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2021 - 05 - 14 | V 1.2

MindSphere Marketing Guide

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Document history

Version

1.2

Release date

2021 - 05 - 14

Author

Siemens

DI SW ST&MK CLD EMK

Siemens

www.siemens.com/mindsphere

Americas +1 314 264 8499
Europe +44 (0) 1276 413200
Asia-Pacific +852 2230 3308

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1 Introduction

About this document

This Guide is

for use by subscribers of Operator Services (as included in a MindAccess Operator Plan or certain MindSphere Capability Packages).

It provides you with certain rights to make reference to MindSphere in your marketing activities.

Information for the development and testing of applications, as well as for their deployment, productive operation and provisioning are set out in the DevOps Guide.

This Guide will be updated from time to time. URLs mentioned in this Guide and information contained on referenced websites may change at any time without notice. You shall comply with any information published on any referenced websites. However, we expressly disclaim any obligation arising out of information contained on such websites.

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General

You can contribute to the success of MindSphere by increasing awareness. To ensure a consistent market approach the following Guide provides you all useful Branding information.

Conditions

- There are several conditions that you must comply with when marketing your solution:

You must not use designations relating to Siemens, such as "Siemens", "Si", any similar reference to the designation "Siemens", including but not limited to SIMATIC, SINUMERIK, SINALYTICS, and any abbreviations thereof, logos relating to Siemens or any word or logo confusingly similar thereto except as expressly provided for herein.

- You must not use the name of your solution or any of your trademarks or trade names in direct or indirect combination with or adjacent to any Siemens product or otherwise refer thereto except as expressly provided for herein.

- You are only entitled to use trademarks or trade names of Siemens upon our prior separate written consent, as provided below in this Guide, or as otherwise provided upon your individual request. Trademarks and trade names of Siemens include without limitation MindSphere, MindConnect, MindSphere applications, MindAccess, MindServices and other designations beginning with "Mind".
- By making your mobile native application available to users of a MindAccess IoT Value Plan or subscribers of MindSphere Capability Packages via mobile app stores, you are only entitled to reference MindSphere to the extent required to describe the functionality of your mobile native application with its corresponding backend application.

2 Using the Powered by MindSphere Eye-Catcher and the Powered by MindSphere Tagline

2.1 The Powered by MindSphere Eye-Catcher

All subscribers of Operator Services (as included in a MindAccess Operator Plan or certain MindSphere Capability Packages) may use the following Eye-Catcher (hereinafter: “Powered by MindSphere Eye Catcher”) to signal compatibility for their offerings in connection with the MindSphere platform (“Your Offering”) and for promoting Your Offering:



Your use of the Powered by MindSphere Eye-Catcher is subject to our branding guideline below in Section 3.

Eye-Catchers draw attention to special offers and make people aware of important information. The Powered by MindSphere Eye-Catcher allows you to show your customers Your Offering runs on MindSphere and is available in the MindSphere Store. Using the Powered by MindSphere Eye-Catcher helps audiences visualize Your Offering is available and/ or running on MindSphere.

On your request we will provide you an electronic version of the Powered by MindSphere Eye Catcher.

Members of the MindSphere Partner Program, please contact:

✉ MindSpherepartnerprogram.plm@siemens.com

All other subscribers of Operator Services (as included in a MindAccess Operator Plan or certain MindSphere Capability Packages), please contact:

✉ branding@mindsphere.io

2.2 Details of the Powered by MindSphere Eye-Catcher

For different purpose, the Powered by MindSphere Eye-Catcher is used in different sizes depending on the DIN-format of your print media and your roll-up. Here is an overview of the available sizes of the Powered by MindSphere Eye-Catcher per format and roll-up.

The text sizes and the spacing in Eye-Catchers:

Powered by MindSphere Eye-Catcher sizes per format/application:			
DIN-formats/print media	Eye-Catcher sizes	Roll-ups (in mm)	Eye-Catcher sizes
DIN A3	40 x 40	1000 x 2200	180 x 180
	36 x 36		160 x 160
	32 x 32		140 x 140
	28 x 28		120 x 120
DIN A4/ US Letter	32 x 32	850 x 2500	180 x 180
	28 x 28		160 x 160
	24 x 24		140 x 140
	20 x 20		120 x 120
DIN A5	20 x 20	750 x 2100	160 x 160
	16 x 16		140 x 140
DIN long	24 x 24	560 x 2100	120 x 120
	20 x 20		140 x 140
	16 x 16		120 x 120
DIN A6	16 x 16		
CDs and CD inserts (120 x120)	16 x 16		
	12 x 12		

2.3 The Tagline Powered by MindSphere

For promoting Your Offering, you may also choose to use the Tagline “Powered by MindSphere”, by using smaller text in a plain font and in black color (“Powered by MindSphere Tagline”). When using the Powered by MindSphere Tagline, you must distinguish it from the name of Your Offering and/or other surrounding text by:

- capitalizing the first letter of the Powered by MindSphere Tagline
- placing the Powered by MindSphere Tagline in quotes
- using a different style of font
- In a communication hierarchy, it is always subordinated to the companies name and appearance

2.4 Announcing Your Offering availability

You can publicly announce the availability of Your Offering. You can do this via press releases or via your preferred media channels. In any media and marketing announcements, please be sure to mention that Your Offerings are Powered by MindSphere. Public announcements such as press releases that reference Siemens or MindSphere, require prior approval from Siemens. In such case, MindSphere Partner Program members should contact their partner manager or

✉ MindSpherepartnerprogram.plm@siemens.com

Other subscribers of Operator Services (as included in a MindAccess Operator Plan or certain MindSphere Capability Packages) should align with the MindSphere Branding Team.

✉ branding@mindsphere.io

3 Conditions
for Powered by
MindSphere
Eye-Catcher and
Powered by
MindSphere Tagline

3 Conditions for Powered by MindSphere Eye-Catcher and Powered by MindSphere Tagline

These Conditions apply to your use of the Powered by MindSphere Eye-Catcher and the Powered by MindSphere Tagline (collectively “Licensed Designations”).

Provided you have a valid subscription to Operator Services (as included in a MindAccess Operator Plan or certain MindSphere Capability Packages) and provided further that you comply at all times with the agreement governing your subscription to the Operator Services and this Guide, we grant you a limited, non-exclusive, nontransferable right under our intellectual property rights in and to the Licensed Designations for the limited purpose to place the Licensed Designations on Your Material and to market, offer for sale, sell, use, import, export or otherwise dispose of such marked Your Material in accordance with this Guide. The rights granted herein to you may also be exercised by any of your subcontractors and your sales partners. The Licensed Designations may not be used for any other purpose.

Please note that Your Material shall mean any material (print or electronic) relating to Your Offering for the purpose of marketing, such as advertising material, leaflets, brochures, presentations, internet websites, tv commercials, hand-outs and material used in connection with trade fairs and exhibitions as well as packing material (print or electronic) relating to the technical description of Your Offering such as manuals, technical documentation and product descriptions but excluding any business related documents (print or electronic) such as business stationery, business cards, business forms, e-mail signatures, delivery notes, invoices, purchase orders, offers, delivery conditions or other similar documents;

You acknowledge that any use of the Licensed Designations, even if permitted hereunder, is at your sole risk and that we shall have no liability or responsibility in

connection there with. You shall be responsible for your subcontractors and sales partners and shall make sure that all such subcontractors and sales partners comply with the agreement governing your subscription to the Operator Services or this Guide.

The Licensed Designations must appear by itself, with reasonable spacing between it and other visual, graphic or textual elements and may not be placed on any background which interferes with its readability.

You must stop and ensure that your subcontractors and sales partners stop using the Licensed Designation if at any time you are no longer subscribed to Operator Services (as included in a MindAccess Operator Plan or certain MindSphere Capability Packages) or your Offering no longer uses or cannot be used with any of our services of MindSphere or you do no longer comply with the agreement governing your subscription to the Operator Services or this Guide.

We reserve the right to terminate your right to use the Licensed Designations at any time in our sole discretion. You must comply with the most up-to-date versions of this Guide and any other terms or policies that we may issue from time to time to govern use of the Licensed Designations. You agree that we may modify this Guide at any time. You may not display the Licensed Designation as the largest or most prominent designation in any of Your Materials. You may not use the Licensed Designation in any manner that is misleading, unfair, defamatory, obscene, infringing or otherwise objectionable as reasonably determined by us. You may not use the Licensed Designations in any manner that implies that you are sponsored or endorsed by us or that your products or services have been authored by us or represent our views.

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You acknowledge that you do not get any rights in the Licensed Designations other than the rights expressly granted herein. You shall not register the Licensed Designations in any country in the world or otherwise seek protection. You may not apply for or register any designations that are similar or confusingly similar to the Licensed Designations. You shall not directly nor indirectly challenge the validity or Siemens’ ownership of the Licensed Designations by filing oppositions, nullity requests or taking comparable action.