

The background of the slide is a photograph of a person standing on a dark rock in the foreground, looking up at a vast night sky filled with stars and the Milky Way galaxy. The sky transitions from a deep black at the top to a warm orange glow near the horizon where the person is standing. The Milky Way is visible as a bright, pinkish-purple band of light stretching across the sky.

KALISTA IO

Get ready for a data storage revolution

Logo guidelines version 0.1.a

General guidelines

Kalista IO's logos, trademarks and slogans are valuable assets. They form the foundation to our corporate image and brand perception.

Kalista IO takes many steps to protect against unauthorized or improper use of its trademarks, logos and brand. Third parties that are authorized by Kalista IO to use its trademarks, logos and slogans are required to use them in a proper and consistent manner and in accordance with these guidelines and the terms and conditions of any agreement you have with Kalista IO.

Although Kalista IO allows authorized third parties to use Kalista IO logos and trademarks if they follow these guidelines, Kalista IO retains all ownership rights in its logos, trademarks and brand. Any goodwill or legal rights created from use of Kalista IO's logos, trademarks and brand are for the benefit of and inure to Kalista IO alone and not any third party.

Kalista IO has the complete discretion to revoke any right to use Kalista IO's logos, trademarks and slogans, even if such use is not expressly prohibited by these guidelines.

Kalista IO may modify these guidelines without notice to you. It is your responsibility to ensure that you are referring to the current version of these guidelines. The Kalista IO logo is a means of symbolizing and differentiating Kalista IO's identity in the market. Your right to use Kalista IO's trademarks, logos and slogans is nontransferable, which means that you are not authorized to give others the right to use Kalista IO's logos and trademarks without Kalista IO's express, written permission.

The following material illustrates the required standards for applying the Kalista IO logo. If, after consulting this material, you require additional information, contact Kalista IO Corporate Brand at info@kalista.io.

1. Kalista IO is giving you limited, non-exclusive, non-perpetual, and fully revocable permission to use its logos, trademarks and slogans in a truthful, fair and non-misleading manner and in compliance with these Guidelines and the terms and conditions of any agreement you have with Kalista IO. If you do not have a written agreement with Kalista IO, you must contact Kalista IO to obtain written permission to use its logos, trademarks and slogans. Your right to use the Kalista IO logos, trademarks and slogans is for a limited time and scope according to the terms of your written agreement with Kalista IO. You may not use Kalista IO's trademarks or logos in a way that is misleading, deceptive, libelous, defamatory, infringing, obscene, offensive, damaging or disparaging to Kalista IO's brand, or otherwise objectionable to Kalista IO in its discretion.
2. Always use trademarks and logos in the manner intended by Kalista IO. You may not modify, distort, change, abbreviate, shorten or hyphenate Kalista IO's trademarks or logos. Do not flip, rotate, stretch, or add effects to Kalista IO's logo. You may not abbreviate or create acronyms out of Kalista IO's trademarks.
3. Do not incorporate Kalista IO trademarks or logos in your own product names, service names, trademarks, logos, company names, social media handle or Internet domain names. You may not use or adopt trademarks or logos that are confusingly similar to a Kalista IO trademark or logo. You also may not take any action that is inconsistent with Kalista IO's ownership of its trademarks, logos, slogans or brand.

4. You may not register a trademark, logo, domain name, or social media account in Kalista IO's name or attempt to register a trademark, logo, domain name or social media account that is confusingly similar to a Kalista IO trademark or logo. You may not copy or imitate in whole or in part the look, feel, design or trade dress of Kalista IO's products, packaging, collateral materials, website or social media pages.
5. If you are using Kalista IO's trademarks or logos to describe Kalista IO or its products, be truthful and accurate. Do not use Kalista IO's trademarks or logos to make unsubstantiated claims about Kalista IO or the quality, performance or specifications of its products. Any questions about the language that you can use to describe Kalista IO or its products should be directed to info@kalista.io.
6. You may not use Kalista IO's trademarks or logos on or in connection with any website that promotes violence or hate speech, sells or distributes unauthorized, grey market or counterfeit products, or pirated content, or violates any laws or regulations.

7. You acknowledge that Kalista IO takes no position regarding the quality of products or services that you offer. You shall make no claims or implications that Kalista IO endorses or is affiliated with your products or services.
8. Unless otherwise agreed to in writing by Kalista IO, in no event shall Kalista IO be liable for any direct, indirect, punitive, special, incidental, or consequential damages arising out of, or in any way connected with these Guidelines, your usage of any Kalista IO trademark or logo, your products containing software or hardware manufactured by Kalista IO, or your relationship with any end users, whether based on breach of contract, tort (including negligence), strict liability or otherwise.
9. Unless otherwise agreed to in writing by Kalista IO, you will defend, indemnify and hold Kalista IO and its employees, officers, directors, successors and assigns harmless from any and all claims, actions and suits based on your use, sale, marketing and distribution of any products containing software or hardware manufactured by Kalista IO or your use of Kalista IO trademarks or logos.
10. Do not make up your own trademarks and attribute them to Kalista IO or combine them with Kalista IO's trademarks.
11. Do not combine Kalista IO's trademarks with your or another company's names, trademarks or domains, or use them in a way that suggests an affiliation between Kalista IO and your or another company, or sponsorship or endorsement by another company of Kalista IO's products unless you have authorization from Kalista IO.

Contact

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"There is nothing impossible to him who will try." — Alexander