

ServiceNow Partner Brand Guidelines

October 2022

--ServiceNow Confidential Information--

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The ServiceNow brand

ServiceNow exists to make the world of work, work better for people. This is our purpose. It's also our brand—the essence of how ServiceNow acts, speaks, and looks. As a ServiceNow partner, you play a vital role in bringing our brand to life. Every communication, interaction, and experience you deliver to customers and prospects as a ServiceNow partner is a reflection on us. By consistently and accurately representing the ServiceNow brand, you'll help increase awareness of and drive ongoing demand for ServiceNow® products and solutions—which is a win for everyone.

Using these guidelines

The ServiceNow Partner Program brand guidelines (the "Guidelines") should serve as your go-to resource for any marketing activities, messaging, or branding that includes ServiceNow. While not exhaustive, these Guidelines cover the most common scenarios of brand and marketing usage, and provide the tools, templates, assets, and instructions to help you meet your needs.

Our role in ensuring success

ServiceNow will regularly check in with you to make sure you are applying these Guidelines correctly. This may include periodic reviews of your web properties and URL domains, company name, company email domains, company product names, press releases, marketing campaigns, and all publicly available brochures or other collateral. If we see anything that needs revising, we'll let you know what's required to bring your materials into compliance with these Guidelines.

Expect updates

We'll update these Guidelines regularly as our business, products, and solutions evolve. Please check the [ServiceNow Partner Portal](#) to make sure you are always using the latest version.

As you use these Guidelines, please reach out to us if you have any questions, comments, or ideas. The more we know about what you need, the better we can help you leverage the strength of the ServiceNow brand.

Contact us

If you have any questions about these Guidelines or how to bring the ServiceNow brand to life in your marketing and communications, please [submit an inquiry](#) through the ServiceNow Partner Portal.

Messaging

We want you to tell the world about ServiceNow! But we also ask that you do so using specific language that allows us to consistently communicate who we are and what we do.

Below you'll find different lengths of the ServiceNow company description. Use these to describe ServiceNow on joint marketing materials. Please **do not change or modify these statements** when you refer to ServiceNow or our products.

Company description

About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit: www.servicenow.com.

NOTE: ServiceNow will continue to refine our high-level corporate narrative to reflect our growth trajectory and the evolution of our company and solutions. Please make sure you are using the latest version of these Guidelines which will include the most up-to-date corporate messaging.

Our website: an additional resource

If you need additional language to describe ServiceNow products and solutions, use www.servicenow.com as a resource. There you will find the latest messages and approved language, along with examples of how we bring our brand to life. And like our company descriptions, please **do not modify the statements you find on our website**.

*We don't need to say this, but we will anyway:
Make sure your messaging references the ServiceNow company name in a
manner or location that is positive, accurate, and truthful to ServiceNow, its
products and services, or any person or entity.*

Brand voice

Our voice is an expression of our personality. Together with the look of our brand, we create our persona. The clarity with which we present our brand is paramount, and we strive for consistency, over time. We want people to come to expect a certain experience, in every interaction with ServiceNow.

Voice and *Tone* are often used interchangeably, but they're two different things. When we talk about *Voice*, we mean how we express our brand's unique personality in words. It's how ServiceNow sounds like ServiceNow, and not another brand. *Tone* is different. It changes depending on the purpose of our communication and the emotional state of our audience. *Tone* can be serious or lighthearted, for example, without it tracing back to a particular brand personality trait.

Expressing our personality as voice

When it comes to brand personality, ServiceNow is empathetic, optimistic, and bold. But there is more to our personality than just those three traits. These related traits are intended to round out our persona, to help you, help us, sound like us.

The ServiceNow brand voice is:

Friendly but not folksy.

Understanding but not intimate.

Genuine but not unrefined.

Conversational but not wordy.

Hopeful but not idealistic.

Bright but not naïve.

Fearless but not foolish.

Humble but not timid.

Bold but no reckless.

When referencing ServiceNow as a solution to solve a customer's business problem or pain point, emphasize the benefits of a ServiceNow solution. This applies especially when showcasing how your own services, products or solutions integrate or enhance ServiceNow solutions.

Badges

ServiceNow badges are awarded for Participants in the Partner Program based on specific program membership or achievements and can be used for promotional purposes, following usage guidelines. The following badges are described in detail in these guidelines:

- Partner Program badges
- Badges are provided to Specialist, Premier, Elite and Global Elite participants in good standing to announce their ServiceNow Partner Program membership
- **Error! Reference source not found.** Authorized Training Partner (ATP) badge — Badges are provided to Authorized Training Program participants and can be used on websites, customer communications, and other marketing materials.

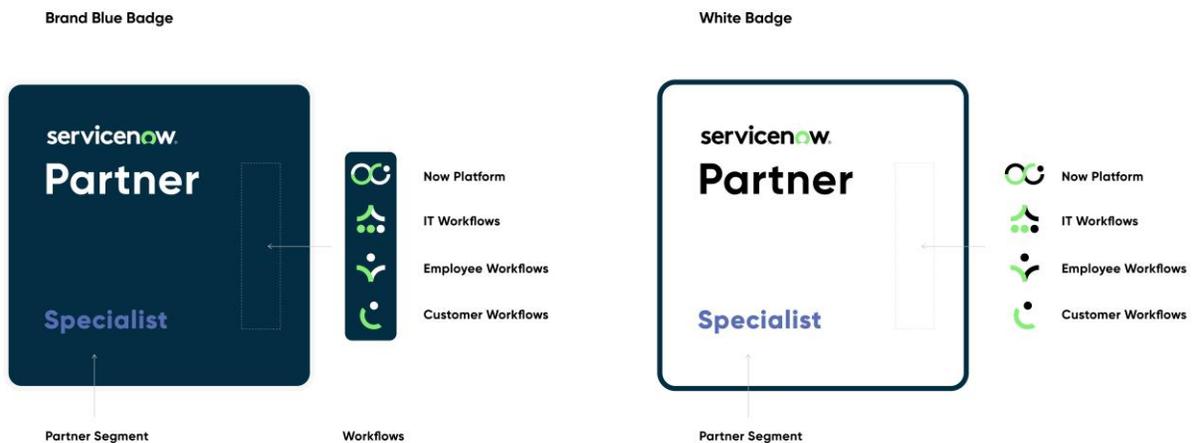
Partner Program badges

The ServiceNow Partner Program badges let the world know that you're one of our trusted partners! ServiceNow Partner Program participants in good standing are encouraged to leverage the ServiceNow badge to promote their program membership. Badges are provided to Specialist, Premier, Elite and Global Elite participants and can be used on websites, customer communications, and other marketing materials. Participants that are permitted to resell or implement may only advertise their capabilities to resell and implement ServiceNow within their approved resale and services Territory.

In addition to complying with these Partner Program Brand Guidelines when using the Partner Program badge, Partners must also always comply with the [ServiceNow Trademark and Copyright Guidelines](#).

Participants may submit questions and requests for additional information via an [Inquiry on the ServiceNow Partner Portal](#).





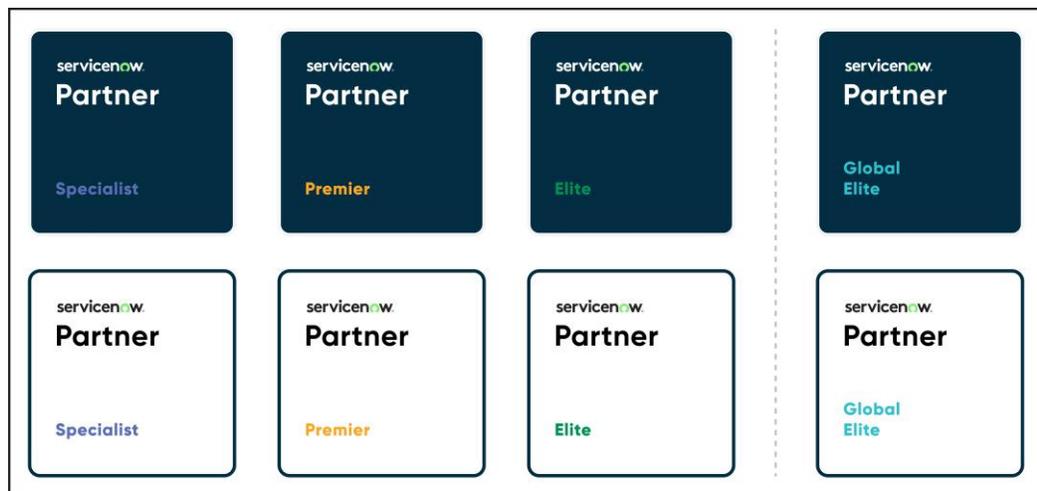
NOTE: Do not take a screen shot of this image or use any part of it to represent your ServiceNow relationship. Your organization's primary contact will have access to the appropriate badge files for you to use.

Which badge to use

When you have transitioned to a segment (e.g., Specialist, Premier, Elite, Global Elite) in our Partner Program or have achieved a workflow badge, you will be provided the appropriate badge for your use. If you transition segments, you must replace all places of publication with the new badge to ensure that it reflects your current segment status.

Use the brand blue badge on light-colored backgrounds, and the white badge on dark-colored backgrounds.

Note: Do not take a screen shot of this image or use any part of it to represent your ServiceNow relationship. Your organization's primary contact will have access to the appropriate badge files for you to use.



Where to use your badge

Digital properties

Here are some examples of digital properties where you can show your badge:

- Your company's website
- The ServiceNow [Partner Finder](#) profile page
- Social media pages

Marketing materials

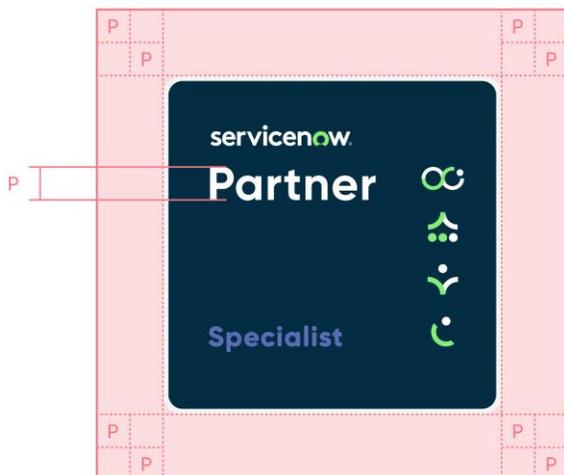
Here are some examples of marketing materials where it is okay to use your partner badge:

- Presentation materials for clients
- Profile Resumés
- Event and Booth Signage

Clear space

Every time you use a partner badge, surround it with clear space to make sure it stands out. The clear space zone between the partner badge and other graphic elements (e.g., type, images, or other logos) ensures the badge is unobstructed and communicates your status as a ServiceNow partner.

The minimum amount of clear space required is equal to two times the height of the P in the badge.



Minimum size

By establishing a minimum size, we ensure that the ServiceNow partner badge is reproduced correctly in smaller sizes. At minimum size, the badge is still clearly legible and provides a strong level of identification.

Below are the minimum sizes you can scale the partner badges down to.



General guidelines

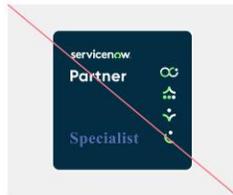
| Do's | Don'ts |
|--|--|
| <ul style="list-style-type: none"> You may resize the badge based on your design as long as you maintain the minimum size requirements above. When using the badge on any collateral, you must also include your own company branding. | <ul style="list-style-type: none"> Do not make the badge larger or more prominent than your company name or logo, and do not feature the badge as the most prominent element in your marketing materials or website. Do not put the partner badge on any products or promotional items. Do not incorporate the partner badge or elements of the badge into your own logo. Do not add your logo onto the partner badge. |

Partner Badge don'ts

To ensure that you're correctly using your ServiceNow partner badge, please be aware of these don'ts.



Don't change the color of a badge.



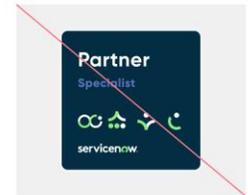
Don't change type setting for your partner segment.



Don't rotate the badges.



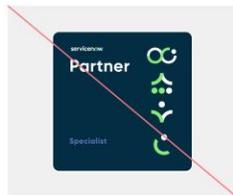
Don't stretch badges.



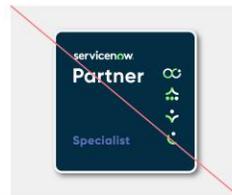
Don't move logos, icons or any other elements of the badges.



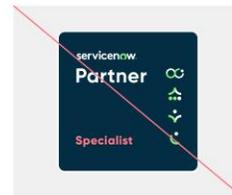
Don't create lockups with a badge and your company logo.



Don't change the size of a badge's elements.



Don't apply a drop shadow.



Don't change the color of the partner segment.

Authorized Training Partner (ATP) badge

Badges are provided to Authorized Training Program participants and can be used on websites, customer communications, and other marketing materials. Participants that are permitted to resell or deliver training may only advertise their capabilities to resell and deliver ServiceNow training within their approved resale and services Territory.



For ATP badge usage guidelines, please also follow the preceding **Error! Reference source not found.**, **Error! Reference source not found.**, **Error! Reference source not found.** and **Error! Reference source not found.** sections of this guide. If, at any time, you are no longer an ATP participant, you are no longer eligible to use the badge and you should remove all usage from digital properties and marketing materials.

Built on ServiceNow Solution logo and guidelines for use

ServiceNow's [Built on ServiceNow Solution Partner Program](#) is a sub-Program offered to ServiceNow Technology Partner Program participants who are in good standing. The Built on ServiceNow Solution Program is intended for Participants who combine their codified IP and ServiceNow's platform or products to bring subscription-based Solutions to market.

Once a Participant's solution has been approved by ServiceNow and is at the launch phase of our Solution Development Process, use of the Built on ServiceNow Solution logo is approved.

If, at any time, the Participant's solution is no longer a Built on ServiceNow Solution, you are no longer eligible to use the logo and you should remove all usage from digital properties and marketing materials.

Partners must also always comply with the [ServiceNow Trademark and Copyright Guidelines](#).

Primary Logo



Secondary Logo



NOTE: Do not take a screen shot of this image or use any part of it to represent your ServiceNow relationship. Your organization's primary contact will have access to the appropriate logo files for you to use.

Which logo to use

The primary logo should be used whenever possible. The secondary logo is the abbreviation of our primary logo. The secondary logo is available to address unique space and legibility limitations when creating social avatars, app icons, and responsive web mobile views.

Where to use Built on ServiceNow Solution logo?

Digital properties

Here are some examples of digital properties where you can show the Built on ServiceNow Solution logo:

- Your company's website
- The ServiceNow [Partner Finder](#) profile page
- Social media pages and posts
- The ServiceNow App Store page for the approved solution (ServiceNow can activate)
- Digital Platform

Marketing materials

Here are some examples of marketing materials where it is okay to use Built on ServiceNow Solution logo:

- Marketing materials about the solution
- Presentation materials for clients about the solution
- Event and Booth Signage
- Printed marketing collateral

Clear space

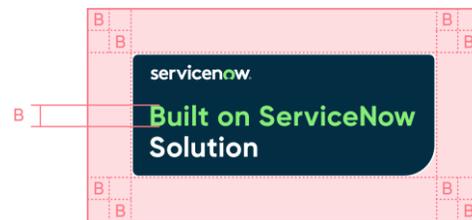
Every time you use Built on ServiceNow logo, surround it with clear space to make sure it stands out. The clear space zone between the logo and other graphic elements (e.g., type, images, or other logos) ensures the mark is unobstructed.

The minimum amount of clear space required is equal to two times the height of the B in the logo, but if the design allows, always try to include more clear space than the minimum.

Primary Logo



Secondary Logo



Minimum size

By establishing a minimum size, we ensure that the Built on ServiceNow logo is reproduced correctly in smaller sizes. At minimum size, the logo is still clearly legible and provides a strong level of identification.

Below are the minimum sizes you can scale the logo down to. For print, make sure the quality of the printing technique is high enough to ensure that our logo remains legible.

| | | |
|-------|--|---------|
| | | |
| Print | | Digital |



0.75 inch



1 inch



54 px



72 px

General guidelines

| Do's | Don'ts |
|---|--|
| <ul style="list-style-type: none"> You may resize the logo based on your design as long as you maintain the minimum size requirements above. When using the logo on any collateral, you must also include your own company branding. Follow our co-branding guidelines if you are including your company logo. | <ul style="list-style-type: none"> Do not make the logo larger or more prominent than your company name or logo, and do not feature the logo as the most prominent element in your marketing materials or website. Do not put Built on ServiceNow logo on any products or promotional items. Do not incorporate the Built on ServiceNow logo or elements of the logo into your own logo. Do not add your logo to the Built on ServiceNow logo. |

Don'ts

To preserve the Built on ServiceNow logo integrity, observe these logo usage don'ts:



Don't change the color of the badge.



Don't change type setting of the badge.



Don't rotate the badge.



Don't stretch the badge.



Don't create lockups with your logo and the badge.



Don't add additional border around the badge.



Don't apply a drop shadow.



Don't use a busy background with the badge.

Built with ServiceNow Offering logo and guidelines for use

ServiceNow's [Built with ServiceNow Offering Partner Program](#) is a sub-Program offered to ServiceNow Services and Service Provider Partner Program participants. The Built with ServiceNow Offering Program is intended for Participants who develop implementation service(s) that drive net new ServiceNow product revenue.

Once a Participant's offering has been approved by ServiceNow and is at the launch phase of our Offering Acceleration Process, use of the Built with ServiceNow Offering logo is approved.

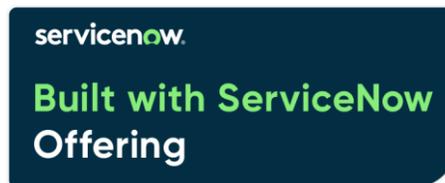
If, at any time, the Participant's offering is no longer a Built with ServiceNow Offering, you are no longer eligible to use the logo and you should remove all usage from digital properties and marketing materials.

Partners must also always comply with the [ServiceNow Trademark and Copyright Guidelines](#).

Primary Logo



Secondary Logo



NOTE: Do not take a screen shot of this image or use any part of it to represent your ServiceNow relationship. Your organization's primary contact will have access to the appropriate logo files for you to use.

Which logo to use

The primary logo should be used whenever possible. The secondary logo is the abbreviation of our primary logo. The secondary logo is available to address unique space and legibility limitations when creating social avatars, app icons, and responsive web mobile views.

Where to use Built with ServiceNow logo?

Digital properties

Here are some examples of digital properties where you can show the Built with ServiceNow Offering logo:

- Your company's website
- The ServiceNow [Partner Finder](#) profile page
- Social media pages and posts
- The ServiceNow App Store page for the approved Built with ServiceNow Offering (ServiceNow can activate)
- Digital Platform

Marketing materials

Here are some examples of marketing materials where it is okay to use Built with ServiceNow Offering logo:

- Marketing materials about the Offering
- Presentation materials for clients about the Offering
- Event and Booth Signage
- Printed marketing collateral

Clear space

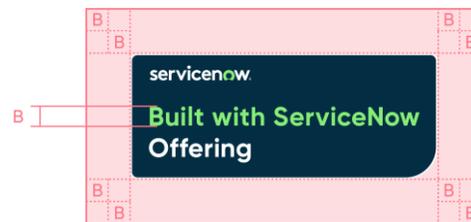
Every time you use the Built with ServiceNow Offering logo, surround it with clear space to make sure it stands out. The clear space zone between the logo and other graphic elements (e.g., type, images, or other logos) ensures the mark is unobstructed.

The minimum amount of clear space required is equal to two times the height of the B in the logo, but if the design allows, always try to include more clear space than the minimum.

Primary Logo



Secondary Logo



Minimum size

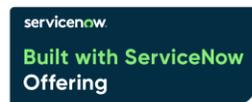
By establishing a minimum size, we ensure that the Built on ServiceNow logo is reproduced correctly in smaller sizes. At minimum size, the logo is still clearly legible and provides a strong level of identification.

Below are the minimum sizes you can scale the logo down to. For print, make sure the quality of the printing technique is high enough to ensure that our logo remains legible.

| | | |
|-------|--|---------|
| | | |
| Print | | Digital |



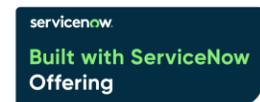
0.75 inch



1 inch



54 px



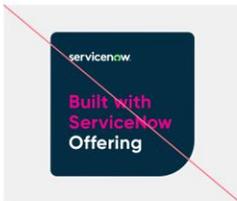
72 px

General guidelines

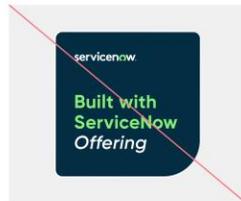
| Do's | Don'ts |
|---|--|
| <ul style="list-style-type: none"> You may resize the logo based on your design as long as you maintain the minimum size requirements above. When using the logo on any collateral, you must also include your own company branding. Follow our co-branding guidelines if you are including your company logo. | <ul style="list-style-type: none"> Do not make the logo larger or more prominent than your company name or logo, and do not feature the logo as the most prominent element in your marketing materials or website. Do not put Built with ServiceNow logo on any products or promotional items. Do not incorporate the Built with ServiceNow logo or elements of the logo into your own logo. Do not add your logo to the Built with ServiceNow logo. |

Don'ts

To preserve the Built with ServiceNow logo integrity, observe these logo usage don'ts:



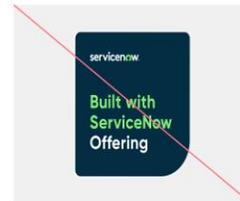
Don't change the color of the badge.



Don't change type setting of the badge.



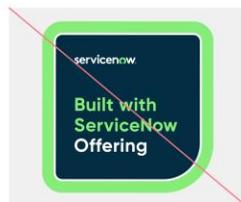
Don't rotate the badge.



Don't stretch the badge.



Don't create lockups with your logo and the badge.



Don't add additional border around the badge.



Don't apply a drop shadow.



Don't use a busy background with the badge.

The ServiceNow corporate logo

Your first choice should always be to use your specific ServiceNow Partner Program badge on marketing materials. But there may be instances where it makes more sense to use the ServiceNow corporate logo along with the logos of your other partners or event sponsors on digital media, printed marketing materials, or event signage.

Partners can download ServiceNow's [logo kit](#) (available on the Partner Portal) and use our corporate logo in accordance with the [guidelines](#). The logo kit includes:

- ServiceNow logo files and corporate logo guidelines
- Co-branding guidelines
- Company description

Using the ServiceNow corporate logo

Below are guidelines for how to treat the ServiceNow logo for co-branding applications where it needs to live alongside other companies' logos. **Please note: we do not allow our secondary "Now" logo to be used for co-branding.**

- Ensure that all logos are visually equal in size
- Align the ServiceNow logo horizontally or vertically with other company logos
- Make sure there is sufficient clear space and equal distance between the logos and page margins
- Whenever possible, put the ServiceNow logo in the lead position

Placement

ServiceNow first

Partner first



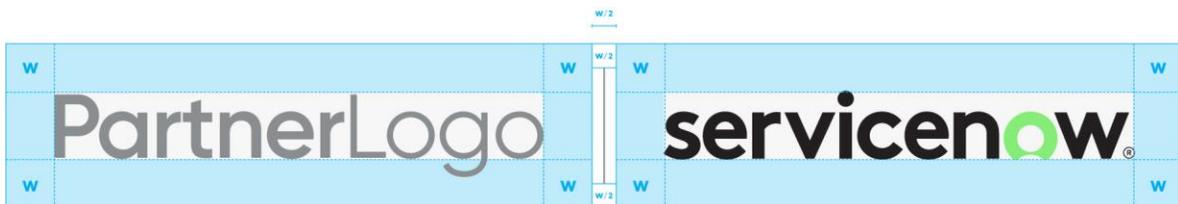
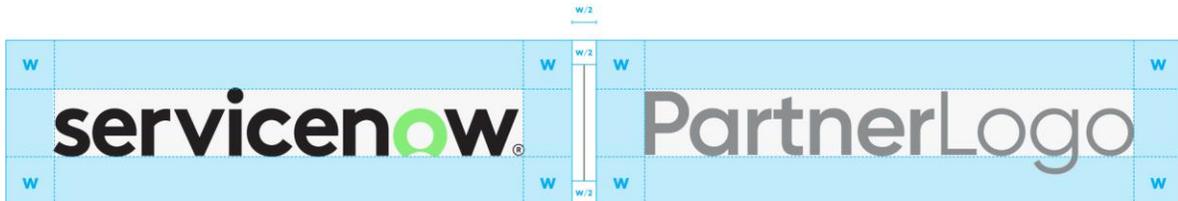
For partner logos on the same baseline



For partner logos that are two lines

Clear space

Following our clear space rules, divide the partner logo with a line in 20% Pure Black. The line weight should always be in direct proportion to the scale of the lockup. Please maintain a visual balance between the logos by scaling them accordingly.



The logos must always be surrounded by clear space. The amount of clear space required is equal to the height of the “w” in the ServiceNow logo.

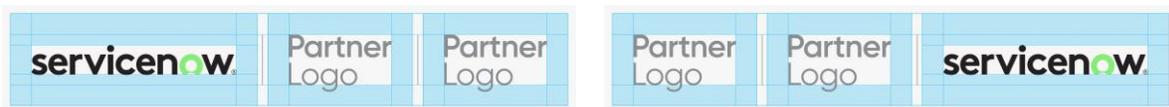
Co-branding multiple partners

When there are two or more brand partners, place the logos next to each other on the same line. Following our clear space rules, divide the partner logo with a line in 20% Pure Black. The line weight should always be in direct proportion to the scale of the lockup. Keep the treatment of the partner logos consistent — either align all logo baselines or vertically align logos to the divider line.

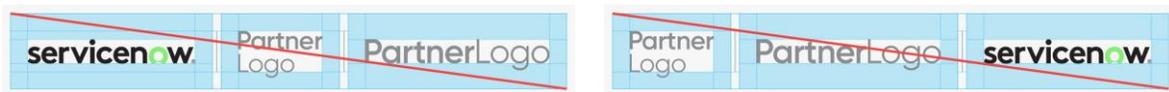
Avoid mix-and-match alignments if possible. Never stack partner logos — we want all brands to appear equal.



For multiple partner logos on the same baseline.



For multiple partner logos that are on two lines.



When possible, try to use company logos that are similar.

ServiceNow images

ServiceNow does not grant our partners the permission to use our corporate artwork, photography, or other images. If you have questions regarding this policy, please submit an [inquiry via the ServiceNow Partner Portal](#).

ServiceNow Partner Marketing Center

The ServiceNow Partner Marketing Center (PMC) is your one-stop shop for all your digital demand generation needs. It gives you easy access to customizable, co-brandable demand generation content and integrated campaigns for ServiceNow Solutions, created by our own marketing experts.

Partners can use the PMC to customize and download campaign materials for use in their own marketing automation environment or they can use the PMC as their marketing automation tool of record for email campaigns and lead management. Both list upload and lead management/delivery are secure and private — only your team has access to your proprietary information. The robust reporting functionality enables tracking of success metrics and ROI.

ServiceNow offers the Partner Marketing Center to all partners, free of charge via the Partner Portal. To access the PMC, click on the dedicated tab on the home page or navigate via the Marketing tab in the top navigation.

For questions regarding the ServiceNow Partner Marketing Center, please [submit an inquiry](#) through the ServiceNow Partner Portal.

General policies for ServiceNow-related press releases, blogs, media interviews and/or other materials

To support your marketing and communications efforts, ServiceNow will work with you to communicate your partnership milestones through a partner-led/self-service press release or blog. These policies are intended to help partners communicate clear and concisely. ServiceNow Public Relations and Partner Marketing must review and approve all press releases, blogs, media interviews or other materials that mention ServiceNow, our solutions, products, services and/or partnerships with ServiceNow before any content is distributed publicly. Please reference the ServiceNow Partner Communications Guidelines [here](#).

Trademarks and copyrights

Trademark law requires ServiceNow to ensure its name and trademarks are used properly to avoid causing consumer confusion or mistake as to the origin or affiliation of ServiceNow Trademarks.

Accordingly, ServiceNow has created Trademark and Copyright Guidelines (<https://www.servicenow.com/trademarks.html>) which require strict compliance when partners use ServiceNow Trademarks. These guidelines include, among other requirements, that Partners may not use ServiceNow Trademarks in their domain name(s), tagline, or ad copy with any search engine, social media forum, or other online venue. ServiceNow engages a vendor who proactively monitors search engines for the presence of ServiceNow Trademarks. Upon notification to ServiceNow by the third-party vendor of a potential trademark violation, the vendor, on behalf of ServiceNow, submits a notice to the search engine of the potential violation of the search engine's relevant terms and conditions regarding the use of ServiceNow's trademarks by a third-party, which may include ServiceNow partners. If the determination is made by the search engine that a violation occurred, the search engine will advise an offender that an ad or other digital collateral was taken down by the search engine as a result of the search engine's determination the ad or other digital collateral violated its terms and conditions.

Additional resources

Although this Guide was designed to anticipate many of the common scenarios where our partners might require guidance on using the ServiceNow brand, it is not an exhaustive resource and should be used in conjunction with other applicable guidelines.

The brand and partner marketing teams at ServiceNow are here to help you successfully market and extend our partnership. If you have questions or need to submit a brand request for approval, please [submit an inquiry](#) through the ServiceNow Partner Portal.

Other online sources of information are:

- ServiceNow Partner Portal: <https://partnerportal.service-now.com>
- ServiceNow Trademark and Copyright Guidelines: <http://www.servicenow.com/trademarks.html>
- ServiceNow Partner Communications Guidelines: https://partnerportal.service-now.com/kb_view.do?sysparm_article=KB0015586
- ServiceNow Corporate Logo Kit for Partners: https://partnerportal.service-now.com/kb_view.do?sysparm_article=KB0011868