FORECA LOGO AND ATTRIBUTION REQUIREMENTS

This document provides information about the usage of the Foreca logo and guidelines for attribution.

Foreca Logo Options

The Foreca logo has four options to choose from depending on the background color. All the logo versions are to be used in transparent format. The recommendable file formats are GIF, PNG, BMP, TIFF, and JPEG 2000. All the logo options can be downloaded at www.foreca.com/logo.

Foreca BRC (black;red;cyan)

Foreca BRC is the primary logo version to be used always when possible. This version can be used on backgrounds in white or light shades.

Foreca WRC (white;red;cyan)

The secondary version in white, red and cyan letters is to be used on backgrounds in black or dark shades.

Foreca White and Foreca Black

The white text logo and the black text logos are to be used when colored logos can't be used (i.e. on black&white print) or when the background color is too near to clearly separate the Cyan and Red colors of the logo.

Always choose the option with the highest contrast towards the background color.

Background and Free Space

The background of the Foreca logo should be in plain or slightly shaded color. On mixed background (e.g. a picture) a separate background label with a maximum of 20% transparency is to be used.

The logo should be surrounded by free space measuring half of the logo height minimum. Please ask Foreca for advice if any exception would be needed.
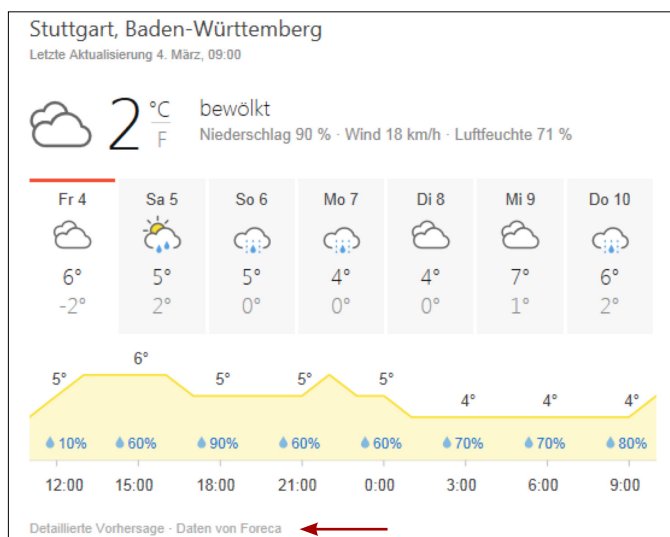
Foreca Attribution Requirements for Foreca Weather Data

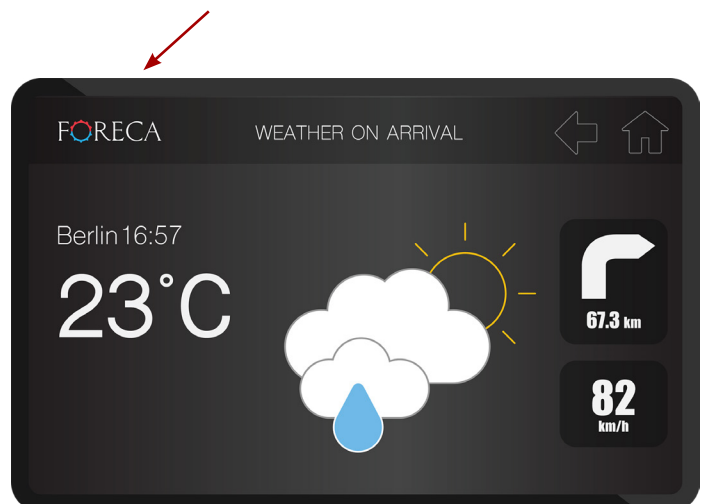The Foreca logo or name attribution is required to be shown together with the weather data as attribution.

- Consumers expect content like news and weather to include information about the source. This promotes the trustworthiness of the service.
- The Foreca brand is widely associated with top quality forecasts across all continents (e.g. Microsoft's global services).
- Foreca understands the importance of clean and stylish UI design, therefore we propose to work closely together in order to achieve the best results.

Examples of Foreca data attribution

The source can be provided either in text (example 1) or logo (example 2).

Example 1: Data source with Foreca name

Example 2: Data source with Foreca logo

3rd Party Weather Providers

We recommend to take into consideration the possible 3rd party standards of the data attribution.

- Some 3rd party content like governmental severe weather warnings might require text attribution of the original source.
- Some 3rd party content like air quality, pollen or ski data might require attribution to be displayed somewhere in the system i.e. on some "additional info" / "about" page or similar.
- Maps displaying satellite or radar data (i.e. displaying data/pictures as they are) usually require name attribution of the provider. However in case Foreca has already modified and/or enhanced the original source data this might not be required.

In any case of questions or doubts, please contact Foreca (sales@foreca.com). We will help you to provide the best-in-class UI and design to display Foreca's weather data.