Information Card Icon and Guidelines

Usage Guidelines

You may use this Information Card icon ("Icon") for no charge, provided that your use complies with these guidelines. By using the Icon, you agree to be bound by these guidelines.

- The Icon may only be used in connection with Web sites and programs that allow users to provide information via Information Cards and with related promotional and reference materials. For example, the Icon may be used on Web sites that support Information Cards, within articles or blogs about Information Card technology and/or the Icon, and on t-shirts or other merchandise that promote Information Card technology.

- All Web sites, programs, and technologies with which the Icon is used must facilitate interoperation between systems implementing all or parts of the Identity Selector Interoperability Profile, meet or exceed standards of quality and performance generally accepted in the industry, and comply with all applicable laws, rules and regulations.

- The Icon must be used in its entirety and in its original form as shown in these guidelines.

- The Icon must appear by itself with sufficient spacing so that there is a distinct visual separation between each side of the Icon and any other graphical or textual elements.

- The shape and size of the Icon should be a rectangular form with rounded corners having an aspect ratio of either 10:7 or 3:2 (width : height). The Icon may be reduced in size to accommodate a particular situation, so long as the Icon remains recognizable in the context of your use.

- The suggested color scheme of the Icon is a gradient darkening from a starting chroma of deep indigo. Other colors may be used if necessary to achieve consistency with the overall color scheme (*e.g*., of a Web site) where the Icon appears, provided that the same gradient scheme is employed. Two-color renderings, including deep indigo-and-white and black-and-white, are also permissible; in this case, the gradient effects would not apply.

- The Icon may *not* be used:

  o In association with, or to promote, any other subject matter than Information Card technology.

  o In whole or in part, as a feature or design element of another logo, trademark or service mark of a particular individual or organization, or to imply an exclusive or

primary relationship with a particular individual or organization or its products or services, including on Web sites, printed materials, or otherwise.

- In any manner that expresses or implies an affiliation with, sponsorship, or endorsement by Microsoft or any third party.

- The Icon should *not* be animated, morphed, displayed in a different orientation (*e.g.*, upside down, inverted, *etc*.) or in a manner that distorts the overall appearance or design of the Icon.

- You will provide Microsoft with samples of your use of the Icon upon request. You will promptly correct any improper use of the Icon and any Web sites, programs, or technologies that do not comply with these requirements upon reasonable notice from Microsoft.

- The use of the Icon as permitted by these guidelines do not grant in any way whatsoever any other right or license to any Microsoft or third party technology or proprietary rights.

- Microsoft is the sole owner of the Icon and all associated goodwill. Your use of the Icon will not give you any right, title, or interest in or to the Icon other than the limited permission to use it according to these guidelines. Any goodwill that might arise from your use of the Icon will benefit Microsoft.

- Microsoft reserves the right to take any action against any use of the Icon that does not confirm to these guidelines or violates any applicable law.

- MICROSOFT MAKES NO WARRANTIES REGARDING THE ICON, AND HEREBY DISCLAIMS ALL WARRANTIES THAT MIGHT OTHERWISE BE IMPLIED BY LAW, INCLUDING WARRANTIES AGAINST INFRINGEMENT.

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