



TM



### What are these symbols?

- ® indicates a trademark registered in the United States, which is either a trademark or a registered trademark in all other countries where it is used. It costs time and money to register these, so don't take them lightly.
- TM indicates a trademark that is presently unregistered.
- © indicates a Copyright\* symbol. Copyright is a form of protection provided by the laws of the United States (title 17, U.S. Code) to the authors of "original works of authorship," including literary, dramatic, musical, artistic, and certain other intellectual works. Upon creation you have copyright of something. (However, what is easily attained can be difficult to defend in court.)

\*Copyright sounds like "copywriter", but they're not the same thing unless we're discussing the copywriter's work and the intellectual property (copyright) of it.

### Are there specifications (size/typeface/positioning) for these symbols?

These symbols, while annoying to the designer, are legal designations that are required to appear in certain places. While there are no hard and fast rules to how to use them, these are guidelines to using them as tastefully as possible.



- **Positioning:** Wherever possible, the symbol should be placed directly after the symbol or text and in a size smaller than the mark itself. In text, this should appear in a superscript.
- **Typeface:** There are no rules for this, but using Arial or Helvetica in a Regular or Light face is a good rule to follow. These typefaces are "quiet" and easy to control in software.
- **Size:** There are no legal rules other than it must be legible, so use your typographic skills to set up "design rules". Keep them legible, *but small*.  
>> I suggest you design with the logo intact, then always make it a habit to go back through the design and make all of the logos legible but small. You do not want a ® mark so small that looks like an accidental ink spot (and illegible), but you also don't need a 12 inch tall ® on a billboard.

®  
 ^ **This uses 8pt. Arial Regular**, which everyone has on their computers.  
 Remember the computer considers these superscript, so 8 pt. Arial has a visually smaller ® superscript.  
 It should work fine on the soapbox packages we are designing. You may need to go to 9pt. on other printed items in the future - use your informed opinion.

## How do I create these symbols?

DO NOT waste time creating these symbols. They are already on your keyboard.

**trademark & copyright symbols**

*Don't use alphabetic substitutes*

Your keyboard includes a *trademark symbol* (™), a *registered trademark symbol* (®), and a *copyright symbol* (©). When you need these symbols, use them. Don't use goofy alphabetic approximations like (TM) or (c).

		WINDOWS	MAC	HTML
™	trademark	alt 0153	option + 2	&trade;
®	registered trademark	alt 0174	option + r	&reg;
©	copyright	alt 0169	option + g	&copy;

(c) 2013 MegaCorp (TM)      **WRONG**

© 2013 MegaCorp™      **RIGHT**

Paraphrased from :

<http://www.ptc.com/policies/trademark#sthash.3klpXz0D.dpuf>

Image above from:

<http://practicaltypography.com/trademark-and-copyright-symbols.html>

More information about Copyright in the United States can be found here:

<http://www.copyright.gov/circs/circ01.pdf>