

ORamaVR SA

Trademark & Brand-Usage Guidelines

Using ORamaVR marks and the “Powered by ORamaVR” badge

These Guidelines explain how partners, customers, resellers and the press may refer to ORamaVR and use its trademarks and the “Powered by ORamaVR” badge. They protect the marks and prevent confusion. Use beyond these Guidelines requires written permission.

1. ORamaVR marks

“ORamaVR”, the ORamaVR logo, and product names including JARIA, OMEN, Creator, VTC and SIM-Library names are trademarks of ORamaVR SA. Use TM/_® as indicated and attribute them to ORamaVR SA on first use.

2. Permitted use

- Truthful, factual reference to ORamaVR and its products (nominative use).
- Licensed partners, resellers and OEMs may use the approved “Powered by ORamaVR” badge as permitted in their agreement (OEM Master Agreement, Direct MSA, Master Distribution Agreement, or Publisher Agreement).
- Press and analysts may use the logo to refer to ORamaVR in coverage, unaltered.

3. Rules

- Do not alter, recolour, stretch, or add effects to the logo; keep the minimum clear space and minimum size.
- Do not use the marks in your own product name, company name, domain, app name, social handle or as a trademark.
- Do not imply partnership, endorsement, sponsorship or certification you do not have.
- Do not combine the marks with your logo to create a single combined mark without written approval.

4. Co-branding & inbound logos

Co-branded materials require ORamaVR’s written approval. ORamaVR’s use of a partner’s or customer’s logo (e.g. in reference marketing) is governed by the Logo & Reference Consent (OVR-REF-001); brand permissions are reciprocal and recorded. Institutional counterparties may condition use of their name and marks on their own branding-approval process, as reflected in the applicable jurisdiction addendum (OVR-PUB-ADD-001 §7 / OVR-MSA-ADD-001).

5. Attribution — “Powered by ORamaVR”

This Section is the single home for ORamaVR attribution specifications across the suite. The canonical attribution is the approved “Powered by ORamaVR” badge or, where the badge cannot be reproduced, the text legend “Powered by ORamaVR”. It must be reproduced unaltered, legibly and at no less than the minimum size and clear space defined in the brand assets, and appears (a) on the product splash or loading screen and (b) in the product’s credits or “About” screen; additional placements (packaging, marketing materials) may be agreed in the applicable agreement.

The specification applies as follows: (a) Partner Products under the Master Distribution Agreement (OVR-MDA-001) — deal-specific placement and format are recorded in Schedule PSIM (OVR-SCH-PSIM); (b) Publisher SIMs under the SIM Library Publisher Agreement (OVR-PUB-001) — deal-specific placement and format are recorded in Schedule A (OVR-SCH-A); (c) Creator content — attribution is optional, per the Creator Pro EULA (OVR-CRE-001) Article 9; and (d) Custom SIMs under the Custom SIM Service Agreement (OVR-SVC-001) — placement is recorded in the SOW. Attribution obligations are contractual obligations under those agreements; these Guidelines supply the single canonical specification of form, placement, size and legibility.

6. Approval & takedown

Request approval and the brand assets from brand@oramavr.com. ORamaVR may require correction or cessation of any non-conforming use. Owner: Legal + Marketing.