



# Partner Style Guide

Version-1.0

# Introduction

Success in any business environment goes hand in hand with good partnerships. No enterprise in the world is capable of addressing all of the increasingly complex requirements of our global economy on its own. At Unify, specialized partners like you perform crucial functions that contribute to our shared success.

As one of the leading providers of enterprise communications solutions worldwide, we at Unify, along with our dedicated staff of 10,000 employees, work to develop powerful Open Communications solutions designed to sustain and enhance the success of our customers around the world.

The close relationships we foster with partners like you play an important role in our mutual success. After all, you are the interface between our company and our customers. We are therefore committed to further strengthening our partnership bonds and building on the success we have achieved together. A consistent marketing approach plays a vital role here. As a partner of Unify, you are exclusively authorized to use the Unify partner emblem for your marketing communications. The partner emblem clearly sets you off from the rest of the competition, signalling to your customers that you are a competent and certified partner of Unify.

The following style guide is designed to offer you several ideas, as well as specific examples of how to effectively integrate the Unify partner emblem to your advantage.

We welcome the opportunity to support you in any way we can in expanding our mutually successful partnership.

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# 1. The Unify Partner Emblem

The partner emblem must be used only on specific information media. Equally precise rules apply to the use of the Unify logo and the Unify name. The following overview describes where and how the partner emblem and the Unify logo may be used by Unify partners.

## 1.1. Elements of the partner emblem

The Unify partner emblem consists of a rectangle divided into two parts. This contains four elements.

1. Partner emblem
2. Partner level
3. Partner types
4. Specialization



### Fixed Partner Emblem

The partner emblem comprises the Unify logo and the term "Partner" on a Unify Charcoal (or black) background plate.



### Flexible Descriptor

Defines the focus of the business relationship. A business area, a specific product or a region is identified. A partner may have more than one descriptor<sup>1</sup>. See example.

<sup>1</sup> The partner emblem is ready to use with different descriptors.

## 1.2. Building a partner emblem

The structure of a partner emblem comprises the basic emblem, the type of partner, the partner level and a specialization or area of business. The partner shall use only one emblem and one descriptor according to its contract. The inclusion of partner level and specialization depends on the type of partner.

Use this chart to determine which elements apply.

Partner types	Partner level	Specialization
Solution Provider	Yes	Possible
Distributor	No	Possible
Technology Partner	Yes	No
Service Partner	Yes	Possible
Training Partner	No	No
Strategic Partner	No	Yes - region or country
Global Strategic Alliance	No	No

Partner level	Specialization examples
Approved	Small Medium Business
Advanced	Enterprise Solutions
Premier	Contact Center Solutions

### 1.3. Color applications

Depending on the application, the Unify logo appears in full color or black and white.

Wherever possible, the full-color partner emblem should be used. Only in monochrome applications (e.g., in newspapers) is the emblem used with the one-color Unify logo.

The logo best reflects our brand when it is reversed out of Unify Charcoal. A white release has been built into the emblem to address this case. This release is set to .75pt width at 100% and should increase in proportion when the partner emblem is increased in size.

1. Unify Charcoal background, full-color logo, Unify Green title, Unify Charcoal text
2. 100% black background, white logo, white title, black text
3. Unify Charcoal background, full-color logo, Unify Green title, white text
4. 100% black background, white logo, white text

1. **UNIFY** Partner  
Premier Solution Provider  
Small and Medium Enterprises  
Partner name  
Address Line  
City, State/Province  
Zip/Postal Code Country  
www.url.com  
XXX XXX XXXX

2. **UNIFY** Partner  
Premier Solution Provider  
Small and Medium Enterprises  
Partner name  
Address Line  
City, State/Province  
Zip/Postal Code Country  
www.url.com  
XXX XXX XXXX

3. **UNIFY** Partner  
Premier Solution Provider  
Small and Medium Enterprises  
Partner name  
Address Line  
City, State/Province  
Zip/Postal Code Country  
www.url.com  
XXX XXX XXXX

4. **UNIFY** Partner  
Premier Solution Provider  
Small and Medium Enterprises  
Partner name  
Address Line  
City, State/Province  
Zip/Postal Code Country  
www.url.com  
XXX XXX XXXX

### 1.4. Font

1. Title: Harmony Sans Light 12 pt
2. Partner level: Harmony Sans Bold 7 pt, leading 9 pt
3. Partner types: Harmony Sans Regular 7 pt, leading 9 pt
4. Specialization: Harmony Sans Light 7 pt, leading 9 pt
5. Company and address: Harmony Sans Light 7 pt, leading 9 pt
6. Global Strategic Alliance title: Harmony Sans Light 7 pt, leading 8pt.

1. **UNIFY** Partner  
Premier Solution Provider  
Small and Medium Enterprises  
Partner name  
Address Line  
City, State/Province  
Zip/Postal Code Country  
www.url.com  
XXX XXX XXXX

2. Premier Solution Provider  
3. Small and Medium Enterprises  
4. Partner name  
5. Address Line  
City, State/Province  
Zip/Postal Code Country  
www.url.com  
XXX XXX XXXX

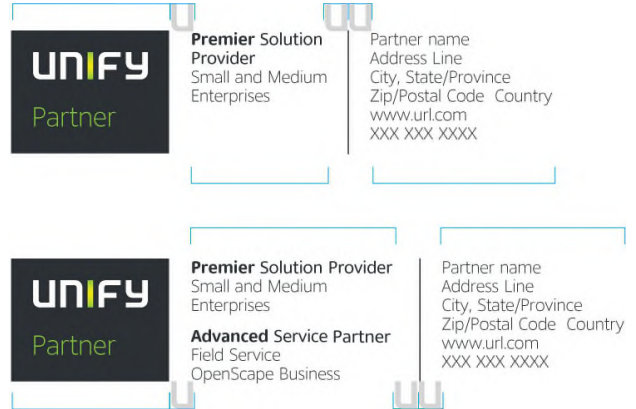
6. **UNIFY** Global Strategic Alliance  
Partner name  
Address Line  
City, State/Province  
Zip/Postal Code Country  
www.url.com  
XXX XXX XXXX

## 1.5. Size of the partner emblem

The partner emblem is to be used in the original size for all media.

The size and proportion of the emblem remain fixed. The first text block is placed one logo character away from the emblem. This character system also separates a .75 pt vertical line and the second text block. Text width is variable.

For very large media (e.g., signs on vehicles), the size of the partner emblem can be scaled. For these special applications, please contact Jochen Gerstenhauer [jochen.gerstenhauer@unify.com](mailto:jochen.gerstenhauer@unify.com)



## 1.6. Relative sizes of the partner emblem and your logo

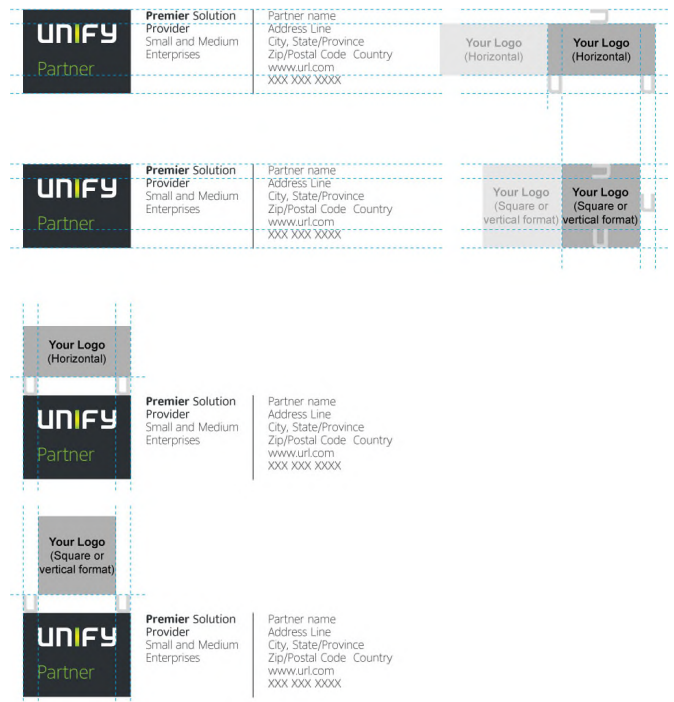
The relationship between the partner emblem and your logo is clearly defined. Please respect the specific rules.

### Horizontal applications

For horizontal collateral use, your logo should be placed on the right, at a space equal to or greater than the width of the logo and the same distance from the edge as the partner emblem. Your logo should be reproduced no taller than the emblem. This system can accommodate horizontal, square or vertical logos.

### Stacked applications

For stacked applications, your logo should be placed above the emblem, with a space equalling the Unify logo height. Your logo should be reproduced no wider than the emblem. This system can accommodate horizontal, square or vertical logos.



## 2. Implementing the Partner Emblem

Proper implementation of the partner emblem will ensure that the relationship between Unify and the partner is clear. Unify brings the solution, while the partner enables the solution and adds value. Consistent use will help clarify the relationship and bring strength to both brands.

### 2.1. Proper application of the partner emblem

The partner emblem must be used only on specific information media. Equally precise rules apply to the use of the Unify logo and the Unify name. The following overview describes where and how the partner emblem and the Unify logo may be used by the partners.

Application	Partner emblem
Letterheads and business cards (partner)	Yes
Brochures (produced by partner) Advertisements (produced by partner) Internet (partner)	Yes - the emblem must be the same size as the company logo of the partner and must be positioned at an appropriate distance from this logo.
Trade fair booth or event presentation (operated by partner)	Yes - the emblem must be the same size as, or smaller than, the company logo of the partner and must be positioned at an appropriate distance from this logo.
Company vehicles (partner)	Yes - together with the name/logo of the partner.
Signs on buildings (partner)	No
Co-branded brochures (produced by Unify)	Yes - together with the name/logo of the partner.
Co-branded advertisements (produced by either partner or Unify)	Yes - together with the name/logo of the partner.
Web	Yes - together with the name/logo of the partner





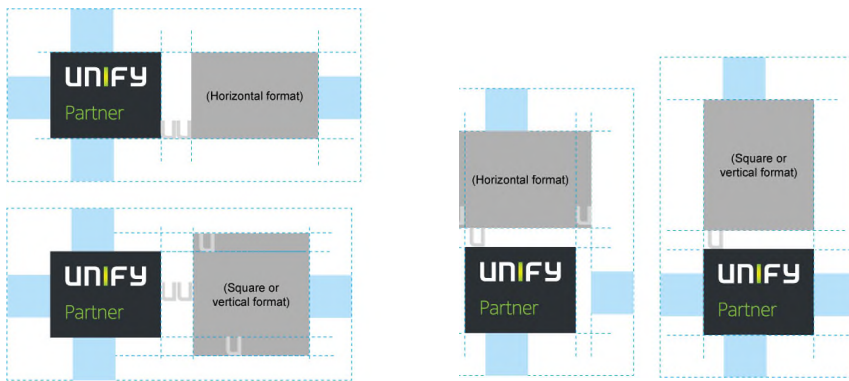
### 2.3. Placement on your media

The emblem, descriptions and space for partner logos have been designed to align with the partner logo. Follow the rules for the safety area of the emblem in these applications:

Advertisements, flyers and brochures, trade show banners, websites, trade fairs and vehicles.

The safety area must not contain any background images, colors or third-party logos. The safety area is defined as a minimum free space half of the emblem's height around the logo.

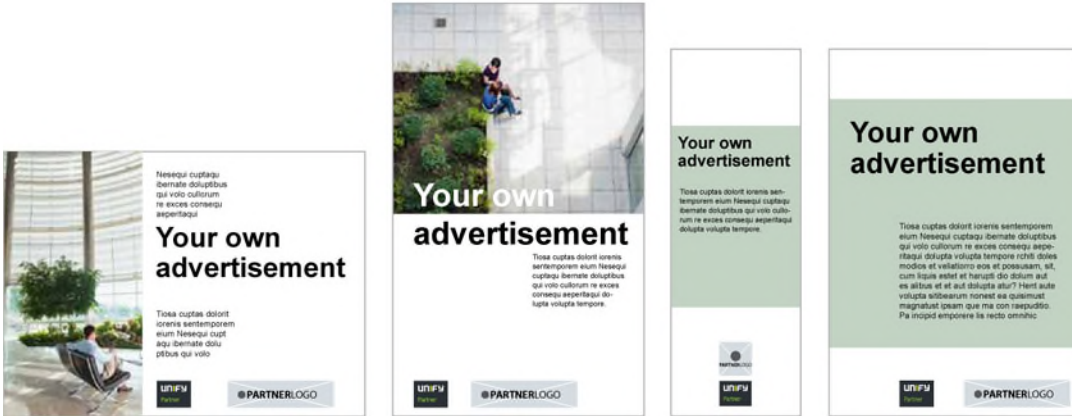
If third-party logos are positioned nearby, this space extends to two emblem heights as a minimum.



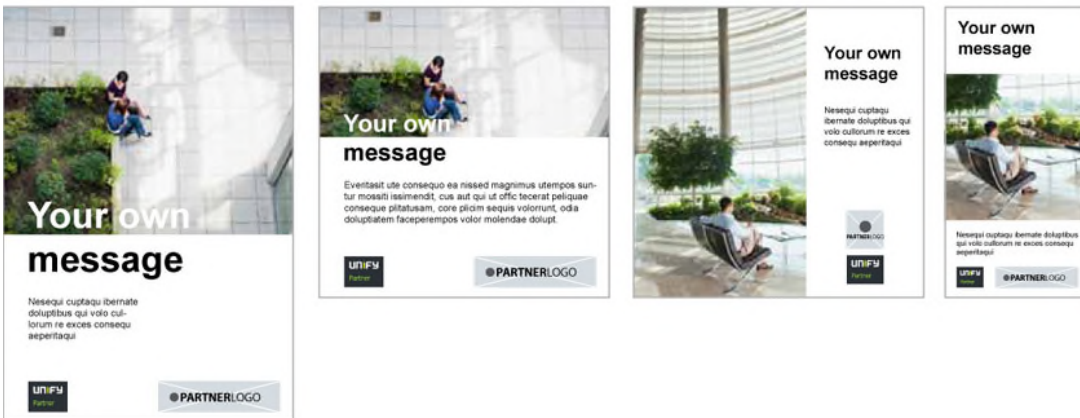
### Business correspondence



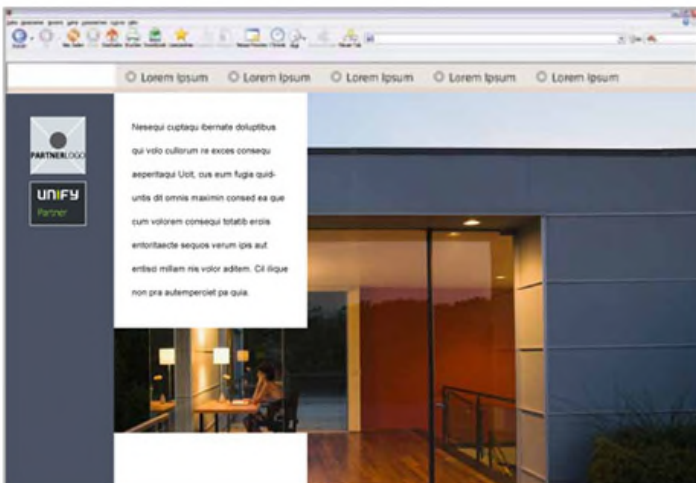
Advertisements



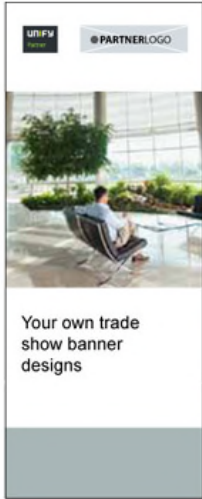
Flyers and brochures



Websites



Trade shows and vehicles



## 3. Corporate logo

The partner emblem should be used for all co-branding situations showing a corporate partnership between Unify and our partner.

If a partner refers to Unify as a vendor in a multi-vendor situation (e.g., no fewer than six vendors), the corporate logo can be used on its own to show the vendor-reseller relationship on a product level.

### Unify company name

Use of the Unify name will be allowed in combination with products or in links to Unify product pages or pages referring to Unify as a supplier.

(examples):

[www.partner.com/suppliers/unify](http://www.partner.com/suppliers/unify)

More about Unify HiPath 4000

Unify OpenStage 80



### Boiler plate

The partner may also use the corporate logo on its own when it appears beside suppliers' brief company profiles. In these instances, use the custom boilerplate verbatim. Any other description must be approved in writing by Unify Corporate Branding prior to publication. A reference to the Unify homepage is appreciated. The supplier profile section should comprise no fewer than four suppliers. When describing who we are use this boiler plate.

### About Unify

Unify—formerly known as Siemens Enterprise Communications—is one of the world's largest communications software and services firms. Our solutions unify multiple networks, devices and applications into one easy-to-use platform that allows teams to engage in rich and meaningful conversations. The result is a transformation of how the enterprise communicates and collaborates that amplifies collective effort, energizes the business, and dramatically improves business performance. Born out of the engineering DNA of Siemens, Unify builds on this heritage of product reliability, innovation, open standards and security to provide integrated communications solutions for 75% of the Global 500. Unify is a joint venture of the Gores Group and Siemens AG.

[unify.com](http://unify.com)

### 3.1. Unify logo guidelines

The corporate logo shall appear only on products or product-related material (e.g., documentation, data sheets) provided by Unify (e.g., via the partner portal).

#### Color variations

There are three color variations of our logo: gradient, two-color and one-color. All color variations are available in both reverse (negative) and positive versions.

#### Gradient logo

Use whenever color and gradients can be successfully reproduced.

#### Two-color logo

Use in color applications when gradients cannot be successfully reproduced, such as vinyl-applied graphics, screen printing or embroidery.

#### One-color logo

Use when neither gradients nor color can be successfully reproduced, such as embossing, black-and-white newspaper advertising or one-color screen printing.

#### Reverse and positive versions

The reverse versions of our logo (shown here on Unify Charcoal backgrounds) are preferred for all applications. The positive versions (shown here on white) may be used when the reverse version is not possible.

#### Backgrounds

The reverse gradient and reverse two color logos should appear on Unify Charcoal backgrounds. The reverse one-color logo should appear on a black background.

Positive logos should appear on white backgrounds.

In applications where it is necessary to produce the logo on a background other than Unify Charcoal or white, use either the one-color reverse or the one-color positive logo, whichever provides the greater contrast with the background.

Do not place the logo over photographic backgrounds.

Gradient logo

Two-color logo

One-color logo



UNIFY

UNIFY

UNIFY

### Clear space

Clear space is the area surrounding the logo that must always be free of any text or graphic elements. It ensures that the logo appears unobstructed.

The minimum amount of clear space for the Unify logo is determined by the width of the U in the logo, as shown. Whenever possible, the amount of clear space should be greater.

Clear space is built into the digital artwork files.



### Minimum size

To ensure the clarity and legibility of the logo, a minimum reproduction size has been established. The logo may be as large as desired but should not be used smaller than the minimum sizes specified.

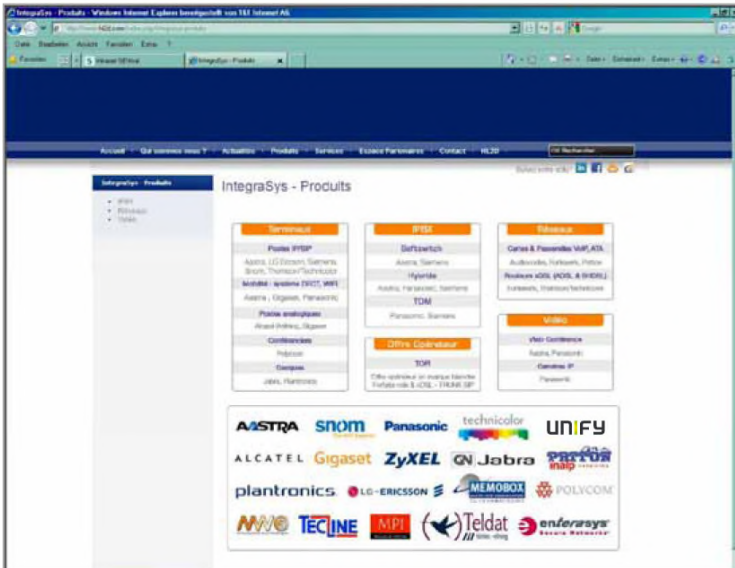
For print applications, the minimum size of the Unify logo (without tagline) is 0.125", or 3.175 mm high, as measured by the height of the U.

For web or on-screen applications, the minimum size is 16 pixels high.

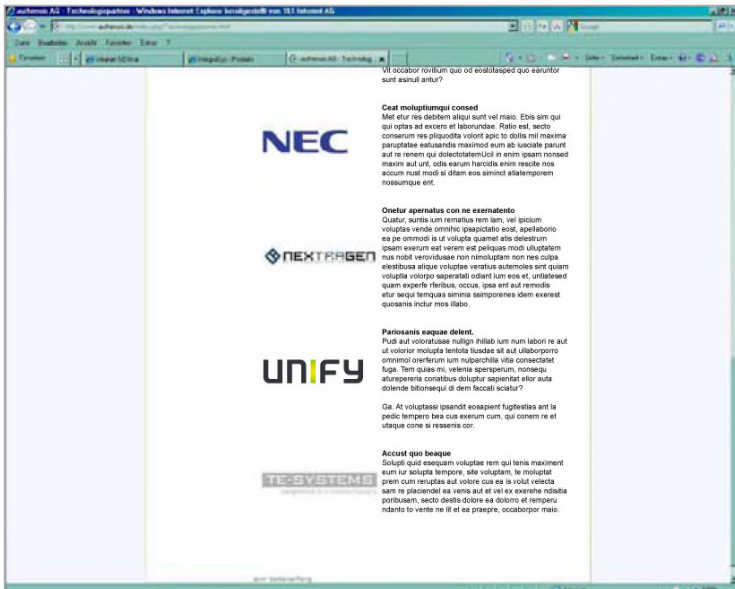


## 3.2. Application of corporate logo

### Vendor listing



### Vendor profiles





# 4. Things you need to know

The Unify partner emblem is a clear indication of expertise to your customers. If you follow a few key rules for using the partner emblem, you will strengthen customer confidence in both our companies while enhancing the effectiveness of your marketing communications.

## 4.1. Dos and don'ts – things you should know

**Do not overuse the partner emblem—rarity has value.**

*Our tip:* Make sure that no more than one logo appears on a single page or a single spread.

**Use our partner emblem appropriately.**

The Unify partner emblem should be used where its appearance will enhance confidence in both our companies.

*Our tip:* Our partner emblem is not a decorative element. It is used only to identify a service.



**Protect our partner emblem from bad company.**

Make sure that the image of our shared advertising on posters or exhibition stands is not impaired by its proximity to neighbouring images. You may want to limit its use if it would have to share space with images that would detract from its value.

*Our tip:* In principle, isolate our partner emblem as much as possible.

**Present our partner emblem against the best background.**

Our partner emblem works best if it appears on a calm, neutral background rather than in a kaleidoscope of colors.

This will help produce a more professional impression and clearly set it apart from other logos.  
*Our tip:* Please refer to the “Your media” section for examples.



**Do not weaken the effect of our partner emblem.**

Our partner emblem has been carefully designed for the most effective graphical and optical balance. Poor printing or inaccurate color reproduction could make it appear noticeably different and reduce its impact.  
*Our tip:* Always use only the original specifications.

**Use the right size of our partner emblem—not simply the biggest possible.**

Our shared partner emblem conveys its message best by subtle persuasion. It should not seek to impress by size alone, and should therefore always appear in a size that feels normal to the viewer. If it seems to reflect self-confidence without bragging, then it is the right size.  
*Our tip:* If in doubt, opt for a more modest size.



## 4.2. General conditions – using the Unify log, partner emblem and tagline

### 1. Right to use the Unify name and logo and the Unify partner emblem or tagline.

- Pursuant to Section 3 the respective provision of the Partner Agreement, Unify hereby grants the Partner a non-exclusive, non-transferrable and revocable right to use the trademark Unify (which is inter alia registered in the Federal Republic of Germany under Reg.-No. 2035753 "Mark") only in form of the partner emblem in the form as outlined in this style guide. The use of the partner emblem is only allowed in accordance with the style guide and only in order to market and to advertise products and/or services that are branded with the Mark and which are covered by the Agreement ("Mark Sublicense"). For clarification purposes it is explicitly stated that the Mark shall not be used for any co-branding purposes.
- The Partner is not entitled to use the Mark or any similar designations for any purposes other than for the marketing and advertising of products and/or services.
- The Partner accepts the right to use the designation. The Partner is not allowed to pledge the rights granted to it under the Agreement and/or these terms and conditions or to otherwise dispose of these rights.
- The Partner shall not represent or imply by using the Unify name and logo or the partner emblem or the tagline that he or she sells any other systems, products or solutions of Unify that are not stipulated in the Agreement.
- The Partner may only use and display the Mark if such use or display strictly conforms to the requirements set out in the style guide. The Partner will ensure that its use does not create any confusion as to the source of products, services and material bearing the designation "Unify". It is assumed that no confusion as to the source of products, services and material bearing the designation "Unify" is created if the Partner adheres to the style guide.
- The Partner is not entitled to use the Mark in combination with or adjacent to any other trademark of the Partner or third parties or with any additions or alterations whatsoever, including words, symbols, graphical designs, product names, model numbers or devices, unless this is compliant with these design guidelines.
- The Partner may only use the partner emblem and descriptors as defined in the Partner Style Guide (Partner Type, Partner Level and Specializations) with prior written confirmation by Unify Partner Program Management.

### 2. Quality control

- Unify and the Partner agree that the goodwill represented by the Mark can be maintained and improved only if the applications and the branding meet a high standard of quality and comply with the regulations of these design guidelines. The Partner will use the Mark only in distribution channels that do not damage or otherwise negatively affect the reputation of the designation Unify.
- The Partner therefore acknowledges that Unify shall be entitled to carry out inspections, tests and evaluations concerning the quality of applications and information media. Unify may at reasonable intervals execute its right to inspect the applications and information media.
- If it is determined that applications and information media do not meet the required standards of quality, Unify shall notify the Partner in writing, giving full details regarding the defects therein, and shall give the Partner the opportunity to correct such defects within 30 (thirty) days following the date of such notification.

### 3. Warranty Quality

Unify makes no warranty of any kind with respect to the Mark.

### 4. Ownership of the Unify name and logo and partner emblem or tagline

- The Partner acknowledges that Unify is the sole owner of the Mark and that use of the Mark by the Partner shall be solely to Unify's benefit. Only Unify is entitled to register the Mark in any country and shall be the sole owner of such applications and registration.
- The Agreement does not give the Partner any right, title or interest in the Mark other than the rights expressly granted herein. The Partner is in particular not entitled to register the Mark in any country or to otherwise seek protection and may not apply for or register any designations that are similar or confusingly similar to the Mark, including domain names.

- In the event that in any jurisdiction, the Partner's use of the Mark under this Agreement inures to the benefit of the Partner or results in any own rights of the Partner relating to the Mark, the Partner hereby assigns such rights to Unify. Unify hereby accepts the assignment. The Partner shall execute all papers and documents necessary for such an assignment and shall deliver these documents as Unify may request.
- The Partner agrees not to derive any rights against Unify based upon the use of the Mark.
- The Partner agrees that these regulations do not give the Partner any right, title or interest in the Unify name and logo or the partner emblem or the tagline other than as described in these general conditions and that the Partner is not entitled to apply the Mark outside of the territory licensed in the Agreement.
- The Partner undertakes to neither directly nor indirectly challenge the validity or Unify's ownership of the Mark or any other trademark owned by Unify or its affiliates which includes the designation Unify by filing oppositions, nullity requests or taking comparable action. If the Partner directly or indirectly challenges the validity or Unify's ownership of the Mark, Unify may terminate this Agreement without notice for cause.
- If a third party uses the Mark for products, services or materials similar or identical to products or services or as a company name and the Partner becomes aware of such use, the Partner will immediately inform Unify thereof in writing.

#### 5. Revocation

- Unify shall be entitled to forthwith revoke the right pursuant to Section 1 at any time with giving written notice to the Partner 30 days in advance.
- Unify shall be entitled to forthwith revoke the right pursuant to Section 1 at any time with immediate effect if circumstances occur that make it unreasonable for Unify to continue the contractual relationship. This shall include but not be limited to the following:
  - The Partner commits a breach of any material provisions of the Agreement including, but not limited to, a breach of the style guide and these terms & conditions hereto, that is either not capable of remedy or, in case of a breach capable of remedy, fails to remedy the same within thirty (30) days after receipt of the written notice requiring the breach to be remedied; or
  - Unify is no longer allowed to use the Mark itself; or
  - Unify has objective reason to believe that the Partner will materially harm the goodwill and reputation represented by the designation "Unify".

#### 6. Indemnity

The Partner hereby agrees to indemnify and hold Unify harmless from any and all claims, suits, losses, damages, costs, expenses and liabilities arising out of the Partner's sale or distribution of applications and information media bearing the Mark.

### 4.3. Contacts

#### **Corporate Branding:**

Jochen Gerstenhauer  
 Unify GmbH & Co. KG  
 Hofmannstr. 51  
 80200 Munich, Germany  
[jochen.gerstenhauer@unify.com](mailto:jochen.gerstenhauer@unify.com)

#### **Global Indirect Channels - Partner Program:**

Gunter Zschoche  
 Unify GmbH & Co. KG  
 Hofmannstr. 51  
 80200 Munich, Germany  
[gunter.zschoche@unify.com](mailto:gunter.zschoche@unify.com)

## About Unify

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[unify.com](http://unify.com)



**UNIFY** Harmonize  
your enterprise

Formerly Siemens Enterprise Communications

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