



Partner and Co-marketing Guide

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The Purpose of These Guidelines

Partner Benefit

A key benefit to a partner relationship with Xerox is the ability to leverage our brand. It is critical the Xerox brand and the brands of our partner's are expressed properly.

Using this Document

The appropriate implementation of these guidelines will serve to protect the Xerox brand from inappropriate use, and keep it's image consistent. It will also ensure that the relationship between Xerox and it's partners are clear for the partner and end-users alike.


This guideline covers the most common forms of partnership branding. If you have a need that is not addressed in this guideline contact the [Xerox Brand Team](#) and obtain approval. Please do not make any decision on your own.

Xerox Asset Use


Summary


The chart provides a summary of Xerox brand assets and their use. The majority of brand assets (signature, brand elements, etc.) are not to be used by partners.


- Do not use the Xerox signature, instead use the provided and appropriate badge. Very specific exceptions do exist for using the Xerox signature standalone. The most common example is when presenting the Xerox logo in a multi-branded layout. See page 18 for more detail. For other exceptions, please contact the [Xerox Brand Team](#).
- No partners should use the Xerox assets such as connectors, Xerox Sans typeface, icons, etc.
- Do not use the Xerox color palette to create a look-a-like identity.


Signature
xerox 


Typography
Xerox Sans Light
Xerox Sans Regular
Xerox Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890


Color Palette



Photography


Icons


Concept Illustration


Rounded Corner Rectangle


Amplified Connector


Video


Channel Partners

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About Channel Partners

Communicating the Relationship

Channel Partners sell Xerox equipment and/or document and document outsourcing services. These partners, under partner terms and conditions, may utilize an “official partner badge” in order to communicate this unique relationship. The badge is comprised of a rectangle holding shape with the Xerox signature and text to describe the relationship (examples shown). Other versions include tier and specializations.

Other Brand Assets

Do not use any other Xerox brand assets such as the signature, connectors, typeface, color palette, photography, iconography, etc. Only the badge should be used.



The above examples of a Channel Partner badge include the partner relationship only.



The above examples of a Channel Partner badge include the partner relationship and tier. This is our recommended version.



Specialization

Advanced Production
Continuous Feed
Wide Format



Specialization

Advanced Production
Digital Color Production
Personalized Software

The above examples of a Channel Partner badge include the partner relationship, tier and specializations (vertical - shown on left & horizontal version - shown on right).

Channel Partner Badge

Types of Channel Partners

There are five types of channel partners:

- Authorized Agent (NA) or Authorised Concessionaire (Europe)
- Authorized Document Technology Partner (NA) or Authorised Document Technology Partner (Europe)
- Authorized Solution Provider or Authorised Solution Provider (Europe)
- Authorized Volume Partner (NA) or Authorised Volume Partner (Europe)
- Authorized Distributor (NA) or Authorised Distributor (Europe)

Each of these channel partners has its own visual representation—called a “badge” (shown to the right). It is important to maintain the use of the separate badges, as they indicate different contractual agreements for the respective partners. Versions exist that include a tier & specialization(s). Tiers include Platinum, Gold & Silver. Specializations extend accreditation & certification enablement, these include:

- Advanced Production
- Digital Color Production
- Continuous Feed
- Wide Format (*Europe Only*)
- Graphic Communication Expert
- Basic Managed Print Services
- Managed Supplies Services
- Personalized Software Applications for Xerox
- Advanced Managed Print Services
- Authorized Service Provider

A maximum of three specializations can be shown in the badge. These badges can be placed on a number of channel partner branded applications, such as stationery, signage, online advertisement and vehicles. The badge should never be used on Xerox branded communication.

Common Set

The examples represent some of available channel partner badges. Xerox allows for local language/ custom variations, therefore some countries may have derivative versions. Other partner signature badges do exist depending on the program/locale, etc. If a representative in another territory needs to create a new badge they must contact the [Xerox Brand Team](#) regarding badge asset design and delivery.



Badge Usage

Clear Space

The channel partner badges have specific guidance that should be followed to ensure brand consistency. The most important rule covers badge clear space. Minimum clear space is the required space around the badge, established to maintain signature visibility and legibility.

Use this clear space as a minimum distance guideline, keeping the badge separate from other graphic elements within the layout. The clear space is measured by using the height of the “x” character within the Xerox signature. See the exhibit directly below for details.



When you need to place the badge close to the company logo, ensure that you follow the minimum clear space rule, as shown above.

Badge Usage (continued)

Developing the Badge/Partner Logo Relationship

The channel partner badge should not be larger or more prominent than the partner logo, with a recommended size of approximately one-third of the partner logo in the majority of applications. Due to the potential shape variables that could exist with partner logos, this relationship may not be exact. We have created a general guide (shown right) that outlines 4 potential formats. You can use this guide as a tool to approximate the partner logo and badge size relationship.

Step 1: There are four grid systems available for sizing the partner logo. Place the partner logo on the most appropriate grid format.

Horizontal Format 2x8=16



Wide Format 3x6=18



Square Format 4x4=16



Tall Format 3x5=15



Step 2: All logo formats use the same size Xerox badge. The badge fits on a 6-unit grid, making the badge approximately one-third of the partner logo size. This rule seeks to create a consistent sizing relationship for the Xerox badge/partner logos.



Badge Usage (continued)

Suggested Logo Placement

Here is some general guidance around badge use and layout placement:

- As per the size recommendation on the previous page, the badge should be approximately one-third of the size of the partner's logo.
- It is best to place the badge opposite the partner company logo, keeping a strong visual separation.
- Distant logo spacing is ideal, as it demonstrates the distinction between the partner and Xerox.
- The relationship should always emphasize the partner company, *not* Xerox.
- The badge can be placed above, below, or to the left or right of the partner's logo. Always follow the clear space and minimum size rules. The exhibit shown below on the right demonstrates the placement options.

For demonstration purposes, "Nuvaprint" will serve as an example of a partner that will be used throughout this section.

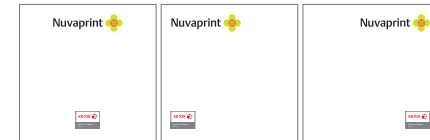


This example demonstrates a good size relationship between the badge and partner logo, as well as the preferred distant logo separation.



Right/Left Badge Placement

Top Badge Placement



Bottom Placement

Badge Usage (continued)

Do Not

It is important to follow the guidance provided to ensure a clear distinction between the partner logo and the Xerox channel partner badge.

The examples demonstrate some common errors in size and placement of the channel partner badges.



Do not size the badge out of scale with the partner logo. The channel partner badge should be a secondary element to the partner logo.



Do not place the badge too close to the partner logo, violating clear space rules.

Corporate Materials

The following pages contain several examples of materials that are meant to be illustration samples based on possible partner branding.

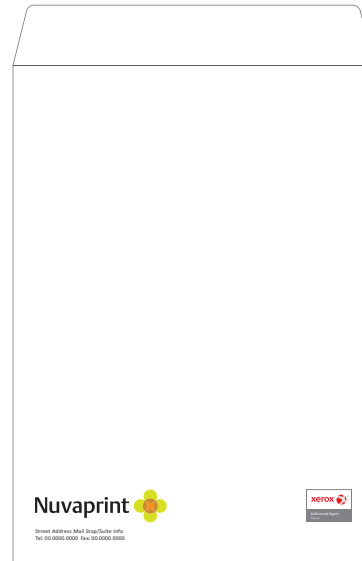
Stationery Examples

For business cards, use the badge containing the 2-line signature. The size relationship between the partner logo and the badge may have to be adjusted in favor of the minimum signature size; in this instance, it is permitted to increase the badge size to larger than one-third of the size of the partner logo.

For stationery items, please follow the general rules as outlined previously.



Business Card



Company Envelope



Company Brochure

Corporate Materials (continued)

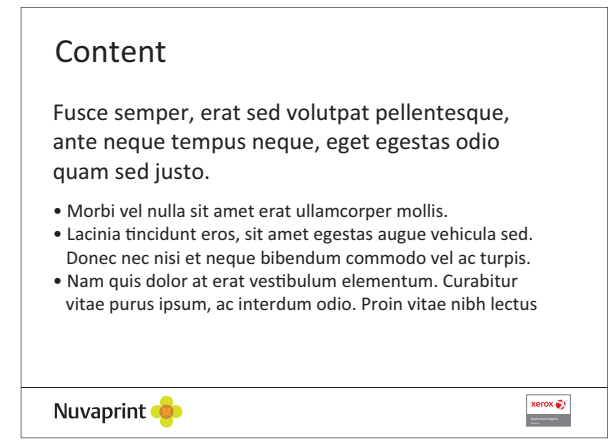
PowerPoint Examples

Xerox-specific presentations that use the resellers' brand may incorporate the channel partner badge. The channel partner badge can only be used in this specific circumstance. Please confirm with the [Xerox Brand Team](#) before using the partner badge in this type of application.

For PowerPoint layouts, please follow the general rules as outlined in the [Channel Partners](#) section.



PowerPoint cover



PowerPoint content page

Advertising

Maintaining Company Separation

The exhibit demonstrates the use of the Xerox badge within partner advertising. It is important that this type of advertising utilizes only the Xerox partner badge; no other brand elements can be used by the partner.

The example reflects the general badge use guidelines noted on pages 8–11. This is suggested placement based on this partner's branding. Ensure that clear space rules for partner badge are always followed.



Big Savings
Small Cost

Introducing Xerox ColorQube, color prints are now 62% cheaper.

Xerox ColorQube 8570 from £599 ex VAT

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xerox
MultiComponent
Member

Nuvaprint

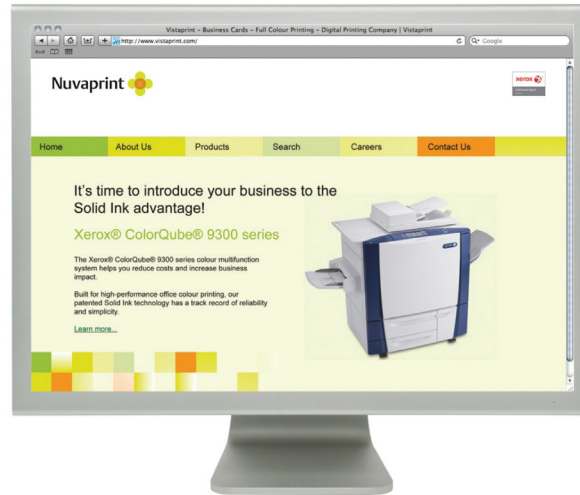
* Offer ends 31st December 2005. Terms and conditions apply. Go to us or see our website for more details.
S&C. Prices are ex VAT and do not include delivery and installation charges. Please check our website for the latest prices.
Copyright © 2005 XEROX CORPORATION. All rights reserved. Xerox and Phaser are trademarks of Xerox Corporation in the U.S. and/or other countries.

Website

Recommended Badge and Partner Logo Space

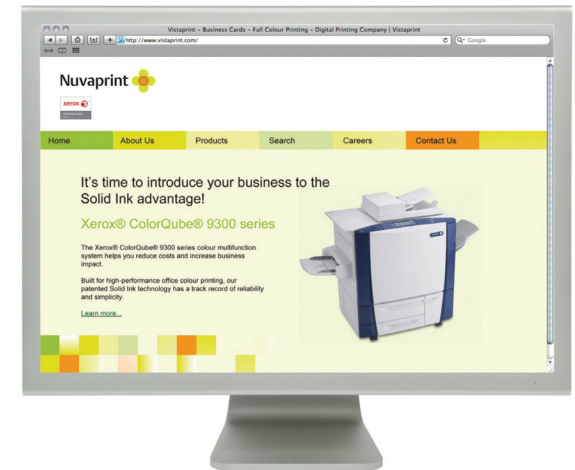
The exhibits demonstrate two options for the placement of the badge with the partner logo. Although Option B is acceptable, Option A is preferred. The distant spacing on the preferred option provides appropriate separation between Xerox and the partner.

Option A



Preferred badge and partner logo spacing

Option B



Acceptable badge and partner logo spacing

Partner Internet Banners

The example below shows an appropriate partner badge placement.



Square: Place the partner badge opposite partner logo.

Exterior Signage

These exhibits shows the emphasis on the partner company with the badge as a supporting element in exterior signage.

Window Decal

The benefit of the two exterior doors is that the partner company logo and partner badge have broad spacing, providing distinction between the two. When there is one door, place the badge below the partner logo, and ensure minimum clear space.

Signboards & Facade Signs

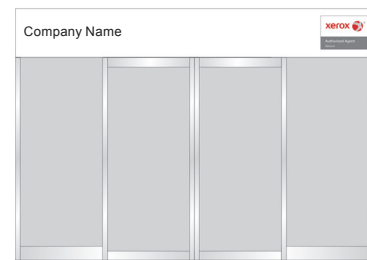
Use the channel partner badge with a rounded corner rectangle in signs that predominately display the channel partners company name and logo. See examples (Figure 1 & 2).

In a scenario where the partner sells other brands, the Xerox signature can be placed in a multi-branded layout. See examples (Figure 3).

Figure 1

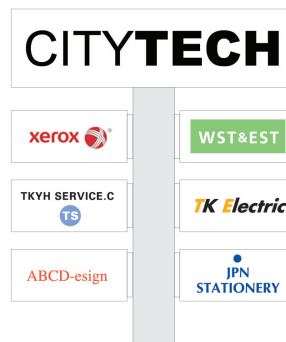


Figure 2



Decal use on single door

Figure 3



Options for a multi-branded layout.



Decal use on double doors

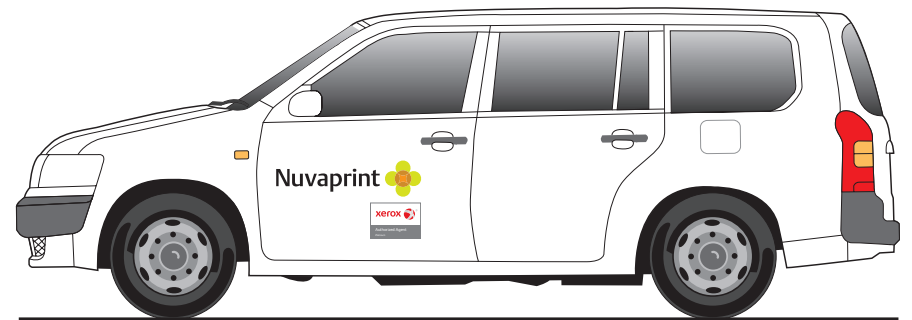
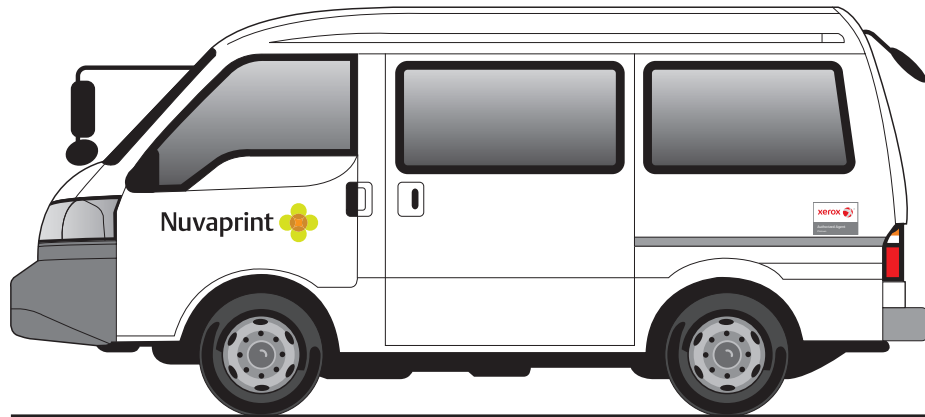
Vehicles

Ensuring Clear Space Usage

Below are some examples of the badge in use on company vehicles. The badge and the company logo can be shown in close proximity when needed (see minimum clear space rule on the right), but can also be separated.



Minimum clear space reminder: When you need to place the badge close to the company logo, make sure you follow the minimum clear space rule as shown above.



Social Media

Partner's Social Media channel name or URL cannot contain the word Xerox or XRX, see examples. The Social Media platform (Twitter, Facebook, blog, YouTube, etc.) account name and rights must be managed by Partner. The Partner Badge may be displayed only as a secondary identifier, typically in the cover image of the social channel. Partner's business name must be the primary identifier.

Partner's business identity and markings are used as the social media channel (Twitter Handle, FB page, Blog, YouTube channel) designs primary look and feel. Linking to Xerox social media channels is acceptable using hyperlinks that open in a new browser window or tab.

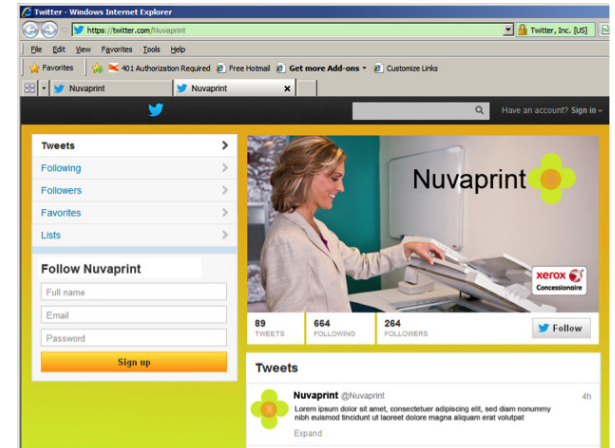
Content from Xerox social media channels (or any other Xerox owned website) can be displayed by resharing (retweet, share, add to playlist, etc.) but cannot be claimed as partner business content. If partner's cannot references any Xerox trademarks, please add the Xerox trademark attribution statement.

Do

- Use the partner business name and logo as partner social branding.
- A partner may add the partner badge in the cover image. It should be clear that they are engaging with a channel partner and not directly with Xerox.
- Be transparent and declare the partnership with Xerox.
- Use the appropriate partner badge where applicable.
- Reference Xerox marketing content for key messages and Xerox social media accounts.

Do Not

- Use any portion of the logo for a wallpaper.
- Use the Xerox logo as your major identifier.
- Use Xerox in your social channel title or URL.
- Market your operation as Xerox in social media channels. Rather refer to as Xerox Partner.
- Use Xerox brand elements in social media pages.
- Identify anyone as a Xerox spokesperson.



Social Media Examples

Acceptable

Not Acceptable

Twitter

Name Tallahassee Technology Group
Handle <http://twitter.com/#!/completeddocumentsolutions>

Tallahassee Xerox
<http://twitter.com/#!/CDSXerox>

Facebook

Profile Complete Document Solutions, LLC
URL <https://www.facebook.com/pages/Complete-Document-Solutions-LLC/296303310132>

Tallahassee Xerox
<https://www.facebook.com/pages/Tallahassee-Xerox/109335799114406>

YouTube

Channel <http://www.youtube.com/user/rentofficeequipment>

<http://www.youtube.com/user/rentxerox>

Video

It is important to properly display your partner brand along with the Xerox brand to effectively communicate with your customers. This document will provide you guidance for displaying Xerox branded videos in your partner branded showroom. The “Video Introduction Screen” should be utilized as described in this document.

Assumptions:

- Xerox Branded video(s) will be unedited from the original.
- Videos will be displayed in fully partner branded showroom, not a Xerox Branded environment



The above video introduction screen should be displayed prior to a Xerox branded video. The Xerox partner badge should be one-third of the size of the partner logo.

Requirements:

- All Xerox Branded video(s) will be unedited from the original.
- Video Introduction Screen will be placed in front of Xerox branded videos only.
- The Video Introduction Screen will contain the designated text, your partner logo and your Xerox partner badge.
- The Video Introduction Screen will be shown on screen for a minimum of 3 seconds and then transition using a simple fade of approximately 0.5 seconds in length.

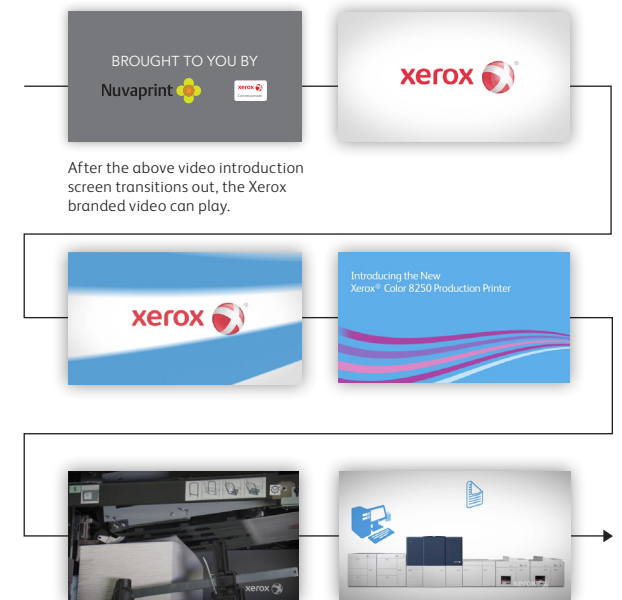
Template Usage

A template (PSD, JPG) is available to create the introduction screen. Please visit the Customer Videos section of the [SMART Centre](#) to download the template.

Contact Information

If you have any questions or wish to arrange a consultation, please contact the [Xerox Brand Team](#).

Design Assembly



Trademarks

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Xerox Trademarks

The Xerox corporate logo and design (wordmark + sphere of connectivity design) is a registered trademark in the United States and most other countries. Therefore it must always appear with the ® mark and be accompanied by the trademark attribution statement.

Xerox's policy mandates that trademarks be accompanied by a statement that specifically states that Xerox Corporation is the owner in the United States and/or other countries. This trademark attribution statement is worded as follows:

Xerox® and Xerox and Design® [add any other trademarks that are used here] are registered trademarks or trademarks of Xerox Corporation in the United States and/or other countries.

This statement covers both the trademarked word Xerox® as it may appear in print (in any font) as well as the corporate logo which is comprised of our wordmark next to our unique “sphere of connectivity” design, referred to as “Xerox and Design” in the statement.

When other trademarks are used within the same work, list them after the corporate marks. Registered marks carry ® within the statement. Marks pending registration are merely listed by name. Do not add the ™ in the attribution statement, but do add the ™ at the first mention in the body copy.

Special Cases

Words or offering names that have been cleared to be used but are not going to be trademarked are not listed in the statement.

Trademarks which Xerox Corporation licenses from others, like DocuColor, are indicated with special wording as demonstrated here: Xerox®, Xerox and Design® and DocuColor® are trademarks of, or licensed to, Xerox Corporation in the United States and/or other countries.

Nuvera is also a special case. The Nuvera mark alone is not registered to Xerox Corporation, only the combined words “Xerox Nuvera®”. This is handled in the attribution statement as follows: Xerox®, Xerox and Design® and Xerox Nuvera® are trademarks of Xerox Corporation in the United States and/or other countries.

For more information on creating an attribution statement, please contact the [Xerox Brand Team](#).

Xerox Owned Trademarks

The following represents many trademarks owned or licensed by Xerox Corporation and cannot be used by a channel partner without the appropriate marking (e.g. ® or TM) along with the Xerox trademark attribution statement. The below list is not exhaustive.

In addition, Xerox owned or licensed trademarks are not to be used in an affiliates domain name, web domain address or business name.

CentreWare®	Xerox Nuvera®
ColorQube®	Phaser®
ColorStix®	PhaserCal™
ConnectKey®	PhaserMatch™
DocuColor®	PhaserShare®
DocuPrint®	PhaserSMART®
eConcierge®	SMARTsend™
FaxCentre®	TekColor®
FinePoint™	Total Satisfaction
FreeFlow®	Services™
iGen3®/iGen4®/iGen®	Walk-Up™
InfoSMART®	WorkCentre®
LiveKey®	
Made for Each Other®	

Resources

Contact

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Contact

This guideline covers the most common forms of partnership branding and if you cannot find specific guidance in this document, contact the [Xerox Brand Team](#) and obtain approval. Please do not make any decision on your own.