

TAPP® Brand Guideline

Welcome to the TAPP® brand guideline. Here, you'll find brand guidelines and information on obtaining permission to use TAPP® brand assets in your own work.

Introduction

As a condition to using the TAPP® brand assets, you agree to all the guidelines and instructions below ("Guidelines").

These Guidelines clarify the ways you can and cannot use the TAPP® brand assets for marketing and other purposes. These Guidelines also contain legal disclosures and a general set of questions and answers that address common inquiries and concerns.

General Guidelines

Use the TAPP® name and logos found on our TAPP® Brand Guidelines website only, and not those found anywhere else. Make sure you check the TAPP® brand assets in these Guidelines often to ensure you're using the most current version.

Do not use other trademarks, names, domain names, logos, or other content that could be confused with TAPP®.

When you're talking about TAPP®, always capitalize all the letters "TAPP" and never modify or abbreviate the word "TAPP".

Remember to display the word TAPP® in the same font size and style as the content surrounding it, and never use any of the TAPP® logos to replace the word TAPP® in a sentence.

Prohibited Uses

The following list contains actions and uses of the TAPP brand assets that are strictly prohibited:

DON'T use the TAPP® brand assets in a way that implies partnership, sponsorship, or endorsement by TAPP® or any of its affiliates.

DON'T combine the TAPP® name or logos, or any portion of any of them, with any other logo, company name, mark, or generic terms.

DON'T use TAPP® or any of the TAPP® brand assets as a verb.

DON'T make TAPP® the most distinctive or prominent feature of your materials.

DON'T use the TAPP® brand assets in a way that is misleading, defamatory, libelous, obscene, infringing, illegal, derogatory, dilutive, or otherwise impairing or objectionable to the rights of TAPP® or any third party.

DON'T use the TAPP® brand assets as part of a name of a product or service of a company other than TAPP®.

DON'T use an image confusingly similar to the TAPP® logo or any other TAPP® brand assets or other variation of any TAPP® brand assets for any purpose.

DON'T use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of a TAPP® trademark (or any portion of it), for any purpose, such as TAP, Tap, tap, etc.

DON'T manufacture, sell, or give-away merchandise items, such as T-shirts and mugs, bearing any TAPP® brand assets.

DON'T use the TAPP® trademark, or anything similar, as, or as part of, a second level domain name or platform username.

Legal

TAPP Inc., dedicates substantial resources to the development and protection of its intellectual property. In addition to seeking registration of its trademarks and logos around the world, TAPP® enforces its rights against people who misuse its trademarks.

TAPP® trademarks are owned by TAPP Inc., and may only be used as provided in these guidelines or with TAPP Inc.'s permission. You may not use or register, or otherwise claim rights in any TAPP® trademark, including as or as part of any trademark, service mark, company name, trade name, username or domain registration. You should not use or claim rights in any trademark in a way that is confusingly similar to or dilutive of TAPP® trademark, including as, or as any part of, a trademark. Do not use TAPP® trademark for anything that would be inconsistent with TAPP® and the TAPP Service [Terms of Use](#) or [Community Guidelines](#).

We may revoke permission to use the TAPP® trademark at any time. TAPP Inc. reserves the right to withhold approval of content that it considers inconsistent with the TAPP® brand.