



United Kingdom Business Control Document

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Dana Logo Use Guidelines

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First Issue

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1 Introduction

This document contains guidelines for you to follow when using our Logo for the Purpose (the “Logo Use Guidelines”). These Logo Use Guidelines are to ensure your consistent and fair use of the Logo and to preserve the goodwill and reputation associated with it.

2 Field of Application

<i>Organisation</i>	All Dana Personnel
<i>Country</i>	Corporate
<i>Asset(s)</i>	Corporate
<i>ODMS part(s)</i>	Communication
<i>Dana Standard(s)</i>	N/A
<i>Requirement(s)</i>	N/A

3 Guideline

Prior to making any use of our Logo, you are required to acknowledge your acceptance and commitment to adhering to our Logo Use Guidelines.

Should you fail to comply with either of these requirements, you shall not be entitled to use the Logo and we shall be entitled to take such as action as we may deem appropriate (in our sole discretion) to prevent your use of it, including revoking your right of use.

Our Logo says a huge amount about who we are and is a key component of our brand. As a result, it is of vital importance to us to ensure that our Logo is used consistently and fairly so as to preserve its integrity and to prevent any use which takes advantage, or is detrimental to, the goodwill which exists in it.

While we are delighted that you wish to use our Logo, you must ensure that you use is it in accordance with these Logo Use Guidelines at all times. In the event of any failure by you to comply with these Logo Use Guidelines, we shall have the right to take such action as we may deem appropriate (in our sole discretion) to prevent your use of our Logo. This includes the right to seek a court action to prevent your use of the Logo when it is in breach of these Logo Use Guidelines.

For the avoidance of doubt, we are the owner of the Logo and any consent which we grant to you to use it may be revoked at any time and at our sole discretion and you shall immediately cease to use our Logo accordingly. Giving our consent to the use of our Logo is not an express endorsement of your product or company.

3.1 Logo Use Do’s

You agree that throughout your period of use of our Logo you shall:

- Only use the Logo for the purposes which we have given you express written consent to do so;

- Provide to us (if requested) of materials which will incorporate or bear our Logo and obtain our prior written approval to use of the Logo in respect of such materials and items;
- Promptly notify us if you identify any potential infringements of the use of the Logo (e.g. third party mis-use);
- You shall provide reasonable assistance as we may require to protect, maintain or enforce the Logo; and
- You shall apply (if requested) where our Logo is used, written notification identifying us as the owner of the Logo and indicating that the Logo is being used by you with our consent.

3.2 Logo Use Don'ts

- You agree that throughout the period of your use of the Logo you shall not:
- Alter the Logo in any way (aside from resizing it);
- Use the Logo as a link to a third party website other than our company website;
- Permit or allow any third party or any other person to use the Logo without our prior written consent;
- Use the Logo in any way that may adversely affect the goodwill or reputation of it, or in a manner which is likely to, tarnish, damage or diminish it;
- Use the Logo in connection with a purpose, product, service or organisation that has not been authorised by us, or in such a way as is likely to confuse customers or the general public; or
- Use the Logo in any way which may jeopardise or invalidate any registration or application in respect of the Logo.

3.3 Media

Any statement, social media article, interview provided to the media must receive prior written approval by us by contacting our communications team at dana.pressoffice@dana-petroleum.com

4 Related documents

4.1 Internal References

	<i>Document Title</i>	<i>Document Number</i>
1		
2		
3		
4		

4.2 External References

	<i>Document Title</i>	<i>Reference Number</i>
1		
2		
3		
4		

Appendices

	<i>Appendix Title</i>
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