Qlik Logo and Trademark Policy

02.01.2021
The Qlik Logo

LOGO SIGNATURE

The Qlik signature logo is comprised of two main pieces—the logotype and brandmark. These elements must always remain locked up as shown, and must never be placed as individual pieces or adjusted. The only exception to this is at extremely small scales, as shown on the following page.

LOGO COLORS

Qlik Gray and Qlik Green are the primary colors used in the full-color signature logo. Do not substitute other colors or combinations. Be sure to use the correct color breakdowns for the intended color space, i.e., do not use CMYK colors (intended for print) when the logo is appearing on screens (RGB/Web colors).

Logotype

QLIK GRAY
RGB  84 / 86 / 90
CMYK 66 / 57 / 51 / 29
HEX  #54565A
PMS  COOL GRAY 11

Brandmark

QLIK GREEN
RGB  0 / 152 / 69
CMYK 96 / 10 / 100 / 1
HEX  #009845
PMS  347 C
The Qlik Logo — Clear Space

LOGO CLEAR SPACE GUIDELINES

All Qlik logotypes need to retain ample “clear space” so our brand identity is clear, distinct, and legible from other design elements. The clear space for the Qlik logo is equal to the height of the “Q” in the wordmark (please reference the chart).

Do not place messaging or graphics under, touching, or too close to the Qlik logo.

Always maintain the minimum clear space, even when proportionally scaling the logo.

The minimum height of the full logo is 0.125 inches for print and 9 pixels for digital applications. For any sizes under these values, use the logomark only.
Qlik Product Typemarks

Retired Assets as of September 1, 2019

PRODUCT TYPEMARKS
As of September 1, 2019, the Qlik product typemarks have been retired. Only the Qlik master logo may be used in printed and digital materials - all typemarks should be removed.

The discontinuation of the product typemarks was a strategic decision to help foster more brand awareness and provide clarity in the market as a single solution: Qlik.
Qlik Signature Logo Policy

The Qlik logotype and brand mark should always appear as a complete signature logo lock-up.

< Correct logo use

< Incorrect logo use

Moving or changing any element of the Qlik logo is forbidden.

1. Do not move, reduce or shift the logo in any way
2. Do not use the Q brand mark on its own
3. Do not change the colors of the Qlik logotype or brand mark
# Qlik Signature Logo Policy — Backgrounds

<table>
<thead>
<tr>
<th><strong>FULL COLOR</strong></th>
<th><strong>REVERSE</strong></th>
<th><strong>REVERSE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Full-Color Signature on white" /></td>
<td><img src="image2" alt="Reverse Signature on Qlik gray" /></td>
<td><img src="image3" alt="Reverse Signature on dark toned colors" /></td>
</tr>
<tr>
<td>Full-Color Signature on white</td>
<td>Reverse Signature on Qlik gray</td>
<td>Reverse Signature on dark toned colors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>FULL COLOR</strong></th>
<th><strong>FULL COLOR</strong></th>
<th><strong>REVERSE</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4" alt="Full-Color Signature on 10% Qlik gray or any light toned color" /></td>
<td><img src="image5" alt="Full-Color Signature on dark color background" /></td>
<td><img src="image6" alt="Reverse Signature on light toned colors" /></td>
</tr>
<tr>
<td>Full-Color Signature on 10% Qlik gray or any light toned color</td>
<td>Full-Color Signature on dark background</td>
<td>Reverse Signature on light toned colors</td>
</tr>
</tbody>
</table>

< Correct background colors

The Qlik Signature has the strongest visual impact when used in full color on a white background, or reversed on Qlik colors. Please follow these guidelines when selecting which color variation to use.

- **Full-Color**
  - Preferred — use whenever possible.
  - Use the full-color Qlik Signature on colored backgrounds & photography only when there is significant contrast.

- **Reverse**
  - To be used when there is not significant contrast, or when forced to by reproduction limitations.

< Incorrect background colors

- **Full-Color**
  - Do not use the Qlik Signature on colored backgrounds & photography when there is low contrast.

- **Reverse**
  - Do not use the Qlik Signature on solid light colors that do not provide significant contrast.
Trademark Policy

Qlik has expended significant resources and time to develop a positive and widely-known reputation and associated good will. Our trademarks are important corporate assets, and to preserve and protect these assets it is necessary that we ensure they are used correctly. We acknowledge the desire of third parties to show an affiliation with Qlik, however our trademarks and trade names cannot be used in any manner that suggests an affiliation or association with Qlik or with our products without our written permission, and then only in accordance with our policy for proper use of our marks. Qlik logos may not be used without our express written consent.

- Do not use the master “Q” by itself in any online or printed materials.
- Do not use a Qlik trademark or name in a manner that is likely to cause confusion about the origin of any product, service, material, course, technology, program, or other offerings.
- Do not use a Qlik trademark or name in a manner that is likely to dilute, defame, disparage, or harm the reputation of Qlik.
- Do not use any trademark, name, or designation that is confusingly similar to the Qlik name or any Qlik trademark.
- Do not copy or imitate any Qlik trade dress, type style, logo, product packaging, or the look, design, or overall commercial impression of any Qlik logos, website, blog, or other materials.
- Do not register or use any domain name that incorporates any Qlik mark or name.
- Do not register or seek to register a Qlik trademark or name, or any mark or name that is confusingly similar to a Qlik mark or name.
- Trademarks are adjectives, and should not be made into verbs or made plural or possessive.

When we do grant the right to use our trademarks it must be done in a consistent manner:

- When referencing Qlik trademarks always include the proper notation. ® for registered trademarks and ™ for trademarks which are not yet registered. In text it is only necessary to annotate the first or most prominent instance of the trademark in a given document or piece. After this instance you may drop the ® or ™. When using logos, always include the ® or ™ in every instance. Logos may only be used under written license from Qlik.
- Always use the full, proper trademarked brand names in all communications. Never abbreviate a Qlik trademark or trade name to create an acronym.
- When using a Qlik trademark or brand, never vary the spelling, add or delete hyphens, make one word two, or use the plural form of the trademark or brand. When using a Qlik logo, never modify the design, add, or delete any elements or words, or change any colors or proportions.
- The Qlik logo must be used as a stand-alone icon to connote the origin as coming from Qlik, without other logos and trademarks associated with it.
- Do not combine the Qlik trademarks with third party trademarks. Third party names and logos cannot be used in conjunction with Qlik trademarks and logos in product names except to connote that Qlik technology is included. Qlik trademarks and logos may not be used as part of the product name for any third party product or as part of the company name for any third party company.
# Trademarks

## Qlik Trademarks

This is a listing of Qlik trademarks used in the United States and other countries. Unregistered or registration-pending trademarks bear the ™ symbol. Please note that this list is not all-inclusive and the absence of any mark form this list does not mean that it is not a Qlik trademark.

This list includes updates as of 01February 2021.

<table>
<thead>
<tr>
<th>Main Trademarks</th>
<th>Qlik NPrinting™</th>
<th>NPrinting™</th>
<th>Qlik Sense™</th>
<th>Qlik Sense Cloud™</th>
<th>Sense™</th>
<th>QlikTech™</th>
<th>Lead With Data™</th>
<th>Lead With Data™ (+ Device)</th>
<th>Qlik Analytics Platform™</th>
<th>Qlik Big Data Index™</th>
<th>Qlik Cloud™</th>
<th>Qlik Connectors™</th>
<th>Qlik Core™</th>
<th>Qlik DataMarket™</th>
<th>Qlik GeoAnalytics™</th>
<th>Qlik Geocoding™</th>
<th>Qlik Alerting™</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q® (Device)</td>
<td>Qlik NPrinting™</td>
<td>NPrinting™</td>
<td>Qlik Sense™</td>
<td>Qlik Sense Cloud™</td>
<td>Sense™</td>
<td>QlikTech™</td>
<td>Lead With Data™</td>
<td>Lead With Data™ (+ Device)</td>
<td>Qlik Analytics Platform™</td>
<td>Qlik Big Data Index™</td>
<td>Qlik Cloud™</td>
<td>Qlik Connectors™</td>
<td>Qlik Core™</td>
<td>Qlik DataMarket™</td>
<td>Qlik GeoAnalytics™</td>
<td>Qlik Geocoding™</td>
<td>Qlik Alerting™</td>
</tr>
</tbody>
</table>

### Proper spelling

Below are specific details as to how Qlik and each product should be referenced in copy. Please note spacing and capitalizations in particular.

#### Qlik Corporate

- **Qlik**
  - For use in the title of an article, book, or other publication.
  - Never pluralized or possessive.

- **QlikTech**
  - Always capitalize.
  - May be used in the title of an article, book, or other publication.

- **Lead With Data™**
  - May be used in the title of an article, book, or other publication.

- **Associative Difference®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Analytics Platform®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Big Data Index®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Cloud®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Connectors®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Core®**
  - May be used in the title of an article, book, or other publication.

- **Qlik DataMarket®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Catalog™**
  - May be used in the title of an article, book, or other publication.

- **Qlik GeoAnalytics®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Geocoding®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Alerting®**
  - May be used in the title of an article, book, or other publication.

- **Qlik NPrinting®**
  - May be used in the title of an article, book, or other publication.

- **NPrinting®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Sense®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Sense Cloud®**
  - May be used in the title of an article, book, or other publication.

- **Qlik View®**
  - May be used in the title of an article, book, or other publication.

- **Qlik View® Personal Edition**
  - May be used in the title of an article, book, or other publication.

- **Qlik Sense™**
  - May be used in the title of an article, book, or other publication.

- **Qlik Sense Business**
  - May be used in the title of an article, book, or other publication.

- **Qlik Sense Enterprise**
  - May be used in the title of an article, book, or other publication.

- **Qlik NPrinting™**
  - May be used in the title of an article, book, or other publication.

- **Qlik Cloud™**
  - May be used in the title of an article, book, or other publication.

- **Qlik DataMarket™**
  - May be used in the title of an article, book, or other publication.

- **Qlik Analytics Platform™**
  - May be used in the title of an article, book, or other publication.

- **Qlik Connectors®**
  - May be used in the title of an article, book, or other publication.

- **Qlik GeoAnalytics®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Geocoding®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Alerting®**
  - May be used in the title of an article, book, or other publication.

- **Qlik Data Integration™**
  - May be used in the title of an article, book, or other publication.

### Miscellaneouse Trademarks

- **Expressor®**
  - May be used in conjunction with the Qlik logo.

- **Q-Ball® (Device)**
  - May be used in conjunction with the Qlik logo.

- **Qlik ®**
  - May be used in conjunction with the Qlik logo.

- **Tech, Qliktech, Qlik Tech**
  - May be used in conjunction with the Qlik logo.

- **Lead With Data™**
  - May be used in conjunction with the Qlik logo.

- **Associative Difference®**
  - May be used in conjunction with the Qlik logo.

- **Associative Engine**
  - May be used in conjunction with the Qlik logo.

- **Qlik Data Analytics**
  - May be used in conjunction with the Qlik logo.

- **QlikView®**
  - May be used in conjunction with the Qlik logo.

- **QlikView® Personal Edition**
  - May be used in conjunction with the Qlik logo.

- **Qlik Sense®**
  - May be used in conjunction with the Qlik logo.

- **Qlik Sense Business**
  - May be used in conjunction with the Qlik logo.

- **Qlik Sense Enterprise**
  - May be used in conjunction with the Qlik logo.

- **Qlik NPrinting®**
  - May be used in conjunction with the Qlik logo.

- **Qlik Cloud™**
  - May be used in conjunction with the Qlik logo.

- **Qlik DataMarket™**
  - May be used in conjunction with the Qlik logo.

- **Qlik Analytics Platform™**
  - May be used in conjunction with the Qlik logo.

- **Qlik Connectors®**
  - May be used in conjunction with the Qlik logo.

- **Qlik GeoAnalytics®**
  - May be used in conjunction with the Qlik logo.

- **Qlik Geocoding®**
  - May be used in conjunction with the Qlik logo.

- **Qlik Alerting®**
  - May be used in conjunction with the Qlik logo.

- **Qlik Data Integration™**
  - May be used in conjunction with the Qlik logo.

### TRADEMARK USAGE

Qlik trademarks should be marked with the appropriate ™ or ® symbol on first use and be accompanied by the appropriate attribution notice, for example: Qlik and Qlik Sense are trademarks of QlikTech International AB., Registered in the U.S. and other countries.

Qlik trademarks, including Qlik logos, may not be used without prior, written permission from Qlik. Third-party usage of Qlik logos is limited to authorized users and only in accordance with the Qlik usage guidelines.

Trademarks are adjectives, and should not be made into verbs or made plural or possessive.