

Trademark & Brand Usage Guidelines

Document 10 of 10 · MaintlyQR Legal Package v1.1

Effective: July 2, 2026 · Revised: July 2, 2026

How MaintlyQR's name, trademark, and visual identity may be used.

1. Our Trademark

The following constitute the trademarks and brand assets of MaintlyQR (registration in progress in key markets):

- MaintlyQR™ — the platform and brand name
- The MaintlyQR logo (red gear combined with QR motif)
- The MaintlyQR wordmark
- The Verified Mechanic badge design

MaintlyQR is the single registered brand. 'Maintly' may be used informally as a short form in casual contexts, but is not a separately registered trademark and should not be used alone in formal, legal, marketing, or commercial contexts.

These marks represent MaintlyQR's goodwill, reputation, and quality standards. Unauthorised use is prohibited and may constitute trademark infringement. Common law trademark rights exist from the date of first commercial use, regardless of registration status.

2. How to Refer to MaintlyQR

Use the full name 'MaintlyQR' on first reference in any document, communication, or published material. 'Maintly' may be used as an informal spoken or conversational short form, but should not replace 'MaintlyQR' in formal or public-facing contexts.

Correct: 'I manage my workshop's service history using MaintlyQR.'

Incorrect: 'I use MQR' or using 'Maintly' as a standalone brand name in formal contexts.

MaintlyQR is a proper noun — not a verb, adjective, or generic term for QR-based maintenance tracking.

3. Permitted Uses (No Permission Required)

You may use MaintlyQR's name without written permission when:

- Accurately describing your use of the Platform in editorial, journalistic, or educational content
- Saying 'My workshop uses MaintlyQR for digital service records'
- Linking to www.maintlyqr.com

These uses must not imply endorsement, sponsorship, or official affiliation with MaintlyQR.

4. Prohibited Uses

Without MaintlyQR's prior written consent, you may not:

- Use MaintlyQR's name or logo in your product name, company name, or domain name
- Display MaintlyQR's logo in advertising, signage, or merchandise
- Create modified or derivative versions of any MaintlyQR brand element
- Suggest affiliation, partnership, or endorsement by MaintlyQR without a current written agreement
- Register any domain, social handle, or business name containing 'MaintlyQR' or 'Maintly'
- Use our marks in any manner that could damage our reputation or mislead the public

5. Visual Identity Standards

Where MaintlyQR grants brand usage permission, these standards apply:

Primary brand colour: #dc2626 (MaintlyQR Red) — use exactly, no approximations

Dark colour: #111111 — used for headings and body text

The logo must not be stretched, distorted, recoloured, rotated, or altered in any way

Minimum clear space: equal to the cap-height of the 'M' in the wordmark on all sides

Do not place the logo on low-contrast backgrounds that reduce legibility

6. Press and Media

Journalists and content creators may use MaintlyQR's name and logo in editorial coverage. We ask that you:

- Spell the name correctly: MaintlyQR
- Use the most current logo version (available at www.maintlyqr.com)
- Not imply that MaintlyQR has reviewed or endorsed your content

For interviews, demos, or high-resolution brand assets: support@maintlyqr.com

7. Partnership and Reseller Branding

Partners and resellers with a current written agreement with MaintlyQR may use approved co-branding assets as specified in that agreement. Written partnership agreements take precedence over these guidelines to the extent they are inconsistent.

8. Reporting Brand Misuse

If you observe unauthorised or misleading use of the MaintlyQR brand, report it to support@maintlyqr.com with a description or link. We will investigate promptly.

9. Contact

Brand licensing, partnership enquiries, and trademark matters: support@maintlyqr.com
