

Grails® Framework

Trademark Policy and Brand Guidelines

PURPOSE

The word "Grails®" and all Grails logos, trade dress, images, and designs are proprietary assets owned by Object Computing, Inc. (Object Computing or OCI) and registered trademarks in various jurisdictions. Use and management of Grails trademarks is overseen by Object Computing and the Grails Foundation.

Trademarks protect not only the rights of those that own the marks, but also the community that relies on and uses the product or service, such as the Grails framework and its underlying open source software. Trademarks and brand standards provide community members confidence in the quality and capabilities represented by the Grails brand.

While the Grails framework is made available under an open source software license, the open source software license does not grant users a right to use Grails trademarks. Use of Grails trademarks is restricted and subject to the policies set forth in this statement and conditioned upon conforming to other requirements that are directly related to the qualities that the specific mark has been created to preserve.

This Policy establishes how and when you may use Grails trademarks. With this policy, we strive to balance two competing interests: (1) the need to ensure that Grails trademarks remain reliable indicators of the Framework's quality and origin and (2) the desire to foster use, engagement, innovation, and appropriate governance where the Grails framework is being used or referenced.

DEFINITIONS

Grails Trademarks. The word "Grails," each Grails logo identified in this policy, and other related marks adopted by Object Computing, Inc. (referred to in this policy collectively as "trademarks" or "Grails trademarks").

Commercial Users. Individuals or other entities that use the Grails framework or Grails trademarks for profit-generating purposes. This includes (but is not limited to) publishers of print and digital books and magazines, commercial software developers, and for-profit training organizations and conference organizers.

Commercial Users may not use, reproduce, advertise, display, publish, or transmit any Grails trademark without a written license agreement between the Commercial User and Object Computing. Absent such license agreement, Commercial Users are not authorized to use Grails trademarks.

Permitted use of Grails trademarks by Commercial Users must comply with this Policy, the Brand Guidelines included in this document, and the terms and conditions of the applicable written license agreement. We reserve the right to ask that Grails trademarks be removed from any promotional materials at our discretion.

To request a license to use Grails trademarks for a commercial purpose, complete the form located at [URL], and a member of the Grails brand team will contact you.

Community Users. All individuals and other entities that do not meet the definition of Commercial Users. This includes (but is not limited to) bloggers, social media influencers, and technologists presenting free talks at conferences, Meetups, and events.

Community Users may use Grails trademarks without prior written consent, as long as they comply with this Policy and the Brand Guidelines.

We encourage our growing community to submit Grails-related news, articles, and other materials to the Grails Foundation, so we can work with you and your organization to craft your content in a way that complies with this Policy and accurately credits your organization for its contributions to the Framework.

COMMUNITY TRADEMARK USE

If you are a Community User and use Grails trademarks in accordance with this Policy and the Brand Guidelines, here are some ways you may use them:

§ To identify the origin of the software that you are providing/referencing (i.e., that the code you are distributing is a modified version of our software or built on our platform/framework). You may say, for example, “this software is built on the Grails® framework.”

§ To describe the relationship between your product and/or service and the Grails framework.

§ For knowledge-sharing purposes, as long as it is clear that you are not speaking on behalf of the Grails Foundation or Object Computing and that you (or any person you are employed by or acting on behalf of) are not affiliated with the Grails Foundation or Object Computing.

§ To make or illustrate truthful statements about the Grails framework in technical blogs, social media, news reports, and commentary. For example, we encourage you to write a news article announcing that your organization has created code that is part of the Grails framework, as long as you do not suggest you are speaking on behalf of Grails Foundation. (If you wish to request a joint announcement, please contact us at marketing@grails.org)

§ To host or present talks at events that promote Grails Foundation’s open source mission that are largely attended by other open source community members. Examples of such events include (but are not limited to) hackathons, Meetups, and technical talks. (This provision does not allow you to use Grails trademarks for commercial purposes.)

§ In association with hardware devices, on the condition that the software installed on the device is modified only so far as necessary to operate on the hardware platform, the essential functions of the software are unchanged, and that you do not suggest that Grails software is the source of the hardware device itself, but rather that Grails software is incorporated into the device.

TRADEMARK GUIDELINES

The following guidelines outline how and where you may use Grails trademarks in print and digital assets. Use that fails to comply with these guidelines is prohibited, whether you’re a Commercial or a Community User.

§ You may not use Grails trademarks to directly or indirectly state that the Grails Foundation or Object Computing endorses or supports your company, products, or services, or to imply endorsement by or affiliation with the Grails framework, Object Computing, or the Grails Foundation.

§ You may not use Grails trademarks to directly or indirectly state that you are representing the Grails Foundation or that you or your employer are affiliated with the owners of the Grails trademarks and their agents.

§ You may not directly or indirectly refer to a product or service as being certified or otherwise having any relationship with Object Computing unless your organization has successfully undergone the requisite compliance testing and has explicit authorization to disclose such relationship.

§ You may not use Grails trademarks in a manner that disparages Object Computing or its technology or damages the brand integrity. This includes use of Grails trademarks in a manner that is, in OCI’s opinion, offensive, defamatory, illegal, or unethical (e.g., untruthful advertising, false/misleading promotional materials, etc.).

§ You may not use one or more Grails trademarks, or anything similar, in the name or logo of forked software projects.

§ You may not use Grails trademarks to link to any website other than grails.org or a Grails organization Github repo.

§ You may not attempt to claim or assert any ownership rights in any Grails trademark nor attempt to register any Grails trademark as a trademark, trade name, domain name, or “doing business as” name, alone or in combination with your own trademarks.

§ You may not use trademarks or other content that is confusingly similar to Grails trademarks (including use variations, foreign language equivalent, or abbreviation of Grails trademarks for any purpose).

BRAND GUIDELINES

When using the word Grails or any Grails logo, we ask that you prominently disclose the following trademark notice:

“Grails® is a registered trademark of Object Computing, Inc. Use is for referential purposes and does not imply any endorsement or affiliation with any third-party product. Unauthorized use is strictly prohibited.”

The Grails Name

The following rules apply to use of the word "Grails":

§ The word Grails in paragraph text should always be printed with the “G” capitalized and the remainder of the name in lowercase. In headings, the word may be printed in all caps.

§ The first use of the word “Grails” in running text should always be followed by the registered trademark symbol (®).

§ Do not use the word Grails as a verb or a noun. It should be used only as an adjective followed by a noun (e.g., “I love using the Grails® framework,” not “I love using Grails!”).

§ Do not use the word Grails in the plural or possessive form.

§ Do not alter or amend the word Grails in any way. It should not be combined with any other mark, hyphenated, abbreviated, or displayed in parts.

The Grails Logo

The Grails logo consists of a **circle** surrounding:

- The **logo mark** (triple-cup icon)
- The **word mark** (“Grails” in all caps)
- The **registered trademark symbol** (®)



The Grails logo should never be displayed without the registered trademark symbol.

The word mark should never be used alone without the logo mark.

The logo mark may be used without the circle and word mark, but only if the word Grails and registered trademark symbol are prominently visible in accompanying text.

Logo Variations

Certain additional entities and products incorporate Grails trademarks into their logos.

These include (but are not limited to) Grails Foundation™ and Grails Quickcasts.



Unless otherwise indicated, all guidelines outlined in this document apply to the logo mark, the word mark, the Grails Foundation logo, the Grails Quickcast logo, and any other trademark within the Grails brand family, even if all versions are not referenced in a given example.

Sir Gideon of Grails

Sir Gideon is the Grails® framework's mascot.

Sir Gideon may be used only if the word "Grails" and registered trademark symbol are prominently visible in accompanying text.

All guidelines that apply to Grails logos also apply to Sir Gideon. No changes should be made to Sir Gideon without prior approval from the Grails brand team.



Color Palette

Grails logos may be displayed as follows:

- Orange (#feb672) circle and white (#fff) word and logo mark
- White (#fff) circle and orange (#feb672) word and logo mark



Do not display the logo in any color other than orange or white.



Do not display the word mark in one color and the logo mark in another color.



Do not place the logo on a red background.



Do not place the orange logo on a background in a clashing color.



Do not place the logo on any background that could prevent the viewer from seeing it clearly.

Minimum Size

The Grails logo should always be large enough to ensure legibility. Minimum-size requirements are in place to ensure readability at reduced sizes.

For Digital Display. The logo must be a minimum of 300 pixels in width; when using the logo mark alone, the edges of the two background cups must be a minimum of 75 pixels in width.

In Print Materials. The logo must be a minimum of 2.5 inches (6.35 cm) in width; when using the logo mark alone, the edges of the two background cups must be a minimum of 1 inch (2.54 cm) in width.

Clear Space

The Grails logo should be given optimal staging in layouts. Minimum clear space is equal to the height of the G in Grails.

Never use less than the minimum clear space. Clear space is always relative to the size of the logo.



Unacceptable Usage

Design and usage standards ensure that the Grails logo brand identity is instantly recognizable however and wherever it is used. The word and logo mark are to be used exactly as designed unless written permission has been granted to alter them.

Please follow brand guidelines carefully and avoid unauthorized variations such as those displayed here.



Do not change the capitalization.



Do not change the font.



Do not surround the logo with a shape other than a circle.



Always maintain the logo's original aspect ratio; do not stretch the logo in any direction.



Do not change the number of cups.



Do not add additional text to the Grails logo that is not part of the original asset.



Do not combine the Grails logo with another product logo.

Trademark Misuse

Fighting trademark misuse is very important to us. If you have any doubt about your permissible use of Grails trademarks, please direct your inquiry to contracts@grails.org.

If you are aware of a breach of this Policy or our Brand Guidelines, please bring it to our attention at contracts@grails.org so that we can investigate further.

Summary

The Grails word mark, Grails logo mark, Grails Foundation logo, Grails Quickcast logo, Sir Gideon of Grails, and any other graphic representations of Grails-related products and entities (Grails trademarks) are proprietary assets owned by Object Computing, Inc.

Use of these assets by Community Users, as defined above, is permitted as long as such use complies with this Trademark Policy and the enclosed Brand Guidelines.

Use of these assets by Commercial Users, as defined above, in product documentation, marketing materials, and all other print and digital communications is prohibited without express written authorization from Object Computing.

No third party, whether a Community or Commercial User, may alter or modify Grails trademarks, except as expressly outlined in this document. Violations of the requirements in this document may be grounds for terminating any authorization granted by Object Computing. Authorization may be granted with additional restrictions not referenced here; individual authorization documentation takes precedence over information presented in this document.



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