

Digital Property Usage Guidelines

At MASL, we value a consistent and respectful representation of our brand across all media channels. This page provides guidelines for using MASL's digital assets, including logos, images, and videos, to ensure our brand's visual integrity and alignment with Indian legal standards.

Logo Usage

MASL's logo is a symbol of our brand identity, and we request strict adherence to the guidelines below to maintain uniformity and professionalism.

- **Logo:**



- **Color Variations:**

- **Full Color:** Recommended for use on light backgrounds to enhance color contrast.
- **Reversed Color:** Preferred for dark backgrounds to ensure visibility.
- **Monochrome:** Black or white versions may be used when color reproduction is limited or unavailable.

- **Clear Space:**

- Ensure at least **20% of the logo's height** as empty space around it to prevent visual clutter and enhance readability. This standard applies to both print and digital mediums.
- Trademark Notice - Place a small [™] or ® symbol near the logo to know the logo is legally protected.

- **Incorrect Usage:**

- **Do Not** stretch, distort, rotate, or otherwise alter the logo's proportions.
- **Do Not** modify the logo colors outside of MASL's approved brand palette.

- **Do Not** place the logo on overly busy or visually inappropriate backgrounds, as this reduces its clarity and professionalism.

Please consult our branding team for specific applications or if custom logo variations are required. Unauthorized modifications shall lead to corrective or preventive action under the **Indian Trademark Act, 1999**.

Brand Asset Download Permissions

- **Controlled Downloads: If you provide brand assets for partner use, require users to accept terms or request permission before downloading.**
- **Digital Watermarking: For assets requiring limited or licensed use, consider digital watermarks or tracking technology to monitor unauthorized distribution**

Image and Video Permissions

Our visual assets, including images and videos, are integral to representing MASL's story. To maintain the brand's integrity and comply with Indian copyright laws, please follow these guidelines:

- **Image and Video Use:**
 - MASL's images and videos may only be used for promotional, informational, or educational purposes with prior written consent.
 - Content should not be altered, cropped, or manipulated in a way that misrepresents MASL, its projects, or its partners.
- **Attribution:**
 - When using MASL's visual assets, provide clear attribution wherever possible, such as "Image/Video Courtesy of MASL World."
- **Prohibited Use:**
 - Visual assets cannot be used in any defamatory, misleading, or unethical context.
 - Avoid using MASL's media in conjunction with other brands without explicit written approval, to avoid legal complications related to brand misrepresentation or conflict of interest.

Unauthorized use or distribution of MASL's images and videos may lead to appropriate penalties under the Copyright Act which protects original visual content in India.

Intellectual Property and Brand Assets

All MASL brand assets, including but not limited to logos, slogans, graphics, and proprietary content, are protected under Indian intellectual property law. Their usage must align with the following terms:

- **Brand Colors and Fonts:**
 - MASL's official colors and fonts should not be altered. Unauthorized modification can dilute brand identity and may violate trademark standards.
 - Access to our brand color palette and font guidelines can be requested from our branding team.
- **Typography and Visuals:**
 - Consistent typography usage reflects MASL's professional image. Please adhere to the approved fonts and formatting.
 - Visual representations or replicas of MASL projects should be accurate and not misrepresent the scale or scope of our work.
- **Third-Party Media:**
 - If using MASL content alongside third-party media (e.g., co-branded events), ensure that the third-party assets do not conflict with MASL's brand identity or lead to potential trademark conflicts.

Media Contact and Usage Requests

For media inquiries or to request permissions for using MASL's digital assets, please reach out to our compliance team. We are available to assist you with:

- **Press Inquiries:** Information about MASL's recent projects, milestones, and industry contributions.
- **Interview Requests:** Coordination with MASL's leadership or subject-matter experts for industry insights.
- **Custom Permissions:** Approval for unique or tailored usage of MASL's digital assets for specific projects or publications.

Contact Information:

- Email: COMPLIANCE@maslworld.com
- Phone: +91 93541 77754

All permissions granted are subject to MASL's discretion and may require formal agreements, especially if they involve co-branding or extensive digital asset usage.

Legal Disclaimer

Unauthorized use of MASL's digital assets may result in legal action under applicable Indian laws, including but not limited to the Trademark Act, 1999, and the Copyright Act, 1957. MASL reserves the right to pursue corrective and preventive actions for any breach of these guidelines.