Trademark and Logo Usage Guidelines

Following are guidelines and usage examples for referencing MathWorks trademarks in your book.

Trademarks and Registered Trademarks
Visit https://www.mathworks.com/trademarks to view the current list of registered and unregistered trademarks owned by MathWorks ("MathWorks Trademark List"). For use of any of these trademarks, you must follow these guidelines.

Use the trademark symbol indicated on the MathWorks Trademark List (® for registered trademarks, and TM for unregistered trademarks) following all prominent uses (including covers, title pages, and headers) of trademarks owned by MathWorks. In addition, use the relevant trademark symbol to mark the first occurrences of any of these trademarks in the work.

The “®” and “TM” symbols must be in superscript format and follow the trademark without a space. The symbols should be small but legible.

Writing or Depicting MathWorks Trademarks
» In all instances, use MathWorks trademarks exactly as they appear on the MathWorks Trademark List. Do not modify the mark, including the changing of capitalization or by the addition of prefix or suffix words, numbers, or symbols. For example:
  • The word MATLAB® should appear in all capital letters.
  • Simulink® and Stateflow® should appear with an initial capital “S” and subsequent letters lowercase.
  • Simulink Real-Time™ should appear with a capitalized “S,” “R” and “T.” A hyphen should always be included between “Real” and “Time”: “Real-Time.”
  • Handle Graphics® should always appear with a capitalized “H” and “G.”

Using MathWorks Trademarks
» Use “MATLAB®” to refer to the product MATLAB and to the MATLAB family of products.
» Use “Simulink®” to refer to the product Simulink and to the Simulink family of products.
» Use “MATLAB® and Simulink®” to refer to the entire product portfolio.
» Use “MathWorks®” to refer to the company.
» Do not pluralize a trademark.
  Correct: How many Simulink® software licenses do you have?
  Incorrect: How many Simulinks® do you own?
» Do not hyphenate a trademark.
  Correct: Applications based on the MATLAB® technical computing environment
  Incorrect: MATLAB®-based applications
When using a trademark, keep the trademark intact on one line and do not divide with hyphens.

Do not abbreviate a trademark.
Correct: MATLAB Distributed Computing Server™ product
Incorrect: MDCS or MDCS™

Do not use a possessive form of a trademark.
Correct: the MATLAB® functions
Incorrect: MATLAB®’s functions

Do not use MathWorks trademarks in your domain names. You may use them in directory and file names after the domain name.
Correct: www.company.com/product_name/matlab.html
Incorrect: www.company-matlab.com

Do not combine the names of two toolboxes or blocksets.
Correct: The Image Acquisition Toolbox and Image Processing Toolbox products are required for this product.
Incorrect: Image Acquisition and Image Processing Toolboxes are required for this product.

When referring to a product that has already been referenced using its full name, it is acceptable to say, “the toolbox,” “the product,” “this blockset,” “the embedded target,” etc. without an initial capital.

The company name should be written as “MathWorks,” except in address blocks, trademark attributions, or other legal contexts, where “The MathWorks, Inc.” should be used. Note that MathWorks is one word with capital “M” and “W.”

Do not use the MathWorks company logo without written permission.

Always use MathWorks trademarks as adjectives modifying appropriate nouns that establish the product category. Do not use any trademark as a noun or a verb.
Correct: Stateflow® software works with Simulink® software
Incorrect: Stateflow® works with Simulink®
Correct: The Stateflow® product provides state charts.
Incorrect: Stateflow® is available for state-charting.

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In your book and the companion software “readme” file, list the full name and version number of all MathWorks products that were used to create the book material. Listing all required products enables your readers to better use the book’s examples and software.

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» You may refer to functions that are in MathWorks products.

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Note: When including your text code that you’ve developed, follow your own style guide for font. If no style exists, format the code in a monospace font or other non-proportional font such as Courier. Code that shows what the user types at the MATLAB command prompt should be indented and should not include the MATLAB prompt (>>).

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Additional Guidelines for Interactive Textbook Partners

Following are guidelines for how partners should reference MATLAB® Grader™ technology in customer communications and marketing materials for interactive textbooks.

Use any of the following references:

- MATLAB® Grader™
- Automated MATLAB® assessment environment
- Environment for automated assessment of MATLAB® code
  (alternate approved terms for “environment” include homework system, tool, or component)

Examples:

- Features MATLAB® Grader™
- Features an automated MATLAB® assessment environment
- Includes an automated MATLAB® assessment environment that provides automatic evaluation and real-time feedback on your MATLAB code embedded directly in your learning materials

Use any of the following positioning statements:

- Provides automated assessment of MATLAB® code submissions with real-time feedback and integration within any LTI-compliant learning environment and gradebook
- Provides automatic evaluation and real-time feedback on your MATLAB® code embedded directly in your learning materials

Include the following attribution in marketing materials and web pages that promote MATLAB and/or MATLAB Grader.

MATLAB is a registered trademark and MATLAB Grader is a trademark of The MathWorks, Inc.

If you need to use alternate terminology, you must send the proposed terminology and context to your MathWorks contact for review and approval prior to use.