

Etsy

Etsy Team Branding Guidelines

Team branding

Guidelines for Teams and Captains of Teams

1

You *can* use the word Etsy in the name of your Team.

e.g. Etsy Greek Team, Brighton Etsy Team

2

Use the Etsy-designed badge when visually representing your Team.

If you use a Team logo you created, you may use the Etsy name but not the Etsy logo. Ensure Etsy is not the biggest word, visually.

3

You can only use official Etsy logos in the context of the Etsy-designed badge.

For example, you can't include the standalone Etsy logo on your website or business cards, but you can use the Etsy-designed badge in those spaces. If we are sponsoring you, we may also provide special branded assets or provide guidance on how you can use the Etsy logo.

4

Include the one-liner "Organized by a Team of Etsy sellers" visibly/ prominently when promoting an event or another opportunity to buyers or sellers.

LEGAL NOTES

Please be careful to make it clear that you do not work for Etsy.

We won't be pre-approving Team branding, but we of course need to reserve the right to review confusing/potentially harmful uses or violations of our Trademark Policy that come to our attention.

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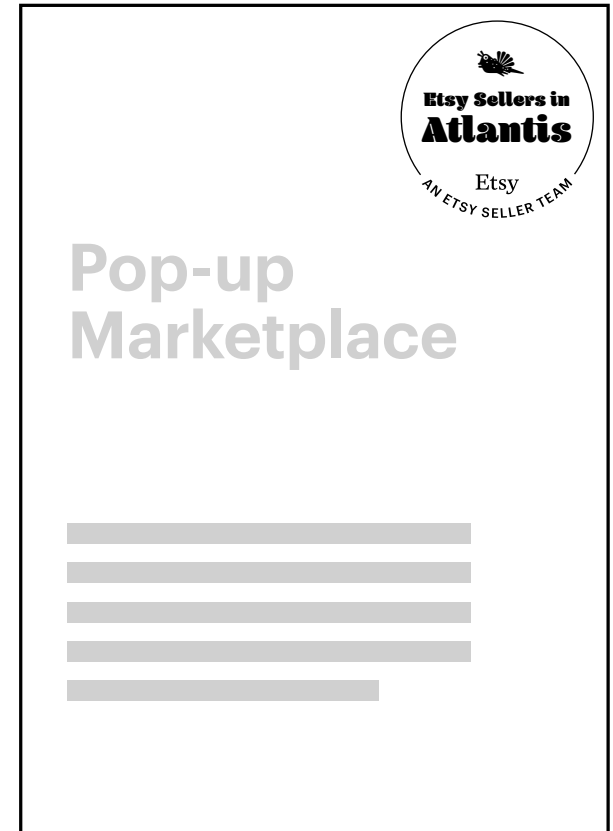
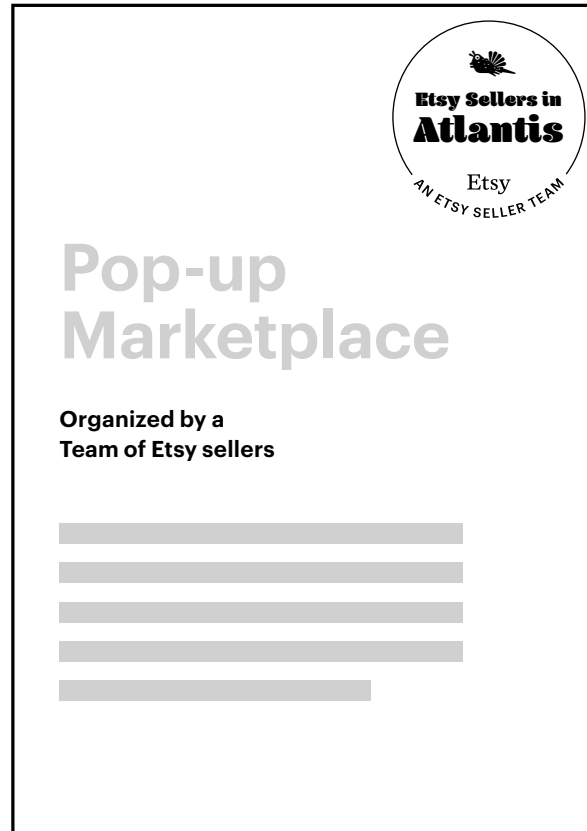
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