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# Qlik Logo and Trademark Policy

05.01.2020

# The Qlik Logo

## Signature



### Logotype

### Brandmark

#### QLIK GRAY

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

#### QLIK GREEN

RGB 0 / 152 / 69  
CMYK 96 / 10 / 100 / 1  
HEX #009845  
PMS 347 C

## 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).

# 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  0.125” / 9px

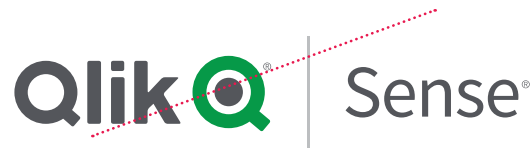
**Minimum Size**

 < 0.125” / 9px

**Use Logomark if under 0.125” or 9 pixels**

# 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 using 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.

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# Qlik Signature Logo Policy

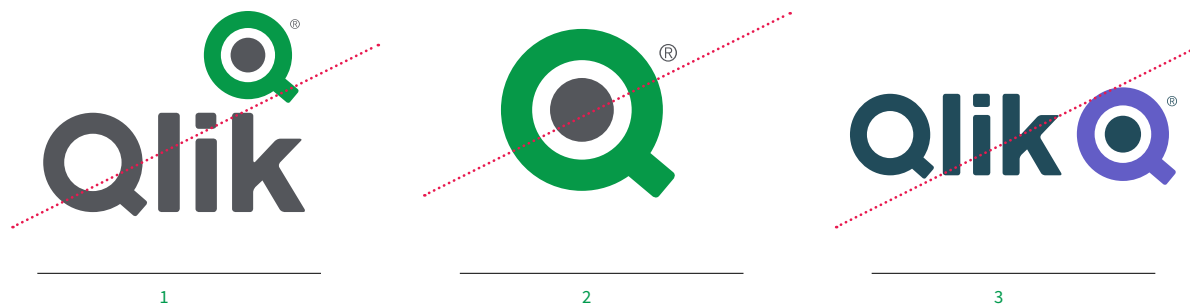
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## < Correct logo use

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



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## < 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

### FULL COLOR



Full-Color Signature on white



Full-Color Signature on 10% Qlik gray or any light toned color

### REVERSE



Reverse Signature on Qlik gray



Reverse Signature on a darker image

### REVERSE



Reverse Signature on dark toned colors

### FULL COLOR



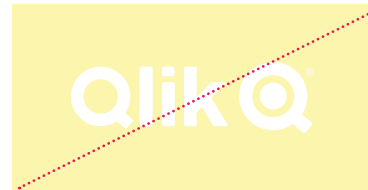
Full-Color Signature on Dark Color Background

### FULL COLOR



Full-Color Signature on dark background

### REVERSE



Reverse Signature on light toned colors

### < 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.

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# 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.

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- Do not use the master “Q” by itself in any on line 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 from this list does not mean that it is not a Qlik trademark.

This list includes updates as of 13 January 2020.

### Main Trademarks

Q\* (Device) 

Qlik®

Qlik\* (In Mandarin) qlik®

Qlik\* (Device) 

Lead With Data™

Lead With Data\* (+ Device)  LEAD WITH DATA

Associative Difference®

Qlik Analytics Platform™

Qlik Big Data Index™

Qlik Branch®

Qlik Cloud®

Qlik Connectors®

Qlik Core®

Qlik DataMarket®

DataMarket®

Qlik Catalog™

Qlik Insight Bot™

Qlik GeoAnalytics®

Qlik Geocoding®

Qlik NPrinting®

QlikView NPrinting®

NPrinting®

Qlik Playground®

Qlik Sense®

Qlik Sense Cloud®

Sense®

QlikTech®

QlikView®

QlikWorld™

Qlik Compose™

Qlik Replicate™

Qlik Gold Client™

Qlik Enterprise Manager™

Qlik Connect™

Qlik Managed File Transfer™

Qlik RepliWeb™

Qlik Visibility™

### Miscellaneous Trademarks

Analytics the Way Nature

Intended®

Business Discovery®

Customer Success Framework®

Expressor®

GeoQlik\* (+ Device) 

One Qliq®

Q-Ball\* (Device) 

Qonnect\* (Device) 

### 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

<b>Qlik®</b>	qlik (exception for web usage)
<b>QlikTech®</b>	Tech, Qliktech, Qlik Tech
<b>Lead With Data™</b>	LWD, Lead with data, QLWD
<b>Associative Difference®</b>	AD, QAD, Assoc.Diff, Associative Difference
<b>Associative Engine</b>	AE, Assoc. Engine, Qlik Engine, QAE, QIX

#### Qlik Data Analytics

<b>Qlik Data Analytics Platform</b>	QDA, Qlik DAP, Qlik Data Platform, Qlik DataAnalytics Platform
<b>QlikView®</b>	View, Qlikview, Qlik View, QV
<b>QlikView® Personal Edition</b>	Personal Edition, QlikView personal edition, PE
<b>Qlik Sense®</b>	Sense, QlikSense, Qlik sense, QS
<b>Qlik Sense® Business</b>	Sense Business, QlikSense Business, Qlik sense business, QSD
<b>Qlik Sense® Enterprise</b>	Sense Enterprise, QlikSense Enterprise, Qlik sense enterprise, QSE
<b>Qlik NPrinting®</b>	NPrinting, Nprinting, QlikView NPrinting, QN, QVA
<b>Qlik Cloud®</b>	Cloud, QlikCloud, Qlik cloud, QC
<b>Qlik DataMarket®</b>	DataMarket, Qlik Data Market, QlikDataMarket, Qlik Datamarket, QDM
<b>Qlik Analytics Platform®</b>	Analytics Platform, Qlik AnalyticsPlatform, QlikAnalytics Platform, Qlik Platform, Qlik analytics platform, QlikAnalyticsPlatform, QAP
<b>Qlik Connectors®</b>	Connectors, Qconnectors, QC, Qlik connectors
<b>Qlik GeoAnalytics®</b>	Geo Analytics, GeoAnalytics, QGA, Qlik geo analytics
<b>Qlik Core®</b>	QC, Core, QlikCore, Qlik core
<b>Qlik Insight Bot™</b>	Insight Bot, Bot, Insight Bot, QIB, Qlik insight bot, Qlik Bot
<b>Qlik Branch®</b>	QB, QlikBranch, Branch

#### Qlik Data Integration

<b>Qlik Data Integration Platform</b>	QDI, Qlik DIP, Qlik Data Platform, Qlik DataIntegration Platform
<b>Qlik Catalog™</b> (formerly Qlik Data Catalyst)	Catalog, Catalogue, QlikCatalog, QC
<b>Qlik Big Data Index™</b>	DBI, Big Data Index, Qlik big data index, BigDataIndex
<b>Qlik Compose™</b>	Attunity Compose, Qlik/Attunity Compose, Compose
<b>Qlik Replicate™</b>	Attunity Replicate, Qlik/Attunity Replicate, Replicate
<b>Qlik Gold Client™</b>	Attunity Gold Client, Qlik/Attunity GoldClient, GoldClient
<b>Qlik Enterprise Manager™</b>	Attunity Enterprise Manager, Enterprise Manager, QEM
<b>Qlik Connect™</b>	Attunity Connect, Qlik/Attunity Connect, Connect
<b>Qlik Managed File Transfer™</b>	Attunity Managed File Transfer, Managed File Transfer, MFT, QMFT
<b>Qlik RepliWeb™</b>	Attunity RepliWeb, Qlik/Attunity RepliWeb, RepliWeb, Repli Web, Repliweb
<b>Qlik Visibility™</b>	Attunity Visibility, Qlik/Attunity Visibility, Visibility

### 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.