# MARCA CORONA

**CERAMICHE DAL 1741** 

Dear User,

This document\* defines the scope, conditions and instructions for use of visual material and texts of Ceramiche Marca Corona, such as for instance, but not limited to, catalogues, texts, technical data tables, trademarks. logos, product photos, product settings, videos, etc.

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The following information applies to reproduction of visual material and texts on your merchandising tools, your website, your catalogues or by any other means of communication used, such as for instance but not limited to: press, video, radio, the Internet, social media, instant message platforms or VoIP.

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The reproduction of trademarks and logos containing the wording "Marca Corona" must only have the purpose of distinguishing and describing materials manufactured by Ceramiche Marca Corona. Trademarks and logos must be provided by our company and the trademark used for the sole purpose of advertising and promoting the products of Ceramiche Marca Corona.

The "Marca Corona" trademark must always be reproduced in its original format. Proportions, colours and other distinctive features must never be modified. The use of unrelated effects or filters is not allowed. Unless we have given our prior authorisation, the trademark and trade name cannot be used in domain names and trademarks all over the world, nor within the scope of AdWords advertising for search engines.

Reproduction of the Marca Corona trademark must in no manner allow anyone to believe that Ceramiche Marca Corona is sponsoring or promoting your website, activities or the commercial actions that your website advertises.

The Marca Corona trademark must in no manner be used to lead the public to believe that there are ties between our companies that differ from a typical commercial co-operation between manufacturer and retailer of ceramic tile.

Reproduction of the Marca Corona trademark must not damage the reputation, respectability and commercial position of Ceramiche Marca Corona; should this happen, the trademark must be removed upon receiving our demand for this to be done.

The Marca Corona trademark must not be used to compare our products with those of others.

## Marca Corona website linking policy

Links to the home page of our company website, www.marcacorona.it (surface linking) are permitted; the same applies to links to pages of our website (deep linking). Framing is on the other hand not permitted (where frames means displaying pages of another website on one's website within a frame, which may lead to believe that the contents belong to the same website).

Ceramiche Marca Corona reserves the right to demand removal of inbound links, should the same believe at its sole discretion that these may damage the reputation, respectability and commercial position of Ceramiche Marca Corona.

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The design, management and coordination of the material provided are at the care of the Marketing Dept of Ceramiche Marca Corona, which can be contacted at the marketing@marcacorona.it address.

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The right to use trademarks, names or other identification marks of Ceramiche Marca Corona, and to use logos, product photos and settings, films, music, catalogues, etc., will be immediately revoked in the event of infringement of the provisions set forth in this document and in the event that the contractual relationship with Ceramiche Marca Corona comes to an end or is terminated. Removal of the above must take place within 15 days from receiving notice of infringement or from termination of the contract, and must apply also to websites that contain them and that are related to your company.

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For any questions or explanations relating to the use of visual material and texts, write to: marketing@marcacorona.it

Ceramiche Marca Corona

For acceptance
Stamp and signature

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