

Trademark Usage Guidelines


ServiceTitan, Inc.'s ("ServiceTitan") trademarks (the "ServiceTitan Trademarks") are among the company's most valuable assets. *See* Exhibit A for an illustrative list of the ServiceTitan Trademarks. Proper use of the ServiceTitan Trademarks by following these trademark usage guidelines protects the value of the ServiceTitan Trademarks and ServiceTitan's brand. Following are the authorized legal policies and general guidelines for the proper use of the ServiceTitan Trademarks by ServiceTitan partners, customers, licenses, and other third parties. Any use of or reference to the ServiceTitan Trademarks that is inconsistent with these guidelines, or other unauthorized use of or reference to the ServiceTitan Trademarks or marks that are confusingly similar to the ServiceTitan Trademarks, is prohibited and may violate ServiceTitan's trademark rights.

Any questions with respect to these guidelines should be referred to the Marketing department of ServiceTitan at: Mcom@servicetitan.com

I. Fair Use of the ServiceTitan Trademarks

A. PERMISSIBLE USE:

You may make fair use of the ServiceTitan Trademarks to make true factual statements about ServiceTitan products bearing those marks, or to truthfully communicate that your product is compatible with, was designed for use with, or offers connection to ServiceTitan products. Assertions of compatibility, design, etc., must, of course, be accurate. You must never use the

Titan logo  or stylizations of the ServiceTitan Trademarks unless you have explicit written permission from ServiceTitan to do so. Regardless of form, you must never in any way state or imply that ServiceTitan produces, endorses, or supports your company, products, or services unless you have explicit written permission from ServiceTitan to do so. Below are some examples of permissible fair uses of the ServiceTitan Trademarks, which include accurate statements such as:


- The SERVICETITAN platform is used by leading merchants
- is compatible with SERVICETITAN software
- is designed for SERVICETITAN software
- works with SERVICETITAN software
- connects to the SERVICETITAN software platform

When making fair use of a registered ServiceTitan Trademark, you must acknowledge that ServiceTitan owns the trademark. The following language, appearing near or on the same page as the fair use statement, is appropriate: “SERVICETITAN is a registered trademark of ServiceTitan, Inc.”

B. PROHIBITED USE:

1. You must NEVER modify the ServiceTitan Trademarks or use them in a confusing way, including suggesting sponsorship or endorsement by ServiceTitan, or in a way that confuses ServiceTitan with another brand.
2. You must NEVER combine or use the ServiceTitan Trademarks with your company’s product or service name or any other term unless you have explicit written permission to do so. Use of the ServiceTitan Trademarks in that way would NOT be a fair use.

Correct: [your product/service name] with SERVICETITAN software platform
Incorrect: [your product/service name] SERVICETITAN; SuperSERVICETITAN

3. NEVER use the Titan logo  unless you have explicit written permission from ServiceTitan to do so. You must NEVER incorporate the ServiceTitan Trademarks into your company’s logos or designs.
4. Do not use the ServiceTitan Trademarks as your domain name or as part of your domain name.
5. Do not use the ServiceTitan Trademarks as a meta tag for your web pages.
6. Do not use the ServiceTitan Trademarks in a manner that would disparage ServiceTitan, its subsidiaries, its products, or services (e.g., untruthful advertising, false/misleading promotional materials, etc.).
7. Do not use the ServiceTitan Trademarks more prominently than your company, product, or service name.

II. Proper Use of the ServiceTitan Trademarks, Generally

1. Make prominent use of the ServiceTitan Trademarks as non-generic **adjectives** followed by the generic name/noun. A trademark is NOT a noun. This applies when the trademark first appears in text/sentence, AND as often as possible.

Correct: SERVICETITAN software platform helps...
Incorrect: SERVICETITAN helps...

2. *Make prominent use of the ServiceTitan Trademarks in accordance with the brand usage guidelines. See Exhibit B for ServiceTitan’s brand usage guidelines.*
3. *Do not use the ServiceTitan Trademarks in the plural or possessive form. An exception to this can be when “ServiceTitan” is used to refer to the company name.*

Correct: The unique capability of the SERVICETITAN platform ...
Incorrect: SERVICETITAN’s unique properties...
Use SERVICETITAN’s for...

Exception (referring to ServiceTitan as the company name):

Examples: ServiceTitan’s SERVICETITAN platform...
ServiceTitan’s tools...

4. *Do not use the ServiceTitan Trademarks as verbs. Trademarks are adjectives and should never be used as verbs.*

Correct: Use SERVICETITAN software to...
Incorrect: SERVICETITAN your product...

5. *Do not use forms of the ServiceTitan Trademarks that vary from the word marks. Even a seemingly innocuous deviation from the ServiceTitan Trademarks may create a new and different trademark. Do not shorten, abbreviate, or create acronyms out of the ServiceTitan Trademarks.*

EXHIBIT A


- SERVICETITAN
- Titan Logo 
- TITAN INTELLIGENCE
- TI
- BORN IN THE TRADES, BUILT FOR THE TRADES
- PRICEBOOK CONNECT
- PANTHEON

EXHIBIT B

Using our wordmark with the icon

We're a confident brand. We never crowd our logos and always give them room to breathe and stand out.

EPS

PNG

SVG



ServiceTitan

Copyright © 2022 ServiceTitan, Inc. All rights reserved.

Working with background colors

When placing a logo on a background, aim for a contrast ratio of 2.25:1 or higher to ensure readability. If the contrast is too low, adjust the background or choose a different one.



ServiceTitan

Copyright © 2022 ServiceTitan, Inc. All rights reserved.

When using the wordmark and icon on a photo

Copyright © 2022 ServiceTitan, Inc. All rights reserved.



ServiceTitan



Using our icon

Our icon is a shorter version of our logo. Use the icon on its own only if you do not have enough room for the full logo or in cases when the ServiceTitan brand has already been established.

In high-awareness markets, we lead with the ServiceTitan icon. There is power in owning our icon: It's universal and instantly identifiable within the trade service community.

EPS

PNG

SVG

Copyright © 2022 ServiceTitan, Inc. All rights reserved.



Wordmark

ServiceTitan

ServiceTitan

Our wordmark has been engineered to work at scale across all media and channels and can be used in place of the full logo in any situation where the full logo cannot be used.

[EPS](#)

[PNG](#)

[SVG](#)

Use the black variant of our wordmark on lighter backgrounds.

[EPS](#)

[PNG](#)

[SVG](#)

Copyright © 2022 ServiceTitan, Inc. All rights reserved.