

# Brand Reference Policy

## 1. Purpose

- 1.1. Alien Photonics does not reference B2B customers.
  - 1.1.1. Exceptions can be applied to distributors.
  - 1.1.2. Alien Photonics may reference B2B customers under special separate agreements.
- 1.2. Alien Photonics may indicate universities and research institutes or similar institutions on our website to factually indicate where our optical components have been delivered or used. This is nominative, informational use only, not marketing endorsement.

## 2. Scope

This policy applies only to our web properties under the alienphotonics.com domain (and any public subdomains). It covers all public pages and sections (home, product/category pages, blog/news, policy pages), all embedded media and images (including their filenames and alt text), downloadable files hosted on our site (e.g., PDFs/datasheets), and any metadata and structured data exposed to search engines.

In short: if it's publicly accessible on our website or served from our domain, it's in scope.

## 3. How we reference institutions

- 3.1. Names: We may list institutional names to indicate delivery or use of our products or services, provided statements are accurate and not misleading. We avoid any language suggesting sponsorship, partnership, or approval.
- 3.2. Logos (if shown): Logos are displayed grayscale, non-interactive, and equal weight solely for identification. We do not alter or restyle marks beyond neutral monochrome presentation, and we respect each owner's brand rules.

## 4. Presentation standards

- 4.1. No "partners," "trusted by," "endorsed by," or similar claims.
- 4.2. Upon written request from the institution, we will add a link from its logo to the institution's official homepage or relevant lab page during the next website update.
- 4.3. Accessibility and SEO: images include descriptive alt text identifies the institution and research domain, without implying endorsement.
- 4.4. External links are provided for informational purposes and do not constitute endorsement of the linked organization, its views, or its content.

## 5. Ownership & disclaimer

All institution names and logos remain the property of their respective owners and are shown for informational identification only. No affiliation, partnership, sponsorship, or endorsement is implied.

This aligns with nominative fair-use principles (identify the owner's goods/services; use only what's necessary; avoid suggesting sponsorship).

## 6. Takedown

We respect trademark owners' preferences. If any institution requests removal or modification of its name or logo, we will act promptly to comply.

## 7. Contact

Questions, requests or permissions: [info@alienphotonics.com](mailto:info@alienphotonics.com)