

Terms of Use of the metasfresh Logo and Claim (as of 08/2021)

Our green metasfresh logo on a white background is clearly drawn, while expressive and increasingly gaining national and international attention. Our claim "**WE DO OPEN SOURCE ERP**" is a clear and powerful statement that communicates our customer promise. In this document we inform you about the terms and conditions to be observed for the use of the different versions of the metasfresh logo. You can download the logo files [on our website](#). By downloading the files provided, you accept the following terms of use:

1. The label **metasfresh** enjoys protection as a trademark in a large number of countries in all conceivable forms of representation and spelling. It is therefore imperative that the following conditions be observed when using the metasfresh logo in order for the usage to be recognized as lawful. All partners undertake to comply with the following terms of use at all times and to deviate from them only with our prior written consent.
2. Our claim "WE DO OPEN SOURCE ERP" is an important part of our brand DNA. It universally expresses the heart of our customer promise. We recommend and prefer using the logo with claim for communications related to our brand image or brand-building media.
3. The metasfresh logo and the claim "WE DO OPEN SOURCE ERP" may only be used by partners (Sales/Silver/Gold) of metas GmbH. You can find out how to [become a partner](#) on our website. Third parties who are not partners may not use, copy or reproduce the logo or claim in the course of trade.
4. The name metasfresh and the claim "WE DO OPEN SOURCE ERP" may only be used in connection with and to identify our products. A labeling of other products or services with our logo or claim is not permitted.
5. The metasfresh logo is, among other things, part and content of our products. However, third parties are generally not permitted to remove, cut out, obscure or cover the logo from our products.
6. The metasfresh logo is placed on a white background within almost all our media. When used in a gradient module within layouts, it is placed white on metasfresh green. In the context of marketing communications, the metasfresh logo may be used with or without the claim. For effective brand positioning, however, the logo should be used in combination with the claim.

7. The logo may only be used in one of the variants provided by us on this website. In doing so, the size ratios and proportions must be maintained, both in terms of the length-to-width ratio and the ratio and spacing of the letters to each other. Furthermore, care must be taken to ensure that the color tone and typeface are not altered, distorted, rendered illegible, or are partially or completely obscured by other symbols or characters.

8. The logo may generally only be used in green lettering against a white background or in white lettering against a green background. The logo must always be used horizontally.

9. If a partner creates their own sales material, has it created or uses sales material that is produced by third parties other than metas GmbH, the partner shall ensure that the above requirements are complied with when depicting the logo. Furthermore, the indication "registered" in the form of an "®" must be clearly displayed next to any use of the name metasfresh. This labeling requirement also applies when using the logo.

10. The logo as well as the claim and the trademark metasfresh always remain the property of metas GmbH. Neither the partner nor any third party shall acquire any rights thereto through their use, whether for goods or services. The use of the logo, the claim or the trademark metasfresh as a company sign or work title in favor of the partner or a third party is always prohibited.

11. The partner will not register, initiate, apply for or attempt to register the name metasfresh, the logo or the claim as a trademark or other distinctive sign. Furthermore, the partner shall not apply for, register or claim for themselves any domain names with the label metasfresh or domain names containing this label.

12. The partner will, together with us, make every effort necessary to maintain and defend the protection and indication-of-origin function of the trademark metasfresh and the claim "WE DO OPEN SOURCE ERP". If the partner becomes aware that an unauthorized third party is using the logo, the claim or the trademarks of metas GmbH, the partner shall immediately notify us thereof. In defending our rights, the partner will support us to the best of their knowledge.

Can't find the right format for your requirements or do you have a question regarding its use? Then please contact our marketing team via our [contact form](#).

For more information about metasfresh ERP, please visit

www.metasfresh.com