

Numenta Logo and Technology Credit Guidelines

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Overview

These guidelines show the correct treatment of the Numenta logo in developer software, web sites, documentation and other communications materials, as well as the required credit line for the use of Numenta technology. These guidelines may be updated without notice. Any newly released software or materials should conform to the then-current guidelines, so please check back to see if there is a new version before new software releases.

The Numenta Corporate Logo

Numenta's corporate logo includes the hierarchy symbol and the characters "Numenta", as per the below example. This is a registered trademark. The corporate logo may not be used by developers without express written permission from Numenta.



The Numenta Ingredient Logo

Numenta's ingredient logo combines the corporate logo with the characters "INTELLIGENCE BY", as follows:



This ingredient brand is available for developers to include with their software, web sites, documentation or other communications materials. This paper describes the proper use of the "Intelligence by Numenta" logo (referred to as IbN). The artwork for this logo is available on the Numenta web site at <http://www.numenta.com/images/IntelligenceByNumenta.png>.

General Guidelines

IbN should be used by software developers who have embedded Numenta's Hierarchical Temporal Memory (HTM) technology into their products, whether for non-commercial or commercial purposes. Numenta's HTM products include the NuPIC platform, the Numenta Vision Toolkit, and the Numenta Web Services.

It should be clear that the developer's application was not developed by Numenta. To this end, developers should make the IbN logo subordinate in size and placement to the developer's logo (if present), or include a statement such as "Developed by X" in the vicinity of the IbN logo. The Numenta logo may not be used by the developer as a desktop or mobile icon for their products.

The logo may not be used by developers whose product or software does not include Numenta HTM technology. Developers who are creating HTM based products without using NuPIC, the Numenta Vision Toolkit, or the Numenta Web Services may not use the IbN logo.

Graphic Standards

The IbN logo consists of the hierarchy graphic, the logotype words “INTELLIGENCE BY” and “Numenta”, and the white space immediately surrounding the logo. The IbN logo does not require a border, but one may be added as required for clarity. If you add a border to the IbN logo, please send it to info@numenta.com for approval in advance of using it. You may not separate the elements of the IbN logo.

Logo colors

The IbN logo is only available today in the four-color version. If a black or grayscale version is needed, please contact Numenta at info@numenta.com.

Background color

The preferred background color of the IbN logo is white. The logo may appear on color backgrounds as long as it is still legible. If the logo is not legible on the background, it may be surrounded by a white box with a black border, with the minimum clear space indicated below.

Logo size

The minimum size for the IbN logo in printed materials is 30mm lengthwise, which yields approximately 10mm tall. In a software application, the minimum size is 30mm lengthwise, or 1/3 the available screen width, whichever is smaller, as long as the text is legible.

Clear space

It is important to leave some open space around the IbN logo. Do not place graphics, types, photographs or illustrations too close to the logo. It is recommended that you leave space around the logo of approximately ¼ the height. For example, if the height of the logo is 10mm, the recommended blank space around the logo should be approximately 2.5mm.

Avoid Mistakes

Always reproduce the complete logo using the electronic artwork provided. Do not alter the logo in any way. Do not redesign, redraw, animate, or alter the proportions of the logo. Do not rotate it or render it three-dimensional. Do not incorporate the logo into any other design, and never add new elements to the logo. Do not use any part of the logo as a decorative element, background or pattern. Do not alter the relationship between the graphic and the logotype in any way, and do not add words or version numbers to the logo. Do not set the type yourself, change the font, or alter the size or proportions of, or space between, the letters. Do not change the colors of the logo.

Trademark Symbol

The IbN logo includes the embedded registered trademark symbol (®). Do not delete this symbol from the logo.

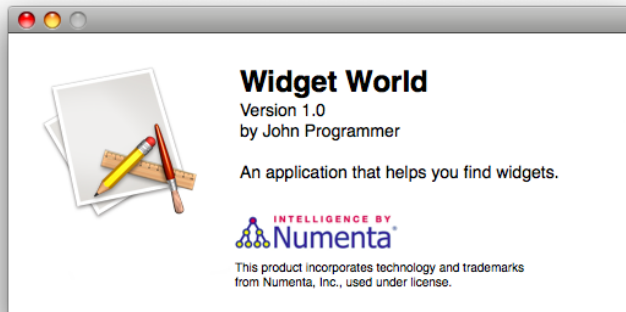
Trademark and Technology Credit Line and IbN Logo Placement

Use the following credit line in all printed materials and in all software products:

This product incorporates technology and trademarks from Numenta, Inc., used under license.

In software, the credit line and the IbN logo should be placed where product version information is included, such as in an about box, or a start-up screen. On a web site or in printed literature, the credit line and IbN logo should be placed along with other attribution notes. If the IbN logo and

credit line is in the about box, it does not need to be displayed continuously in the application. If the developer desires displaying the IbN logo, he/she may do so, but must adhere to the guidance about making it clear that it is a developer, not Numenta, application. Below is a sample of the proper placement of the IbN logo and credit line.



Use of the Term Hierarchical Temporal Memory, HTM

The term HTM, for hierarchical temporal memory, is not used as a brand by Numenta. Numenta created the term to describe the generic case of the technology under development. The term HTM may be used freely without regard to Numenta's technology. If used in the context of Numenta, it is recommended that HTM be used as an adjective, i.e. "Numenta's HTM technology." The term HTM is not trademarked or registered.

For More Information

If you need more information, feel free to contact us at info@numenta.com.