

## Guidelines for the use of LEGO® trademarks

Thank you for using LEGO® Education materials in your camp, class, or organization. We are always happy to help you achieve success in teaching.

When marketing or otherwise highlighting your camp or class, there are a few rules that need to be followed strictly so that it does not lead to the false impression that these are sponsored or authorized by the LEGO Group.

### Use of the LEGO and LEGO Education logos

The bright red LEGO logo has become one of the most recognized trademarks in the world. The logo stands for the LEGO Group and cannot be used or altered by customers. We must, therefore, insist that the LEGO logo and/or LEGO Education logo are NEVER used when marketing or otherwise highlighting your camp or class.

- ❌ You may not, under any circumstances:
  - Use the LEGO logo and/or LEGO Education logo on websites, Social Media platforms, or any marketing materials.
  - Use the LEGO logo and/or LEGO Education logo on email, stationery, or merchandise. This is restricted to the LEGO Group only.
  - Alter the LEGO logo and/or LEGO Education logo for public use.

### Use of the LEGO wordmarks

The LEGO wordmarks (but not the logos) may be used in a non-commercial manner to refer to LEGO products or elements which are used in your camp, class or organization, as long as the wordmarks are used properly, are not unduly emphasized or used in a way that can lead an observer to mistakenly believe that these are sponsored or authorized by the LEGO Group.

- ✅ You may use the LEGO wordmark when mentioning the products used in your programs, but only in descriptions of your programs and not in the headline as such. For instance, you may name a camp "Robot Camp", and the description might read "In this week-long camp, kids build LEGO® Education SPIKE™ Prime robots/models that..."
- ✅ If the LEGO wordmark is used, it should always be used in UPPER CASE. It should also be used as an adjective, not as a noun. For example, say "Models built of LEGO bricks". Never say "Models built of LEGOs". Also, the trademark should appear in the same typeface as the surrounding text and should not be

isolated or set apart from the surrounding text. In other words, the trademarks should not be emphasized or highlighted. Finally, the LEGO wordmark should always appear with a ® symbol each time it is used.

- ✘ You may not, under any circumstances:
  - use the LEGO wordmark in the title of any of your offerings. For instance, you cannot call a camp "LEGO® Robotics Camp".
  - include the LEGO wordmark into the website domain name or any Social Media channel.

### Use of other strategic LEGO trademarks

In addition to our logos and wordmarks, the LEGO® 2x4 Brick, Minifigure, and Knob Configuration are three strategic trademarks of the LEGO Group and, as such, must be treated with care.

- ✔ You may use images of LEGO models or sets that you take yourself.
- ✘ You may not, under any circumstances:
  - Use official LEGO Education or LEGO imagery.
  - Use any of the three strategic trademarks (Brick, Minifigure or Knob Configuration) on websites, Social Media platforms, or any marketing material.
  - Use any of the three strategic trademarks (Brick, Minifigure or Knob Configuration) on email, stationery, or merchandise.

### Other trademark usage guidelines

When mentioning our products, always make sure to use the full product name in the first mention, which is the first time that it appears in a headline and body copy on a page, spread, or experience. Always use LEGO and SPIKE in UPPER CASE and *FIRST* in italic. Always apply the ® and the ™ sign as shown below.

First mention	Follow on mention
LEGO® Education	LEGO Education
LEGO® Education SPIKE™ Essential	SPIKE Essential
LEGO® Education SPIKE™ Prime	SPIKE Prime
LEGO® Education SPIKE™ App	SPIKE App
LEGO® Education BricQ_Motion Essential	BricQ_Motion Essential
LEGO® Education BricQ_Motion Prime	BricQ_Motion Prime
LEGO® DUPLO®	LEGO DUPLO

<i>FIRST</i> ® LEGO® League
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<i>FIRST</i> LEGO League
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### **Required Disclaimer**

A disclaimer should be used when any LEGO trademarks are used to describe your class or camp. An appropriate disclaimer would be "The programs conducted by [insert name of program/company here] are not affiliated, sponsored, or endorsed by LEGO® Education or the LEGO Group." However, a disclaimer will not serve to undo improper trademark use. Therefore, use of the LEGO logo or improper use of the LEGO wordmark cannot be made proper by including a disclaimer.