

Brand Assets License

This Brand Asset License (“License”) describes various Brand Asset Requirements (“Requirements”) that are applicable to the use of Dynamic Methods’ trademarks, logos, slogans, taglines, designs, and other source identifiers (“Brand Assets”).

A. Licensees

1. **Partner.** If you participate in one of Dynamic Methods’ partner programs and have a fully executed agreement with Dynamic Methods (“Partner Program Agreement”), then subject to your compliance with these Requirements and the applicable Partner Program Agreement, you have a non-exclusive, non-transferable, non-sublicensable, royalty-free, limited license to use the Brand Assets as described below. If there is any conflict between the terms of this Brand Asset License and the terms of your Partner Program Agreement, the terms of the Partner Program Agreement will control.

2. **Developer.** If you do not have a Partner Program Agreement, but are developing or supporting an integration with Dynamic Methods services subject to the [Developer Terms & Conditions](#), then subject to your compliance with these Requirements you may use the Brand Assets identified in the [Media Kit](#) to identify Dynamic Methods and the nature of the integration between your product, platform or service and Dynamic Methods products and services.

3. **Other - Brand Asset Request.** If you wish to use Brand Assets and are not otherwise permitted to do so (where sections 1 and 2 are not applicable), you may download all assets for press and instructional purposes only. All logo variants have been provided. The look of the logos and products are not to be edited, nor imposed upon by additional graphics. By downloading any of the Brand Assets, you agree to comply with these Requirements. Dynamic Methods grants you a non-exclusive, non-transferable, non-sublicensable, royalty-free, limited license to use the Brand Assets that Dynamic Methods have provided.

If you have a specific request, you may submit a [Brand Asset Request](#). If Dynamic Methods approves your request in writing and you comply with these Requirements, you will have a non-exclusive, non-transferable, non-sublicensable, royalty-free, limited license to use the Brand Assets that Dynamic Methods have approved for the duration and purpose(s) that Dynamic Methods approves.

B. Terms & Conditions Applicable to All Licensees

1. Brand Guidelines

Last updated: August 15, 2023

The Dynamic Methods (DM) brand, and the brands within the DM suite of platforms, includes the words, phrases, badges, symbols, designs and other distinctive brand features associated with Dynamic Methods and our platforms (“Brand Assets”).

Examples of our Brand Assets include the words “Dynamic Methods,” and “Forms Live,” the product and product feature names “REI Forms Live,” “Realworks,” “Realworks HR,” “Inspect Live,” “AIC Forms Live,” product screenshots and our logos. Our Brand Assets are trade names, trademarks, service marks and trade dress of Dynamic Methods. Our Brand Assets are our exclusive property and all goodwill that results from your use of our Brand Assets will be solely to our benefit.

Dynamic Methods encourages and supports other products and services that use and supplement our services. At the same time, we must protect our reputation and brand identity. So, we ask that you follow these Brand Guidelines, which are intended to promote consistent use of our Brand Assets. This makes it easier for people to instantly recognise references to Dynamic Methods and Forms Live and prevents consumer confusion. These guidelines also help protect Dynamic Methods’ intellectual property.

If you don’t agree to these Brand Guidelines, you don’t have a right to, and shouldn’t, use any Brand Asset. You may only use Brand Assets that we expressly permit you to use. We may modify these Brand Guidelines at any time.

Dynamic Methods General Brand Guidelines

Do:

- + Use our Brand Assets to refer to Dynamic Methods, our products or anything else we offer including Forms Live, REI Forms Live, Realworks and our applications.
- + Write “Dynamic Methods” as two words, capitalising both the “D” and the “M”.
- + Write “Realworks” as a single word with just the “R” capitalised.
- + Write “REI Forms Live” as three separate words, capitalising the REI, the F and the L, with spacing between each word.
- + Comply with our [Terms of Service](#) policy.
- + Link to dynamicmethods.com.au, formslive.com.au or other applicable URL when using our Brand Assets.

Don't:

- + Use any Brand Assets in a way that suggests or implies partnership, sponsorship or endorsement by Dynamic Methods.
- + Modify or alter any Brand Asset, including the color, shape, proportion or orientation thereof.
- + Incorporate any Brand Asset, or anything confusingly similar, into your trademarks, domain names, logos or similar content.
- + Attempt to combine any Brand Asset with any other Brand Asset or with any other content to create a single element (they should only be used independently).
- + Present any Brand Asset in a way that makes them the most prominent or distinctive feature of what you're creating.
- + Use any Brand Asset in merchandise or other products such as clothing, hats or mugs.
- + Assert rights over the Dynamic Methods brand or Brand Assets, whether by domain name registration, trademark registration or anything else.
- + Use trademarks, domain names, logos or other content that imitate or could be confused with Dynamic Methods, Forms Live or any of our other Brand Assets.
- + Feature Dynamic Methods, Forms Live, REI Forms Live, Realworks or one of our branded applications on materials in connection with sexually explicit content, unlawful activity or other materials that violate our [Terms of Service](#) policy.

To help us address future branding issues, we may modify these Brand Guidelines, without notice to you. We'll post the most recent version on our website. You're responsible for following any modified terms, so be sure to review these Brand Guidelines regularly.

2. Logo Guidelines

Last updated: August 15, 2023

The Dynamic Methods suite of brand include the words, phrases, symbols, designs and other distinctive brand features associated with Dynamic Methods and our platforms (“Brand Assets”).

Requirements

Before downloading a Dynamic Methods asset, please be sure to follow our usage rules:

- + Don't alter the shape, proportion, colour, or orientation of the assets. Keep each logo version only as they appear below.
- + Provide at least 20 pixels of padding (clear space) around the asset on all sides. This helps our assets appear clean and uncluttered, so that no type, design, or photographic elements encroach on the marks.
- + The background colour the assets are placed must be white or a single colour. Don't place brand assets on a low contrast or gradient backgrounds.

Finally, if you have any questions about asset usage, please reach out to us [here](#).