

# Brand Usage Guidelines

Follow these simple guidelines to ensure that your marketing materials successfully leverage the Matterport brand and comply with our Terms of Service.

Avoid using the Matterport logo or Matterport trademark in your core brand.

While we encourage you to promote Matterport services as part of your business, it is important to build your own brand in your marketplace.

The Matterport Terms of Use prohibit use of the Matterport trademark (name and logo) in our customers' core brand identity.

## Appropriate Use

- Matterport logo on a web page describing your partners.
- References to Matterport technology and Matterport 3D Showcase a list of offered services.

## Inappropriate Use

- All or part of the Matterport logo in your own logo.
- The Matterport name in your own company name or tag line.
- The word "Matterport" in a URL.

Please seek approval from [marketing@matterport.com](mailto:marketing@matterport.com) when using the main Matterport logo in association with your goods or services.

Avoid using Matterport colors or other brand features where it may confuse someone into thinking your business or website is owned and operated by Matterport.

For legal and practical reasons, it is important that companies offering services that use Matterport technology establish themselves as distinct legal and professional entities.

Creating unique brand assets, like logos, colors, and graphics, will help you build recognition for your business and all of your services in the marketplace.

It will also help potential customers understand what services you offer, versus the products and services offered by Matterport itself.

While you are free to use whichever colors you choose in your own brand, we encourage you to develop an identity that is unique, memorable, and appropriate to your market and your customers.

Do use the Powered by Matterport logo to promote your use of Matterport technology in your business.

We provide a **Powered by Matterport** logomark to our customers to signify that your company uses Matterport as part of its business or service offering. We encourage you to publicize the use of Matterport via the Powered by Matterport mark on your marketing materials and website.

Members of the Matterport Service Partner Program may additionally use the **Service Partner Badge** on their marketing materials to indicate their membership in the program.

Always use the Powered by Matterport logo in instances where you are re-branding your 3D scanning services under a name other than **Matterport 3D Showcase**.

Many Matterport customers choose to refer to their scan services and the products of scan services by a name other than 3D Showcase, as appropriate for their market.

If you choose not to use “Matterport 3D Showcase” as the name of the embeddable virtual experience you provide, you are required to display the Powered by Matterport logo prominently on any page on which 3D Showcases are embedded, anywhere your customized name appears.



Questions? Contact our marketing department!

We're happy to answer any questions you have about how to appropriately leverage the Matterport brand, or approve specific uses of the Matterport name, logo, colors, or any associated assets. We are also happy to provide you with additional images, collateral, brand assets, and file formats.

Contact us at [marketing@matterport.com](mailto:marketing@matterport.com).