

Rheonics® Brand Rules for Proper Usage

0. About These Rules

Partners, distributors, or suppliers may use the RHEONICS® Brand in connection with the advertisement and sale of genuine Rheonics products only under the conditions outlined in these Rules and any applicable License Agreement. Non-compliance may result in immediate suspension or termination of usage rights.

1. Brand Identity & Trademark Usage

Our brand represents "Fluid Intelligence", a commitment to precision and real-time data. To maintain this, the RHEONICS® name must be treated with consistent professional care.

- In all written forms, you must always use the Rheonics® Brand with the ® sign beside the trademark Rheonics.
- You must always use the Rheonics® Brand as an adjective modifying a generic product name (e.g., Rheonics® Sensor, Rheonics® monitoring systems).
- All uses of the Rheonics® trademark must include the appropriate attribution statement: "Rheonics is a trademark of Rheonics GmbH and is used under license."
- The Rheonics® Brand must appear distinctively, clearly set apart from surrounding text to emphasize its trademark status.

2. Logo Usage Rules

The Rheonics Logo is a core brand asset and must be reproduced with precision and without modification.

- You may only use high-resolution, official Rheonics Logo files provided directly by Rheonics.
- The Logo must not be altered in any way, this includes stretching, recoloring, cropping, adding effects, or modifying proportions.
- Do not use the Logo inside body text, headlines, or as part of a sentence.
- Do not combine the Rheonics Logo with any other brand's logo.
- Do not place the Logo on visually busy or low-contrast backgrounds that diminish legibility.
- Always maintain adequate, clear space around the Logo equal to the height of the Logo in print, or a minimum of 15 pixels in digital applications.

3. Prohibited Uses of the Rheonics Brand

To maintain brand integrity and avoid confusion, the following uses are strictly prohibited:

- You must not use the Rheonics Brand in ways that denigrate or harm the reputation of Rheonics.
- You must not remove, distort, shorten, abbreviate, or alter any element of the Rheonics Brand.
- You must not use the Rheonics Brand in misleading, unfair, obscene, offensive, illegal, or unethical ways.
- You must not incorporate the Rheonics Brand into your own product names, service names, social media handles, or company name.
- You must not register or attempt to register any domain name that includes the Rheonics Brand in whole or in part.

4. AI-Generated Content and Synthetic

- Partners may not create AI-generated imagery, video, voice, or simulations that depict Rheonics products, branding, or personnel without explicit prior written permission.
- AI models may not be trained on Rheonics assets.
- AI-modified photos (colorized, composited, rendered) are prohibited.

5. Usage of Media Assets (Images & Video)

- **Sensor & System Imagery:** Partners may use approved photos of Rheonics sensors (SRV, SRD, DVP, etc.) only in their original, unedited form. You may not digitally remove physical branding or overlay partner logos onto the equipment.
- **Video Content:** Rheonics-produced videos and animations are protected. Partners may not re-edit or re-dub videos without written consent. When used digitally, videos should be embedded from official Rheonics channels (YouTube/Vimeo) to ensure viewers see the most current version.

6. Marketing and Communications

You may use the Rheonics Brand and Logo in marketing materials, websites, and communications only when following the approved guidelines and obtaining the required permissions.

- Use of Rheonics Logos, images, videos, taglines, product photos, or technical icons requires written permission unless explicitly covered by an agreement.
- You may only use the Rheonics Logo on materials that reference a legitimate relationship with Rheonics.
- The Logo must not appear on materials promoting products or services unrelated to an approved Rheonics offering.
- You are responsible for substantiating the truthfulness and accuracy of all marketing claims you make.
- Certain Rheonics assets, including product images, engineering renders, videos, and taglines, require explicit written approval prior to use.

7. Technical Documentation & Engineering Assets

As a technology-driven brand, Rheonics provides critical engineering assets. To ensure safety and operational accuracy, the following rules apply:

- **Datasheets & Brochures:** Partners must use Rheonics datasheets in their original PDF format. You may not extract charts or performance curves to create "summarized" versions without written verification.
- **Co-Branding:** You may add a "Distributed by [Partner Name]" stamp to the footer of a brochure, provided it does not obscure technical specifications or safety warnings.
- **CAD Models & Drawings:**
 - 3D models (STEP, IGES) are provided solely for integration planning. They may not be hosted on public-facing servers or redistributed to third parties without an NDA.
 - When used in digital environments, CAD models and drawings must be embedded exclusively from the official Rheonics CAD Model Library to ensure accuracy, authenticity, and version control.
- **Modification Prohibited:** You may not modify the external geometry or "skin" of a Rheonics model in any marketing visualization.

8. Website Content & Digital Integration

To maintain SEO integrity and ensure customers receive the most current information:

- **Avoid "Copy-Paste":** Do not copy large blocks of text from Rheonics.com onto your own website. This creates "duplicate content" issues that penalize search engine rankings for both parties.
- **The "Live Link" Rule:** Instead of hosting static copies of manuals or software drivers, partners should link directly to the Rheonics Resource Library. This ensures customers always download the latest firmware and safety revisions.
- **Narrative Claims:** Only use performance claims (e.g., "Accuracy within 1%") that are explicitly stated in current Rheonics documentation.

9. Review and Approval Protocol

All co-branded materials or materials featuring Rheonics assets must follow this workflow:

- **Submission:** Send the proposed layout, script, or mockup to your Rheonics Marketing Representative.
- **Verification:** Our team will review for technical accuracy and brand alignment.
- **Authorization:** Final creative pieces must receive written approval before public circulation.

Legal Footer:

RHEONICS is a registered trademark of Rheonics Group. All documents, drawings, and digital assets are protected by copyright. Usage is granted under license and may be revoked if these standards are not met.

Need Brand Assets?

For high-resolution logos, product photography, or technical icons, please contact:
marketing@rheonics.com