



Here’s an easy way to figure out which logo to use

If you’re building this	Use this
<ul style="list-style-type: none">Email signatureBusiness cardsSocial iconsFaviconPartner badgesOrganic social postsBranded swagLarge trade/outdoor show signage	<div>No trademark</div> <div></div>
<ul style="list-style-type: none">WebsiteEmailPresentation deckOne pagers	<div>Trademark link</div> <div>Trademarks</div>
<ul style="list-style-type: none">Video	<div>Legal copy</div> <div>©2022 Klaviyo, Inc. All rights reserved. Klaviyo, the Klaviyo logo, Klaviyo One, the Klaviyo One logo, Own your data. Own your growth., Owned, Owned Marketing, and Customer-First Data, are the trademarks or registered trademarks of Klaviyo, Inc.</div>
<ul style="list-style-type: none">Paid socialDisplay adsPartner-created contentThird-party websites	<div>Trademarked</div> <div></div>
If a trademarked logo OR legal disclaimer copy are not present, use a trademark with the first instance of these key phrases:	
<ul style="list-style-type: none">Klaviyo® (when referring to the Klaviyo product or platform and used as an adjective)Klaviyo One™Owned™Owned Marketing™Customer-First Data™Own Your Data. Own Your Growth™	

