

Standardized Terms of Use Initiative  
Training File:  
**Creating and Using  
TOU Digi-Art Keys**

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

STOUI is a Grassroots Movement Sponsored by:  
Digital Scrapbook Designer Professionals

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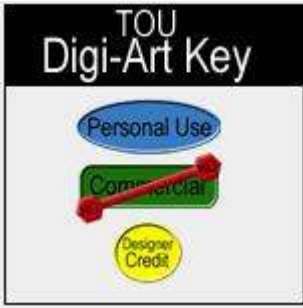

The Standardized TOU Initiative (STOUI) icons are designed to be combined inside a “key” that is similar to the key used on road maps to help guide the viewer to know what privileges are granted in the TOU. When combining the icons inside a key and displaying it on your product packaging and/or in your TOU document, it gives quick recognition and clear indication as to what the license allows for the purchaser.

For convenience we have developed a set of keys for the most commonly used TOUs and have made them available to you in a free download packet ( <http://dspd-professionals.com/stoui/downloads/downloads-icons/> ).



You do not have to use the keys in the packet in order to be supportive of the STOU. You can create keys using the standard icons however you want so they blend with your product packaging.

## Two Examples of TOU Keys:

<p>The key located to the right tells the viewer the product it is attached to, is for personal use only and that credit must be given to the designer of the product. The TOU would further clarify any particulars such as specifically how to credit the designer correctly. <b>This is the most commonly used key.</b></p>	 <p>A TOU Digi-Art Key with a black header. Below the header, there are three items: a blue oval with 'Personal Use', a green rectangle with 'Commercial' crossed out by a red diagonal line, and a yellow circle with 'Designer Credit'.</p>
<p>This key indicates the product it is attached to, can be used commercially. Professional scrapbookers and crafters can use it in their business. Professional designers who create digi-art for others can also use it in their business. The artist who created the product doesn't have any other limitations in the TOU and they don't expect anyone to list them in the product credits list. The TOU would further clarify any particulars such as whether or not the artist is retaining their copyrights, etc. <b>This is the least restrictive key possible.</b></p>	 <p>A TOU Digi-Art Key with a black header. Below the header, there are several items: a green rectangle with 'Commercial', a yellow circle with 'Designer Credit' and 'Yes' next to it, a purple triangle with 'Limited' and 'Yes' next to it, a grey rectangle with 'Pro-Design' and 'Yes' next to it, and an orange oval with 'Pro-Craft' and 'Yes' next to it.</p>

After making your keys, place them on your product packaging and/or on your website to help customers understand your TOU's. Here's an example of how it might look on your package:



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**Read more:**

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-- about the STOUI icons ( <http://dsd-professionals.com/stoui/stoui-whats-it-all-about/why-graphics/> )

-- and their specific meanings ( <http://dsd-professionals.com/stoui/training-center/icon-descriptions/> )

-- in our Training Center ( <http://dsd-professionals.com/stoui/training-center/> )

-- on the Icons Descriptions page ( <http://dsd-professionals.com/stoui/training-center/icon-descriptions/> )

We also have a free download that offers a quick-reference guide ( <http://dsd-professionals.com/stoui/downloads/downloads-training-files/> ) for each icon description.

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