NetApp brand guidelines
Partnership logo lockups

Partnership logo lockups
Overview

For brand partnerships, the NetApp logo can be locked up with partner logos.

In these lockups, the NetApp logo should always come first and anchor both logos together. As the aim is to represent the logos as equal partners, they should both be scaled for visual balance.

Partnership lockups can either be centered visually within a space or aligned to the bottom left or bottom right of an application.
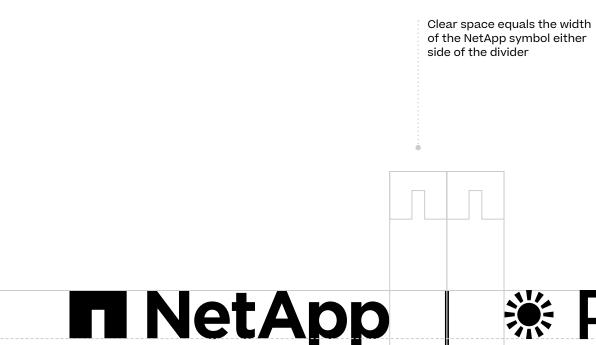
Partnership logo lockups
Horizontal lockup

The NetApp and partner logos should always be locked up horizontally. When locking up the logos, the width of the NetApp N-graphic should be used to measure the clear space between the two logos.

A vertical line should sit between this clear space, acting as a clear visual divide between the two logos. This line should always be the same color as the NetApp logo.

Partner logos should be optically aligned to the baseline of the NetApp logo.

Clear space equals the width of the NetApp symbol either side of the divider

Partner logos are aligned to the baseline of the logotype

Partnership logo lockups
Colorways

To ensure balance across paired logos and maintain NetApp's brand rules, partner logos should appear in one-color black or white treatments. In this case, the partnership lockup should follow the same color rules as the NetApp logo, seen on pages 59 and 60 of this document.
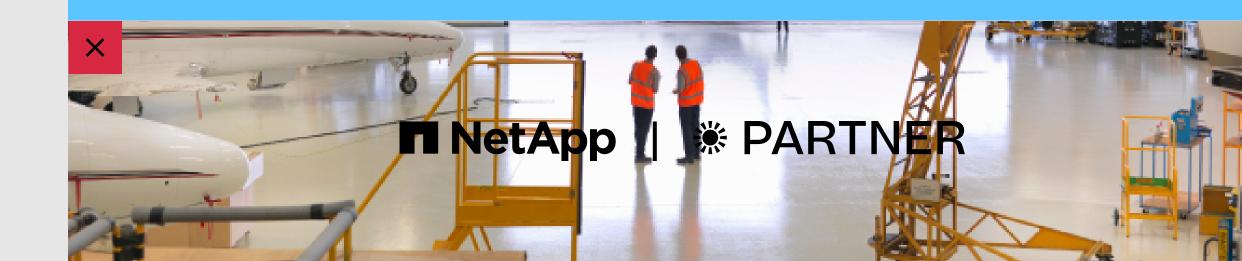
In cases where a partner logo needs to be in full color, the lockup must be placed on either a white or black background, with the NetApp logo and linear divider appearing in the opposite color to the background.

The partnership lockup should never be placed over photography or other visual content.

NetApp Brand Guidelines

Partnership logo lockups
Design

Do:

- Lock the NetApp logo lockup horizontally with partner logos
- Use a vertical line to divide the logos

Don't:

- Lock the NetApp logo up vertically with partner logos
- Change the alignment or spacing of the partnership lockup
- Change the stroke weight, color or placement of the line

Partnership logo lockups
Logo use

Do:

- Place the NetApp logo first in the lockup
- Use official, high-res logos provided by partner brands

Don't:

- Change the order of the logos in the lockup
- Use more than one partner logo in a lockup
- Use partner logos taken from the internet without permission
- Recreate partner logos