

SAFE AI Foundation Logos Usage Policy

2025

Effective Date: Upon publication

1. Purpose

The three SAFE AI Foundation logos shown above are official logos of the SAFE AI Foundation. They identify the Foundation and its official activities. This policy establishes guidelines for using these logos while protecting the Foundation's identity, reputation, and independence. All three logos are designed by the Foundation and their copyrights are reserved by the foundation.

2. Permitted Uses

The Foundation welcomes appropriate public reference to its work. Subject to applicable laws, the following uses are generally permitted without prior written permission:

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- **Factual references:** Displaying the logos in official news media and press coverage, commentary, and announcements (such as BBC, CNN, CNBC, etc.,), provided the use is accurate and does not imply endorsement or cause infringement.
- **Noncommercial educational use:** Using the logos in educational presentations or informational materials about the Foundation, provided the logo is not misleadingly presented as an endorsement or affiliation.

- **Linking to the Foundation:** Using the official logos as a link to the Foundation's official website, provided the logos are reproduced accurately and their use does not suggest an unauthorized partnership.

These permissions are limited to the uses described above and do not grant broader rights to the Foundation's name, trademarks, publications, or other intellectual property.

3. Uses Requiring Prior Written Permission

Prior written permission is required for:

- Using the logos to suggest an official partnership, sponsorship, endorsement, accreditation, or approval.
- Incorporating the logos into another organization's identity, website branding, campaign identity, or event branding.
- Using the logos in commercial advertising, product promotion, merchandise, or fundraising campaigns.
- Using the logos in a way that could imply that the Foundation has reviewed, certified, funded, or approved a product, service, research project, or organization.
- Any other use outside the permitted categories in Section 2 where permission is required by applicable law or this policy.

4. Prohibited Uses

Our logos must not be used to:

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- Misrepresent an affiliation with or endorsement by the Foundation.
- Imply that an individual or organization represents the Foundation without authorization.
- Promote unlawful, deceptive, fraudulent, or misleading activities.
- Alter the logo's design, proportions, colors, or wording in a way that misrepresents the Foundation's identity.
- Incorporate the logos into another logos, trademark, or brand identity without written authorization.

5. Logo Integrity

Users must obtain the logo from an official Foundation source and preserve its original proportions, legibility, and visual integrity. The logos must not be distorted, obscured, or presented in a misleading context.

6. Disclaimer of Endorsement

Unless expressly authorized in writing, the use of the Foundation's logos does not establish or imply sponsorship, endorsement, certification, funding, partnership, or any other official relationship with the Foundation.

Where appropriate, independent publications and presentations should include a statement such as:

"This material was independently prepared and does not necessarily represent the views or endorsement of the SAFE AI Foundation."

7. Permission Requests

Requests for uses requiring authorization should be submitted through the Foundation's official contact channels at: contact@safeaifoundation.com. Requests should present the identity of the requestor, describe the intended purpose, context, distribution channels, and proposed presentation of the specific logo.

Permission may be granted, denied, or conditioned based on specific requirements at the Foundation's discretion.

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Misuse of our logos will be subject to prosecution by the legal authorities. The public is hereby notified of these outlined restrictions.

8. Reservation of Rights

The SAFE AI Foundation reserves all rights in its name, logos, trademarks, and other protected intellectual property, except for permissions expressly granted under this policy or applicable law.

The Foundation may revise this policy from time to time. Any permission granted under a separate written agreement remains subject to that agreement's terms and duration.

For inquiries: Please contact the SAFE AI Foundation through its official website.

Official website: https://safeaifoundation.com/

8. Approval Date & Authority

This policy is **approved** by the Board of Directors, SAFE AI Foundation on 01 April 2025.

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