

Standardized Terms of Use Initiative  
Training File:  
**Quick Reference Guide**  
**for**  
**STOUI Icons**

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<http://dsd-professionals.com/stoui/>




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The STOUI study indicated the main concern over TOU's is that they are confusing and the meaning of words sometimes vary between TOU's. To help alleviate confusion and clarify the meaning of terms, the STOUI includes the use of a set of graphical icons to represent the most common terms used in the digital scrapbooking industry. These icons are recognizable by color, shape, and the text displayed on them.

You can get a free set of these icons from our download center (<http://dsd-professionals.com/stoui/downloads/>). Also available is a set of the most commonly used key sets.

This document describes each icon and its intended purpose.

	<p>The <b>green block</b> icon is for product TOU policies that allow for <b>commercial use</b>. Commercial use is considered any activity that could result in the exchange of money or offer monetary gain to the person(s) distributing the product.</p> <ul style="list-style-type: none"> <li>-- When using this icon provide clear guidance in the TOU for any specific uses allowed or not allowed.</li> <li>-- Combine the commercial icon with the Pro-Design and or the Pro-Craft icons to simplify and clarify your provisions further.</li> <li>-- Consider using this icon in combination with the purple "Limited" icon to clarify if there are limitations on the commercial uses allowed in the TOU.</li> </ul>
	<p>Use the red bar clarifier bar over this icon to indicate when no commercial use is allowed.</p>
	<p>The <b>blue oval</b> icon is for product TOU policies that are limited to <b>personal use only</b>.</p> <ul style="list-style-type: none"> <li>-- To clarify further you may want to also display the green-with-red-bar "no commercial use" icon along with it.</li> <li>-- If the TOU allows for personal use, but there's a limit on how many times a piece of art can be used to create like items (greeting cards, invitations, candy wrappers, etc.) then consider adding the purple "Limited" icon as well.</li> </ul>

	<p>The <b>orange double-eclipse</b> icon is for product TOU's that allows for <b>professional and hobby crafters</b> to use the digi-scrap art to create hand-crafted projects that are then sold to a third party.</p> <ul style="list-style-type: none"> <li>-- This includes projects such as scrapbooks, greeting cards, and other art projects that traditionally involve printing the digital art.</li> <li>-- Use this icon to indicate the product can be used by professional scrapbookers who create for others (S4O / S4H).</li> <li>-- Consider using this icon in combination with the purple "Limited" icon to clarify limitations of the TOU such as number of projects the art can be used, or when allowing prints only and no digital redistribution, etc.</li> <li>-- Always include clear language in your TOU describing the acceptable and/or unacceptable uses of the art.</li> </ul>
	<p>The <b>brown double-block</b> icon is for product TOU's that allow <b>digi-art designers</b> to use the product as a tool to create their own digital art pieces for resale.</p> <ul style="list-style-type: none"> <li>-- Typically, tools used for creating such art include brushes, tubes, templates, vector shapes, textures, actions, etc.</li> <li>-- When using this icon be sure to include clear instructions in the TOU for acceptable and/or non acceptable uses.</li> <li>-- Consider using this icon in combination with the purple "Limited" icon to clarify any special limitations of the TOU such as when derivative art pieces are limited to distribution in a flat file only.</li> </ul>
	<p>The <b>yellow round</b> icon is for TOU's that <b>require designer credits</b> be given.</p> <ul style="list-style-type: none"> <li>-- Consider using a copyright symbol and statement within the TOU for this product to clarify that copyrights are retained by the designer. (We have included a copyright icon in the free downloadable icon packages.)</li> <li>-- <b>Note:</b> When a designer does not require credit given it <b>DOES NOT</b> necessarily mean they are giving up the copyrights to their art.</li> <li>-- The only time copyrights are relinquished is when the designer specifically transfer their rights in written format.</li> </ul>
	<p>Use this same icon with the green "not necessary" bar across it to indicate the TOU does not require designer credits.</p> <ul style="list-style-type: none"> <li>-- A green bar across an icon works in the customers favor.</li> </ul>

	<p>The <b>purple triangle</b> icon is used to show when a product TOU includes <b>specific limitations</b> in combination with other provisions.</p> <ul style="list-style-type: none"> <li>-- It is designed to allow additional information to sit on top of it, per the designers needs. <a href="#">See page 5 of this document for specific examples of when to use this icon.</a></li> <li>-- When using this icon, always provide clear instructions in the TOU for acceptable and unacceptable uses.</li> </ul>
	<p>You may want to consider using this icon with the green bar over it to indicate when there are no special limitations imposed on a product.</p> <ul style="list-style-type: none"> <li>-- A green bar across an icon works in the customers favor.</li> </ul>
	<p>For your convenience we have included a <b>gray copyright</b> icon in the free icon package.</p> <ul style="list-style-type: none"> <li>-- You may want to consider using it to clarify when you are retaining copyrights – especially when allowing commercial uses of the product.</li> <li>-- <b>Note:</b> If a copyright icon is not included on product packaging or in a TOU document, it <b>DOES NOT</b> indicate a designer is relinquishing their copyrights.</li> <li>-- According to the copyright laws all rights are reserved for the artist whether they use the copyright symbol or not. The only time copy rights are relinquished is when the owner of the copyrights specifically states this in writing.</li> </ul>

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## Using the Special Purple Icon

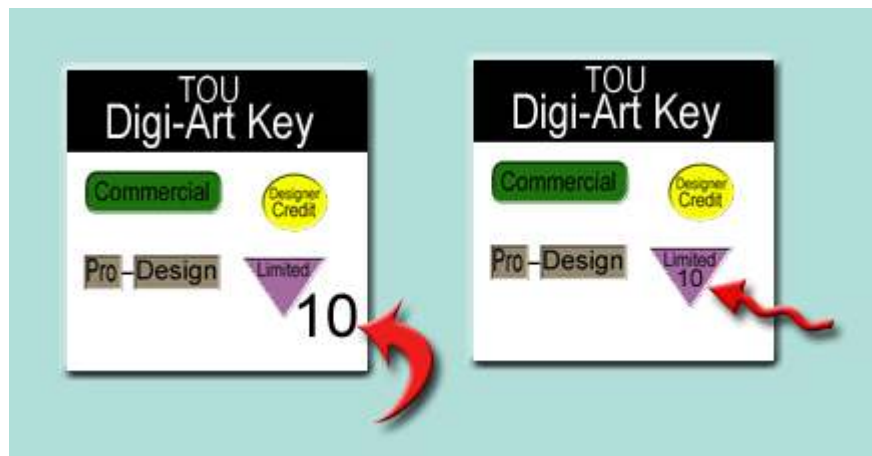
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The purple triangle icon is used to show when a product TOU includes specific limitations in combination with other provisions. For example sometimes personal use licenses, limit the number of times the digi-art can be used to create invitations, greeting cards, candy wrappers, etc.

When using this icon, always be clear and concise in the text of your TOU - giving instructions for what is acceptable and what is unacceptable uses of the product.

The icon is designed with space available for additional information. Although it isn't necessary, it's suggested that you use this space to assist the customer understand what limitations may apply.

Simply use the blank space to add text, or numbers to assist. Here's an example of how you might do that in the case of limiting the number of uses to ten pieces:



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## Additional Examples

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- When allowing professional crafters to create pages for customers, some designers do not want their digi-art delivered in any digital format. They allow for crafters to use the art in printed format only. If you do this, you could replace the number (in the above examples) with the words, "print only."
- When allowing professional designers to use their digital tools to create their own art, some sellers do not want their digi-art delivered in any layered format. They limit artists to redistribution of the artists own products - only if they have flattened the file before distributing it. If you do this, you could replace the number (in the above examples) with the words, "flat files only."

**Your icons might look something like these in the below example:**



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