Commercial Exclusivity

Please do not use Datazoom branded materials to suggest a relationship beyond that which may already exist between our two companies. So no blending of our logos, or using ours as your own. Also, please avoid URLs directly incorporating "datazoom" or its variations (data+zoom, data-zoom, etc). Trust us, we're flattered, but please, no.

Linking with Datazoom

If you are a user of Datazoom and want to tell the world about the disruptive power of our Adaptive Video Logistics platform with the help of our branded materials, we're totally cool with it (as long as you follow the rules we've already set out). Just be sure to link back to us, in the interest of integrity.

More Questions?

Have you followed our guidelines to the best of your ability but are still unsure if we'd be ok with your intended use of our branded materials? Email our Marketing Lead at james@datazoom.io with your idea explained with as much detail as possible (words, images, videos) and we'll review it. When you receive a response from us in writing with the go-ahead, then everything is good to go!