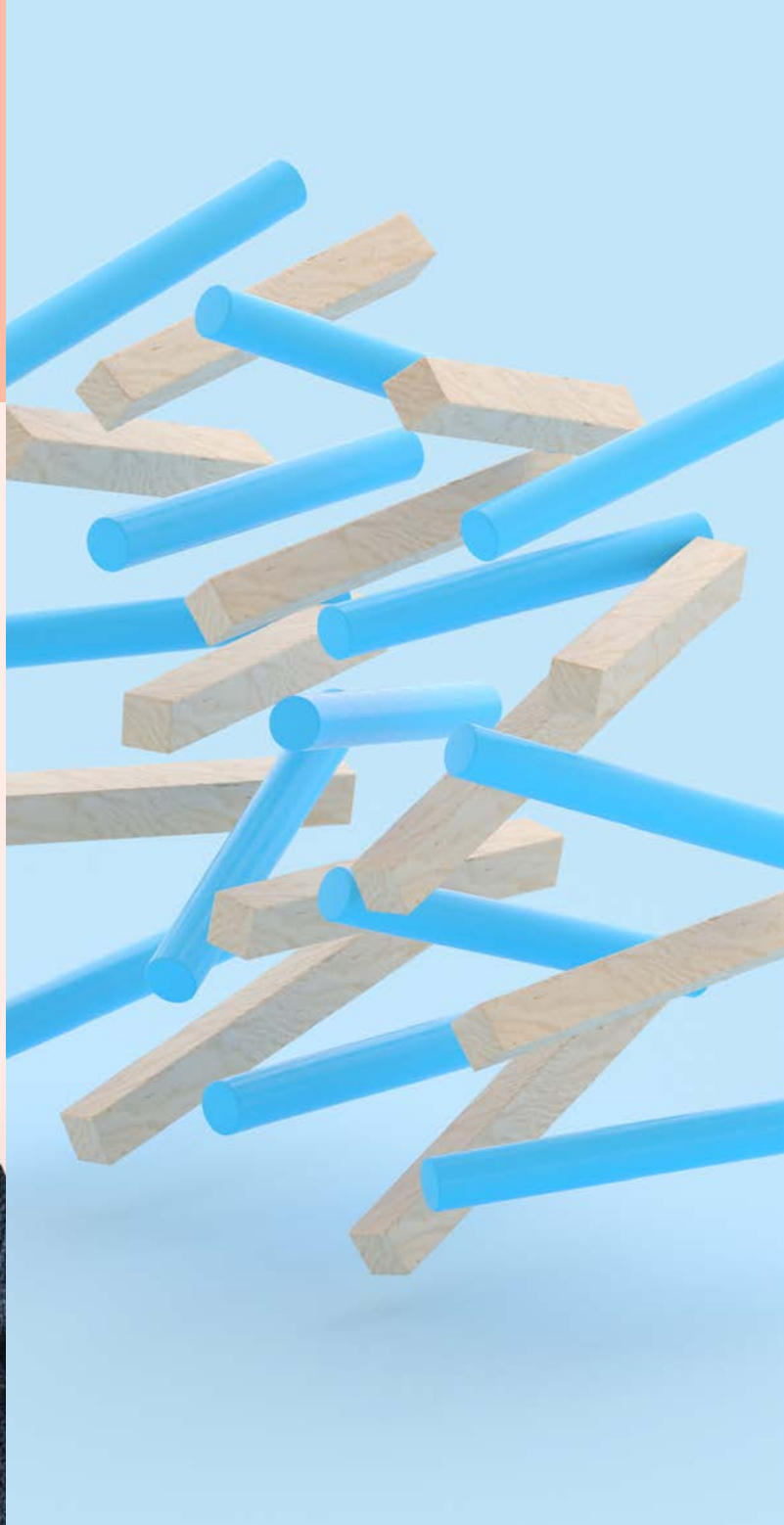


NetApp partner program

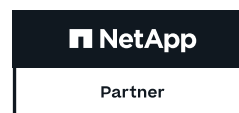
Logo usage guide



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Proprietary and Confidential. Restricted to NetApp employees, partners and contractors only, each of whom is under NDA obligations.



Overview

Introduction

We're excited to provide you with our partner branding guidelines. We designed the partner and certification logos and programs to help you maximize your market presence as a NetApp partner and help customers recognize you as an important member of the NetApp team.

These guidelines will help you gain maximum exposure when using the logos and provide the proper use parameters for your Web page, written communications, and sales and marketing materials. The NetApp partner logos are visual representations of NetApp, so it is important to follow the guidelines carefully.

We look forward to working together with you. We welcome your questions and suggestions. Please contact us at ng-creativeteam@netapp.com.

Partner relationship logo usage

NetApp logo overview

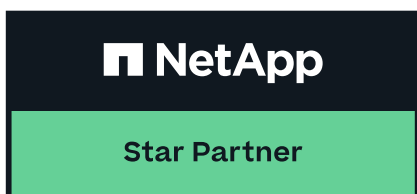
The NetApp brand visual style is for use by NetApp. We expect you to use your own unique visual style for your branded materials.

We have two different sets of brand logos:

- NetApp partner relationship logo
- NetApp corporate logo

NetApp Partner Relationship Logo

Our goal with the NetApp partner logo program is to help you communicate the partnership with NetApp. This program establishes a consistent and clear way for you to identify yourself to customers as a member of the NetApp partner community. You should use the NetApp partner logo when you are communicating your own brand in conjunction with your NetApp partnership.



NetApp Corporate Logo

The NetApp logo is a corporate asset and is primarily used by NetApp for Corporate materials. Under limited circumstances, we may authorize you to use the NetApp logo for specific applications. The logo will be made available upon request to our partners for use in directory listings as well as online and printed catalogues where the NetApp portfolio is represented. Any authorization is limited to the approved application. To request authorization to use the NetApp logo please submit your request to ng-creativeteam@netapp.com. Include the purpose and proposed location for the NetApp logo.

The NetApp logo is a key corporate asset. We are committed to protecting the integrity of the logo and its usage. Thus, if you find an instance where the corporate logo is being misused please report it to ng-creativeteam@netapp.com.



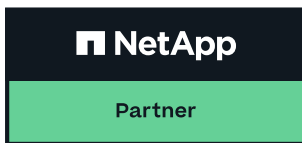
Partner relationship logo usage

Logo versions

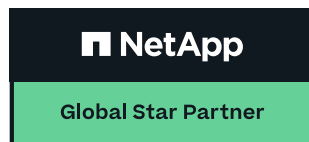
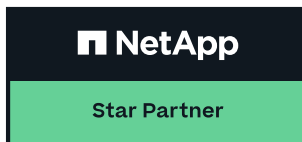
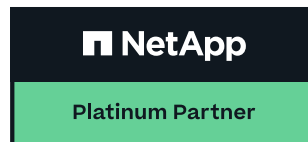
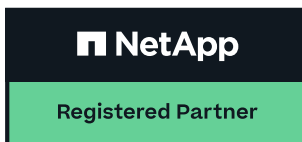
Here are the current NetApp partner logos offered and are subject to change.

Partner Logos:

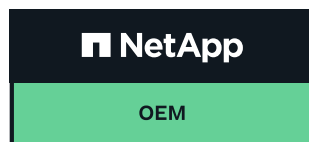
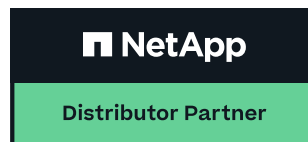
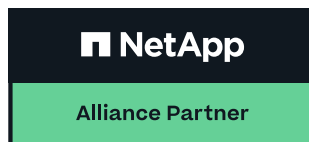
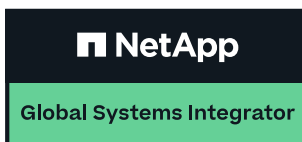
Partners can use one of these logos based on their level/membership in the NetApp Partner Program.



Partner Level Logos:



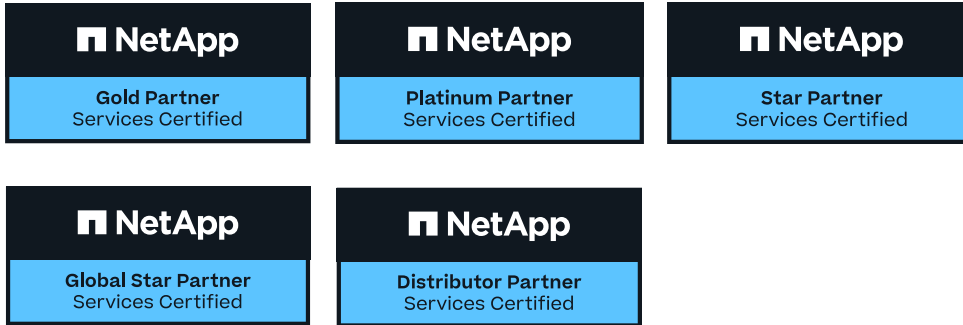
Other Partner Programs:



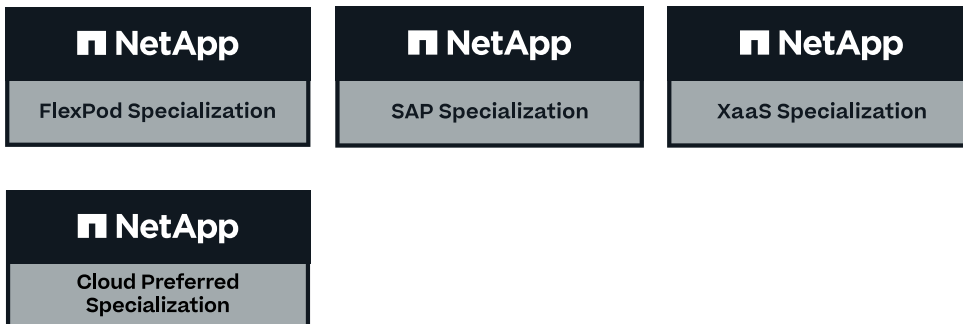
Partner relationship logo usage

Logo versions

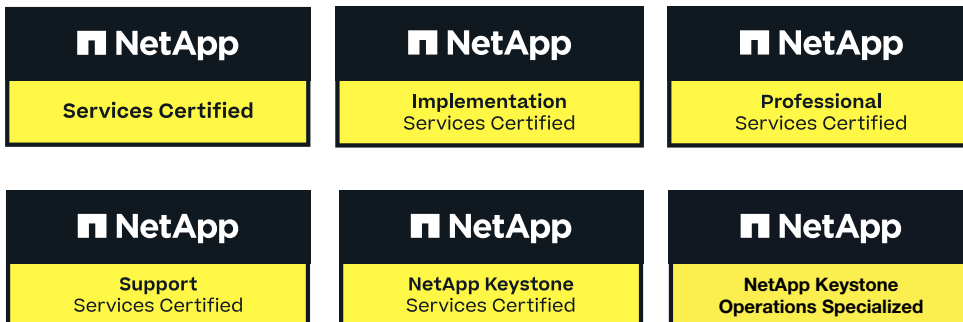
Services Certified Partner Logos:



Specialization Logos:



Services Level Logos:

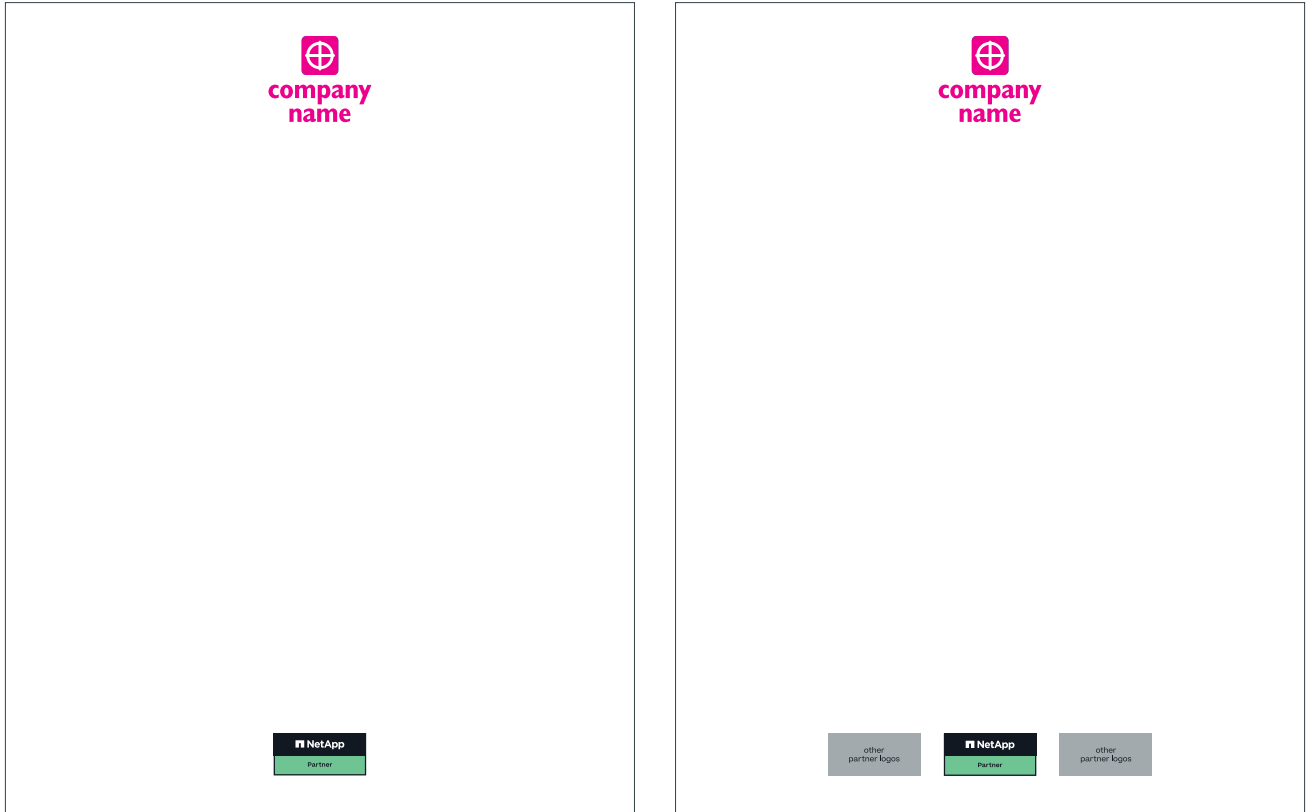


Partner relationship logo usage

Logo application

NetApp partner logos may be included on partner-branded materials. The size of the NetApp partner logo must be smaller and less prominent than your logo or company name.

When the NetApp logo appears along with other logos besides your own, the NetApp partner logo must be given equal visual prominence with the other logos.



You may not alter the logo artwork or typography in any way. The logo must always be reproduced from the artwork provided by NetApp. The logo and text should always read horizontally as shown in these guidelines.

Trademark protection

All advertising, collateral, and Web materials that include the NetApp partner logo must include the NetApp Channel Program legal statement:

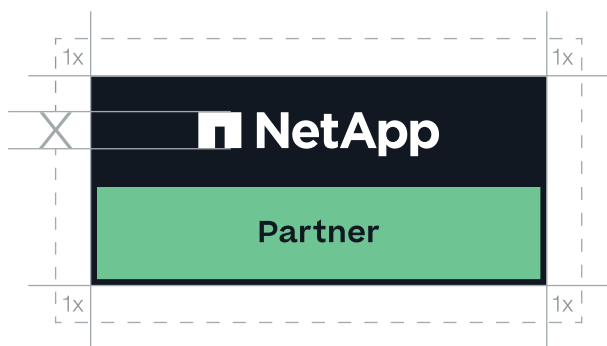
NetApp and the NetApp logo are trademarks or registered trademarks of NetApp, Inc., in the United States and/or other countries.

Partner relationship logo usage

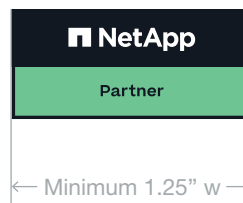
Clear space and minimum size

Space is a vital part of any visual communication — especially clear space, the area surrounding the logo that is kept free of any text or graphic elements. This ensures that the logo stands out distinctively in any environment.

To ensure the clarity and legibility of the NetApp partner logo, a minimum reproduction size has been established. The logo may scale up as large as is necessary, but it should not appear smaller than the recommended minimum size.



Logo clear space



Logo minimum size

Getting It Right

Clear space:

The minimum clear space is defined as x, measured by the height of the “N” in NetApp.

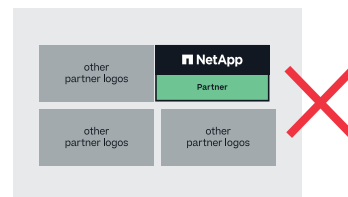
The minimum clear space should always be 1x on all sides of the logo. Try to maximize clear space whenever possible.

Minimum size:

The minimum size for all configurations of the logo is 1.25” wide.

In exceptional circumstances or on business cards, smaller sizes may be necessary. In such cases, legibility should always be your top priority.

What Not to Do



DO NOT violate the minimum clear space

Where to Find It

Digital artwork is available from the [NetApp Field Portal](#).

Partner relationship logo usage

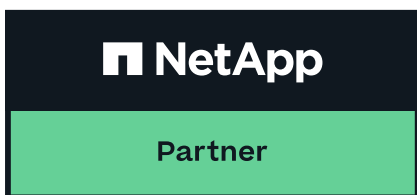
Color variations

Color is an integral part of our brand identity. NetApp Blue helps set us apart from our competitors and makes it easy to recognize our brand and your partnership with NetApp.

The two-color logo is preferred and should be used whenever possible on white or light-colored backgrounds.

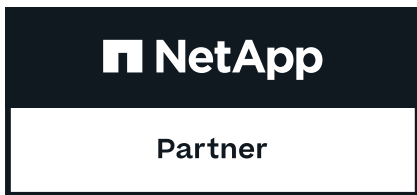
When the two-color logo cannot be used, a one-color black logo is available.

If placed on a dark background, the logo must always reverse out to white.



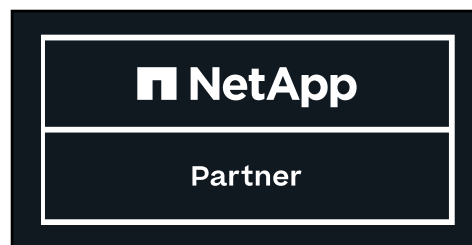
Two-color logo

Use the two-color logo on white or light colored backgrounds.



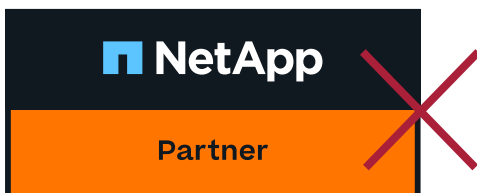
One-color logo

Use the one-color black logo on white or light-colored backgrounds in one-color print applications, such as fax cover sheets or newspaper printing.



One-color reverse logo

Use the reverse white logo on dark backgrounds.



Incorrect usage

DO NOT change the color of the symbol

Partner relationship logo usage

Color palette specifications

Black

PANTONE Black 6 C
C 100 M 61 Y 32 K 96
R 16 G 24 B 32
#101820

White

C 0 M 0 Y 0 K 0
R 255 G 255 B 255
#FFFFFF

Color breakdowns

Black is used as the primary logo color on white and colored backgrounds.

It's used as the primary typography color when text appears on white and light-colored backgrounds, as well as a tertiary background color.

White is used as NetApp's primary background color.

It's also used as the secondary logo color when the logo appears on black or dark-colored backgrounds, as well as the secondary typography color when the text appears on black or color backgrounds.

Information and guidance

Contact the Creative Team for creative reviews, design guidance, and questions about the identity system. ng-creativeteam@netapp.com

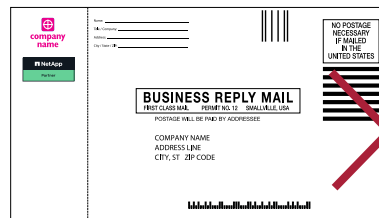
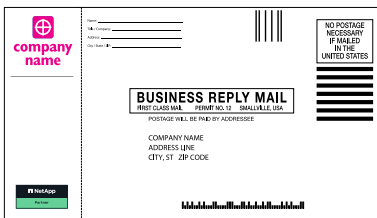
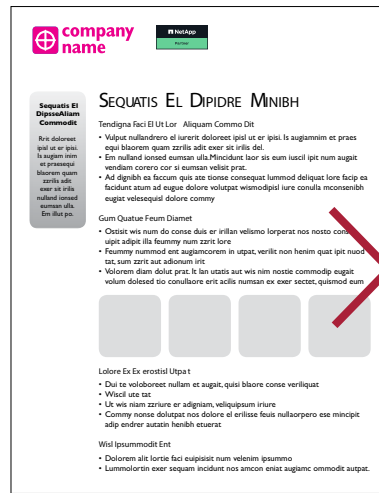
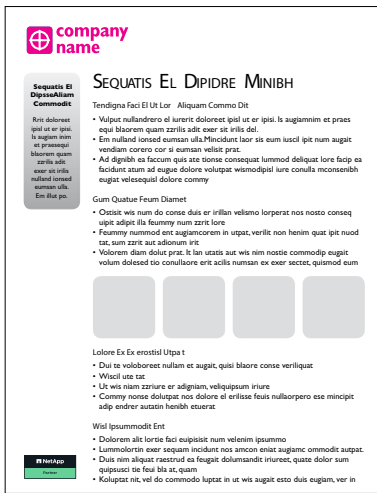
Partner relationship example uses

White papers, datasheets, collateral

When producing a datasheet, white paper, or other marketing collateral, you decide the content and layout of the material. Please note that your materials should have your own look and feel, distinct from the NetApp visual style.

We recommend that your own logo be displayed more prominently than the NetApp partner logo. Keep your logo and the NetApp partner logo clearly separate from each other.

Remember to follow the NetApp partner logo guidelines concerning size, color, clear space, placement, and typography for the NetApp partner logo. If you have any questions or concerns, or have a situation that is not described in these guidelines, please contact us at ng-creativeteam@netapp.com.



Correct use

Incorrect use

DO NOT place the NetApp partner logo next to or as large as your logo

Partner relationship example uses

Advertising

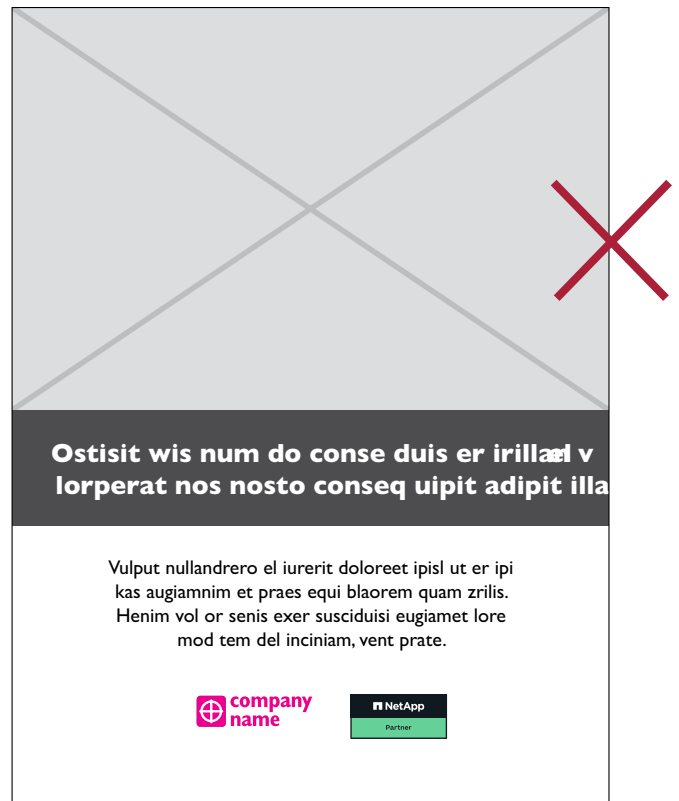
When creating an advertisement, you decide on the content and design of the ad, including logo placement. Please note that your materials should have your own look and feel, distinct from the NetApp visual style.

If you decide to include the NetApp partner logo, your own logo should be displayed more prominently than the NetApp partner logo. Keep your logo and the NetApp partner logo clearly separate from each other.

Remember to follow the NetApp partner logo guidelines concerning size, color, clear space, placement, and typography for the NetApp partner logo. If you have any questions or concerns, or have a situation that is not described in these guidelines, please contact us at ng-creativeteam@netapp.com.



Correct use



Incorrect use

DO NOT place the NetApp partner logo next to or as large as your logo

Partner relationship example uses

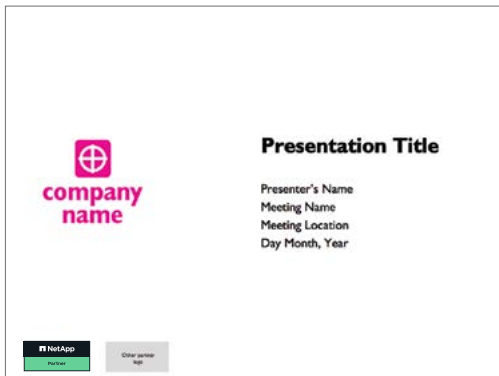
PowerPoint presentations

When creating a PowerPoint® template you decide on the presentation design and the logo placement. Please note that your materials should have your own look and feel, distinct from the NetApp visual style.

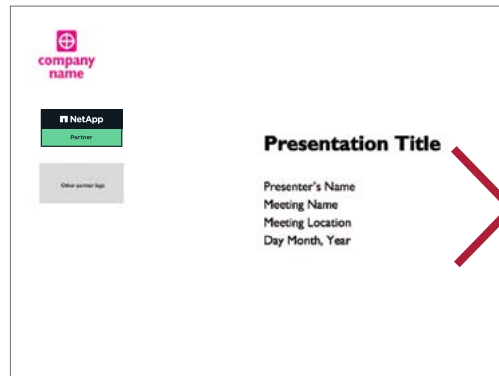
We recommend placing logos in the margin of the presentation page.

If you decide to include the NetApp partner logo, your own logo should be displayed more prominently than the NetApp partner logo. Keep your logo and the NetApp partner logo clearly separate from each other. Place the NetApp partner logo on every presentation page with content related to NetApp products, solutions, or your partnership with NetApp.

Remember to follow the NetApp partner logo guidelines concerning size, color, clear space, placement, and typography for the NetApp partner logo. If you have any questions or concerns, or have a situation that is not described in these guidelines, please contact us at ng-creativeteam@netapp.com.



Correct use



Incorrect use

DO NOT place the NetApp partner logo next to or as large as your logo

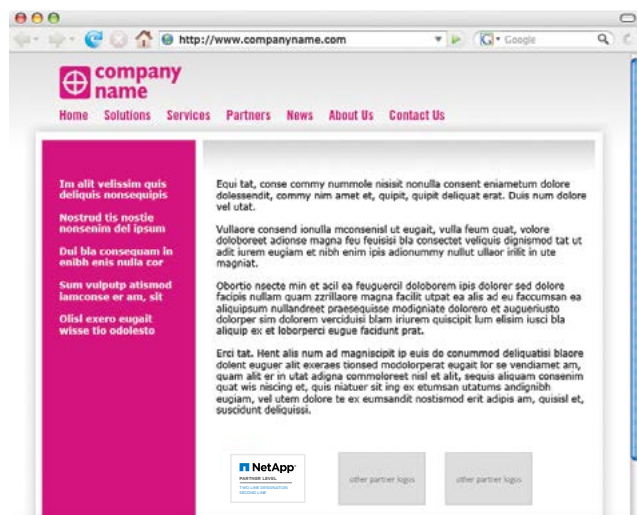
Partner relationship example uses

Web page

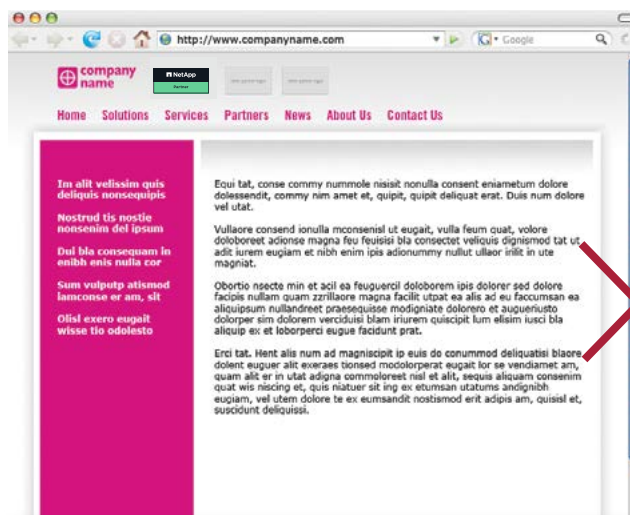
When creating a Web page to show the NetApp partnership, you design the page. Your logo should have more prominence than the NetApp partner logo. Please note that your materials should have your own look and feel, distinct from the NetApp visual style.

When showing multiple partners on one page, display the NetApp partner logo with the same visual weight as other logos. No one logo should dominate over the other.

Remember to follow the NetApp partner logo guidelines concerning size, color, clear space, placement, and typography for the NetApp partner logo. If you have any questions or concerns, or have a situation that is not described in these guidelines, please contact us at ng-creativeteam@netapp.com.



Correct use



Incorrect use

DO NOT place the NetApp partner logo next to or as large as your logo

Partner relationship example uses

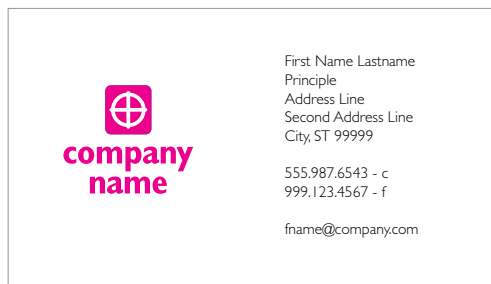
Business card

You may include the NetApp partner logo on your business cards. Please note that your materials should have your own look and feel, distinct from the NetApp visual style.

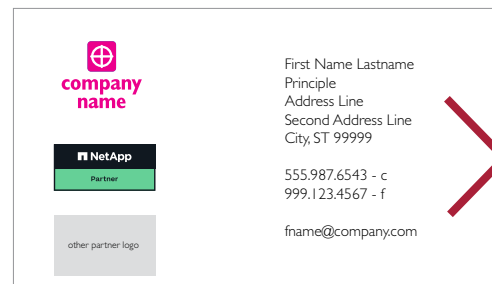
If you decide to include the NetApp partner logo, your own logo should be displayed more prominently than the NetApp partner logo. Keep your logo and the NetApp partner logo clearly separate from each other.

Because business card formats are small, the NetApp partner logo may need to be reduced smaller than the minimum size. Please note that business cards usage are the only exception to the minimum size rules.

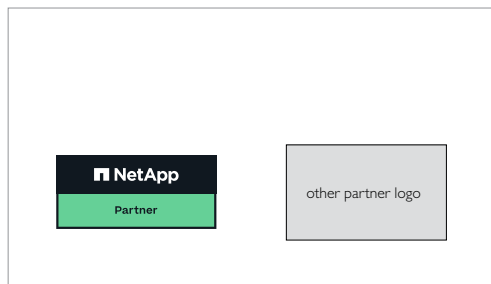
Remember to follow the NetApp partner logo guidelines concerning size, color, clear space, placement, and typography for the NetApp partner logo. If you have any questions or concerns, or have a situation that is not described in these guidelines, please contact us at ng-creativeteam@netapp.com.



Front



Front



Back



Back

Correct use

Incorrect use

DO NOT place the NetApp partner logo next to or as large as your logo

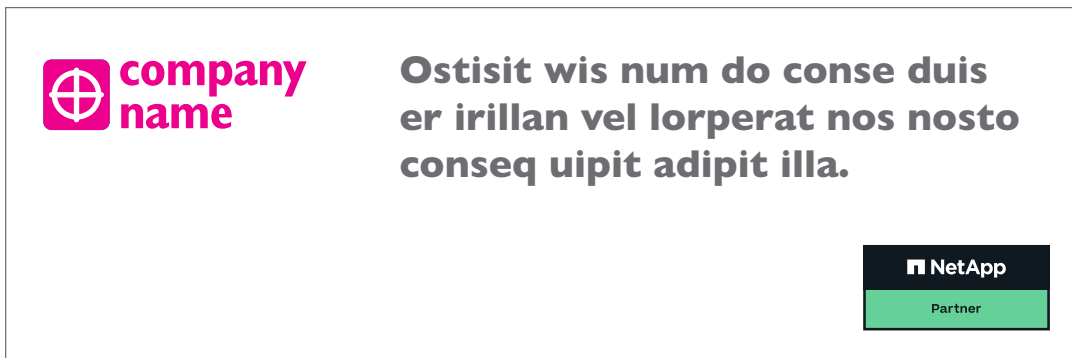
Partner relationship example uses

Trade shows

When producing a trade show booth or banner, you decide on content, design, and logo placement. Please note that your materials should have your own look and feel, distinct from the NetApp visual style.

If you decide to include the NetApp partner logo, your own logo should be displayed more prominently than the NetApp partner logo. Keep your logo and the NetApp partner logo clearly separate from each other.

Remember to follow the NetApp partner logo guidelines concerning color, clear space, placement, and typography for the NetApp partner logo. If you have any questions or concerns, or have a situation that is not described in these guidelines, please contact us at ng-creativeteam@netapp.com.



Correct use



Incorrect use

DO NOT place the NetApp partner logo next to or as large as your logo

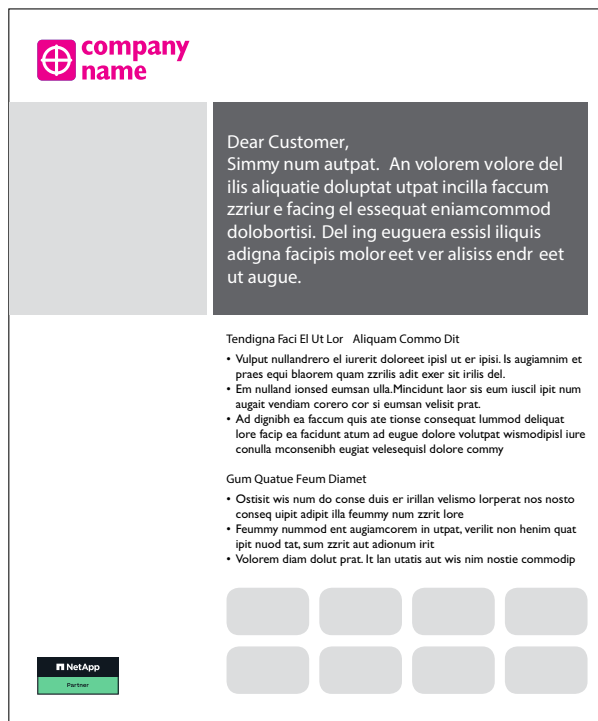
Partner relationship example uses

Invitations

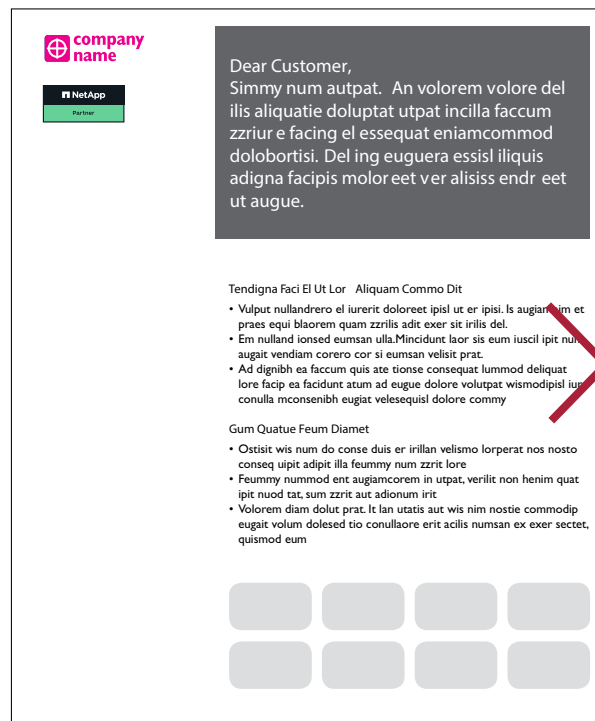
When producing an invitation, you decide on the design and logo placement. Please note that your materials should have your own look and feel, distinct from the NetApp visual style.

If you decide to include the NetApp partner logo, your own logo should be displayed more prominently than the NetApp partner logo. Keep your logo and the NetApp partner logo clearly separate from each other.

Remember to follow the NetApp partner logo guidelines concerning color, clear space, placement, and typography for the NetApp partner logo. If you have any questions or concerns, or have a situation that is not described in these guidelines, please contact us at ng-creativeteam@netapp.com.



Correct use



Incorrect use

DO NOT place the NetApp partner logo next to or as large as your logo

Contact and resources

Thank you for being our partner and for following the NetApp partner logo guidelines. We hope this program will help you increase the reach and awareness with customers for your unique value built on your partnership with us.

If you have questions and concerns, we want to know about them. Please contact us at ng-creativeteam@netapp.com.

