



StateRAMP Trademark & Branding Guidelines

General Guidelines

You may use the StateRAMP trademark(s) in text solely to refer to and/or link to StateRAMP's organization in accordance with these guidelines.

You may not, unless explicitly permitted in a valid legal agreement between your organization and StateRAMP:

- Use StateRAMP logos, logotypes, trade dress or other elements of StateRAMP website(s) or materials unless specifically permitted under these Guidelines;
- Use StateRAMP trademark(s) in the name of your business, product, service, app, domain name, social media account, or other offerings unless permitted under a valid legal agreement with StateRAMP or the Publications, Seminars, and Conference Guidelines included below;
- Use the trademark(s) more prominently than your own product or service name;
- Use the trademark(s) on promotional merchandise you are selling or distributing;
- Do not say anything or use the trademark(s) in a way that implies affiliation with, sponsorship of, or endorsement or approval by StateRAMP for your product or service;
- Alter, animate, or distort the trademark(s) or combine them with any other symbols, words, images, or designs, or incorporate them into a tagline or slogan; or
- Use the trademark(s) in any way that is contrary to these Guidelines and/or the Publications, Seminars, and Conference Guidelines included below.

StateRAMP Trademark Guidelines for Publications, Seminars, and Conferences

These Guidelines for Publications, Seminars, and Conferences allow you to use StateRAMP word-only trademarks (the Marks) in the title of publications, seminars, and conferences solely in accordance with these Guidelines. As used in these Guidelines, seminars include webinars and/or seminar-type sessions using any electronic means.

You may use the Marks in the title of publications, seminars, and conferences provided:

- The Marks are directly related to a specific StateRAMP operation which is referenced in the publication, seminar, or conference and StateRAMP has approved any StateRAMP related content;
- Your name and logo appear more prominently than the Marks on all printed materials relating to the publication, seminar, or conference; and
- You prominently display a disclaimer or sponsorship, affiliation, or endorsement of StateRAMP on the publication and/or related printed or displayed materials; an example of such a disclaimer is: [Name] is an independent [publication/seminar/conference] and is neither affiliated with, nor authorized, sponsored, or approved by StateRAMP.

You may not, unless explicitly granted written permission by StateRAMP:



- Use the Marks as the leading word or most prominent element in your publication, seminar, or conference title;
- Use the Marks more prominently than your own product, service, or company name;
- Use the Marks in a way that may cause confusion about ownership of the Marks or whether your product or service is a StateRAMP product or service;
- Use the Marks on promotional merchandise you are selling or distributing;
- Use the Marks in a way that would damage StateRAMP's reputation or goodwill in the Marks; or
- Alter, animate, or distort the Marks or combine them with any other symbols, words, images, or designs, or incorporate them into a tagline or slogan.

If you include a trademark footnote in your materials to give notice of ownership of your trademarks or third party trademarks, you must add the following words to your trademark footnote: "All other trademarks are the property of their respective owners."

StateRAMP is the sole owner of the Marks and associated goodwill. StateRAMP will be the sole beneficiary of any goodwill associated with your use of the Marks. StateRAMP reserves all rights not expressly granted herein. StateRAMP may revoke these Guidelines generally or as applied to your use at any time at its sole discretion.

Branding

The StateRAMP brand is composed, but not limited to a name, a logo, a suite of security statuses, and member categories, and their respective names and logos. We ask that all mentions and uses of the StateRAMP brand be pre-approved by the StateRAMP marketing team.

Please send requests to info@stateramp.org

The StateRAMP Name

StateRAMP is a registered name and must be written with the appropriate capitalization. The registered mark is only necessary on the first mention of StateRAMP on a web page, article, or printed page of collateral.

✗ StateRamp

✗ Stateramp

✗ stateramp

✓ StateRAMP



The StateRAMP Logo

The StateRAMP logo represents the face of our organization. It is important we preserve the integrity of our identity and ask that you please follow our general logo usage guidelines:

- Use the logo version appropriate to content background and makeup. Do not place the logo over backgrounds that would hinder logo legibility.
- Do not use a grayscale version of the logo.
- Other than scaling, do not alter the logo. Do not stretch, shape, replace colors, outline, or combine the logo with other elements.
- Do not remove the trademark on the logo.

Use of the StateRAMP logo must be approved in all cases outside of the standard uses outlined in this document. Any alterations to the log must also be approved. Please send requests for approval, along with examples of usage to info@stateramp.org.



StateRAMP



StateRAMP
MEMBER



StateRAMP



For More Information

If your proposed use falls outside of these Guidelines, the use is not permitted unless you receive approval from the appropriate contact at StateRAMP. If you have any questions, please email info@stateramp.org.