Trademark & Copyright Usage Guidelines
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ELEK Software ("ELEK", "we", "us", or "our") provides electrical power systems design and analysis software, together with a large library of technical articles, illustrations, calculators, tutorials, and other educational content. Our trademarks and copyrighted works are among our most valuable assets, and we are glad when others wish to reference, learn from, or build alongside them. These Guidelines explain when and how you may use ELEK's trademarks and copyrighted works, and the rules that apply when you do.

Quick summary. You may refer to ELEK and our products honestly and accurately without asking us first. You must **not** use our name or logos in your own company, product, app, domain, or social media identity, alter our logos, or use our marks in a misleading or disparaging way. To **reproduce our copyrighted content** (technical articles, images, illustrations, diagrams) — for example in a handbook, textbook, course, or publication — you must request written permission in advance.

1. Scope and Applicability

These Guidelines apply to any person or organisation that wishes to use, reproduce, or display ELEK's trademarks or copyrighted works in any manner — including resellers, partners, customers, educators, academic and professional publishers, students, journalists, reviewers, and any other third party. They are governed by the laws of New South Wales, Australia, and apply to all such uses worldwide, regardless of where you are located. Any use of ELEK's trademarks or copyrighted works must comply with these Guidelines and with any separate written agreement you may have with ELEK. Where a separate agreement applies, these Guidelines supplement (and do not replace) that agreement.

2. ELEK's Trademarks and Copyrighted Works

ELEK's trademarks include the "ELEK" word mark and the ELEK logo and hexagon device, along with our product names, including:

- ELEK®
- Cable Pro Web
- Cable High Voltage (Cable HV)
- SafeGrid Earthing
- Cable Pulling

- Protection Coordination
- Line Rate
- ELEK Power Bundle
- ELEK AI

ELEK's copyrighted works include, but are not limited to, our technical articles, illustrations, diagrams, charts, figures, images, photographs, software screenshots and software output, tutorials, videos, webinars, calculators, and website content. References in these Guidelines to ELEK's trademarks and copyrighted works include any current or future ELEK brands, products, and content, whether or not specifically listed above.

3. Prohibited Uses

Without ELEK's explicit written permission, the following uses are not permitted.

Company, product, app, domain, and social media names. You may not incorporate any ELEK trademark, or any recognisable part of one, into your company name, product or app name, service name, website or domain name, social media handle or account name, tagline, or any other source-identifying material. For example, you may not register a domain such as "elek-cables.com", name an app "ELEK Tools", or operate a social account such as "@ELEKsoftware".

Confusingly similar marks. You may not use any name, mark, logo, or branding that is likely to be confused with ELEK's, or that suggests affiliation with, sponsorship by, or endorsement from ELEK where none exists. This includes abbreviations, misspellings, or translations of ELEK's trademarks.

Alteration or modification of logos and marks. You may not alter, recolour, restyle, redraw, animate, add to, or otherwise modify any ELEK logo or mark, or combine it with other logos, words, or design elements. ELEK logos must only ever be used in the form we provide.

Disparaging or misleading use. You may not use any ELEK trademark or copyrighted work in a way that is false, misleading, defamatory, libellous, obscene, unlawful, or otherwise disparaging, or in any way that dilutes, tarnishes, or harms ELEK's reputation or its rights in its trademarks or copyrighted works.

4. Permitted Referential Use

You do not need our permission to refer to ELEK or our products honestly and accurately in plain text — for example, in articles, reviews, comparisons, documentation, proposals, or tenders — provided the use does not create confusion about our involvement or any relationship that does not exist. When doing so:

- Use ELEK's trademarks only to refer to ELEK's actual company, products, or services.
- An ELEK trademark must not be the most prominent element of your materials and must be less prominent than your own name and branding.
- Use accurate referential phrasing such as "compatible with", "works with", "for use with", or "a comparison with" where such statements are true.
- Do not imply endorsement, sponsorship, certification, or partnership unless you have a written agreement with ELEK that says so.
- Include the trademark attribution notice described in Section 8.

5. Using ELEK's Copyrighted Content (Articles, Images, and Illustrations)

ELEK publishes a wide range of technical content to support the engineering community. That content — including our technical articles, illustrations, diagrams, charts, figures, images, and software output — is protected by copyright and remains the property of ELEK Software. We are often glad to allow its reproduction for genuine educational and technical reference purposes, but you must obtain our written permission **before** reproducing it.

This applies to uses such as reproducing ELEK images or illustrations in a handbook, textbook, manual, thesis, course, presentation, standard, or other publication, whether printed or digital. When you request permission (see Section 10), we will consider it on the basis that:

- the material is used solely for educational, academic, or technical reference purposes, and not for commercial sale or profit-generating activity, unless we expressly agree otherwise;
- full acknowledgement and proper citation is given to ELEK Software as the original source of each item used;
- the material is reproduced accurately and is not altered, other than resizing, without our consent;
- all copyright and intellectual property rights in the original material remain with ELEK Software; and
- any specific conditions we set out in our written permission are followed.

Permission is granted at ELEK's discretion, applies only to the specific materials and use described in our written response, and may be subject to additional conditions. Linking to ELEK's published content (for example, citing an article by its URL) does not require permission, provided you do not commercialise the links or imply endorsement.

6. Resellers and Partners

If you are an ELEK reseller or partner, your use of ELEK's trademarks and any partner badge or logo is governed by your reseller or partner agreement and any branding guidelines we provide. You may use only those marks, badges, and assets specifically made available to you, must keep them current, and must follow the terms of your agreement. If you wish to use a mark or asset not covered by your agreement, contact your ELEK representative before doing so. Information about the program is available on the ELEK Reseller & Partner Program page.

7. Educational and Academic Institutions

We welcome the use of ELEK's content by universities, training providers, students, and academic or professional publishers for genuine educational purposes. Honest, accurate references to ELEK and our products in teaching and research materials are permitted under Section 4. Where you wish to reproduce ELEK's copyrighted content — such as images, illustrations, or article extracts — please follow the permission process in Sections 5 and 10. Proper citation to ELEK Software as the source is required in all cases.

8. Attribution Requirements

When you use an ELEK trademark under these Guidelines, include the following notice in the credits or footer of your materials:

"[ELEK trademark] is a trademark of ELEK Software."

Example: "Cable Pro Web is a trademark of ELEK Software."

Example: "ELEK® is a registered trademark of ELEK Software."

When you reproduce ELEK's copyrighted content with permission, attribute it as follows:

"[Description of material] © ELEK Software. Reproduced with permission."

Example: "Cable installation diagram © ELEK Software. Reproduced with permission."

Use ELEK's trademarks as adjectives followed by the relevant product or category name (for example, "the Cable Pro Web software"), not as nouns or verbs, and use the correct spelling and capitalisation as shown in Section 2.

9. Trademark Usage Examples

Do	Don't
"Our cable tray, tested for use with SafeGrid Earthing software."	"ELEK Cable Tools" as the name of your own product or app.
"A comparison of our calculator with ELEK Cable Pro Web."	Registering a domain or handle such as elek-cables.com or @ELEKsoftware.
"Compatible with ELEK Cable High Voltage."	Recolouring, redrawing, or combining the ELEK logo with your own.
"Figure reproduced from an ELEK Software technical article (with permission)."	Implying ELEK endorses or sponsors your product without an agreement.

10. Requesting Permission

To request permission to use an ELEK logo, to reproduce ELEK's copyrighted content, or to ask any question about these Guidelines, please get in touch via our contact page at elek.com/contact/. To help us respond quickly, please include who you are, the specific materials you wish to use, where and how they will be used, and whether the use is commercial or non-commercial.

11. General Terms

- ELEK Software is the sole owner of its trademarks and copyrighted works, and all goodwill arising from your use of them benefits ELEK.
- You may not transfer any rights granted under these Guidelines to anyone else.
- Any permission we grant is non-exclusive and may be modified or revoked at any time at ELEK's discretion, unless a separate written agreement provides otherwise.
- These Guidelines are not an exhaustive statement of ELEK's rights, and ELEK reserves all rights not expressly granted here.
- ELEK provides no warranties in connection with any permission granted and is not liable for any damages arising from use of its trademarks or copyrighted works.

12. Updates

We may update these Guidelines from time to time. The current version will always be the one published here, and material changes will be dated above.