

How to interact and use the Configura brand and related products

You can find all logos and assets provided at configura.com/brand. If you have any questions on its use that are not answered by this document, contact marketing@configura.com.

Use of logos

You may use any of the company or product logos provided by Configura at configura.com/brand, but you may not change their color or layout, or crop them. You should also adhere to our guidelines in white space around the logo. These can be found in the same location as the logos.

Anywhere you use the logo, it must remain clear that the property/material in which the Configura logo or product logos are used is your own; it should never appear to be official Configura material unless you have a written consent from Configura.

Using the Configura name or products in promotional materials

On all properties used by you on which you promote Configura or any of our products (e.g. website, social media, etc.), it must be made clear that they are not official Configura properties. This should be done by using your branding and making the relationship between yourself and Configura clear.

Use of the Configura or CET logos in videos

When creating video content in CET, you can use the CET logo to illustrate that you are talking about the product, but you should use your own branding for any intros, outros, slates, lower thirds or any other branded features.

It must be clear that the videos are your content and not from Configura.

Use of videos owned by Configura

You may use any of the videos available on our Youtube or Vimeo page, however they must be used in their provided state, and not edited or changed. If they are not localized in your local language, then you may caption them for your audience but make it clear that this has been added onto the original. When using videos owned by Configura, credit them as follows:

"Courtesy of Configura"

Images, banners, and graphic assets

Creating your own graphic assets:

- Assets created by you and not provided by Configura must be clearly branded as your work.
- Images created by Configura. Credit them as follows: "Image courtesy of Configura"
- Renderings created by users through the CET Awards should be credited with the creator's name and company.

Communicating the roadmap

You can share our [public roadmap](#) with your customers, but it must be made clear that Configura is not committing to addressing all the ideas submitted. The roadmap simply shows the direction our products are taking as well as helping us understand what users want them to be.

Public presentations including digital or physical events

In the case of putting together or participating in a public event (whether digitally or physically), your relationship with Configura or CET should be clearly stated. You may use the logos, images, videos or any other materials provided as long as all the content is properly credited and it remains clear that your participation/presentation is branded and identified as your own, and any Configura/CET assets utilized adhere to the guidelines provided in this document.

Examples of digital events: webinars, livestreams, digital conferences, etc. Examples of physical events: booths, stands, banners, advertising, sponsorships, or public speaking in front of an audience at your own or a third-party conference, user group, meet-up, tradeshow, etc.

Re-sharing of Configura social posts

When a social post is made by the official Configura or CET account, feel free to reshare it on your own accounts using the sharing functions of each social platform. Please do not use the images in your own posts because they are only authorized for the original posts and must not be repurposed into any other content.