

Steinberg ASIO Usage Guidelines

(SDK Version "2.3.4 – 16.10.2025" or higher)

1. Use of ASIO Compatible Logo

If you choose to display the **ASIO Compatible Logo** or refer to the **ASIO** trademark, you are required to include a reference to Steinberg by using the **ASIO Compatible Logo** as provided by Steinberg on each of the following:

a) Packaging (Physical Products):

The **ASIO Compatible Logo** must appear clearly on all physical product packaging or tangible form (e.g., USB stick, dongle, hardware device).

b) Websites:

The **ASIO Compatible Logo** must be visible on every web page referencing or promoting a product using or created with the **ASIO** SDK. Displaying the **ASIO Compatible Logo** only in a site-wide footer or imprint is not sufficient.

c) Documentation & Manuals (including but not limited to PDF manuals, printed manuals, data sheets, online help):

The **ASIO Compatible Logo** must be included in all forms of product documentation. If space constraints prohibit inclusion, a copyright attribution referencing Steinberg must be clearly included (see section 15).

d) Marketing / Advertising Materials:

The **ASIO Compatible Logo** must be shown in all promotional and advertising content unless spatial limitations prevent it — in which case the attribution must be provided.

e) Product UI ("About Box" or equivalent):

The **ASIO Compatible Logo** should appear in the About Box or equivalent UI element (e.g., help menu or splash screen). If space is insufficient, the attribution notice must be used.

f) Digital Distribution (No Tangible Form):

If ASIO is used or activated by default: logo must appear in the About Box and/or Startup/Splash screen.

If ASIO is only activated manually: logo must appear in every dialog that enables/configures ASIO.

g) Legal / Imprint Pages: The logo or trademark notice must appear on relevant imprint or legal pages referencing ASIO.

Exception:

If spatial limitations exist (e.g., banners, promotional gadgets), the text-only reference to "ASIO" along with the copyright notice may be used.

2. Use of "ASIO" Without the ASIO Compatible Logo

Parties using the **ASIO** SDK in accordance with its license are permitted to use the term "**ASIO**" in standard font to denote compatibility, subject to full compliance with these guidelines. This use is allowed:

- On product packaging
- On websites
- In product names

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In all cases, the **ASIO Compatible Logo** must appear in relevant context, adjacent to or associated with the use of the term "**ASIO**".

3. Claiming of Compatibility

Statements such as "Compatible with 64-bit **ASIO**" are permitted under the following conditions:

- The product is in fact compatible and was developed using the **ASIO** SDK.
- The **ASIO Compatible Logo** is shown near the claim, on the same page or surface.

4. Use on Websites

The **ASIO Compatible Logo** must appear on every webpage referencing a product that uses or was created with the SDK or that displays the term "**ASIO**". Placement in the imprint or a single page is not sufficient.

5. Use on Packaging

The **ASIO Compatible Logo** must be printed on the packaging of any product that uses or was created using the **ASIO** SDK.

6. Use in Product Names or Logos

You may refer to **ASIO** compatibility in a product name if:

- "**ASIO**" is used in plain text, e.g., "MyCoolEngine for **ASIO**".
- The **ASIO Compatible Logo** is shown in immediate visual proximity.
- "**ASIO**" is not graphically stylized, embedded into the **ASIO Compatible Logo**, or merged into the core product brand.

✓ Allowed:

Mycool
for ASIO *Engine*

✗ Not allowed:



7. Use in Company Names

Use of the term "**ASIO**" in a company name is strictly prohibited.

8. Use in Social Media

"**ASIO**" may be included in social media handles, channel names, or URLs if:

- The reference denotes compatibility (e.g., "MyCoolEngineFor**ASIO**").
- The **ASIO Compatible Logo** is shown clearly and consistently on the channel/page.

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9. Use in Domain Names

Use of **"ASIO"** in domain names (e.g., MyCoolEngineForASIO.com) is permitted if:

- The name includes a reference to compatibility (not a standalone brand).
- All web pages under the domain:
 - Use the SDK.
 - Display the **ASIO Compatible Logo**.

10. Use in Logos

- Including **"ASIO"** in company logos is not allowed.
- Use in product logos is allowed only in compliance with Section 6.

11. Use in Videos

"ASIO" may appear in:

- Video titles (e.g., tutorials or demonstrations)
- On-screen references

Only if the **ASIO Compatible Logo** is:

- Displayed in the video itself
- Displayed on the webpage where the video is hosted or previewed

If a still frame from the video includes the term **"ASIO"**, the **ASIO Compatible Logo** must also be present in the frame or immediately adjacent context.

12. Use in Categories or URLs

Use of **"ASIO"** in URLs or category names (e.g., www.myreviews.com/ASIOdrivers/) is allowed if:

- The category is descriptive and generic.
- Only products that use or are created using the **ASIO** SDK are listed.

13. Combinations or Variants

It is not permitted to create modified terms or compositions such as **"ASIOd"** or other abbreviations, blends, or derivatives.

14. Official ASIO Compatible Logos

Steinberg provides the following **ASIO Compatible Logos**:



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It might be used as well in the following forms, the text underneath or on the right being in any common font:



ASIO is a registered trademark of
Steinberg Media Technologies GmbH



ASIO is a registered
trademark of Steinberg
Media Technologies
GmbH

15. Trademark Attribution Requirements

The first use of “**ASIO**” in any product-related material must include the ® symbol.
Additionally, the following attribution must appear in all product credits and documentation:

"ASIO is a registered trademark of Steinberg Media Technologies GmbH."

16. Questions and Contact

For further clarification or to submit suggestions, please contact:

reception@steinberg.de