

# Logo Guidelines

## Creative Guidelines

- Logo may not be altered in any way as to change the original design.
- Recommended size is 100% of supplied file size.
- Unless otherwise agreed, if you use the logo on a webpage, branding materials, cards or other materials, the logo must occupy a subordinate position to your name and identity.

# License Agreement

## Marketing License Agreement:

By entering this agreement the purchaser or hereafter known as the “Licensee” confirms that your company is an honoree of an Inc. 500 or Inc. 5000 list. The Licensee agrees to a non-exclusive, non-transferable, non-sub licensable, right to reprint the contracted logo (or logos) in no way other than as specified in the following guidelines: Use in the appropriate media includes but is not limited to brochures, business cards, sales collateral, social media sites, email blasts and marketing collateral including non-advertising uses, and company website for one (1) year from date of purchase. You agree to pay the appropriate licensing fees in full for such usage. An agreement renewal is required to continue to use the logo after the expiration date. Licensee may not alter the appearance of the logo in any way unless directed or approved by Mansueto Ventures LLC. The logo (or logos) on honoree’s website may be used in static form or as a live link to inc.com. When used as a live link, the link must be directed back to honoree’s profile page on inc.com. Presentations in which the contracted logo is used as a lead graphic require an advertising license. Licensee will include the following copyright notice with the contracted logo whenever space allows: Inc. 500 is a registered trademark of Mansueto Ventures LLC.

Failure to comply with any of the terms and conditions of this license shall constitute a breach of this agreement.

## Advertising and Marketing License Agreement:

By entering this agreement the purchaser or hereafter known as the “Licensee” confirms that your company is an honoree of an Inc. 500 or Inc. 5000 list. The Licensee agrees to a non-exclusive, non-transferable, non-sub licensable, right to reprint the contracted logo (or logos) in no way other than as specified in the following guidelines: Use in the appropriate media includes print, television and radio broadcast, digital and outdoor campaigns and includes the marketing usages such as business cards, letterhead, marketing, email blasts, social media and your company website for one (1) year from date of purchase. You agree to pay the appropriate licensing fees in full for such usage. An agreement renewal is required to continue to use the logo after the expiration date. Licensee may not alter the appearance of the logo in any way unless directed or approved by Mansueto Ventures LLC. The logo (or logos) on honoree’s website may be used in static form or as a live link to inc.com. When used as a live link, the link must be directed back to honoree’s profile page on inc.com. Licensee will include the following copyright notice with the contracted logo whenever space allows: Inc. 500 is a registered trademark of Mansueto Ventures LLC.

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