

# EOS Implementer Brand Guidelines Cheat Sheet

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