

Zoom Trademark Use Guidelines

The ZOOM mark and other trademarks used by Zoom Video Communications, Inc. (“Zoom”), and its licensees, are valuable intellectual property and must be used properly to avoid damaging Zoom’s brand or creating confusion among consumers.

Below is a list of some of Zoom’s trademarks:

Word Marks	Logos		Taglines
ZOOM ZOOM ROOMS ZOOMTOPIA ONZOOM ZOOM PHONE			MEET HAPPY ZOOM FOR YOU

These trademarks and other trademarks used by Zoom and its licensees may be registered and are referred to collectively as “Zoom Marks.” All use of the Zoom Marks must comply with these Guidelines. Failure to comply with these Guidelines may result in liability and removal of all uses of the Zoom Marks. Zoom logos may only be used with a written trademark license or other express permission from Zoom.

Proper Use of Zoom Word Marks

Trademarks are adjectives that describe the source of a product or service, not nouns or verbs. Please follow these rules to help use the Zoom Marks properly.

- Zoom Marks should always be capitalized
 - ✓ Zoom software
 - Not zoom software
- Zoom Marks should be followed with a generic term
 - ✓ Join the Zoom webinar
 - Not Join the Zoom
- Zoom Marks should not be used possessively when discussing the product or service
 - ✓ Zoom software’s features
 - Not Zoom’s software features
 - ✓ Possessive may be used if you are discussing Zoom as a company – i.e., Zoom’s employees or Zoom’s products.
- Zoom Marks should not be pluralized
 - ✓ Zoom meetings
 - Not Zooms
- Zoom Marks should not be modified
 - ✓ Zoom settings
 - Not Zoom-specific settings
- Zoom Marks should not be used as verbs
 - ✓ “I’m going to join a Zoom meeting with my friends”
 - Not “I’m going to Zoom with my friends tonight”

Permitted Uses of Zoom Word Marks

You may use the Zoom word marks in a descriptive phrase to promote your product or service in your website and marketing materials to the extent it is referring to Zoom's product or service, such as discussing compatibility.

- Your own branding must be more dominant than the Zoom Marks.
- You must accurately convey what the relationship is between your product and Zoom's products or services, and not suggest that they are created, endorsed, or sponsored by Zoom.
- You may not use any Zoom Mark within your product or service.

Prohibited Uses of Zoom Marks

- Do not use any Zoom logo or icon unless you have entered into a separate trademark license or other written express permission from Zoom.
- Do not create any business or product names that contain or are confusingly similar to a Zoom Mark. If you must refer to a Zoom Mark to describe your own goods or services, use the Zoom Mark after a preposition
 - ✓ MeetingCo event at OnZoom
Not MeetingCo OnZoom event
- Do not register any domain names containing a Zoom Mark. If you are interested in having a personalized Zoom domain for you or your organization, please visit <https://zoom.us/account>.
- Do not adopt a bright blue color similar to that which Zoom uses for its logos for your product or service, or related materials, when referring to Zoom's product or service.

Trademark Credit

Trademark attributions should be used on any advertisement, marketing, or other product communication featuring a Zoom Mark, such as:

[Zoom and the Zoom logo are trademarks of Zoom Video Communications, Inc.](#)

Any requests to use any Zoom icon or logo or questions regarding proper use of Zoom Marks should be directed to brand@zoom.us.