

Tutor.com™ Trademark Use Guidelines

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Tutor.com, Inc.'s (Tutor.com) trademarks and brands are Tutor.com. intellectual property. In order to preserve and protect our brand, we have created a set of requirements when using our trademarks, product names, logos and brand in all communication, documents, social media posts, online placement, and other electronic messages.

These guidelines apply to all employees of Tutor.com and The Princeton Review as well as our customers, partners, licensees, vendors, media, and other third parties. As a customer, partner, licensee, or vendor, your legal agreement with Tutor.com may specify other guidelines which supersede those stated here.

When using Tutor.com's trademarks, product names, and brand, all statements and references must be truthful and not misleading. You must comply with these guidelines and you should not use the Tutor.com trademarks, product names, logos, or brand in any way that indicates they are your products or services or that Tutor.com. endorses your products or services, unless given express written permission.

Adjective or Noun?

When referring to the company, Tutor.com may be used as a proper noun without the addition of the ™ symbol. The first instance of the company name should be "Tutor.com. (Tutor.com)"

Use: Tutor.com has served over 18 million 1-1 tutoring sessions.

Do not use: Tutor.com™ has served over 18 million 1-1 tutoring sessions.

When describing a service or product owned by Tutor.com, Tutor.com should be used as an adjective and be followed by the ™ symbol in the first or most prominent use of the service or product name.

Use: Thousands of libraries provide Tutor.com™ Learning Suite to their patrons.

Do not use: Thousands of libraries provide Tutor.com's Learning Suite to their patrons.

The Do's

- Always use the correct trademark symbol with the first or most prominent appearance of the Tutor.com logo or mark on any print material or online display.
- Always use the correct trademark symbol when describing a service or product owned by Tutor.com, e.g. Tutor.com™ Learning Suite
- Unless exempt as a customer or through a licensee or vendor agreement, always include the correct trademark notice acknowledging ownership by Tutor.com of the logo or mark.
- Always use the registered trademark symbol ® when using Live Homework Help® and attribute ownership to Tutor.com with the statement: "Live Homework Help is a registered trademark of Tutor.com, Inc."
- If using Tutor.com logo or marks on social media posts, use the ™ or ® symbol or "tag" Tutor.com's account in your post using the following handles:
 - Twitter: @tutordotcom
 - LinkedIn: tag "Tutor.com"
 - Facebook: tag "Tutor.com" or tag "Tutor.com Online Tutoring for Military Families"
 - Instagram: @tutordotcom
- When using Tutor.com logo, always follow the Logo Guidelines as defined below.

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The Don'ts

- Do not alter spelling or form of any Tutor.com mark, including abbreviations, acronyms or translations, e.g. Tutor, TDC, Tutor.com or Tutor tutoring service.
- Do not use Tutor.com's logos without written authorization from Tutor.com.
- Do not use misleading or inaccurate information in conjunction with Tutor.com's marks. Media should contact Tutor.com for confirmation of correct information.
- Do not design, manufacture, advertise, or distribute any merchandise items bearing any Tutor.com logo or mark without express written permission from Tutor.com.
- Do not use Tutor.com's logos or marks in any way that infers or states that Tutor.com has any affiliation, sponsorship, endorsement or approval of your product, service, or company unless expressly allowed through a legal agreement with Tutor.com.
- Do not use any old or outdated Tutor.com logos or marks.

Logo Use

When using Tutor.com's logos or marks, do not alter the logo, including font, color, size ratio, wording or graphics in any way. The Tutor.com logos should never be printed with a width less than 1.25 inches or displayed with a width of less than 325 px.

Customers with a current legal agreement may use the unaltered Tutor.com's logos to promote access to Tutor.com's services or product online, in print, or through electronic messages without including an attribution statement.

Licensees and partners with a current legal agreement with Tutor.com may use the unaltered Tutor.com logos to promote Tutor.com products and services or the binding partnership as defined in the licensee or partnership agreement.

All others must adhere to the following when using Tutor.com's logos:

1. Attribution of ownership must be given to Tutor.com when using our logos or marks.
2. The Tutor.com logos shall not be altered in anyway and use must follow Brand Guidelines.
3. You may not use a Tutor.com logo or mark in a disparaging or degrading manner.
4. All statements and claims made when using the Tutor.com logos or marks must be truthful, accurate, and complete.

Approved Logos

When logo is placed on a yellow or light blue background, please use the all black version in column 2. When logo is placed on a dark background, please use the transparent white and yellow version in column 3. At all other times, so long as logo appears visually pleasing, the full color logo in column 1 should be used.

Corporate logo: to be used when referring to Tutor.com as a corporate entity.



Product logo: to be used when referring to any Tutor.com product or service.



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Tutor.com for U.S. Military Families: only to be used when promoting or referencing this specific program.



In addition to the above logos, Tutor.com may design and subsequently own rights to logos or marks for other specific programs. Examples include HomeworkAlabama™, CareerAlabama™, Homework Louisiana™, Live Homework Help®, and TutorND™.

Tutor.com Word Marks

- Tutor.com™ Learning Suite
- Tutor.com™ K-12 Student Center
- Tutor.com™ College Center
- Tutor.com™ Career Center
- Tutor.com™ Adult Learning Center
- Tutor.com™ for U.S. Military Families
- Tutor.com™ Online Classroom
- Tutor.com to Go™ Mobile App
- Tutor.com™ SkillsCenter Resource Library
- Tutor.com™ Meeting Spaces
- Tutor.com™ Shared Staffing Classroom
- Tutor.com™ Medical School Booster Program WriteTutor™
- HomeworkAlabama™
- CareerAlabama™
- Homework Louisiana™
- TutorND™
- TutorSC™
- Live Homework Help®

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