



EOS Implementer Brand Guidelines Cheat Sheet

		Any Individual	Active Member of EOS Implementer Base Camp	Professional or Certified Implementer	Tips
Language	Use Traction in your URL, Tagline, Company Name	No	No	Yes - with permission	You must obtain written permission from EOS Worldwide
Language	Refer to yourself as an EOS Implementer	No	Yes	Yes	You must be an active member of Base Camp to use this term
Language	Refer to yourself as an EOS Partner or Owner of EOS	No	No	No	Refer to the EOS IP & Branding Guidelines for more information - http://branding.eosworldwide.com
Language	EOS Trademarks	Yes - with proper attribution	Yes - with proper attribution	Yes - with proper attribution	Refer to the EOS IP & Branding Guidelines for more information - http://branding.eosworldwide.com
Operations	Implement EOS for a fee with one or many clients	No	Yes	Yes	You must be an active member of Base Camp in order to implement EOS for a fee
Image	EOS logos	No	No	Yes - with restrictions	Do not alter this image in any way, or use it as part of your own logo
Image	EOS Model™, EOS Process™, EOS Toolbox™	No	Yes	Yes	Do not alter these images in any way
PDF File	Free Chapter of <i>Traction, Get a Grip, Rocket Fuel, or How to Be a Great Boss</i>	Yes	Yes	Yes	Do not alter or co-brand these files
PDF File	Free Chapter of <i>What the Heck is EOS?</i>	No	No	No	You may not offer this file as a download from your site
PDF File	<i>How to Lead World-Class Meetings</i> eBook	No	No	No	You may not offer this file as a download from your site
PDF File	<i>Decide!</i> eBook	Yes	Yes	Yes	Do not alter or co-brand this file
PDF or Word Files	Offer Downloadable Tools (V/TO™, Accountability Chart, Level 10 Agenda, etc.) as a direct download on your website	No	No	No	You may link to the EOS Toolbox from your website using this URL - http://www.eosworldwide.com/eos-toolbox
Online Tool	Organizational Checkup™	No	No	No	You may link to the EOS Organizational Checkup from your website using this URL: http://www.organizationalcheckup.com

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