

Using the Shibboleth Trademark and Logo
Version 1.0
March 2006
<http://www.internet2.edu/trademarks/shibboleth/>

Background

Shibboleth[®] is a registered trademark of Internet2[®]. This policy and guidelines described in this document cover the Shibboleth wordmark, the main Shibboleth logo, specific applications of that logo—such as the “Protected by Shibboleth” mark—as well as other logos associated with the Shibboleth project.

Goals

The prime goals of this policy are 1) to ensure the continued value and integrity of the Shibboleth trademark and, 2) to promote awareness and adoption of Shibboleth technology by encouraging appropriate use of the trademark and logos.

Requirements

The overarching requirements of the Shibboleth trademark policy are that any use be non-confusing, non-diluting, and non-disparaging. Non-confusing means that use should not imply inaccurate affiliation with or endorsement by Internet2 or the Shibboleth team. For example, websites or software that are not affiliated with or produced directly by the Shibboleth team should not imply, either directly or by omission, that they are. Non-diluting means that use may not contribute to the mark becoming a generic term. Non-disparaging means that Shibboleth trademarks may not be used to defame or derogate. Of course Internet2 and the Shibboleth team recognize that these, and any other marks, may be used within the bounds of “fair use”^{*}.

Applications

You can do many things with the Shibboleth logos without the explicit permission of Internet2. However, there are also things you may not do without obtaining written permission. General guidelines are below. Please contact info@internet2.edu for more information.

General Restrictions

There are two broad restrictions on using the Shibboleth wordmark and logos. The first is that you may not produce modified versions of them. A modified logo dilutes the unity of the Shibboleth brand and raises the possibility of user confusion, thus violating the overarching goals of this policy and the obligations that come with a registered trademark.

The second restriction is that high-resolution copies of Shibboleth logos are not generally available for use or distribution. If you have a very good reason to seek an exception to this rule, please contact the Internet2 trademark team at

^{*} “Fair use” is a legal term used to describe the right to use a trademark for certain purposes and under certain conditions without obtaining permission from the mark’s owner. If you have questions about whether your intended use of Shibboleth trademarks fall into this category, please contact info@internet2.edu

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General Permissions

As long as they the simple visual guidelines provided at <http://www.internet2.edu/trademarks/shibboleth/> are followed, you are encouraged to use unmodified Shibboleth logos in the following way:

- in presentations about Shibboleth,
- on t-shirts, caps, or other items for personal (non-commercial) use, and
- on websites, posters or other promotional items that support the goals and meet the requirements above.

Please contact the Shibboleth trademark team at info@internet2.edu if you have any questions about how you would like to use the Shibboleth logo.

"Protected by Shibboleth"

The "Protected by Shibboleth" is a special instance of the Shibboleth logo and is reserved for use on websites IF and ONLY IF the website implements and uses the Shibboleth System software developed by the Internet2 Shibboleth team.

The "Protected by Shibboleth" logo explicitly is not intended for and may not be used by sites that have implemented software other than the Internet2 Shibboleth System. This includes, but is not limited to, software that conforms to the Shibboleth specification, software that conforms to the specifications that the Internet2 Shibboleth specification implements, or software that interoperates with the Internet2 Shibboleth System.

The Shibboleth System software and more information can be found at:
<http://shibboleth.internet2.edu/release/shib-current.html>

Sources

For the latest version of this document, logo source files, visual guidelines, as well as examples of proper uses of the Shibboleth logo, please see:
<http://www.internet2.edu/trademarks/shibboleth/>.

For more information about Shibboleth architecture, software, technology, and development team, please see:
<http://shibboleth.internet2.edu/>

For more information, contact info@internet2.edu