

Trademark Guidelines

We've developed these guidelines to ensure our company trademarks are properly displayed and remain undiluted across our customer, partner, and plugin ecosystems.

Our Trademarks

Toro Cloud Pty Ltd ("TORO") has registered some of the trademarks below or has otherwise sought protection as indicated below in the U.S and other countries. We have done this to protect and preserve the marks for our community of customers, developers, partners, and supporters for the benefit of everyone involved with TORO. By this we mean that people should be able to recognize when a product is from TORO.

You may use the TORO trademarks below in any blog, news article, or on your website without our written consent, as long as you use them according to this guideline, retain the capitalization structure indicated below, and retain the ® symbol or ™ symbol as applicable on the right shoulder of the mark according to the usage in the list below.

Term	Status	Use
TORO	®	Operating company of TORO Cloud and associated products and services
Toro Cloud	®	Enterprise application cloud
Martini	™	Integration Platform as a Service
Bellini	™	Low-code application development
Negroni	™	Data modeler for CDM based services

If you have any questions about the use of TORO trademarks, please contact us at legal@torocloud.com

Our logos

TORO logos are distinctive graphic renditions. You may use the TORO logo or product logos in a blog or news article, publication, book or other online or offline medium, or on your website in reference to the respective TORO product, without our written consent, provided that the logos are unaltered in anyway, and the ® symbol (or the ™ symbol, as applicable) is retained. All other usages of the TORO logos require the written approval of TORO.

Name dropping

Trademarks protect TORO as well as our community of customers, developers, partners, and vendors. They identify the source of one provider's products from another. By "products" we mean all types of offerings, ranging from commercial products and services to open source and free software and informational websites. Trademark law protects the public's ability to rely on trademarks for information about product source and quality, requiring trademark owners to take steps to police proper use of their marks.

In the TORO ecosystem of customers, vendors and partners, the TORO product names are used in naming for 3rd party products, product reviews, product usage, and more. Below are some guidelines for using TORO product naming conventions in your work:

It's okay to use TORO's product names, logos, and trademarks in your own software product or company naming, however it must be clear that your product is a third-party tool, not a product of TORO. For example: "Acme plugin for Martini™" is okay, whereas "Martini™ plugin for Acme" is not. The former connotes a 3rd party plugin for Martini™, the latter connotes a TORO product.

It's okay to use TORO logos and brand names on your website or blog. You don't need permission from us to use the brands or names. Your website should look like your website, not ours. It should not borrow heavily from or closely resemble TORO's website or web properties. For the sake of customers and consumers, clearly distinguishable websites help everyone. You may use the TORO logo or product logo in any blog, news article, or on your website without our written consent, as long as you follow these guidelines and do not modify our brand designs. It is acceptable to use TORO or our product names or brands in publications, blogs, books or other online or offline mediums, provided this outline is adhered to and the ® symbol or ™ symbol as applicable is retained on the right shoulder of the mark. In a longer publication where TORO is cited more than once, the trademark symbol need only be used the first time the brand is mentioned.

Do not concatenate product names, e.g., "TOROCloud" You are not permitted to modify the TORO logo or product logos in anyway except to resize a logo for the page where it's displayed.

TORO Style

In addition to trademarks and service marks, TORO has developed artwork, screenshots, and imagery for our website and other web properties.

TORO's "look" or "feel" should not be reproduced or mimicked for the same reasons cited above: consumers and customers can be confused about whether they're dealing with TORO or another company. The TORO website and all intellectual property rights, including all Copyright rights therein, are owned by TORO. Reproduction or "creative borrowing" of the website or artwork without permission is a violation of TORO's Copyright.

If there are design elements that you wish to re-use on your website (e.g., to reuse a screenshot), please contact us for permission at legal@torocloud.com