

# Guidelines for AXELOS Global Best Practice Intellectual Property

Audience: Trade Mark and Copyright Licence Holders  
ITIL Software Scheme Licence Holders

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[AXELOS.com](http://AXELOS.com)

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## GENERAL

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AXELOS encourages the creation of new and innovative products and services. This may be done by:

- Creating a product that, when compared to an official AXELOS product or service, is transformed, distinctive, and is clearly differentiated from AXELOS products.
- Including a substantial amount of new material to the AXELOS source material in order to add a new perspective, purpose or dimension. You should ensure that your new material is completely original and is not simply a rewording of the AXELOS material; or
- Presenting the material in a completely different way so that it enhances the customers' understanding of the AXELOS guidance.

The purpose of this document is to provide guidance to licensees on how to use our intellectual property correctly. These guidelines will show you how to use AXELOS copyright materials and trade marks and when statements should accompany these uses. These guidelines also let you know what you can do based on the type of licence you have.

As laws relating to intellectual property vary from jurisdiction to jurisdiction. AXELOS does not accept any liability for any loss or damage arising out of reliance placed by any organization or person upon these guidelines. These guidelines are not legal advice. Any organization or person using these guidelines should seek their own legal advice.

If you have any queries regarding anything in these guidelines or relating to use of our intellectual property, please contact us at: [licensing@axelos.com](mailto:licensing@axelos.com)

## GUIDELINES

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### Definition of terms

Term	Definition
Copyright	Refers to text, diagrams and tables that form part of the content of the official Global Best Practice portfolio material that is available for re-use in accordance with the terms of your Agreement
Licence	Refers to the agreement between you and AXELOS granting rights to use our Trade Marks and copyrighted materials.
Product	Refers to a product which has passed the assessment process and is specified within your licence agreement with AXELOS.
Symbol	Refers to the ™ or ® symbols which are used to denote unregistered and registered trade marks. If a trade mark features a ™ symbol, the trade mark possesses unregistered rights. If a trade mark features the ® symbol, the trade mark is registered. It is important that the correct trade mark status is used. For a list of our registered trade marks please refer to <a href="https://www.axelos.com/licensing/product-trade-mark-registrations">https://www.axelos.com/licensing/product-trade-mark-registrations</a> .
Trade Marks	Refers to our logos and word marks.
Word Marks	Refers to trade marks in normal font, for example the product names: PRINCE2®, PRINCE2 Agile®, MSP®, P3O®, P3M3®, M_o_R®, ITIL®, MoP®, MoV® and RESILIA™.

### Use of AXELOS Trade Marks in Products

You can use the appropriate Trade Mark owned by us in accordance with your licence agreement with AXELOS. The agreement will detail the applicable Trade Mark logo to use.

Further details on using the logos can be found in Annex 1.

### Use of AXELOS Word Marks in Products

- On the first use of any Word Mark, the correct symbol (™ or ®) must be used.
- The correct acknowledgment statement must accompany the first use. To determine whether a mark is registered or not please see our website at <https://www.axelos.com/licensing/product-trade-mark-registrations>
- On subsequent uses of the Word Mark (within that document) the acknowledgement statements and symbols are not required.
- More detailed examples can be found in Annex 2.

### Use of AXELOS Copyrighted Materials in Products

- Acknowledging use of AXELOS Copyright text should be done where each piece of AXELOS Copyright material is used, for example:

Copyright © AXELOS Limited 20XX. Used under permission of AXELOS Limited. All rights reserved.

- The statements can be included in the footer, header, watermark, or any other suitable placement.
- Further details can be found in Annex 3.

### Displaying the material

You **must not** use the material in a way that might mislead the public. This might happen if you:

- Copy the exact look, style or appearance of AXELOS source material on the cover of your product;
- Use AXELOS diagrams or text on the cover of your product or service;
- Use words or phrases like “official” or “from the originators of ITIL” etc. in association with your product;
- Do not prominently display your organizations name or brand on your roduct or marketing material; or
- Use the material for the principle purpose of advertising or promoting a particular product or service, which could imply that it is endorsed or supported by AXELOS.

### Marketing material

- A Trade Mark **may** be used in marketing material (e.g., flyers, brochures and mail shots) if you are licensed to use that Trade Mark.
- A Trade Mark **may not** be used:
  - to advertise other products or services that you are not licensed to provide (there must be a clear distinction and separation between the marketing material for the Product or materials to which the Licence has been obtained and other goods or services offered by you).
- All the rules regarding statements and symbols apply equally to marketing materials as they do for the Product.

### Website

- A logo can **only** be used as a hyperlink to the associated product’s official-site.
- The acknowledgement statement **must** be shown on either each page where the logo appears or may be referenced on an acknowledgements/copyright page, accessible via a link from each webpage where the logo appears.

## ANNEX 1 - GUIDELINES FOR USE OF AXELOS PRODUCT TRADE MARK LOGOS

### AXELOS Global Best Practice Product Trade Mark Logos

AXELOS limits the use of its logos to persons and organizations who have signed a Trade Mark (and copyright) Licence Agreement and have complied with the requirements of the applicable quality control or other checks as appropriate.

In order to obtain permission to use the logos, or if you wish to use the Trade Marks in any way other than as detailed in the Licence Agreement then please contact the licensing team at [Licensing@AXELOS.com](mailto:Licensing@AXELOS.com).

### Licensed Product Marks and Logos

The appropriate logos will be available to applicants whose products have completed the Trade Mark (and copyright) Licensing Scheme. **Only the appropriate logo as detailed within your licence may be reproduced and you will be provided with the appropriate logo to use.**

Note:

- You can change the size of AXELOS Trade Mark logos, but they remain in proportion.
- You cannot change the colours or modify the logos.
- An AXELOS logo must always be accompanied with the correct symbol. The first use of the logo must also be accompanied by the relevant Trade Mark acknowledgement statement. On any other uses of the logo within that document, this is not required. For example:

#### Logo



#### Trade Mark acknowledgement statement

PRINCE2 is a [registered] trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.

The Swirl logo is a trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.

ITIL is a [registered] trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.

The Swirl logo is a trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.

## General placement and use of logos

The logos may be placed in any position on the cover of books, CDs or Products and may be used as follows:

- displayed once on the front and once on the back cover of books or Products; and
- displayed once on the spine of a book or Product only where there is sufficient space to display the logo in its entirety.

The logos can be placed in any position on electronic Products and may be used as follows:

- displayed once on the front and once on the back cover of the Product packaging;
- displayed once on the Product itself; and
- displayed and also once within the electronic Product itself.

## Process Compliant Logos (ITIL Software Scheme)

These Trade Mark logos are available to applicants who have endorsed software tools via the ITIL Software Scheme known as “Process Compliant” logos. Only the appropriate logo as detailed within your licence may be reproduced.



These logos must be used in conjunction with the following acknowledgement statements:

***ITIL is a [registered] trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.***

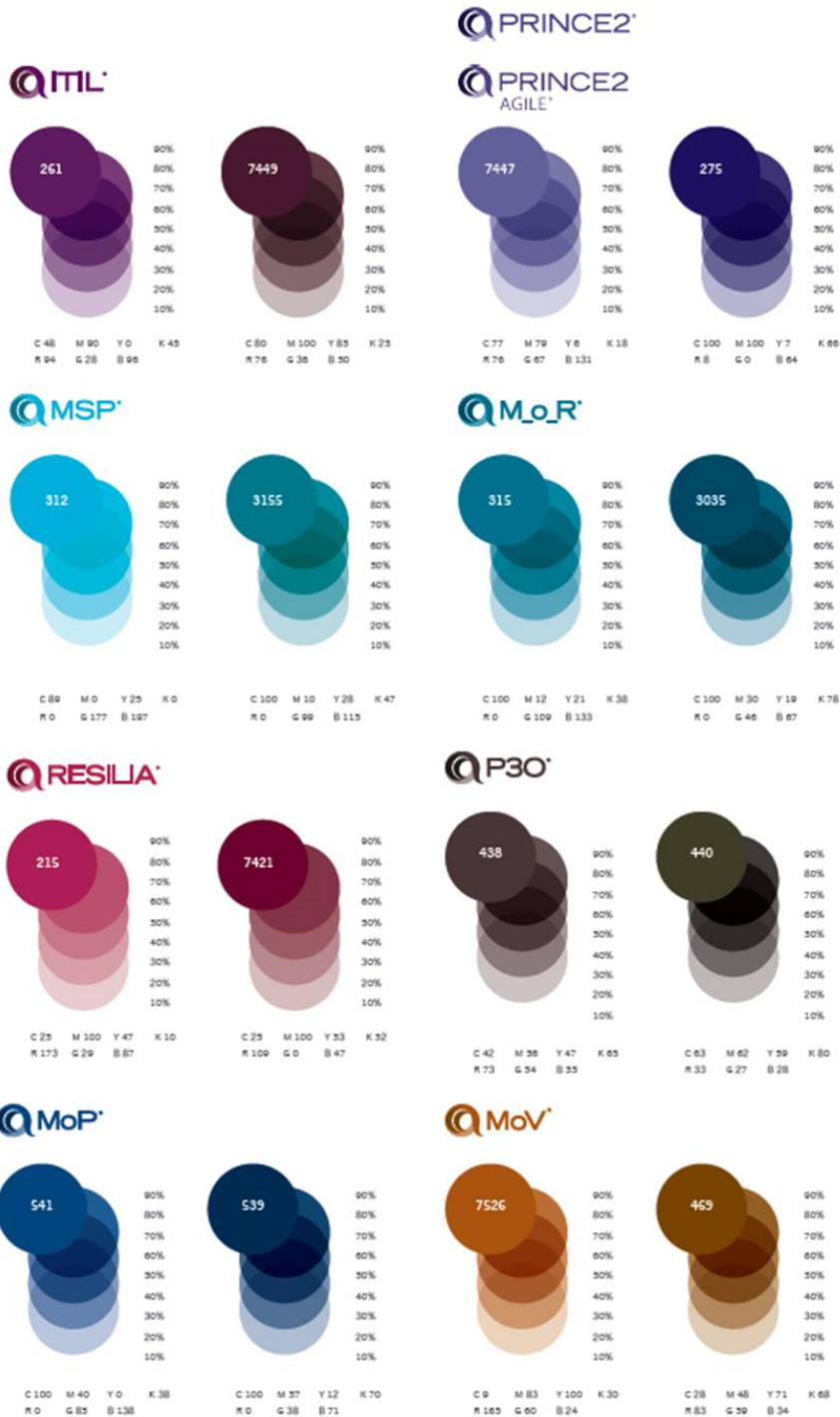
***The Swirl Logo is a trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.***

Note:

- Wherever the Process Compliant logo is shown it must be accompanied by a statement detailing the processes that have been reviewed and are compliant.
- The processes must be listed wherever the Process Compliant logo is used. Therefore, if using the logo on the front of a package they should be listed alongside the logo or be listed on the back alongside other information.
- If the logo is used on any marketing material, the processes should be listed on the same page/stand etc.
- All listings should be clear and legible.

**Where a trade mark is a logo the following rules shall apply**

The logos must not be altered in any way, other than for re-sizing purposes. For your information the logos use the following pantone/RGB colours.





## ANNEX 2 - GUIDELINES FOR USE OF AXELOS WORD MARKS

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### AXELOS PRODUCT TRADE MARK (WORD MARK) USE

The table below shows examples how to use Word Marks and acknowledgement statements.

Type of Mark	AXELOS Trade Mark Title	Trade Mark Acknowledgement Statements
Registered	ITIL®	ITIL® is a registered trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.
Unregistered	RESILIA™	RESILIA™ is a trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.

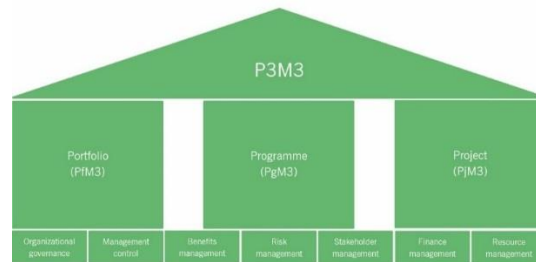
Where several trade marks are being used together and there is limited space available, the use of the following format is acceptable:

Type of Mark	Trade Mark Acknowledgement Statements
All Registered	ITIL® and PRINCE2® are registered trade marks of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.
Partially Registered	ITIL® and PRINCE2® are registered trade marks of AXELOS Limited, used under permission of AXELOS Limited. RESILIA™ is a trade mark of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.
All Unregistered	RESILIA™, PRINCE2™ and PRINCE2™ Agile are trade marks of AXELOS Limited, used under permission of AXELOS Limited. All rights reserved.

## ANNEX 3 - GUIDELINES FOR USE OF AXELOS COPYRIGHT MATERIAL

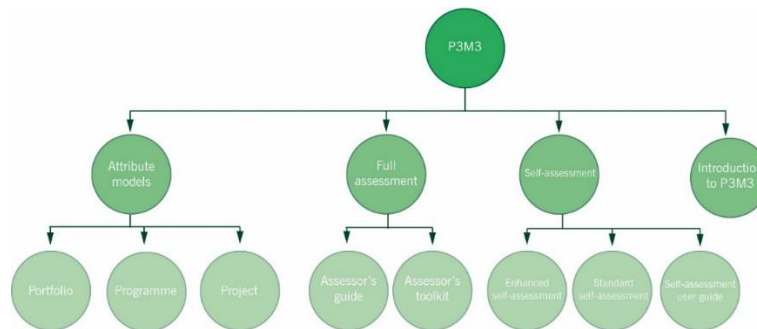
All copyright material re-used from an AXELOS publication must be properly acknowledged by use of an appropriate copyright statement. The statements can be included in the footer, header, watermark, or any other suitable place.

### EXAMPLES: TEXT, DIAGRAMS AND TABLES



Copyright © AXELOS Limited 2016. Used under permission of AXELOS Limited. All rights reserved.

Where possible also reference the full source of the text, diagram or table (title of publication, page number etc.), as detailed below:



Copyright © AXELOS Limited 2016. Used under permission of AXELOS Limited. All rights reserved. (Figure 1.1 *Introduction to P3M3*®, P3M3® Version 3, p. 6).

### EXAMPLE: COPYRIGHT REUSE IN VIDEOS AND OTHER FORMATS

The same principles apply to videos as they do to hard copy material. Videos need to include the relevant copyright statement.

### EXAMPLE: DERIVATIVE WORKS

When creating a new work that is based upon AXELOS copyright materials, please modify the following statement as needed:

Based upon AXELOS® [Product name ®/™] materials. Material is used under licence from AXELOS Limited. All rights reserved.

### QUERIES

For any questions or clarification on these Guidelines, please contact us at: [Licensing@AXELOS.com](mailto:Licensing@AXELOS.com)