Ridgeway® Trademark Usage Guidelines

Simple rules to protect our brand and stay legally compliant

How to type the ® symbol

On most keyboards:

• **Windows:** Press and hold the 'Alt' key, then type 0174 on the number pad → ®

• **Mac:** Press 'Option' + 'R' → ®

• **Microsoft Word or Google Docs: Type **(r)** and it will automatically convert to ® *(only works in apps with autocorrect enabled)*

• Or copy and paste: ®

1. Use "Ridgeway®" — with the ® symbol

• Always write Ridgeway with a capital "R"

• Use the ® symbol like this: Ridgeway®

• This shows the name is a registered trademark in the UK

2. When to use the ® symbol

• Use ® the first time you mention "Ridgeway" in:

- Emails to customers
- Website pages
- Marketing materials
- Reports or presentations

• You don't need to repeat it every time on the same page or document

Example:

Ridgeway® is a leader in innovation. Ridgeway solutions are trusted worldwide.

3. Only use ® in the UK or where the mark is registered

• If you're writing for audiences outside the UK, check if the trademark is registered in that country.
• If it's not, use ™ instead: Ridgeway™

4. Use ® with the logo too

• If you're using our official logo, you can place the ® near or under it, if it fits the design.

5. Don't change or stylise the name

• Never write "ridgeway," "RidgeWay," or "Ridge-way" — it must always be Ridgeway
• Don't use slang, abbreviations, or plural forms (e.g., "Ridgeways")

6. Quick Do's and Don'ts

✅ Do This	❌ Don't Do This
Ridgeway® (first use)	ridgeway, RidgeWay, Ridge-Way
Ridgeway® solutions	Ridgeway's® new range
Use ® once per doc/page	Repeat ® after every mention
Use ® with logo if appropriate	Use ® with unregistered names