



23andMe Brand and Trademark Use Guidelines

These guidelines are designed to provide you with our brand guidelines when developing and promoting your application. These guidelines are an integral part of the API Terms of Use.

These brand standards explain the rules and requirements for any association between your application and the 23andMe brand. If you'd like to make any use of our marks that is not covered in this document, you must contact us at legal@23andme.com and include a visual mockup or summary of your intended use for our review.

Why does 23andMe have an API program?

23andMe believes in helping people use information to better the world by finding new ways to cure disease and help people live healthier lives. As a brand, we stand behind our API program in delivering thought leadership and technology solutions around supporting this mission. As a brand we believe consumers have the choice to share and use their data they receive from 23andMe in any way they choose. We encourage and support teams of developers to develop applications to further this mission in our API program.

23andMe is intended for educational and informational use only, and is not for diagnostic use. 23andMe is also not in the business of family planning, crime investigation paternity testing, or eugenics of any sort. Any applications that desire to use 23andMe data for these purposes, or activities which may be construed as part of these purposes in 23andMe's sole determination, may not use the 23andMe name, marks or brand in any form.

What 23andMe marks can I use?

23andMe's "marks" include, but are not limited to, the 23andMe name, logo, and any word, phrase, image, or other designation that identifies the source or origin of any of 23andMe's products.

23andMe permits the use of its name "23andMe" in conjunction with your application or product only in the ways described in this document, and does not permit the use of its logo or other marks. The general guidelines are as follows:

Do:

- Use the name 23andMe, in a factual way to discuss your applications' use of 23andMe data.

- Reference 23andMe only at the point of download of your application and refer to 23andMe with the following statement (provided that references to “our app” in the statement below may be replaced with your application name):

“To download our app with your data, you need to be genotyped. Our app currently works with the data from 23andMe.com. The 23andMe DNA Spit Kit can be purchased for \$99 plus shipping and uploading your results to our app [are free][is only \$__]. 23andMe is not a sponsor of this application and only you can provide consent for our app to access this data.”

- Please remember to capitalize the M in 23andMe, to use “and” instead of “&” and that the letter “e” is lowercase.

Don't:

- **Use our logo in your application, product, marketing materials, email, digital promotions, press releases, editorial articles, TV, or online/offline paid, earned or organic advertisements.**
- Use any other marks or logos to represent our brand.
- Do not modify or alter the marks or use them in a confusing way, including suggesting sponsorship or endorsement by 23andMe, or in a way that confuses 23andMe with another brand.

Naming applications, products, or domains

Do:

- Name your website, product, or application with something unique.

Don't:

- Use 23andMe or any of the 23andMe marks in the name of your website, application or product.
- Register a domain containing 23andMe or the 23andMe marks, misspellings, transliterations or similar variations thereof.
- Apply for a trademark with a name including 23andMe, the 23andMe logo, the other 23andMe marks, or transliterations or variations thereof.

Advertising your application

Do:

- Use the 23andMe name (not logo) on your website to describe that your application, product or device is compatible with 23andMe and requires 23andMe data, using the statement described above.
- Link to 23andMe's website to direct users where to obtain their 23andMe data.
- Accurately represent 23andMe's product information (e.g., \$99 + shipping for the service).

Don't:

- Use 23andMe's name or trademarks in any advertisements or marketing materials for your application, product or device.
- Display the 23andMe logo or trademarks.
- Use the 23andMe name to refer to any service other than 23andMe.

- Use the 23andMe marks or the name 23andMe for the purposes of advanced placement in organic search, such as use in meta data or in any pay-per-click and pay-per-position search engines and advertising sites.
- State that your application is “powered” “sponsored” or otherwise endorsed by 23andMe

Visual design of your website or application

Do:

- Design your site with unique branding and logos.
- Use screenshots from our website with appropriate attribution (please see the limited license in Section 9 of our [Terms of Service](#).)

Don't:

- Copy our look and feel, as this could create user confusion – creative review will be included in the approval process of your application.

By using the 23andMe marks you agree to follow the above guidelines as well as our Terms of Service, API Terms of Use and all 23andMe rules and policies. 23andMe reserves the right to cancel, modify, or change the permission in this policy at any time at its sole discretion.