



Image Resource Policy

Registration and Trademark Guidelines

The following list shows proper use of registration and trademarks for IntelliTools products. Please note that software product names should always appear in italics. Also note that if the product is listed in a document's Copyright Notice, then a registration or trademark is not required in other areas of that document. If it is not listed, please use the registration or trademark the first time the product name appears in the document.

ClickIt!®

Fun, Two, Three!™ (spelled out)

IntelliKeys® (or *IntelliKeys*® Classic)

IntelliKeys® *Overlay Printer* (after first mention, can be written as *Overlay Printer*)

IntelliKeys® *Overlay Sender* (after first mention, can be written as *Overlay Sender*)

IntelliKeys® USB

IntelliMathics® 3

IntelliPics®

IntelliPics® *Studio 3*

IntelliTalk® 3

IntelliTools® *Classroom Suite*

IntelliTools® *Reading: Animal Habitats - Story Kit Deluxe* (after first mention, can be written as *Animal Habitats - Story Kit Deluxe*)

IntelliTools® *Reading: Balanced Literacy* (after first mention, can be written as *Balanced Literacy*)

IntelliTools® *Reading: Five Cuddly Teddies Story Kit* (after first mention, can be written as *Five Cuddly Teddies Story Kit*)

IntelliTools® *Reading: Old MacDonald's Farm Story Kit* (after first mention, can be written as *Old MacDonald's Farm Story Kit*)

IntelliTools® *Reading: Story Kits* (after first mention, can be written as *Story Kits*)

IntelliTools® *Reading: The Colorful Caterpillar Story Kit* (after first mention, can be written as *The Colorful Caterpillar Story Kit*)

IntelliTools® *Reading: The Dough Man Story Kit* (after first mention, can be written as *The Dough Man Story Kit*)

MathPad™

MathPad™ *Plus: Fractions and Decimals* (after first mention, can be written as *MathPad Plus*)

Number Concepts 1 with Oshi the Otter™ (after first mention, can be written as *Number Concepts 1*)

Number Concepts 2 with Penn and Gwen™ (after first mention, can be written as *Number Concepts 2*)

Overlay Maker® (after first mention, can be written as *Overlay Maker*)

ReadyMade® *Fractions 1* (after first mention, can be written as *Fractions 1*)

ReadyMade® *Fractions 2* (after first mention, can be written as *Fractions 2*)

ReadyMade® *Lewis and Clark* (after first mention, can be written as *Lewis and Clark*)

ReadyMade® *Primary Literacy 3* (after first mention, can be written as *Primary Literacy 3*)

ReadyMade® *Primary Writing 3* (after first mention, can be written as *Primary Writing 3*)

SwitchIt!® *Arcade Adventures*

SwitchIt!® *Early Math*

SwitchIt!® *Opposites*

SwitchIt!® *Patterns*

SwitchIt!® *Pictures*

SwitchIt!® *Scenes*

IntelliTools® Image Resource Policy (continued)

Credits Guidelines:

When referring to IntelliTools products, and/or using IntelliTools product logos, IntelliTools should be clearly identified as the creator. When using IntelliTools imagery, please credit with "Imagery provided courtesy of IntelliTools®, Inc."

Photo Usage Guidelines:

When using any IntelliTools photographs on screen or for printed materials, they must be used without alteration.

Logo Size Guidelines (screen or print):

When using any of the IntelliTools logos for screen or print, the following size guidelines apply:

- **Larger than 3/4 inch (54 pixels):** No restrictions.
- **Between 3/4 inch (54 pixels) and 1/2 inch (36 pixels):** If the logo is a diamond shape, then the product name on upper left side of diamond needs to be removed. The product name then also needs to be shown in relation to the logo, either by creating text, or by re-using the art which was removed from side of diamond at a readable size.
- **Under 1/2 inch (36 pixels):** The logo cannot be used at this size, it is too small to be readable.

Logo Color Matching Guidelines (print):

All of the IntelliTools logos available for download have been converted to CMYK. For color matching purposes, however, the following is a list of the PMS colors that the logos originated from. Please try to match these colors as closely as possible when printing (unlisted products did not originate from PMS colors):

IntelliTools	Diamond and text: PMS 5265 CVC, Hand: PMS 5635 CVC
IntelliTools Classroom Suite	PMS 152 CVC, PMS 5415 CVC, PMS 147-1 CVS
IntelliPics Studio 3	PMS 152 CVC
IntelliTalk 3	PMS 5415 CVC
IntelliMathics 3	PMS 147-1 CVS
IntelliTools Reading: Balanced Literacy	Blue behind text: PMS 214-3 CVS
IntelliKeys Classic	PMS 328 CVC
IntelliKeys USB	Main part of key: PMS 548 CVC (80%), Shading on key: PMS 548 CVC (100%)
Overlay Maker	PMS 1805 CVC
ClickIt!	PMS 575 CVC