



LOGO & PERMISSION GUIDELINES

These rules regulate the non-commercial usage of the Aithin™ logo belonging to Straits Knowledge Digital Pte. Ltd. (from here onwards, SKD)

1. Anyone can use the Aithin™ logo on their website as long as it follows these Rules. For the usage of the Aithin™ logo in a way that is not stipulated in these Rules, it is necessary to obtain written permission from SKD by sending a request to enquiries@straitsknowledge.com.
2. A link from the Aithin™ logo on a website must be linked directly to aithinsoftware.com.
3. Do not distort the Aithin™ logo, its proportions or colour palette, or the proportions or colour palette of any of its parts. Do not use the Aithin™ logo or any of its parts as part of another logo, trademark, trade name, slogan, etc.
4. Do not place the Aithin™ logo in a way that may mislead the viewer into thinking that there is a relationship between SKD and another company (or a person), or their products, services or events, when none exists.
5. The Aithin™ logo must not be placed on a website which is illegal or contains inaccurate or misleading information about SKD and Aithin™, or contains the content that violates any copyright, damages the credit, assets or reputation of SKD, or breaches SKD's ethical principles.
6. SKD reserves the right to change these rules at any time. Any such changes will be immediately effective upon anyone using the Aithin™ logo.
7. SKD reserves the right to defend its legitimate interests to the fullest extent of the law in case of any usage of the Aithin™ logo not stipulated in these rules.