

## AJITORA CONCEPT IMAGES | アジトラコンセプト画像

2016.02.02 [ VERSION: 1.1 ]



**BRIEF COPYRIGHTS NOTICE:** The Ajitora images herein are released as a CC+ license with Attribution-NonCommercial-NoDerivs ( CC BY-NC-ND ) as a base. Upon the acceptance of the Ajitora Obligations – *that the resulting works: 1. must not be counter to the Ajitora Movement's mission to support tigers, sustainable development, and a collaborative Asia in a positive manner; and, 2. must not depict Ajitora engaged in activity that is unlawful, obscene, excessively violent, hateful, or otherwise objectionable* – users may further remix, build and distribute derivative works with the Ajitora images, even commercially, similar to an Attribution-ShareAlike ( CC BY-SA ) license **with attribution to "@ajitora.asia"**. FOR THE AVOIDANCE OF DOUBT, WORKS INCORPORATING AJITORA IMAGES ALONG WITH OTHER COPYRIGHTED WORKS ARE NOT BOUND BY THE SHARE-ALIKE REQUIREMENTS AS A WHOLE (E.G. AUTHORS OF BROCHURES/POSTERS INCORPORATING THE AJITORA IMAGE MAY RETAIN ITS COPYRIGHTS WITHOUT SHARING-ALIKE THE COPYRIGHTS OF THE BROCHURE/POSTER AS A WHOLE), HOWEVER DERIVATIVE AJITORA IMAGES, E.G. AJITORA POSING IN A DIFFERENT WAY OR WITH DIFFERENT EMOTIONAL EXPRESSIONS, ARE TO BE SHARED-ALIKE. For more information, please refer to <http://cc.ajitora.asia>. **NOTE: Please download the Open Fonts: Titillium Web (<http://www.campivisivi.net/titillium/text>) and Noto Sans (<https://www.google.com/get/noto/>) before using this file.**

# STANDARD AJITORA IMAGE



## COLOR PALETTE:

**ORANGE**


PANTONE P 34-8 U

**PRINT / PROCESS**

CMYK: 0,75,98,0

**WEB / SCREEN**

RGB: #F16524

**FIGURE / PAINT**

PANTONE 1585 C

**RED**


PANTONE P 49-8 U

CMYK: 99,91,22,0

RGB: #C01722

PANTONE 711 C

**GREY**


PANTONE P 169-1 U

CMYK: 8,7,8,0

RGB: #E7E4E2

N/A (WHITE)

**BLACK**


BLACK

CMYK: 100,100,100,100

RGB: #000000

BLACK

**WHITE**


WHITE

CMYK: 0,0,0,0

RGB: #FFFFFF

WHITE

## COLOR USAGE NOTES:

**ORANGE** [■] The color ORANGE may appear different under different circumstances. Please feel free to use a different orange tone to match with the environment (e.g. matching an orange colored background / fabric, etc.).

**RED** [■] In conjunction with the change of the ORANGE, the RED may need to be adjusted accordingly to maintain a contrast between the mouth and the face of Aji.

**GREY** [■] The selected GREY may look too faint or dark on some screens or backgrounds. Please feel free to adjust accordingly, but note it should not be too grey which could make Aji look like an old man. Also, for some implementation GREY may be replaced with WHITE to reduce number of colors.

**BLACK** [■] The selected BLACK is c100 m100 y100 k100 (i.e. 100% for all) alternatively 0,0,0,100 or #000000 could be used.

## CORE DESIGN ELEMENTS:

Ajitora is a cheerful, energetic and curious cyberspace tiger. Aji has a mission to support sustainable development in Asia. The Ajitora Movement is about a collaborative Asia where Asia Tiger Economies and Asia Tiger Ecologies can be Roaring Forward Together!

The core elements of the Ajitora concept design is based on a series of symbolic elements that reflect the mission and vision of the Ajitora Movement and the personality of Ajitora's character.



**Square.** Strength and principled.



**Asterisk.** Remark and a wildcard.



**Pentagon.** Humanity and the human condition.



**Triangle.** Dynamic and energetic.



**Hexagon.** Nature and sustainability.



**Angular.** Abstract and cybernetic.

## BASIC AJITORA POSES



## DESIGN CONCEPT NOTES:

In general, alternative poses, expressions and derivative works are encouraged. The following notes provide some conceptual guidelines based on the basic design concept of Ajitora.

**STRAIGHT-LINES:** Ajitora is expressed in straight-lines to give an energetic and cybernetic feel to the design, matching with the birth origin of Ajitora from the Internet. A relatively minimalistic and abstract approach is used for the design in general. The straight angles are rounded for 3D implementations (some rounded corners) only (this license does not cover the 3D adaptation).

**EYES & NOSE:** Ajitora's eyes are basically squares and the angle maintains upright as much as applicable even if his head is tilted. Depending on the application, this rule may or may not apply (e.g. when rotating entire figure image), and for designs featuring winks or other emotions. The nose is also rotated less or not at all and aligned with the eyes against the face. For most of the designs, the eyes also overlap slightly with the nose.

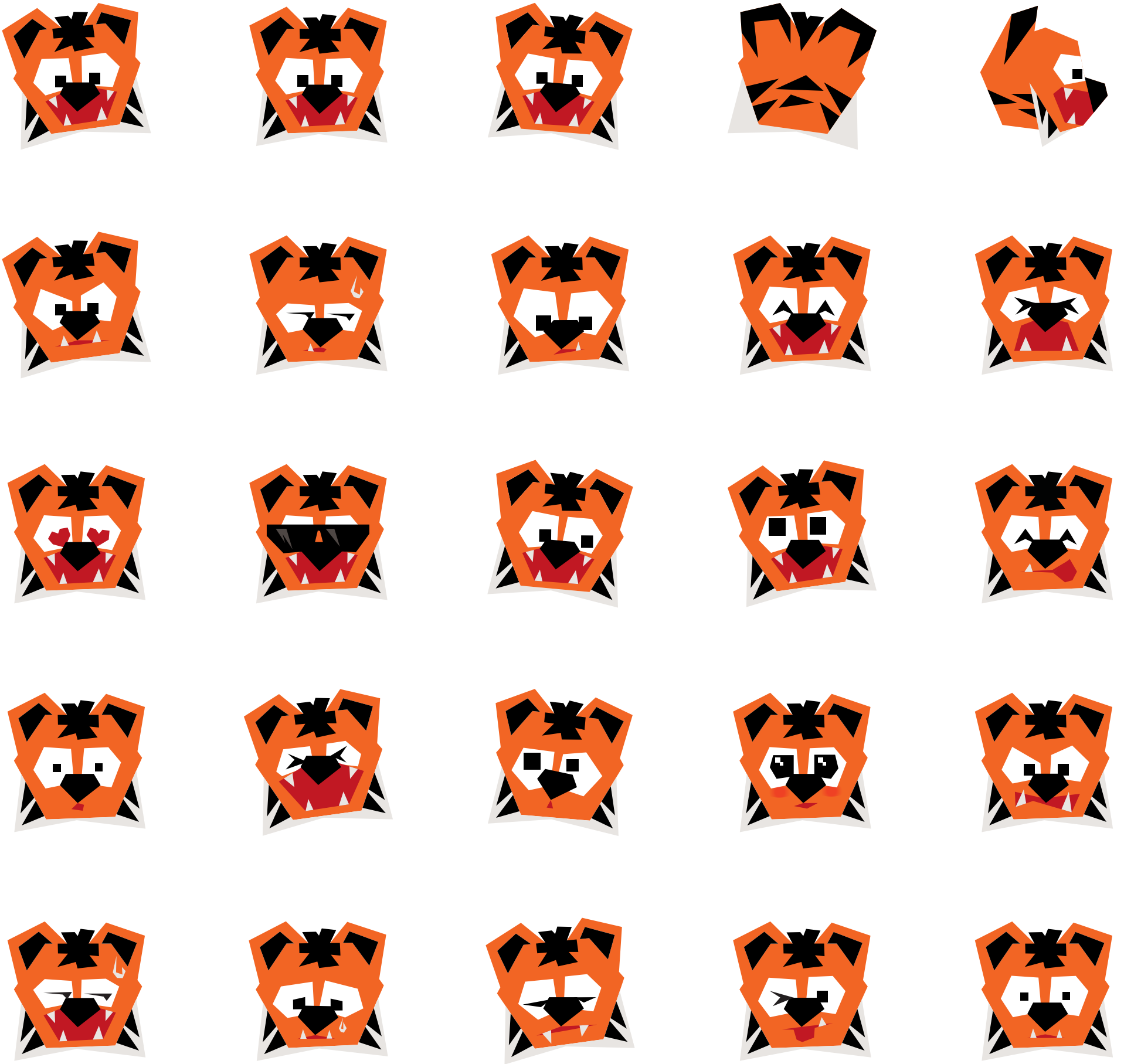
**TEETH & MOUTH:** The typical design shows 4 canine teeth. Depending on emotions, there may be less (or more) teeth. Mouth and tongue is not generally distinguished in color (unless particularly required). The mouth is generally connected to or overlapped with the nose. Normally, the color of the teeth is the same with Ajitora's facial mane (usually grey and occasionally white when and if the facial mane is white).

**FACE & FOREHEAD:** The face is represented in a hexagon, with each of the eye pads and the nose as pentagons. The asterisk "\*" on the forehead represents the iconic tiger stripes with a touch of cyberspace.

**HANDS & LEGS:** The arms are included in separate components in the sheets. Thumbs, fingers and/or claws may be added to give a better grip. Footprints / Paw-marks are included for sole of foot.

**ASYMMETRY:** Note that the facial expressions and stripes/patterns on Aji are not symmetric. The face/head, front and back side of the body should not be flipped horizontally. The side view may be used for either side and can be flipped.

# SAMPLE AJITORA EXPRESSIONS



## EXPRESSION NOTES:

The expressions (head) provided on this page is in the same scale as the full body poses in the previous page to allow for easy mix and match. Additional emotions are encouraged bearing in mind the explana-

tions included in the "Design Concept Notes" on the previous page. Distortion of the face and body is not acceptable unless especially intended for dramatic expressions and poses. Scale of the head/face and the body should be maintained, except if for special "Q-version" (cute) implementations where the head is further enlarged.

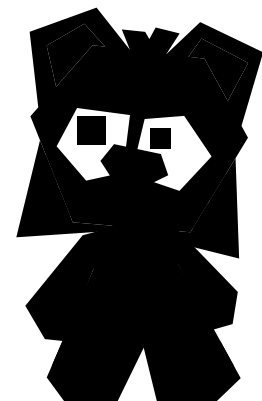
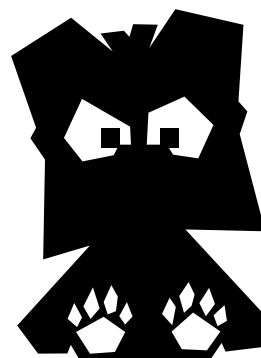
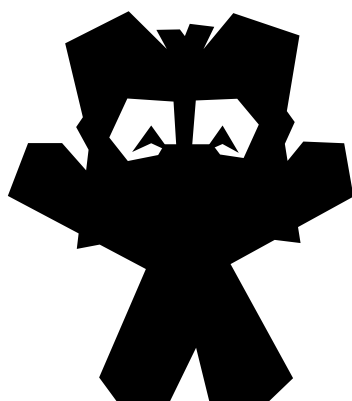
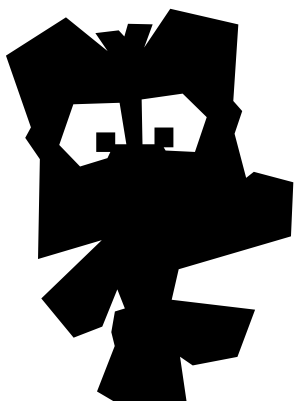
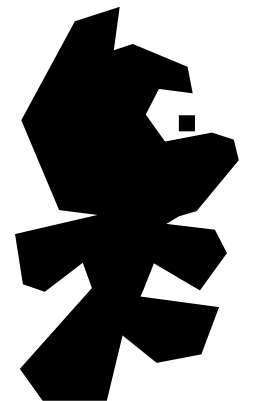
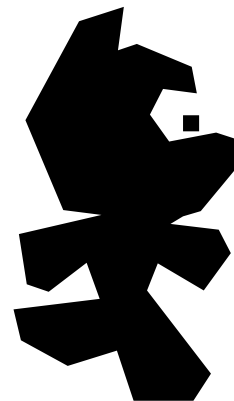
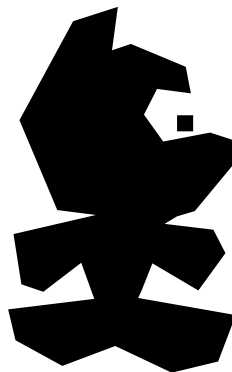
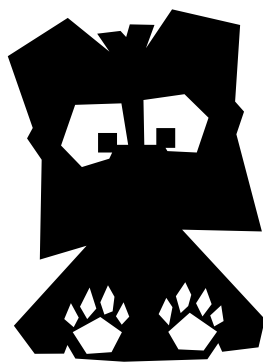
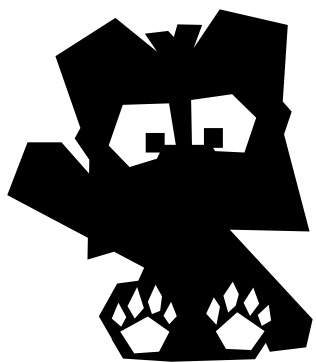
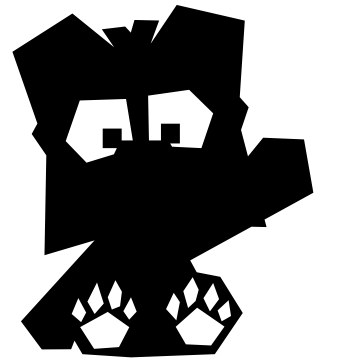
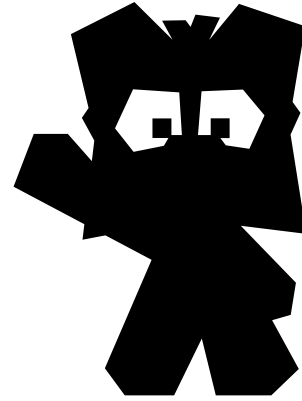
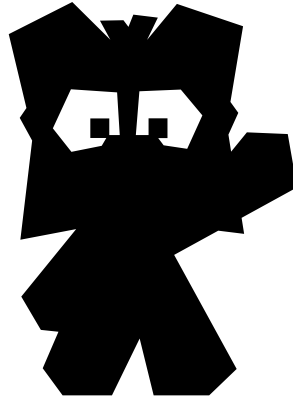
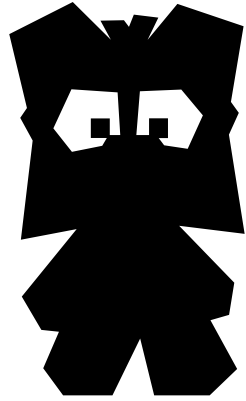
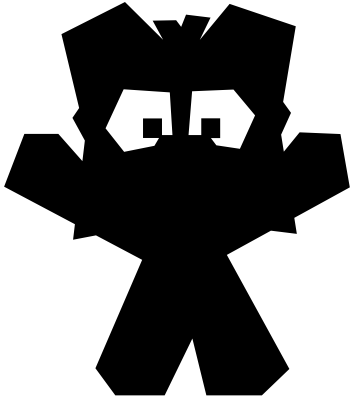
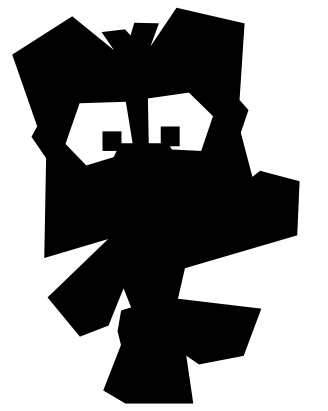
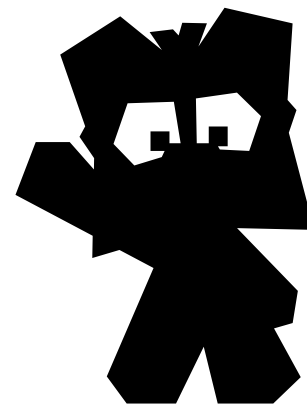
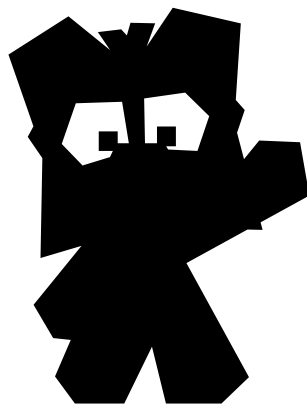
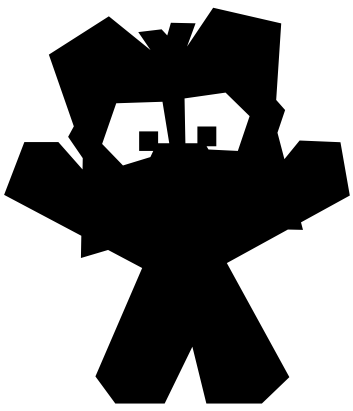
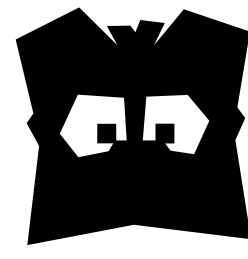
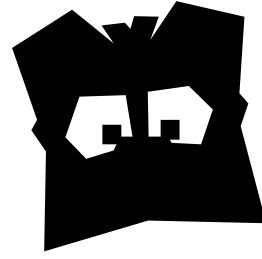
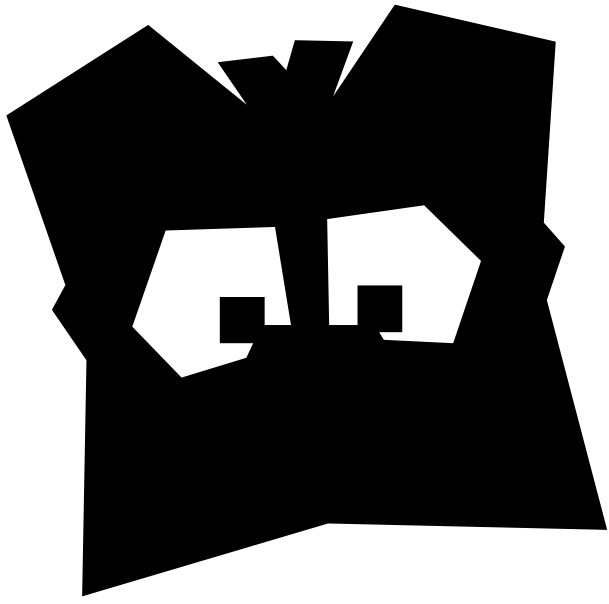


# MONOGRAPHIC INTERPRETATIONS

## MONOGRAM & WIREFRAME:

Monographic interpretations are encouraged for more modern and sleek designs. Monograms with different expressions may also be compiled utilizing the monographic concept on this page and eye expressions on the previous page.

Wireframe designs can be used for patterns and coloring books. Wireframe outlines should "align stroke to inside" to retain the size of the figure (except if the stroke is intended to be a border outline).



## "AJITORA" THE NAME

アジトラ

Japanese

Ajitora

English (Latin Script)

小虎亞吉

Chinese (Simplified)

আজিজেরা

Bengali (Siddham Script)

아지호랑

Korean

अजीतोर

Hindi & Nepali (Devanagari Script)

小虎亞吉

Chinese (Traditional)

အဲညိတော

Thai

Ажитор

Russian & Serbian (Cyrillic Script)

أجيطره

Arabic & Persian (Arabic Script)

**NOTE:** The "Ajitora" name is provided in various languages. Most of the languages expresses the name "Ajitora" in its phonetic representation. For Chinese and Korean, the concepts of Tiger / Asia are also incorporated. You are encouraged to express "Ajitora" in other scripts or languages. Nevertheless, should you do so, please inform the Ajitora team of your creation: team@ajitora.asia.

Hopping through javascripts online, our tiger found himself a name combining, "Aji" the legendary king of Java and "TORA" a wireless mesh protocol. "Tora" also means "tiger" in Japan. "Aji" is also a popular name in Asian cultures and an alternate or shortform for "Asia" or "Ajia". Together "aji"+"tora" represents both "King of the Cyber Jungle" as well as "Asia Tiger".



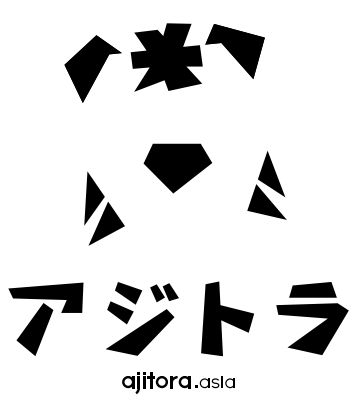
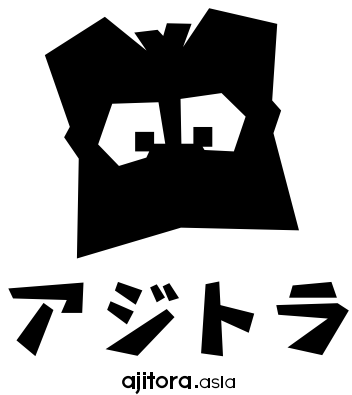
@ajitora.asia

@ajitora.asia

ajitora.asia

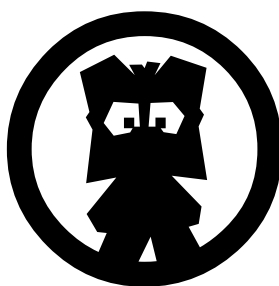
ajitora.asia

## AJITORA EMBLEM



# AJITORA LABEL & BRANDING

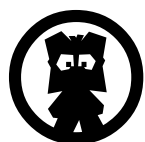
The "Ajitora Label" is used for merchandises featuring Ajitora. You may also include the Ajitora Label for attribution to the Ajitora Team.



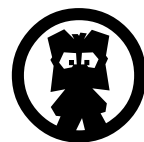
ajitora.asia



ajitora.asia



ajitora.asia



ajitora.asia

## TAGLINES & HASTAGS

The core elements of the Ajitora concept design is based on a series of symbolic elements that reflect the mission and vision of the Ajitora Movement and the personality of Ajitora's character.



TEXT

**Roaring Forward Together** | For Tigers. For Asia.

OUTLINED

**Roaring Forward Together** | For Tigers. For Asia.

**Roaring Forward Together** | For Tigers. For Asia.

**#doubletigers #ajitora #Tx2**

**#doubletigers #ajitora #Tx2**

**Roaring Forward Together**  
For Tigers. For Asia.

**Roaring Forward Together**  
For Tigers. For Asia.

**RRRAO!!~~**

**RRRAO!!~~**

## ACCOMPANYING FONTS

The suggested primary and secondary fonts are both available in Open Font license (SIL Open Font License, 1.1 - <http://scripts.sil.org/OFL>).

Primary Font:

# Titillium Web

<http://www.campivisivi.net/titillium/text>

**Regular:**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
01234567890  
~!@#%\$^&\*()-\_+=[]{};\:|./<>?

**Light:**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
01234567890  
~!@#%\$^&\*()-\_+=[]{};\:|./<>?

**Bold:**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
01234567890  
~!@#%\$^&\*()-\_+=[]{};\:|./<>?

Secondary Font:

# Noto Sans

<https://www.google.com/get/noto/>

**Regular:**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
01234567890  
~!@#%\$^&\*()-\_+=[]{};\:|./<>?

**Bold:**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ  
01234567890  
~!@#%\$^&\*()-\_+=[]{};\:|./<>?

**CJK Japanese Regular:**

あいうえおかきくけこさしすせそ  
たちつてとなにぬねのはひふへほ  
まみむめもやゆよりるれる  
わるゑをんっゝゝ



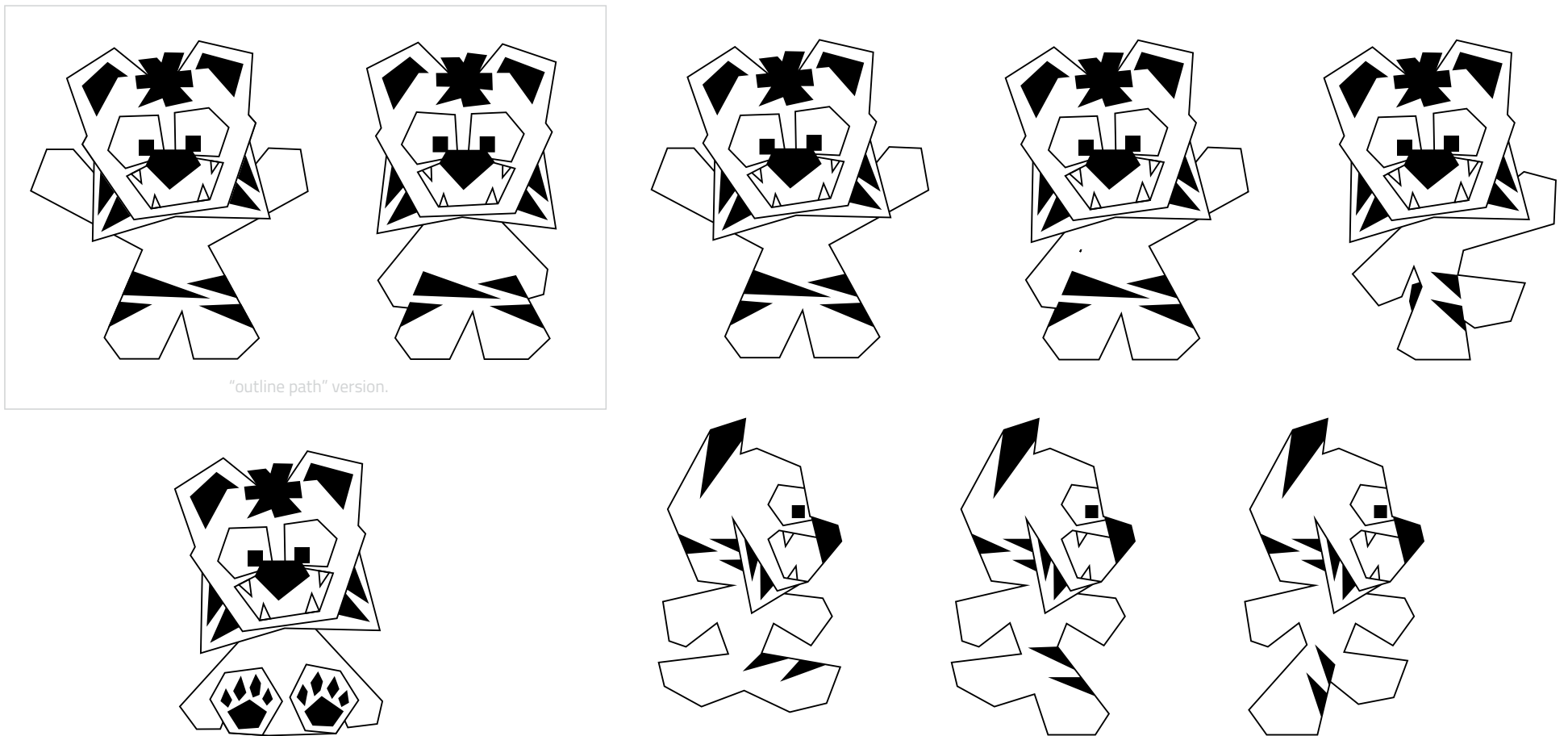
# AJI-ON-ORANGE, OUTLINE & ELEMENTS



**AJITORA ON ORANGE BACKGROUND:** This variation omits the facial mane color (changing it to orange or transparent). Note that the background color orange must match Aji's face color by either adjusting Aji's face or the background.

## OUTLINE VERSION

Outline Version may be useful for coloring books etc. **NOTE:** when converting from colored version different components should be copied differently. Different outlines are aligned to the center, inside or outside as appropriate for the particular component. Also, note that the mane may require special attention where it overlaps with the face.



## CORE DESIGN ELEMENTS

The design elements can be used separately as icons, etc. For example, the stripes can be used as background to represent tiger skin, and the paw print may be used for follow-me paths, etc.





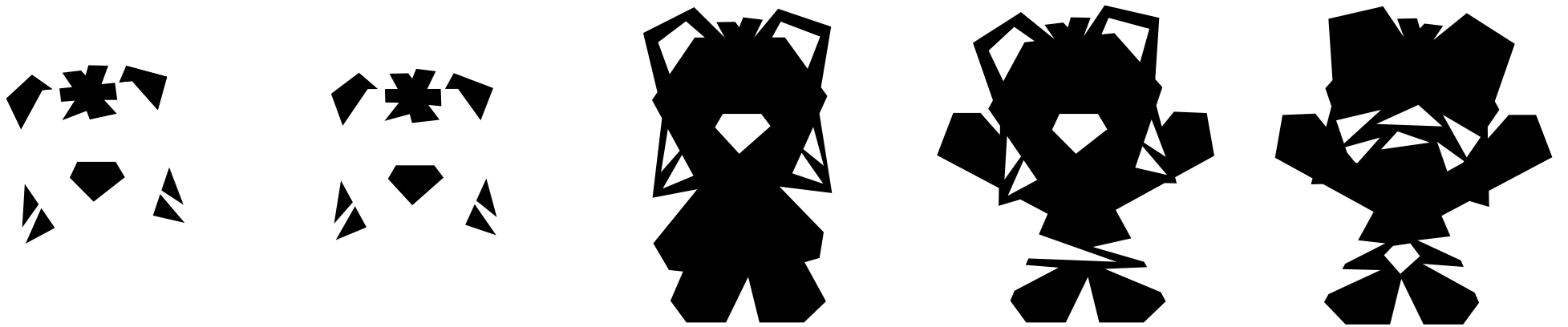
## VARIATIONS & ALTERNATIVES

### BABY AJI

This is a simplified concept that may be useful and suitable for baby products, simple cloth dolls, fabrics, etc.

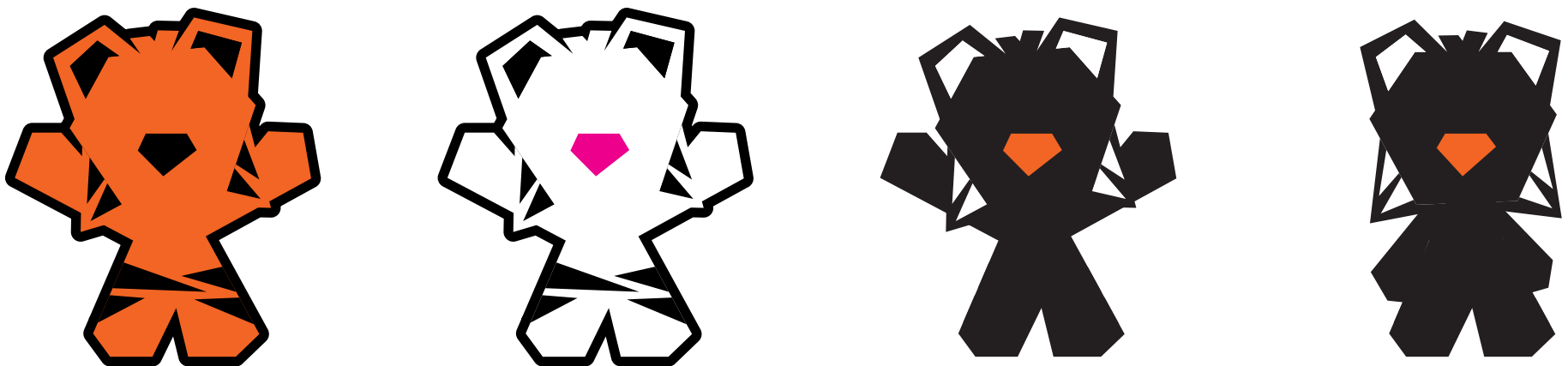


### MONOGRAPHIC ALTERNATIVES



### OTHER VARIATIONS

This and other examples of variations on this page are examples for further derivative works. Other variations and derivative works based on the Ajitora Images are encouraged. Please however take into consideration the cautionary notes included in this Ajitora Concept Image document.



## CAUTIONARY NOTES ON DERIVATIVE WORKS



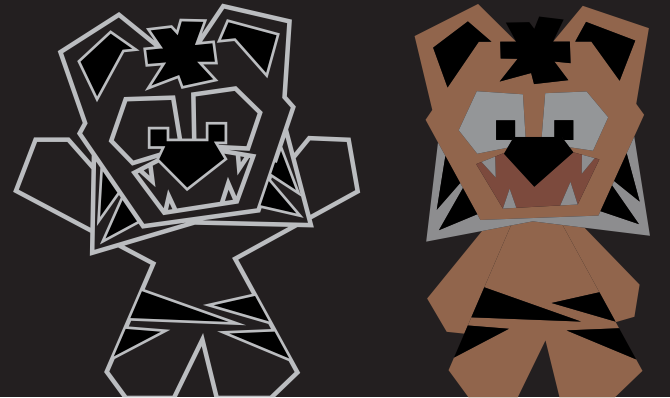
**BLACK ON BLACK:** When set against a black or very dark background, some features of Aji, e.g. his "star" on his forehead may be merged into the background. That is acceptable. All of the Ajitora Images are provided with "black" included as 4-color black (cmyk: 100,100,100,100), so it should stand out from just black as well.



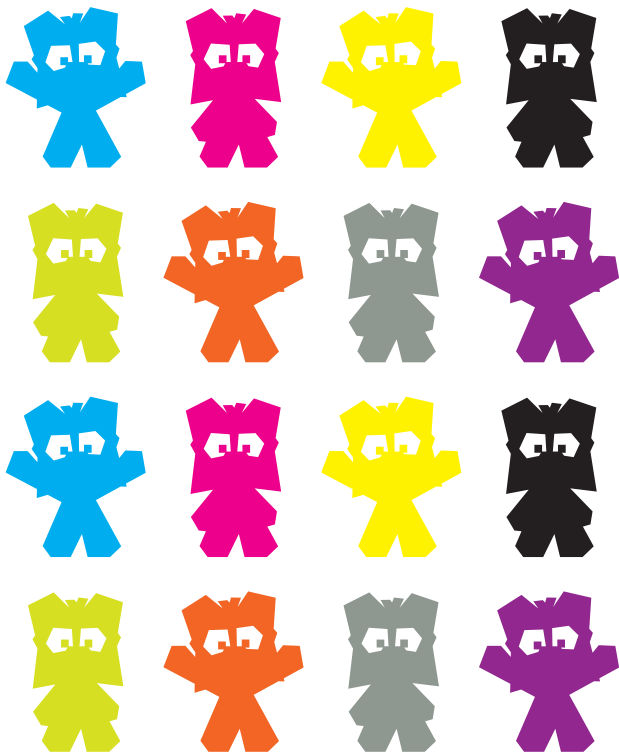
If a border is desired, take caution to use the right thickness and applied to the right components. Duplicating a layer for just the boarder may be useful. However, protruding angles formed by outlines are undesirable unless they are intentional. Rounded corners are acceptable.



**TRANSPARENCY:** Opaqueness is acceptable for monogram designs. For colored versions, caution should be taken to avoid patterns overlapping on Aji, especially around the white areas of the eyes.



**COLOR USAGE:** Any color is acceptable for monograms.



**AJITORA ORANGE:** Orange and Black are the core Ajitora Colors. Different "orange" colors are acceptable especially for printing in color restrained situations (e.g. silk screen print) and to match material colors. Non-orange for Ajitora's body and face is not acceptable except under very special conditions (e.g. to express a very hot or very cold Aji).



## ASYMMETRY & DISTORTION

**ASYMMETRY:** Note that the facial expressions and stripes/patterns on Aji are not symmetric. The face/head, front and back side of the body should not be flipped horizontally. The side view may be used for either side and can be flipped.

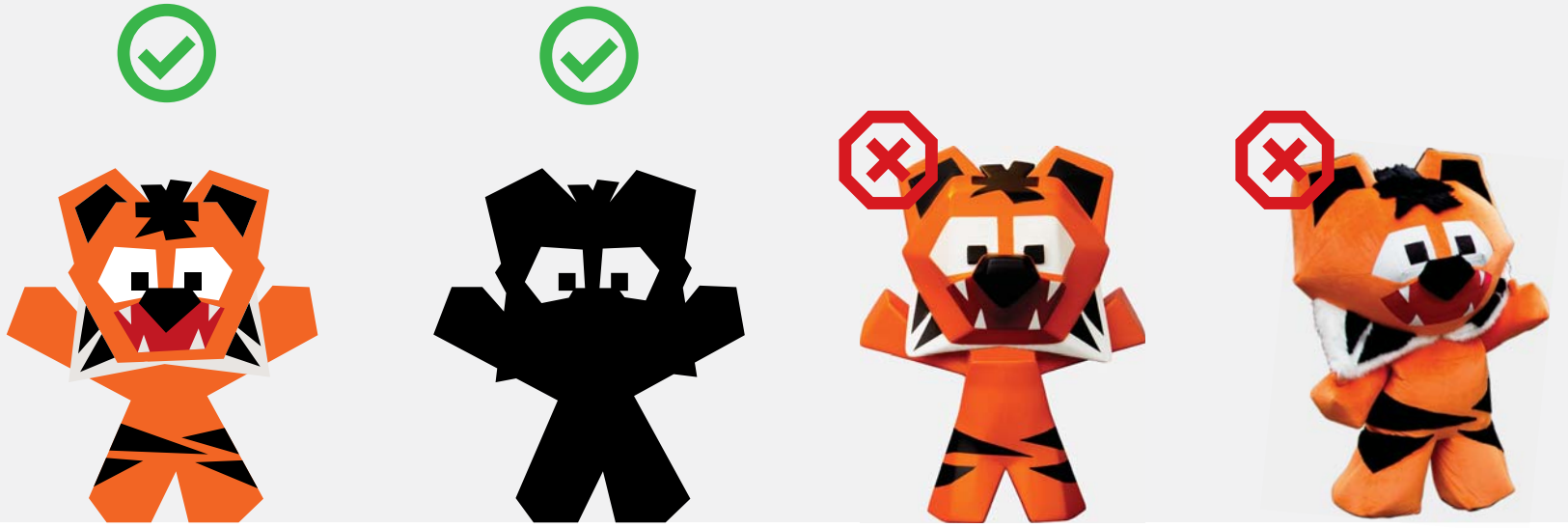


**DISTORTION:** Height/width ratio distortion is not acceptable. Proportional emphasis for more dramatic expressions are acceptable.



## CAUTIONARY NOTES ON LICENSE

**THIS LICENSE COVERS THE USE OF THE 2D GRAPHICAL VERSION OF THE AJITORA IMAGES ONLY.** 3D rendering and images with Ajitora in real life are improper implementations, and are not covered by the Ajitora CC+ Copyright License. 3D version of Ajitora will be released separately in an open license. Please contact the Ajitora Team to discuss usage of Ajitora 3D images or to book Aji for appearance at an event: team@ajitora.asia.













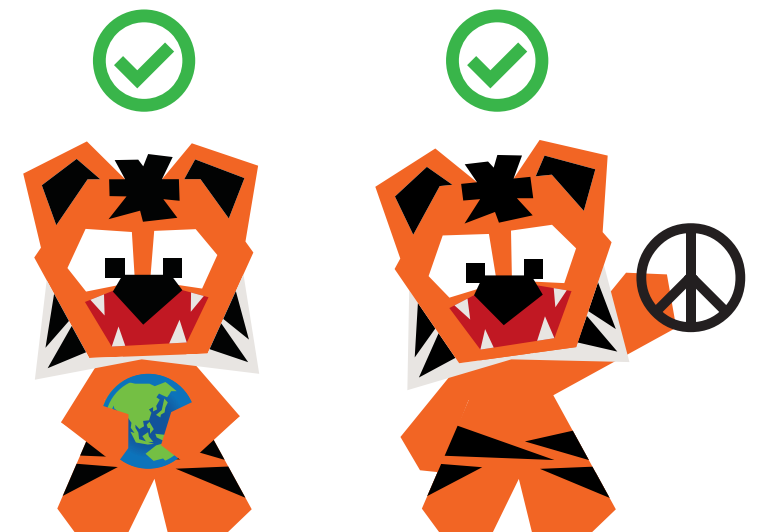
**HAND DRAWN:** Hand drawn versions of Ajitora is very much encouraged. Sketch versions can also use the outline version as reference.

It is acceptable for Ajitora to be holding on to props or accessories, including generic objects, symbols as well as materials that does not run contra to the mission and principals of the Ajitora Movement. See copyright license for details.



**NAME CONVENTIONS:** Capitalization of "Ajitora" in text.

 Ajitora	 @ajitora.asia
 AJITORA	 AJITORA.ASIA
 AjiTora	 Ajitora.Asia
 ajitora	 ajitora.asia
 Aji	 aji.asia



## LOGOS & COMMERCIAL NAMES

Consistent with the spirit, including for CreativeCommons licenses, given that Ajitora is a character personality, you may not use the Ajitora image in any way that suggests Ajitora endorses you or your use of his image. The following provides a rough guideline to the principle. Nevertheless, we do encourage the use of Ajitora for crossover applications with brands. Where in doubt, or for uses that would combine Ajitora with other brands, logos or materials, please contact the Ajitora Team: team@ajitora.asia.

**RED ZONE:** No part of logos and/or brand names should overlap with any part of Ajitora or be too close to him.

**YELLOW ZONE:** Logos and/or brand names must take caution that Ajitora is not depicted to be endorsing it.

**GREEN ZONE:** Logos and/or brand names may be placed with reasonable distance. Principal of avoiding confusion of endorsement remains.

# AJITORA'S WORLD



The Ajitora License, based on the CreativeCommons licenses, includes requirement for attribution to give appropriate credit. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use. You should credit to @ajitora.asia or you may use any of the Ajitora Labels provided in this Ajitora Concept Images document for that purpose.



ajitora.asia

## AJITORA'S PROFILE



Ajitora ("Aji") is a tiger born from the Internet Root. Zapped into life when the Himalayas was connected by WiFi, Ajitora is a cheerful, energetic and curious tiger on a never-ending journey to meet new friends.

 <b>Ambassadorship:</b>	Tx2 Ambassador	 <b>Favourite colors:</b>	Orange and Black
 <b>Position @ DotAsia:</b>	Stakeholder Engagement Manager	 <b>Favourite foods:</b>	Spam (emails) Oranges
 <b>Date of Birth:</b>	(Est.) 12 Dec 2006	 <b>Favourite songs:</b>	'Roar' by Katy Perry 'Eye of the Tiger' by Survivor
 <b>Place of Birth:</b>	Himalayan.Asia, Cyberspace	 <b>Favourite books:</b>	Life of Pi
 <b>Subspecies:</b>	Panthera-Tigris-Cybernetica	 <b>Mode of Transport:</b>	Zippering through the root DNS
 <b>Horoscope:</b>	Sagittarius	 <b>Hobbies &amp; Interests:</b>	Surfing (web), meeting friends, adventures, sports, movie, music, art, exploring and trying new things, dreaming...
 <b>Zodiac:</b>	Dog		
 <b>Blood-type:</b>	A		
 <b>Personality-type:</b>	ENFP ("The Campaigner")		





# AJITORA COPYRIGHTS LICENSE

This first part is a human-readable summary of (and not a substitute for) the license further below. This summary highlights only some of the key features and terms of the actual license. It is not a license and has no legal value. You should carefully review all of the terms and conditions of the actual license before using the licensed material.



## You are Free to:



**Share** — copy and redistribute the material in any medium or format.



**Adapt** — remix, transform, and build upon the material for any purpose, even commercially.



## Under the Following Terms:



**Attribution** — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.



**ShareAlike** — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.

**For the avoidance of doubt**, works incorporating Ajitora Images along with other copyrighted works are not bound by the share-alike requirements as a whole (e.g. authors of works incorporating the Ajitora Image may retain its copyrights without sharing-alike the copyrights of the work as a whole), however derivative ajitora images, (e.g. Ajitora posing in a different way or with different emotional expressions, are to be shared-alike).



**Sustainable Development Commitment** — Derivative works must not counter the Ajitora Movement's mission to support sustainable development, conservation of tigers, its habitat, and a collaborative Asia.



**Collaboration & Peace through Non-Violent Means** — Derivative works must not depict Ajitora engaged in activity that is unlawful, threatening, abusive, obscene, or otherwise objectionable.



**Termination** — This License terminates each calendar year and automatically renews unless otherwise terminated.. Any works already published may remain as-is, unless expressly terminated.



## OR If you do NOT agree with the above, You are still Free to:



**Share** — copy and redistribute the material in any medium or format.

Under the following terms:



**Attribution** — You must give appropriate credit (see above). Without suggesting the licensor endorses you or your use.



**Non-Commercial** — You may not use the material for commercial purposes.



**No Derivatives** — If you remix, transform, or build upon the material, you may not distribute the modified material.

## AJITORA COPYRIGHTS LICENSE



VERSION: 1.0 | EFFECTIVE DATE: 2016.02.02

### THIS IS NOT A CREATIVE COMMONS LICENSE.

SUBSTANTIAL PARTS OF THIS LICENSE IS ADOPTED FROM THE CREATIVE COMMONS ATTRIBUTION-SHAREALIKE 4.0 LEGAL CODE (<https://creativecommons.org/licenses/by-sa/4.0/legalcode>). Such directly adopted parts will be especially denoted.

THIS LICENSE IS MORE RESTRICTIVE THAN THE CC BY-SA LICENSE, BUT GRANTS MORE RIGHTS FOR CREATING DERIVATIVE WORKS AND FOR COMMERCIAL PURPOSES TO LICENSEES THAN THE CC BY-NC-ND FOR WHICH THE WORKS ARE ALSO RELEASED UNDER. In particular the following additional restrictions and obligations are included:

#### Section 0 – Restrictions, Obligations & Clarifications

##### a. Ajitora Commitments

- Sustainable Development Commitment.** Derivative works must not be counter to the Ajitora Movement's mission to support sustainable development, conservation of tigers, its habitat, and a collaborative Asia. Ajitora is a PR Character for DotAsia. DotAsia is a not-for-profit organization with a mandate to promote Internet development and adoption in Asia.
- Collaboration and Peace through Non-Violent Means.** The images (the Work) and derivative works must not depict Ajitora engaged in activity that is unlawful, harmful, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, libelous, invasive of another's privacy, hateful, or racially, ethnically, or otherwise objectionable. DotAsia Foundation may issue guidelines on its website regarding the terms of this license from time to time.

##### b. Termination & New Versions

- DotAsia Foundation reserves the right to terminate the license under its sole discretion. DotAsia Foundation may modify this copyright license from time to time, and modifications will take effect at the time they are announced on the Ajitora website (<http://cc.ajitora.asia>) and without prior notice to licensees.
- For the avoidance of doubt, upon termination or upon the modification of this license, any works or derivative works already published may remain as-is (e.g. media published online, posters printed, merchandise created, may continue to be posted and distributed), unless expressly requested to be removed or terminated by DotAsia.

##### c. Clarifications on ShareAlike Restrictions

- New works based on Ajitora will carry the same license, so derivatives will also allow commercial use, except other copyright works incorporated not derived from the Ajitora images.
- FOR THE AVOIDANCE OF DOUBT, WORKS INCORPORATING AJITORA IMAGES ALONG WITH OTHER COPYRIGHTED WORKS ARE NOT BOUND BY THE SHARE-ALIKE REQUIREMENTS AS A WHOLE (E.G. AUTHORS OF WORKS INCORPORATING THE AJITORA IMAGE MAY RETAIN ITS COPYRIGHTS WITHOUT SHARING-ALIKE THE COPYRIGHTS OF THE WORK AS A WHOLE), HOWEVER DERIVATIVE AJITORA IMAGES, (E.G. AJITORA POSING IN A DIFFERENT WAY OR WITH DIFFERENT EMOTIONAL EXPRESSIONS, ARE TO BE SHARED-ALIKE).
- Additional restrictions may be specified and published by DotAsia Foundation from time to time. Such additions shall be effective immediately upon posting.

THE WORK (AS DEFINED BELOW) IS PROVIDED UNDER THE TERMS OF THIS LICENSE ("LICENSE"). THE WORK IS PROTECTED BY COPYRIGHT AND/OR OTHER APPLICABLE LAW. ANY USE OF THE WORK OTHER THAN AS AUTHORIZED UNDER THIS LICENSE OR COPYRIGHT LAW IS PROHIBITED.

# AJITORA COPYRIGHTS LICENSE

BY EXERCISING ANY RIGHTS TO THE WORK PROVIDED HERE, YOU ACCEPT AND AGREE TO BE BOUND BY THE TERMS OF THIS LICENSE. TO THE EXTENT THIS LICENSE MAY BE CONSIDERED TO BE A CONTRACT, DOTASIA ORGANISATION ("LICENSOR") GRANTS YOU THE RIGHTS CONTAINED HERE IN CONSIDERATION OF YOUR ACCEPTANCE OF SUCH TERMS AND CONDITIONS.

/=====https://creativecommons.org/licenses/by-sa/4.0/legalcode=====/  
/=====SAME AS CC BY-SA (START)=====

## Section 1 – Definitions.

- Adapted Material means material subject to Copyright and Similar Rights that is derived from or based upon the Licensed Material and in which the Licensed Material is translated, altered, arranged, transformed, or otherwise modified in a manner requiring permission under the Copyright and Similar Rights held by the Licensor. For purposes of this Public License, where the Licensed Material is a musical work, performance, or sound recording, Adapted Material is always produced where the Licensed Material is synched in timed relation with a moving image.
- Adapter's License means the license You apply to Your Copyright and Similar Rights in Your contributions to Adapted Material in accordance with the terms and conditions of this Public License.
- BY-SA Compatible License means a license listed at [creativecommons.org/licenses/by-sa/4.0/legalcode](https://creativecommons.org/licenses/by-sa/4.0/legalcode), approved by Creative Commons as essentially the equivalent of this Public License.
- Copyright and Similar Rights means copyright and/or similar rights closely related to copyright including, without limitation, performance, broadcast, sound recording, and Sui Generis Database Rights, without regard to how the rights are labeled or categorized. For purposes of this Public License, the rights specified in Section 2(b)(1)-(2) are not Copyright and Similar Rights.
- Effective Technological Measures means those measures that, in the absence of proper authority, may not be circumvented under laws fulfilling obligations under Article 11 of the WIPO Copyright Treaty adopted on December 20, 1996, and/or similar international agreements.
- Exceptions and Limitations means fair use, fair dealing, and/or any other exception or limitation to Copyright and Similar Rights that applies to Your use of the Licensed Material.
- License Elements means the license attributes listed in the name of a Creative Commons Public License. The License Elements of this Public License are Attribution and ShareAlike.
- Licensed Material means the artistic or literary work, database, or other material to which the Licensor applied this Public License.
- Licensed Rights means the rights granted to You subject to the terms and conditions of this Public License, which are limited to all Copyright and Similar Rights that apply to Your use of the Licensed Material and that the Licensor has authority to license.
- Licensor means the individual(s) or entity(ies) granting rights under this Public License.
- Share means to provide material to the public by any means or process that requires permission under the Licensed Rights, such as reproduction, public display, public performance, distribution, dissemination, communication, or importation, and to make material available to the public including in ways that members of the public may access the material from a place and at a time individually chosen by them.
- Sui Generis Database Rights means rights other than copyright resulting from Directive 96/9/EC of the European Parliament and of the Council of 11 March 1996 on the legal protection of databases, as amended and/or succeeded, as well as other essentially equivalent rights anywhere in the world.
- You means the individual or entity exercising the Licensed Rights under this Public License. Your has a corresponding meaning.

## Section 2 – Scope.

### a. License grant.

- Subject to the terms and conditions** of this Public License, the Licensor hereby grants You a worldwide, royalty-free, non-sublicensable, non-exclusive, irrevocable license to exercise the Licensed Rights in the Licensed Material to:
    - reproduce and Share the Licensed Material, in whole or in part; and
    - produce, reproduce, and Share Adapted Material.
  - Exceptions and Limitations.** For the avoidance of doubt, where Exceptions and Limitations apply to Your use, this Public License does not apply, and You do not need to comply with its terms and conditions.
  - Term.** The term of this Public License is specified in Section 6(a).
  - Media and formats; technical modifications allowed.** The Licensor authorizes You to exercise the Licensed Rights in all media and formats whether now known or hereafter created, and to make technical modifications necessary to do so. The Licensor waives and/or agrees not to assert any right or authority to forbid You from making technical modifications necessary to exercise the Licensed Rights, including technical modifications necessary to circumvent Effective Technological Measures. For purposes of this Public License, simply making modifications authorized by this Section 2(a)(4) never produces Adapted Material.
  - Downstream recipients.**
    - Offer from the Licensor – Licensed Material. Every recipient of the Licensed Material automatically receives an offer from the Licensor to exercise the Licensed Rights under the terms and conditions of this Public License.
    - Additional offer from the Licensor – Adapted Material. Every recipient of Adapted Material from You automatically receives an offer from the Licensor to exercise the Licensed Rights in the Adapted Material under the conditions of the Adapter's License You apply.
    - No downstream restrictions. You may not offer or impose any additional or different terms or conditions on, or apply any Effective Technological Measures to, the Licensed Material if doing so restricts exercise of the Licensed Rights by any recipient of the Licensed Material.
  - No endorsement.** Nothing in this Public License constitutes or may be construed as permission to assert or imply that You are, or that Your use of the Licensed Material is, connected with, or sponsored, endorsed, or granted official status by, the Licensor or others designated to receive attribution as provided in Section 3(a)(1)(A)(i).
- ### b. Other rights.
- Moral rights,** such as the right of integrity, are not licensed under this Public License, nor are publicity, privacy, and/or other similar personality rights; however, to the extent possible, the Licensor waives and/or agrees not to assert any such rights held by the Licensor to the limited extent necessary to allow You to exercise the Licensed Rights, but not otherwise.
  - Patent and trademark rights** are not licensed under this Public License.
  - To the extent possible, the Licensor waives any right** to collect royalties from You for the exercise of the Licensed Rights, whether directly or through a collecting society under any voluntary or waivable statutory or compulsory licensing scheme. In all other cases the Licensor expressly reserves any right to collect such royalties.

## Section 3 – License Conditions.

Your exercise of the Licensed Rights is expressly made subject to the following conditions.

### a. Attribution.

- If You Share the Licensed Material (including in modified form), You must:
  - retain the following if it is supplied by the Licensor with the Licensed Material:
    - identification of the creator(s) of the Licensed Material and any others designated to receive attribution, in any reasonable manner requested by the Licensor (including by pseudonym if designated);
    - a copyright notice;
    - a notice that refers to this Public License;
    - a notice that refers to the disclaimer of warranties;
    - a URI or hyperlink to the Licensed Material to the extent reasonably practicable;
  - indicate if You modified the Licensed Material and retain an indication of any previous modifications; and
  - indicate the Licensed Material is licensed under this Public License, and include the text of, or the URI or hyperlink to, this Public License.

- You may satisfy the conditions in Section 3(a)(1) in any reasonable manner based on the medium, means, and context in which You Share the Licensed Material. For example, it may be reasonable to satisfy the conditions by providing a URI or hyperlink to a resource that includes the required information.
- If requested by the Licensor, You must remove any of the information required by Section 3(a)(1)(A) to the extent reasonably practicable.

### b. ShareAlike.

In addition to the conditions in Section 3(a), if You Share Adapted Material You produce, the following conditions also apply.

- The Adapter's License You apply must be a Creative Commons license with the same License Elements, this version or later, or a BY-SA Compatible License.
- You must include the text of, or the URI or hyperlink to, the Adapter's License You apply. You may satisfy this condition in any reasonable manner based on the medium, means, and context in which You Share Adapted Material.
- You may not offer or impose any additional or different terms or conditions on, or apply any Effective Technological Measures to, Adapted Material that restrict exercise of the rights granted under the Adapter's License You apply.

## Section 4 – Sui Generis Database Rights.

Where the Licensed Rights include Sui Generis Database Rights that apply to Your use of the Licensed Material:

- for the avoidance of doubt, Section 2(a)(1) grants You the right to extract, reuse, reproduce, and Share all or a substantial portion of the contents of the database;
- if You include all or a substantial portion of the database contents in a database in which You have Sui Generis Database Rights, then the database in which You have Sui Generis Database Rights (but not its individual contents) is Adapted Material, including for purposes of Section 3(b); and
- You must comply with the conditions in Section 3(a) if You Share all or a substantial portion of the contents of the database.

For the avoidance of doubt, this Section 4 supplements and does not replace Your obligations under this Public License where the Licensed Rights include other Copyright and Similar Rights.

## Section 5 – Disclaimer of Warranties and Limitation of Liability.

- Unless otherwise separately undertaken by the Licensor, to the extent possible, the Licensor offers the Licensed Material as-is and as-available, and makes no representations or warranties of any kind concerning the Licensed Material, whether express, implied, statutory, or other. This includes, without limitation, warranties of title, merchantability, fitness for a particular purpose, non-infringement, absence of latent or other defects, accuracy, or the presence or absence of errors, whether or not known or discoverable. Where disclaimers of warranties are not allowed in full or in part, this disclaimer may not apply to You.**
- To the extent possible, in no event will the Licensor be liable to You on any legal theory (including, without limitation, negligence) or otherwise for any direct, special, indirect, incidental, consequential, punitive, exemplary, or other losses, costs, expenses, or damages arising out of this Public License or use of the Licensed Material, even if the Licensor has been advised of the possibility of such losses, costs, expenses, or damages. Where a limitation of liability is not allowed in full or in part, this limitation may not apply to You.**
- The disclaimer of warranties and limitation of liability provided above shall be interpreted in a manner that, to the extent possible, most closely approximates an absolute disclaimer and waiver of all liability.

/=====SAME AS CC BY-SA (END)=====/  
/=====https://creativecommons.org/licenses/by-sa/4.0/legalcode=====

## Section 6 – Term and Termination.

- This License applies for the term of the Copyright and Similar Rights licensed here. However, if You fail to comply with this License, then Your rights under this License terminate automatically.
- Where Your right to use the Licensed Material has terminated under Section 6(a), it reinstates:
  - automatically as of the date the violation is cured, provided it is cured within 30 days of Your discovery of the violation; or
  - upon express reinstatement by the Licensor.

For the avoidance of doubt, this Section 6(b) does not affect any right the Licensor may have to seek remedies for Your violations of this License.

- For the avoidance of doubt, the Licensor may also offer the Licensed Material under separate terms or conditions or stop distributing the Licensed Material at any time; however, doing so will not terminate this License.
- For the avoidance of doubt, upon termination or upon the modification of this license, any works or derivative works already published may remain as-is (e.g. media published online, posters printed, merchandise created, may continue to be posted and distributed), unless expressly requested to be removed or terminated by DotAsia.
- Sections 0, 1, 5, 6, 7, and 8 survive termination of this License.
- This License terminates each calendar year and automatically renews unless otherwise terminated.
- DotAsia Foundation reserves the right to terminate the license under its sole discretion.

/=====https://creativecommons.org/licenses/by-sa/4.0/legalcode=====/  
/=====SAME AS CC BY-SA (START)=====

## Section 7 – Other Terms and Conditions.

- The Licensor shall not be bound by any additional or different terms or conditions communicated by You unless expressly agreed.
- Any arrangements, understandings, or agreements regarding the Licensed Material not stated herein are separate from and independent of the terms and conditions of this License.

## Section 8 – Interpretation.

- For the avoidance of doubt, this License does not, and shall not be interpreted to, reduce, limit, restrict, or impose conditions on any use of the Licensed Material that could lawfully be made without permission under this License.
- To the extent possible, if any provision of this License is deemed unenforceable, it shall be automatically reformed to the minimum extent necessary to make it enforceable. If the provision cannot be reformed, it shall be severed from this License without affecting the enforceability of the remaining terms and conditions.
- No term or condition of this License will be waived and no failure to comply consented to unless expressly agreed to by the Licensor.
- Nothing in this License constitutes or may be interpreted as a limitation upon, or waiver of, any privileges and immunities that apply to the Licensor or You, including from the legal processes of any jurisdiction or authority.

/=====SAME AS CC BY-SA (END)=====/  
/=====https://creativecommons.org/licenses/by-sa/4.0/legalcode=====

## Section 9 – Assignment

DotAsia Foundation reserves the right to grant or withhold consent to an assignment of this License under its sole discretion.

## Section 10 – Jurisdiction

Other than expressly stated in this license, the laws of the Special Administrative Region of Hong Kong (H.K.S.A.R.) shall be the governing laws.