



# Trademark Policy

dbt Labs owns and oversees the use of all dbt trademarks as well as the trademark for the dbt user conference, Coalesce. Three guiding principles shaped this policy:

1. We want to make it easy for anyone in the dbt Community to use our trademarks to talk about and promote the work they're doing with dbt.
2. We want to make it easy for our official partners to describe their relationship to both dbt Labs (the company) and dbt (the product).
3. We want to make it difficult to use our trademarks in a way that is confusing, misleading about our endorsement, damaging to the reputation of the product or community, or allows an entity to unfairly profit from our trademarks.

Our Trademarks – both Logo and Word Marks – are valuable assets that our customers and the dbt Community rely on to distinguish our products and services from those of other brands. Adherence to this policy helps us to protect our rights and reputation while strengthening the portfolio of dbt brand identities. Your use of our Trademarks must comply with this Trademark Policy, the [dbt Brand Guidelines](#), and the [dbt Community Code of Conduct](#).

This trademark policy (“Policy”) was prepared to help you understand how to use the dbt Labs, Inc. (“Company”) trademarks, service marks and logos (“Marks”), including with Company’s dbt software and services.

While some of our software is available under an Apache 2.0 license, that copyright license does not include a license to use our Marks, therefore this Policy is also intended to explain how to use our Marks consistent with trademark law and community expectation.

## Trademarks owned by dbt Labs

A. Our **word** Marks: dbt, dbt Labs, dbt Core, dbt Cloud, dbt Learn, Coalesce

B. Our **logo** Marks: The Company logo at the top of this Policy,  ,  **dbt** , and  **dbt** Core

The list of Marks above is non-exhaustive, and this Policy encompasses all Marks, whether they are registered or not.

## **SCOPE**

1. Non-commercial entities (entities that do not derive commercial value, directly or indirectly, from use of our marks) must abide by these guidelines, but permission is granted automatically. We withhold the right to rescind permission to use our marks at any time and for any reason.
2. Commercial entities (entities that derive commercial value, directly or indirectly, from use of our marks) must abide by these guidelines, and permission must be requested and granted. This includes all service and software providers that work with or are otherwise compatible with dbt Labs services and products. We withhold the right to rescind permission to use our marks at any time and for any reason.

If you (or the company by which you are employed) are party to a written agreement with dbt Labs, your agreement may cover additional usage guidelines. In these cases, you must follow those guidelines in addition to what is included in the Policy.

### **1. GENERAL GUIDELINES**

When you use one of our Marks, you must do so in a way that does not mislead the public about the relationship between you and the Company.

You may not use or register our Marks, or variations of them as part of your own trademark, service mark, domain name, social media handle, company name, trade name, product name, or service name in any jurisdiction. All uses of logo Marks require written permission from the Company. You can, though, say you like (or dislike) dbt software or services, or that you participate in the dbt Community.

Trademark law does not allow your use of names or trademarks that are confusingly similar to ours. Therefore, you may not use any variation of our Marks or any phonetic equivalent, foreign language equivalent, takeoff, or abbreviation for a similar or compatible product or service.

### **2. ACCEPTABLE USES**

#### **Code**

You may use our word Marks, but not our logo Marks, to truthfully describe the origin of our software. For example, “This software is derived from dbt™ software.”

### **Statements about relationship and compatibility**

You may use the word Marks, but not the logo Marks, to truthfully describe the relationship between your software or services and ours, or your relationship between you and the Company. If you are building software, hosting an event, running a course, or other undertakings that require you to reference your relationship to dbt, the proper way to do that is a convention that lists your name with the dbt relationship listed as a description of your name. For example:

- **Product Name**, ex: “*Your Product Name* for dbt Core™”
- **Course or Certification Name**, ex: “*Analytics Engineering with dbt*™”
- **Event Name**: “*What data engineers should know about dbt*™”
- **Blog Post**: “Our review of new features in dbt Cloud™”

Any other use may imply that we have certified or approved your software or services or imply an untrue relationship, sponsorship or endorsement of you or your software or services. If you wish to use our logo Marks, please contact us to discuss license terms (marketing@dbtlabs.com).

### **Statements about dbt’s place in the broader ecosystem**

It is common practice to use logo marks to visually indicate the various vendors and technology used in a given data stack. Anyone, commercial or non-commercial, can use our logo marks for this use case. Here are the additional guidelines for this particular use case:

- The dbt logo mark cannot be the only logo mark on the graphic
- The dbt logo mark must be sized the same as other logo marks
- The dbt logo mark color cannot be altered
- The dbt logo mark must accurately reflect dbt’s position in the data stack

The graphic must include a disclaimer that specifies there is no affiliation between the creator of the graphic and dbt Labs. We reserve the right to revoke permission to use our marks in this way at any time and for any reason.

## **3. HOW TO DISPLAY OUR MARKS**

When you have the right to use a Mark, here is how to display it.

### **Trademark marking and legends**

The first or most prominent mention of a Mark on a webpage, document, or documentation should be accompanied by a trademark designation symbol (“™”).

Always place the following notice at the foot of the page where you have used the Mark: “[dbt Mark] [and the dbt logo] [is a/are] [trademark/trademarks] of dbt Labs, Inc.”

Entities that are not partners with the Company under a written partnership agreement must use the following language in publications regarding product/service integrations with dbt Core:

“dbt™ is the emerging industry standard platform for analytics engineering in the modern data stack. It is used by thousands of companies including JetBlue, HubSpot, and Cisco, as well as data teams at startup and growth stage companies. The dbt Community is one of the most active developer Slack communities and hosts Meetups on five continents. dbt, dbt Core, and dbt Cloud are trademarks of dbt Labs, Inc.”

### **Use of trademarks in text**

Always use Marks in their exact form with the correct spelling and capitalization, neither abbreviated, hyphenated, or combined with any other word or words. The exception to this rule is dbt packages (code written to run inside of dbt), which may use the word mark “dbt” as part of the project name. Note that dbt is always spelled in lower-case, including at the beginning of a sentence.

Proper use of our word marks includes:

- “dbt” applies to all dbt software inclusive of open source and commercial software
- “dbt Labs” applies to the company that builds dbt
- “dbt Core” applies to the open source compiler
- “dbt Cloud” applies to the commercial product

When referring to specific dbt software/service operations or concepts, like “dbt jobs” or “dbt models”, it is unnecessary to call these operations “dbt Core” operations, even if the reference is to a specific operation running on the dbt Core compiler. No trademark designation is required when referring to dbt concepts in this way.

### **Use of logo Marks**

Provided that you have received written permission from Company to use a logo Mark, you may do so provided that you (a) follow our brand guidelines, (b) only use the image file we provide you, and (c) do not change the image except to scale it. You may not add decorative elements, change the colors, change the proportions, distort it, add elements, or combine it with other logos. When the context requires the use of black-and-white graphics, please request a black-and-white image, or you may reproduce the image we provided in a manner that produces a black-and-white image.

Any commercial entity wishing to use a logo Mark must first request written permission. All Marks, including the dbt Core logo mark that applies to the open source compiler, are recognized as endorsements.

If the dbt logo Mark, the dbt Labs logo Mark, or standalone logo Mark contains a link, the logo Mark must link to <https://www.getdbt.com/>. The dbt Core logo Mark may link to either <https://www.getdbt.com/> or <https://github.com/dbt-labs/dbt-core>.

### ***This Policy***

This Policy is based on the Model Trademark Guidelines, available at <http://www.modeltrademarkguidelines.org>., used under a Creative Commons Attribution 3.0 Unported license: [https://creativecommons.org/licenses/by/3.0/deed.en\\_US](https://creativecommons.org/licenses/by/3.0/deed.en_US).

Company reserves the right to amend this Policy from time to time without notice. If you have any questions about this Policy or any Marks that are not covered in this Policy, you may contact us at [marketing@dbtlabs.com](mailto:marketing@dbtlabs.com). Version dated June 30, 2021.