



Partner and Co-marketing Guide

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Introduction & Overview

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The Purpose of These Guidelines

Partner Use in the Brand System

Xerox/Fuji Xerox business expansion and diversification, sales partnerships or joint development with third parties have been increasing over the years.

Xerox/Fuji Xerox operates with a multitude of partners—each having its own distinct relationship with our company. There are specific approaches for expressing these unique relationships and this document will provide instruction for the communication of these affiliations to ensure there is no confusion on who the customer is interacting with.

Partner Benefit

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

Using this Document

Each partner category is described in terms of its focus area, and how to visually express the Xerox/Fuji Xerox relationship. It is important to pay close attention to the subtle differences between each partner's brand relationship.

The appropriate implementation of these guidelines will serve to protect the Xerox/Fuji Xerox brand from inappropriate use, and keep our image consistent. It will also ensure that the partner relationships are clear for our partners 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 / FX Corporate Communications](#) and obtain approval. Please do not make any decision on your own.











Throughout this document Xerox, and/or the Xerox signature are used. Please note, all of the guidelines and conventions apply equally to Fuji Xerox, unless otherwise noted.

Partner Categories

Category Summary

The chart on the right lists all the categories for our partners, and their respective focus areas. The chapters that follow will provide more details.

To decide which case applies, find the Description to the right which best fits the relationship you are handling, and proceed to the detailed section in this guideline for the Category associated with it. See the Table of Contents to locate the appropriate section.

	Category	Description / Focus Area	Approved Designation	Visual
Resellers	Channel Partners	Sell Xerox/Fuji Xerox equipment and document services under a dealer contract	Authorized Distributor Authorised Channel Partner Authorised Dealer Authorised Sales Agent Authorised Reseller	Channel Partner Badge  
	Retailer	Sell Xerox/Fuji Xerox equipment and supplies in multi-branded retail storefronts	Xerox/Fuji Xerox Signature	 
Equipment Users	Print & Copy Service	Commercial print centers or companies using Xerox/Fuji Xerox equipment	Quality Prints & Copying Printing & Copying	Print & Copy Service Badge  
	Premier Partners	Large Commercial Printers using our production equipment who are members of the Xerox or Fuji Xerox Premier Partners Global Network program	Xerox/Fuji Xerox Premier Partners Global Network	Premium Partner Badge  
	Customer Site Branding	In-customer Print Centers using our document outsourcing services	Customer Dependent	Customer Site Branding
	Business Partners	Sell Xerox/Fuji Xerox solution components, software, accessories under a partner contract	Business Partner	Business Partner Badge  
	Co-marketing	Combined marketing efforts	Customer Dependent	Business Partners & Co-marketing
	Sponsorship	An event or other activity operating under its own identity which is being funded or brought to the audience in part by Xerox/Fuji Xerox	Sponsorship Dependent	Xerox employees, refer to: Sponsorship Guidelines Fuji Xerox employees, refer to: Sponsorships
	Acquired Entities	Xerox/Fuji Xerox-owned company, operating with an independent name and identity system	Company Dependent	Acquired Entities

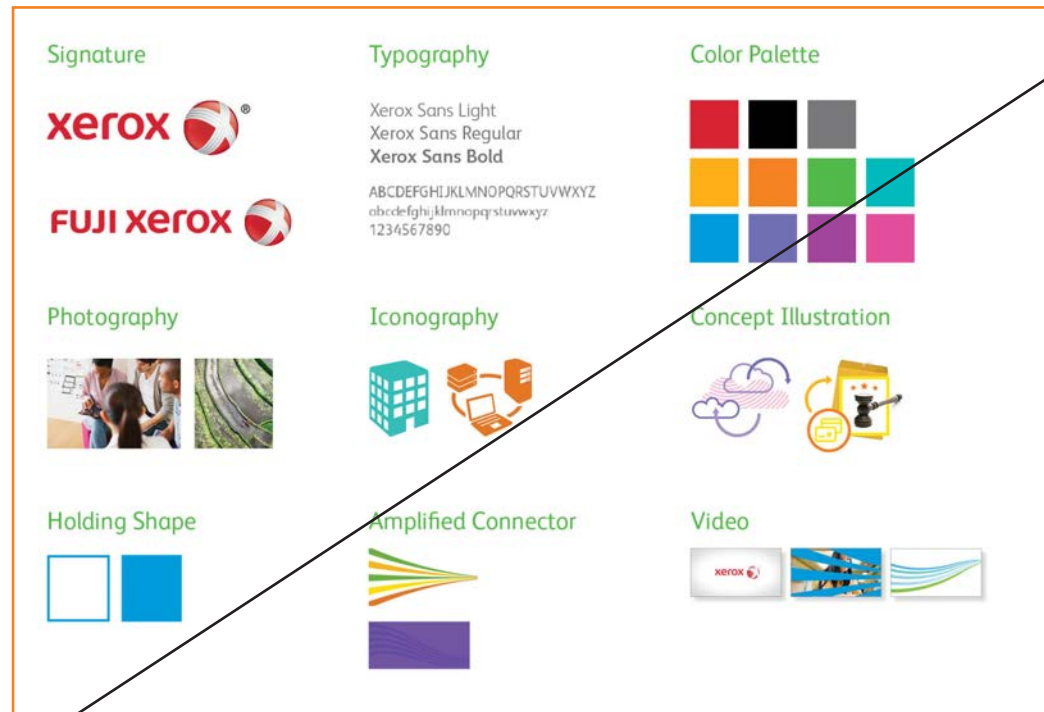
Xerox/Fuji Xerox Asset Use

Summary

The chart provides a summary of Xerox/Fuji Xerox brand assets and their use. The majority of brand assets (signature, brand elements, etc.) are not to be used by partners, unless the asset is noted. Details regarding approved use are provided in the remainder of this document and the chapters within.

- Regardless of the partner, the Xerox/Fuji Xerox signature is not owned by any group other than Xerox/Fuji Xerox.
- Do not use the Xerox/Fuji Xerox signature, instead use the provided and appropriate badge.
- No partners should use the Xerox/Fuji Xerox assets such as connectors, Xerox Sans typeface, color palette, etc.

Special Exceptions for the following partnerships: [Retail](#), [Customer Site Branding](#) & [Sponsorship](#).



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About Channel Partners

Communicating the Relationship

Channel Partners sell Xerox/Fuji Xerox equipment and/or document and document outsourcing services. These partners, under the dealer contract, may utilize an “official partner badge” in order to communicate this unique relationship. The badge is comprised of a rectangle that holds the Xerox/Fuji Xerox signature and describes the relationships (examples shown).

Other Brand Assets

Do not use any other Xerox/Fuji Xerox brand assets such as the signature, connectors, typeface, color palette, photography, iconography, etc.



Examples of a Channel Partner badge

Channel Partner Badge

Types of Channel Partners

The most common types of channel partners include: Authorized Agent, Authorized Channel Partner, Authorized Document Technology Partner, Authorized Solution Provider, Authorized Volume Partner, Authorized Distributor, Authorized Dealer, Authorized Sales Agent & Authorized Reseller.

Each of these channel partners has its own logo—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. Some versions exist that include a tier and specialization(s). These will be dependent on the program/locale, etc. These badges can be placed on a number of channel partner branded applications, such as stationery, signage, online advertisement and vehicles.

Common Set

The examples represent some of the available channel partner badges and they are the recommended versions. Xerox/Fuji 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 first consult with the legal department for the appropriate translation, in addition contact the [Xerox Brand Team / FX Corporate Communications](#) regarding badge asset design and delivery.



Specialization

Advanced Production
Continuous Feed
Wide Format

Specialization

Advanced Production
Digital Color Production
Personalized Software
Applications for Xerox
Advanced Managed
Print Services

(vertical - shown on left & horizontal version - shown on right).

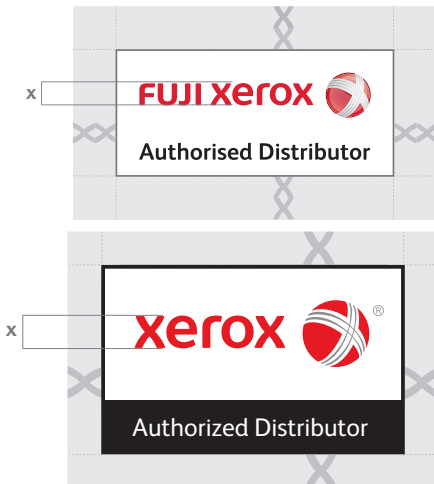
Xerox Internal Use Only

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/Fuji 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.

Xerox Internal Use Only

3-line and 2-line Signatures Within the Badge

The Fuji Xerox signature within the badge is available in two versions: 3-line or 2-line.

Minimum size usage for each of these signatures:

- The 3-line signature should be used within a badge with a minimum width of 1.69" or 43 mm for print and 185 px for web.
- The 2-line signature should be used within a badge with a minimum width of 1.10" or 28 mm for print and 121 px for web.

Print: 3-line, minimum width 43mm



Web: 3-line, minimum width 185px



Print: 2-line, minimum width 28mm



Print: 2-line, minimum width 121px

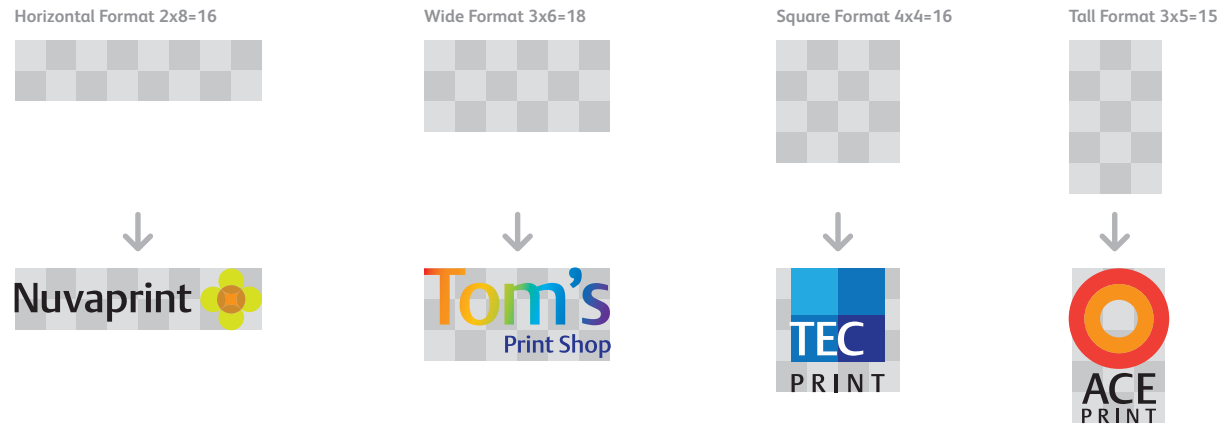


Badge Usage (continued)

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.



Step 2: All logo formats use the same size Xerox/Fuji 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/Fuji 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/Fuji Xerox.
- The relationship should always emphasize the partner company, *not* Xerox/Fuji 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 reseller that will be used throughout this section.

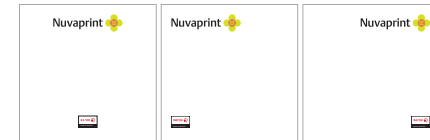


This example demonstrates a good size relationship between the badge and partner logo, as well as the preferred distant logo separation.



Right/Left Badge Placement

Top Badge Placement



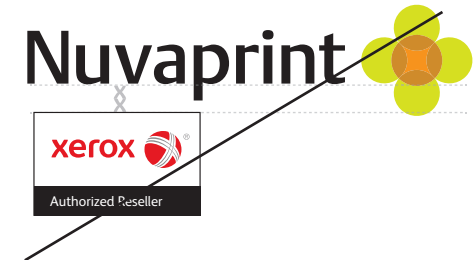
Bottom Placement

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/Fuji 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.

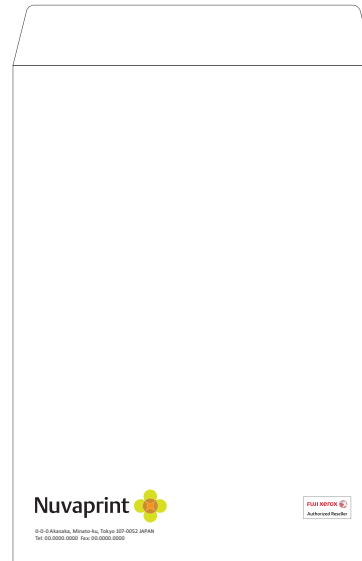
Stationery Examples

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 in the [Channel Partners](#) section.



Business Card



Company Envelope



Company Brochure

Corporate Materials (continued)

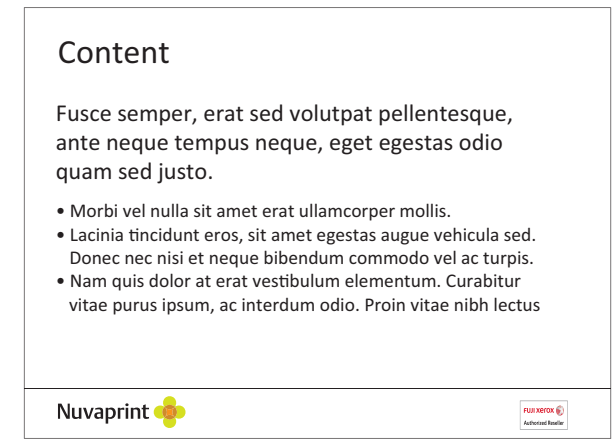
PowerPoint Examples

Xerox/Fuji 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](#) / [FX Corporate Communications](#) 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/Fuji Xerox badge within partner advertising. It is important that this type of advertising utilizes only the Xerox/Fuji 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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FUJI XEROX
Authorized Reseller

Nuvaprint

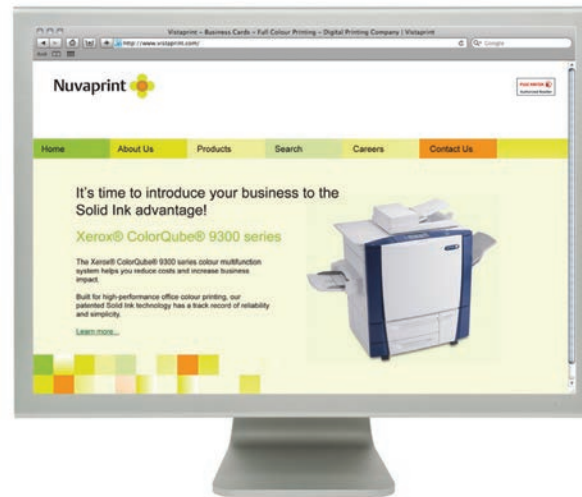
* Offer ends 31st December 2005. Terms and conditions apply. Go to us or see our website for more details.
S&O: Prices are ex-manufacturer and do not include VAT. Prices are correct at time of going to press. Please check our website for the latest prices.
Copyright © 2005 XEROX CORPORATION. All rights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

Website

Recommended Badge and Partner Logo Space

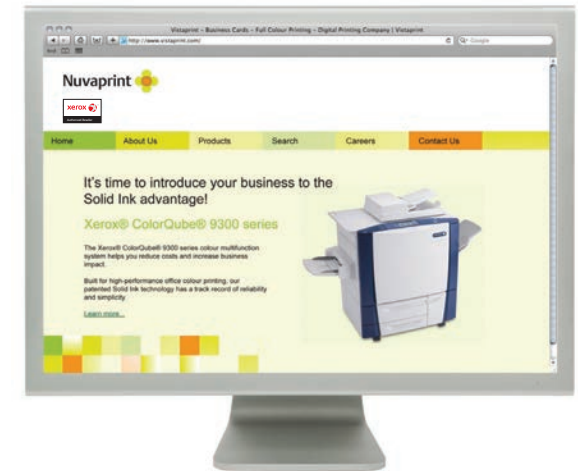
The exhibits demonstrate two options for the placement of the badge with the partner logo. Although Option B is acceptable, Option A is preferred. The distant spacing on the preferred option provides appropriate separation between Xerox/Fuji Xerox and the partner.

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 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/Fuji Xerox signature can be placed in a multi-branded layout. See examples (Figure 3).

Figure 1



Figure 2

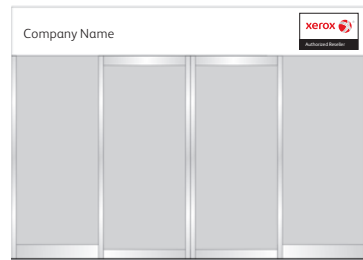


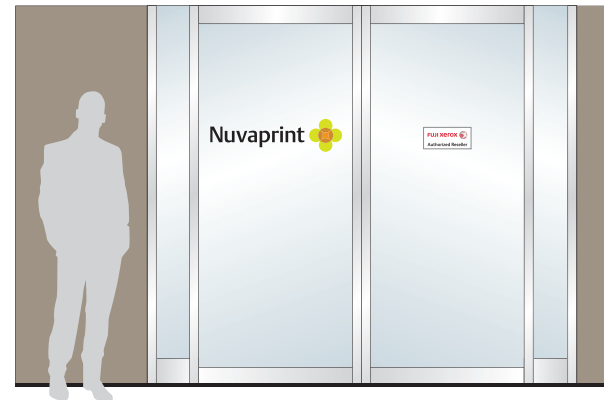
Figure 3



Options for a multi-branded layout.



Decal use on single door



Decal use on double doors

Interior Signage

Using the Xerox/Fuji Xerox Logo in Merchandising Areas

When an area is dedicated only to Xerox/Fuji Xerox products, the channel partner badge is required to appear only once. It is acceptable to use both the Xerox/Fuji Xerox signature (without badge) and Connector graphics as part of the environment graphics. Below are some examples of this type of signage implementation.



Interior design of a Channels' dealer shop



Interior design of a Channels' dealer shop

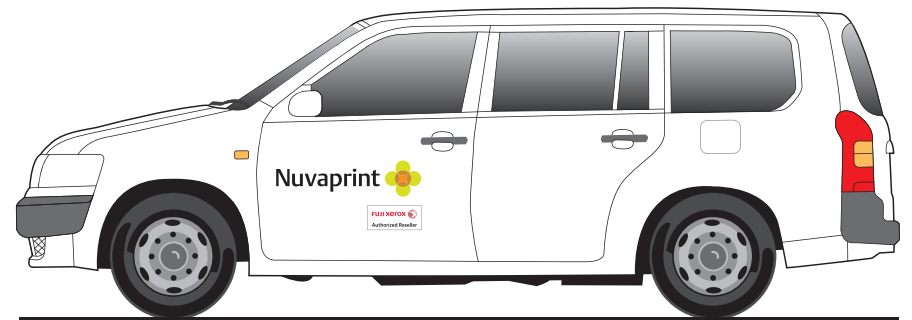
Vehicles

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.



Retail

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About Retail

Unique Circumstances

The retail partner category represents these specific retail situations:

- Exterior and interior signage applications where the partner company has a multi-branded retail presence
- Store floor space dedicated to Xerox/Fuji Xerox products, but they live among other brands

In these unique circumstances, the Xerox/Fuji Xerox signature can be used to promote the sale of our products. The signature can only be used for signage, and should exist among other brand logos. Additionally, no other Xerox/Fuji Xerox assets can be used in these spaces.

Signature Clear Space

The main concern for retail partner applications is to ensure the signature is used with the clear space taken into consideration. This clear space is shown below.

It is recommended that the signature be placed in applications using more than the required minimum clear space.



The signature should remain free of typography, photography, and other design elements. Use the height of the "x" character as a measurement for the minimum amount of allowable clear space.

General Placement Rules

In addition to the minimum clear space, here is some general guidance around retail signature placement:

- The retail brand should always hold the primary position, with Xerox/Fuji Xerox being secondary among the other brands.
- Always ensure that the minimum clear space is used. It is desirable that the signature be placed with more than just the minimum clear space.

Other Brand Assets

Do not use any other brand assets such as connectors, typeface, secondary color palette, etc.

Signage

Retail In-Store Signs

People come to these retail shops to buy Xerox/Fuji Xerox products, which exist in a busy retail environment.

Be conscious of brand rules when the opportunity arises to include Xerox/Fuji Xerox branding in this environment.

The ideal placement of the Xerox/Fuji Xerox signature is on a white background to keep the brand visible and consistent. Horizontal placement is preferred, but vertical placement can be used as well. The key concern is to ensure the proper signature is being used—not an old or incorrect version.

Refer to [About Retail](#) for more information on the minimum amount of clear space.

Retail Exterior/Facade

Retailers will advertise their sale of Xerox/Fuji Xerox products. The examples below demonstrate the types of exteriors that could exist in this category. The key concern is that clear space be used to provide optimum visibility and reduce clutter. It is understood that there is less opportunity for control in these environments.



Retail environment examples



Retail environment Xerox/Fuji Xerox signature signage examples. In vertical placement (right) the logo should read top to bottom.



In both examples, the Fuji Xerox signature has generous clear space that offers good brand visibility.

Website

General

Some retailers will include the Xerox/Fuji Xerox signature in their websites as part of their online product promotion. When possible, brand managers should attempt to correct inappropriate logo placement and use. Clear space is critical when using the signature through E-commerce. Refer to [About Retail](#) for more information on the minimum amount of clear space.

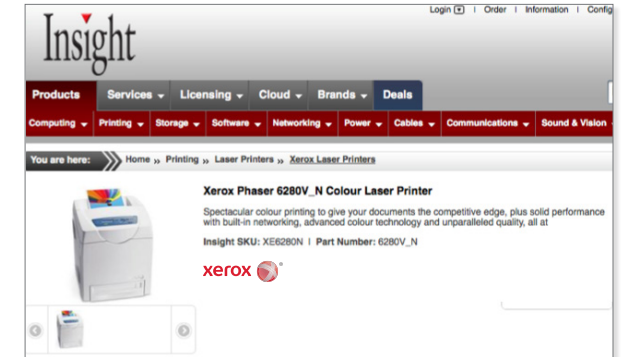
On the right is a recommended layout where the logo clear space is maintained, providing better brand visibility.



The Fuji Xerox signature now has the appropriate amount of clear space, and therefore stronger visibility.

Product Pages

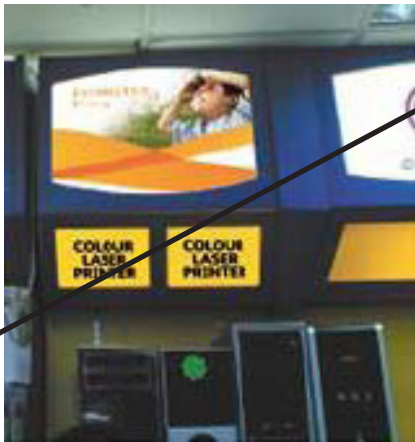
The product brand, Xerox/Fuji Xerox is presented in the product name. The logo may also be placed on the page.



Retail Usage

Current Signature

As mentioned earlier, it is imperative that the signature used in retail environments is the current Xerox/Fuji Xerox artwork. In addition, no other brand elements should be used in this partner category.



Do not use connectors, Xerox Sans font, or any other proprietary brand elements.



This example shows a retailer that is using an old version of the Xerox signature. It is imperative that the current signature be used.

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Print & Copy Service

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About Print & Copy Service

Badge Use

Customers providing Print & Copy Service through Xerox/Fuji Xerox equipment can use the badge shown below. This badge will typically be used as a decal for a door or window, and may also be used in interior signage (e.g., on a counter-top).

As with the channel partner logo badges, this should be a secondary element to the partner logo.

Artwork

Below are important details regarding the Print & Copy Service badge:

- The Print & Copy Service badge can be used for exterior and/or interior signage as a door/window decal .
- The Print & Copy Service badge can be used on the homepage of an online print shop.
- The Print & Copy Service badge can also be placed on promotional materials such as flyer's.
- A banner and shop decal are available for use.
- Always use eps master artwork provided by Xerox/ Fuji Xerox.
- Do not change the designator, "Quality Prints & Copying" (for Fuji Xerox) or "Printing & Copying" (for Xerox).



Print & Copy Service badge



About Print & Copy Service (continued)

Print & Copy Service Badge Clear Space

Minimum clear space is the required space around the Print & Copy Service 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 layouts. The clear space is measured by using the height of the “x” character times two. See the exhibit directly below for details.

3-line and 2-line Signatures Within the Print & Copy Service Badge

The Fuji Xerox signature within the Print & Copy Service badge can be either the 3-line or 2-line signature. Here is a review of the minimum size usage for each of these badges:

- The 3-line Print & Copy Service badge should be used at a minimum width of 43 mm for print and 186 px for web.
- The 2-line Print & Copy Service badge should be used at a minimum width of 29–42 mm for print and between 124–185 px for web.



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



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



3-line Minimum size

Print: 43mm

Web: 186 px



2-line Minimum size

Print: 29–42mm

Web: 124–185 px

Signage

Exterior

Monument and Door/Window Decals

The exhibit shows a Print & Copy Service badge as it could be applied to both a monument sign and to the door of a Print & Copy Service shop. The decal could also be placed on a window. It is important that the badge does not compete with the Print & Copy Service shop's logo, but function as a secondary element.



Decal use on a monument

Interior

In-Environment

A Print & Copy Service badge can be placed strategically within the Print & Copy Service shop in order to communicate the use of Xerox/Fuji Xerox equipment. Some points of consideration:

- Artwork should originate from Xerox/Fuji Xerox to ensure appropriate sizing.
- Do not use an oversized version of the Print & Copy Service badge when placed in the interior of the Print & Copy Service shop.
- Do not place more than one badge in the environment.
- Do not use any other Xerox/Fuji Xerox brand assets such as connectors, typeface, secondary color palette, etc.



Decal use on single door



Decal use on double doors

Xerox Internal Use Only

Other Applications

Promotional Materials

The exhibit on the left demonstrates a Print & Copy Service promoting their services, and the use of a Xerox/Fuji Xerox printer. The main concern with this layout is that the Xerox/Fuji Xerox signature should not be used; it provides an improper impression of a Xerox/Fuji Xerox endorsement.



Do not feature the signature prominently in the layout. Noting the Xerox/Fuji Xerox Color 1000 Press in the printer's typeface is permitted (circled).

Revised Layout

By adding the Print & Copy Service badge, we better describe the partner as a premier partner. The layout still emphasizes the printing group, while also promoting the use of Xerox/Fuji Xerox equipment. The product imagery on these types of promotions should always be a Xerox/Fuji Xerox supplied photo.

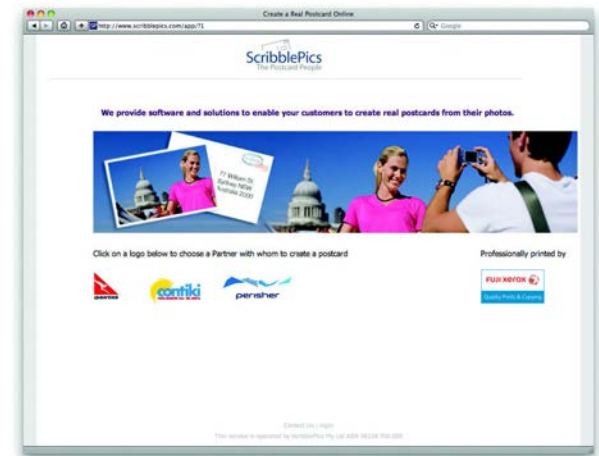


The signature is removed and the Quality Print & Copying badge is added. Product imagery can come from the Xerox brand team / FX Corporate Communications.

Online Print Shop

Online print services that would like to appeal to their end-customers can use the "Quality Prints and Copying" badge in web environments. The logo can be used on a home page, or on banner ads promoting the shop.

It is important that only the "Quality Prints and Copying" badge be used in a secondary, not primary, role. Do not use the Fuji Xerox signature or other brand elements for this application.



Xerox Internal Use Only

Premier Partners

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About Premier Partners

Badge Use

Premier partners are part of a global network of large commercial printers that use Xerox/Fuji Xerox equipment. Members receive a badge that can be shown in collateral materials or online, demonstrating their affiliation to Xerox/Fuji Xerox. The badge for this partner is shown right.

General Usage For the Premier Partner Badge

Below are important details regarding premier partner member badge use:

- Keep the premier partner company logo the focal point in all applications; the badge should always be smaller than the partner's logo and second in the hierarchy. Note that the badge should not be so small that it becomes illegible.
- Distant logo spacing is recommended, as it demonstrates the distinction between the company and Xerox/Fuji Xerox.
- The relationship should always emphasize the premier partner company, not Xerox/Fuji Xerox or the premier partner program.



This badge is for Xerox in organizing events or programs specific for Premier Partners.



This premier partner member badge can be used by the member to demonstrate their affiliation to Xerox.



This badge is for Fuji Xerox in organizing events or programs specific for Premier Partners.



This premier partner member badge can be used by the member to demonstrate their affiliation to Fuji Xerox.

Collateral Materials

Usage

The exhibit on the left demonstrates a Print & Copy Service promoting their services, and the use of a Xerox/Fuji Xerox printer. The main concern with this layout is that the Fuji Xerox signature should not be used; it provides an improper impression of a Fuji Xerox endorsement. The same principles apply to Xerox.

By adding the Premier Partner badge (circled), we better describe the partner as a premier partner with the example of the right. The layout still emphasizes the printing group, while also promoting the use of Fuji Xerox equipment. The product imagery on these types of promotions should always be a Fuji Xerox supplied photo. The same principles apply to Xerox.



Do not feature the Fuji Xerox signature prominently in the layout. Noting the Fuji Xerox Color 1000 Press in the printer's typeface is permitted (circled).

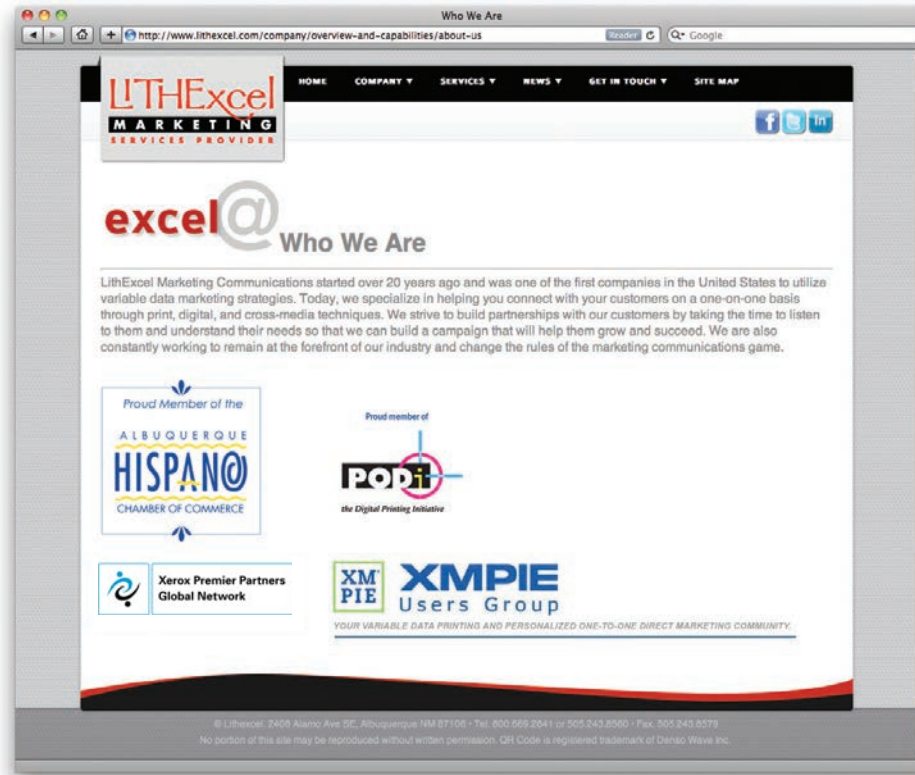


The Fuji Xerox signature is removed and the premier partner member badge is added. For product imagery contact the [Xerox Brand Team](#) or [FX Corporate Communications](#).

Website

Shown Amidst Other Logos

The premier partner member badge can be placed on a partner website, in order to advertise the positive affiliation. Partners should be encouraged to consider a comfortable clear space between the premier partner member badge and other affiliations/designations. The exhibit below is an example of an online application.



Customer Site Branding

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About Customer Site Branding

Two Arrangements

There are two potential scenarios for customer site branding:

Compound Brand Environment: This is a business setting (e.g., a university or company) where Xerox/Fuji Xerox provides in-house document outsourcing services that accommodate more complex customer needs than an average multi-function printer. In this case, the customer wants to emphasize that Xerox/Fuji Xerox is providing document outsourcing services within their company's (externally) branded environment. The customer may want to leverage the Xerox/Fuji Xerox name with the presence of Xerox/Fuji Xerox-branded signage. The conveyed message is: "Our printed materials are high quality, because we use Xerox/Fuji Xerox." This is an allowable method, as long as the environment is not open to the public.

Customer Brand Environment: Xerox/Fuji Xerox is providing document outsourcing services in a business setting, but the customer does not want to—or should not—leverage the Xerox/Fuji Xerox brand identity due to one of three reasons:

- The customer already has a strong brand or corporate identity guidelines that do not allow for co-branding with another company;
- The customer does not want to offer any marketing concessions to Xerox/Fuji Xerox; or
- The user/employee would be confused by the presence of the Xerox/Fuji Xerox brand in the environment.

In this case, the customer may allow a small visual attribution to Xerox/Fuji Xerox.

The following pages will outline the options and limitations for this category.

Compound Brand Environment

Xerox/Fuji Xerox Brand Usage

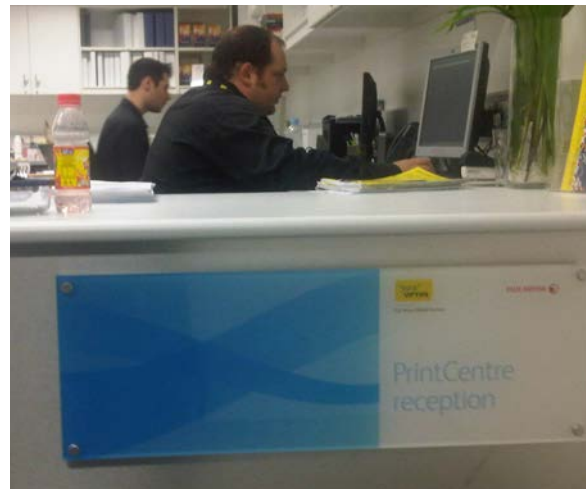
The photos below represent an example of a corporate print center that uses Xerox/Fuji Xerox equipment, and provides a presence of branded signage. This demonstrates the high value placed on the Xerox/Fuji Xerox products and capabilities, and is allowable due to the private space. Customers may opt to place their logo on signage so that their place of business is not mistaken for a Xerox/Fuji Xerox office. Combining the customer logo with Xerox/Fuji Xerox branding is allowable in this special circumstance, but the customer logo is not required. It is a customer-specific decision.



The large “PrintCentre” sign could be implemented to say “Optus PrintCentre”; this is because the service area is not the Fuji Xerox PrintCentre, but the Optus PrintCentre—supported by Fuji Xerox services and products.

Artwork Origins

The graphic files should originate from Xerox/Fuji Xerox and approval is required. Approvals will be made on a case-by-case basis by the [Xerox Brand Team](#) / [FX Corporate Communications](#).



The PrintCentre signage the user encounters upon arrival employs the Fuji Xerox brand as the main visual, but includes the Optus logo, demonstrating that you are still in the Optus company offices.

Client Logo Use with the Xerox/Fuji Xerox Brand

It is required to get necessary approval from the client for the use of the client logo.

The photos below demonstrate an example of a compound brand environment.



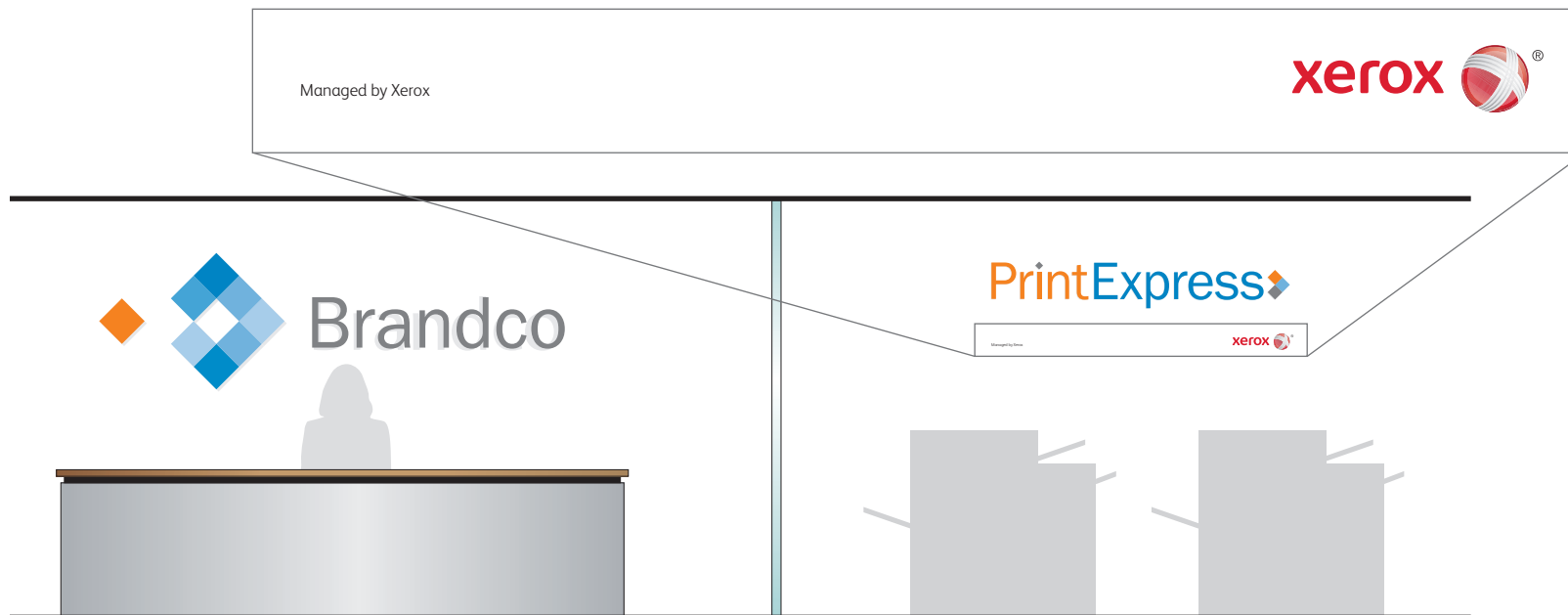
Xerox Internal Use Only

Customer Brand Environment

Limited Brand Use

In the customer brand environment, only a secondary placement of the Xerox/Fuji Xerox signature is used. The primary visual focus remains with the customer brand.

The example shown below provides a general visual direction for this scenario, and how the Xerox/Fuji Xerox signature could be placed in this environment.



Business Partners & Co-marketing

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About Business Partners and Co-marketing

Business Partners

Business partners create and sell solutions, software and accessories that extend the use of Xerox/Fuji Xerox products. The solutions enable and support Xerox/Fuji Xerox products and services. There is a business partner badge available for use in marketing and promotion.

It's required for business partners to complete a partnership contract for the use of the badge.

The badges below represent the standard set of Xerox/Fuji Xerox business partner badges, and they are the approved designations. Changing the designations is not allowed. The business partner badge is primary. However, in case the partner requires specific designations, the solution partner badge and technology partner badge are available for use.

Co-marketing

In this special circumstance, Xerox/Fuji Xerox and an partner company team up to help each other market and sell each other's products. Within co-marketing are specific subgroups that will be discussed in the pages that follow.

Note: co-marketing partners do not use the business partner badge.



Business Partner Badge



Business Innovation Partner Badge



Business Partner Badge



Solution Partner Badge



Technology Partner Badge

About Business Partners and Co-marketing (continued)

Clear Space

Minimum clear space is the required space around the business partner 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 layouts. The clear space is measured by using the height of the "x" character times two. See the examples below for details.

Note: this page shows the business partner badge. The rules for the solution partner and technology partner are the same.

3-line and 2-line Signatures Within the Badge

The Fuji Xerox signature within the Business Partner badge can be either the 3-line or 2-line signature. Here is a review of the minimum size usage for each of these badges:

- The 3-line Business Partner badge should be used at a minimum width of 43 mm for print and 186 px for web.
- The 2-line Business Partner badge should be used at a minimum width of 29–42 mm for print and between 124–185 px for web.



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



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



3-line Minimum size

Print: 43mm

Web: 186 px



2-line Minimum size

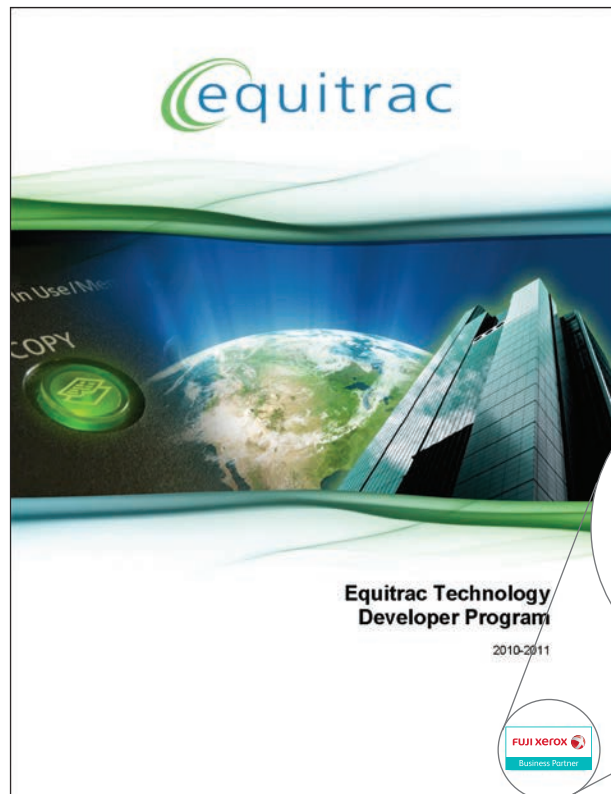
Print: 29–42mm

Web: 124–185 px

Business Partner Badge

Endorsement Badge

The Xerox/Fuji Xerox business partner badge can be used in a secondary role in marketing collateral. The exhibit (below left) represents an implementation of the badge in a brochure layout. Notice the collateral uses the business partner's brand entirely.



Xerox/Fuji Xerox Signature

If the partner has materials that show a range of partners that they associate with, it is acceptable to use the primary Xerox/Fuji Xerox Signature alongside the other partner logos (below right).



Co-marketing

Co-marketing 1: Partnered Offerings

When Xerox/Fuji Xerox and a partner work together to market each other's products, it is called a "Partnered Offering". Within this partnership are two different potential approaches:

- A. Xerox/Fuji Xerox is the "offering leader**"
- B. Xerox/Fuji Xerox defers to the partner as the "offering leader"

The primary principal in co-marketing is the following: if there is a reason that one brand should lead, then the materials should be in that brand's identity. Only present the second brand's logo when you reference the partner. Here are some details for implementation:

*The offering leader is the brand who will be presenting to the customer or market.

Scenario A—When Xerox/Fuji Xerox is the lead in the offering, the layout should emphasize the Xerox/Fuji Xerox brand including brand elements such as connectors, colors, font, etc., and only present the partner logo in a secondary role. Do not blend or merge the brands.

Scenario B—When the partner leads, only the Xerox/Fuji Xerox signature should be shown, and in a secondary role. No other Xerox/Fuji Xerox brand elements can be used; do not blend or merge the brands.

If you would like to explore co-marketing using a 50/50 equal branding approach, please contact the [Xerox Brand Team](#) / [FX Corporate Communications](#).

General Rules

Regardless of whether it is Scenario A or B here are some general rules to follow to maintain brand consistency:

- Depending on whether the partner or Xerox/Fuji Xerox is speaking, this will determine whose brand identity is shown in applications. For co-presenting situations, use a neutral layout.
- Ensure that the minimum clear space is always in use for the Xerox/Fuji Xerox signature.
- It is desirable to leave broad spacing between the partner logo and the Xerox/Fuji Xerox signature.
- Never blend or merge the partner and Xerox/Fuji Xerox; there should always be good separation between the two brands.



Scenario A: As the lead in the offering, the overall look is Fuji Xerox branded. The partner is shown only as a logo.



Scenario B: APTECH is the lead, therefore the only Fuji Xerox branding shown on the layout is the signature.

Xerox Internal Use Only

Co-marketing (continued)

Co-marketing 2: Xerox/Fuji Xerox is the Dealer

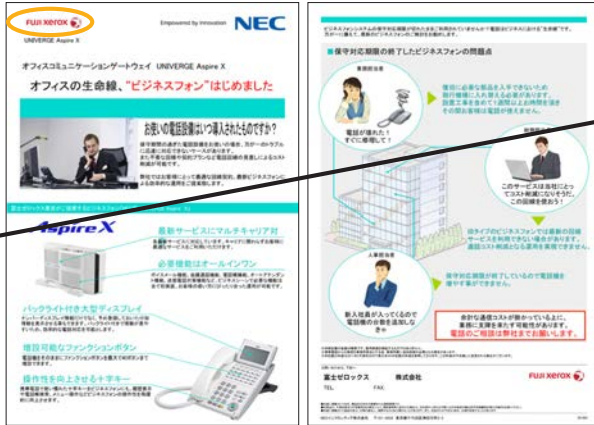
This is a special co-marketing situation where Xerox/Fuji Xerox acts as a dealer for a company's products. Because of this special scenario, Xerox/Fuji Xerox can carry forward the value of the product's branding. The partner's marketing material can be used in its present condition, with only the addition of the Xerox/Fuji Xerox signature.

In the example below, Fuji Xerox is a distribution channel for NEC phones. The marketing material remains the same, except for the addition of the Fuji Xerox signature on the back/bottom right.

Signature Placement Rules

Some general rules for signature placement when Xerox/Fuji Xerox is the product dealer:

- Do not lock up the Xerox/Fuji Xerox signature with any of the product layout elements.
- Only use the Xerox/Fuji Xerox signature; do not use any other Xerox/Fuji Xerox brand elements.
- The Xerox/Fuji Xerox signature should be placed in a secondary position in the layout.
- Always ensure the minimum clear space is used. It is desirable to place the logo with more than just minimum clear space.



Do not place the signature in the primary position in your layout.

Only place the signature in a secondary position in your layout.

Co-marketing (continued)

Co-marketing 3: A Fuji Xerox Solution, Partner Ingredient

In this co-marketing situation, Xerox/Fuji Xerox sells a partner's product within a solution that also includes Xerox/Fuji Xerox services. By doing this, the partner's product becomes an ingredient in the Xerox/Fuji Xerox offering.

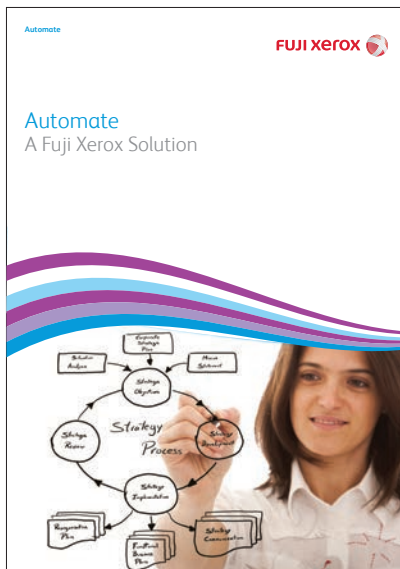
The exhibit is an example of this type of co-marketing situation. Fuji Xerox sells the "Automate" product in a solution.

General Rules

When a well-known brand provides the ingredient to the Xerox/Fuji Xerox offering, there could be interest in surfacing the partner and/or the product due to existing brand equity. Here are some rules to follow for showing the partner product:

- On collateral interiors (or back cover), it is acceptable to show the partner/product logo within the context of introducing their products and services, but it can appear only once in the marketing material and within a rectangle.

- The partner/product logo can be shown in a natural setting (e.g., an employee badge, or the side of a building) with the partner's permission.
- Language can be used to reference the product, for example, "**Product Name**, A Xerox/Fuji Xerox Solution".



The Automate brochure cover shows the product name in text.



The brochure interior includes a photo of the product with branding on it. This is allowable in one instance per marketing piece.



The Automate brochure back cover shows the Automate logo.

Co-marketing Usage

Telling the Customer Story

Not a partner situation, this is a case where our signature coexists with another brand. It is important to understand how we would surface another brand in this situation.

Energex Case Study

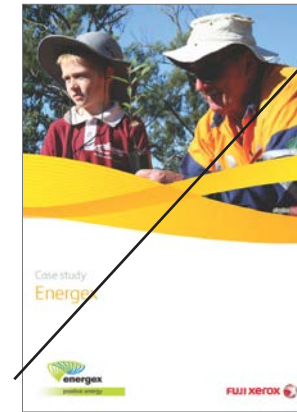
Energex is a large electric utility company which Fuji Xerox made more efficient through its document management products and services.

This brochure example is a case study on the Fuji Xerox-Energex relationship and its success. The example on the top is the original layout, and the example on the bottom shows the recommended cover revision and interior page layout.

Using a Partner/Customer Logo in Xerox/Fuji Xerox Applications

Points of consideration for using a partner/customer logo in an application:

- On the collateral cover, the partner/customer logo *should not* be used; the name can be shown as a type treatment only.
- On collateral interiors (or a back cover), it is acceptable to show the partner/customer logo—but it can appear only *once* in the marketing material.
- This type of customer logo usage must be in conjunction with the customer's story and placed within a rectangle.
- The partner/customer logo can only be shown in a natural setting (e.g., as an employee badge, on the side of a building [with the partner/customer's permission]).



Original cover layout



Recommended cover revision



Interior page sample

Acquired Entities

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About Xerox Acquired Entities (applies to Xerox)

Types

There are three types of acquisitions for Xerox:

Master Brand: These are entities that will be fully incorporated into Xerox. They adopt all Xerox branding.

Endorsed Brand: These are entities that retain their own brand. Their existing logo is modified with a text endorsement line of "A Xerox Company". They cannot and do not use any Xerox brand elements.

Independent Brand: These are entities that retain their entire brand and go to market as an independent company. Their existing logo remains as-is along with the rest of their visual system.

A Xerox Company

Text only endorsement

About Fuji Xerox Acquired Entities (applies to Fuji Xerox)

Two Types

There are two types of acquisitions for Fuji Xerox:

Traditional Acquisition: Entities selling business and services in Fuji Xerox territories are acquired by Fuji Xerox. An endorsement decision is required.

Fuji Xerox Subsidiary: A wholly-owned Fuji Xerox subsidiary that functions within Fuji Xerox business territory. This situation would use the new company name using Fuji Xerox brand identity.

Fuji Xerox Text Endorsement

The most commonly used endorsement available for acquired entities is the “text only endorsement” (below). Usage will be discussed on the pages that follow.

A Fuji Xerox Company

Text only endorsement

Acquisition Examples

Due to brand equity, the acquired company maintains its identity in the exterior realm. The exhibits show the retained corporate identity, but updated the logo to include the text endorsement. Note that no Xerox/Fuji Xerox assets are in use in the layout.



Original Upstream logo



Revised Upstream logo with signature endorsement

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Sponsorships

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About Sponsorships

Communicating the Relationship

Sponsorship is an important part of how we express the Xerox/Fuji Xerox brand and build awareness and relevance in the marketplace.

The Xerox/Fuji Xerox signature may be utilized in partners' applications in compensation for sponsorship.

This section is applicable to Fuji Xerox only. For Xerox, please refer to our [Sponsorship Guidelines](#).

Sponsorship Environments

Xerox/Fuji Xerox Signature Placement with Other Brands

The Xerox/Fuji Xerox signature should appear alongside other sponsors' logos when Xerox/Fuji Xerox is not the primary sponsor.

The exhibits below demonstrate these placements.



Brochure

General Rules

The main concern for sponsorship applications is to ensure the Xerox/Fuji Xerox signature is used with the clear space taken into consideration. This clear space is shown at right.



The Xerox/Fuji Xerox signature should remain free of typography, photography and other design elements. Use the height of the "X" character as a measurement for the minimum amount of allowable clear space.



Website



Background event signage

Social Media

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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/Fuji Xerox social media channels is acceptable using hyperlinks that open in a new browser window or tab.

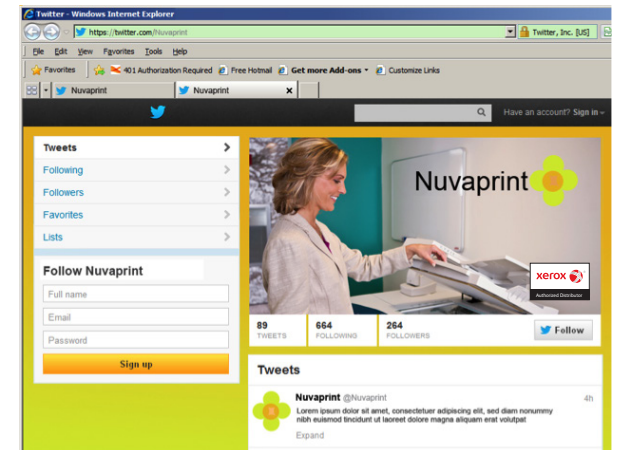
Content from Xerox/Fuji Xerox social media channels (or any other Xerox/Fuji Xerox owned website) cannot be displayed or positioned as partner business content. If partner's reference any Xerox trademarks, please add the Xerox/Fuji Xerox trademark attribution statement.

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/Fuji Xerox.
- Be transparent and declare the partnership with Xerox/Fuji Xerox.
- Use the appropriate partner badge where applicable.
- Reference Xerox/Fuji 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/Fuji Xerox logo as your major identifier.
- Use Xerox/Fuji Xerox in your social channel title or URL.
- Market your operation as Xerox/Fuji Xerox in social media channels. Rather, refer to a Xerox/Fuji Xerox Partner.
- Use Xerox/Fuji Xerox brand elements in social media pages.
- Quote Xerox employees without obtaining permission from Public Relations manager.
- Identify anyone as a Xerox/Fuji Xerox spokesperson.
- Use Work Can Work Better messaging – this is reserved for Xerox only



Social Media Examples

Acceptable

Not Acceptable

Twitter		
Name	Tallahassee Technology Group	Tallahassee Xerox
Handle	http://twitter.com/#!/completeddocumentsolutions	http://twitter.com/#!/CDSXerox

Facebook		
Profile	Complete Document Solutions, LLC	Tallahassee Xerox
URL	https://www.facebook.com/pages/Complete-Document-Solutions-LLC/296303310132	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/Fuji Xerox brand to effectively communicate with your customers. This document will provide you guidance for displaying Xerox/Fuji Xerox branded videos in your partner branded showroom. The “Video Introduction Screen” should be utilized as described in this document.

Assumptions:

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



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

Requirements:

- All Xerox/Fuji Xerox Branded video(s) will be unedited from the original.
- Video Introduction Screen will be placed in front of Xerox/Fuji Xerox branded videos only.
- The Video Introduction Screen will contain the designated text, your partner logo and your Xerox/Fuji 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.

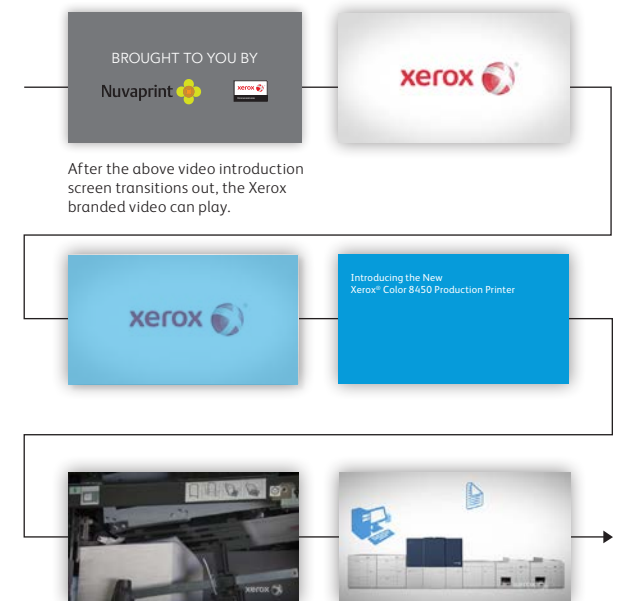
Template Usage

A template (PSD, JPG) is available to create the introduction screen for. For Xerox partners please visit the Customer Videos section of the [SMART Centre](#) to download the template. For Fuji Xerox partners please contact [FX Corporate Communications](#).

Contact Information

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

Design Assembly



Trademarks

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Xerox Trademarks (applies to Xerox)

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 refer to [BrandCentral](#).

For a list of current trademarks, please go to the [Trademark Search Tool](#) located on BrandCentral.

Xerox Owned Trademarks (applies to Xerox)

The following represents many names 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.

Note: the ® and TM are not required in the Fuji Xerox territory.

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®	

Fuji Xerox Trademarks (applies to Fuji Xerox)

The Xerox and Fuji Xerox corporate logos and designs (wordmark + sphere) are registered trademarks in the United States and most other countries.

Xerox Corporation and Fuji Xerox have many registered trademarks which are valuable assets to the companies and thus need to be protected.

To further protect the trademarks, a mandatory trademark statement must appear on all our advertising and promotional literature, including in newspapers, magazines, posters, product catalogs, manuals, company brochures, press releases and similar publications.

Trademark Statements are not necessary when it is not practical to include them (i.e. on gifts, tchotchkes, attire, business cards, sponsorships, etc.). Other exceptions include signage for events, sponsorships or facilities, electronic advertisements, small (business card size) print ads, and physical product badges.

The sentence must be in readable type, set in upper- and lowercase letters as shown below.

The trademark sentence needs to appear once in an item. Do not use the “(R)” symbol alongside the corporate signature.

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, [licensed trademark] are indicated with special wording as demonstrated here: Xerox, Xerox and Design and [licensed trademark] 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, as well as Fuji Xerox and Design, and Xerox Nuvera are trademarks of Xerox Corporation in Japan and/or other countries.

For questions about usage of other Fuji Xerox trademarks, please contact the Intellectual Property Department, Fuji Xerox.

English:

1. Standard statement:

“Xerox, Xerox and Design, as well as Fuji Xerox and Design are registered trademarks or trademarks of Xerox Corporation in Japan and/or other countries.”

2. If any of Fuji Xerox trademarks such as Apeos are used, the following must be added to the trademark statement:

“Xerox, Xerox and Design, as well as Fuji Xerox and Design are registered trademarks or trademarks of Xerox Corporation in Japan and/or other countries. Apeos is a registered trademark of Fuji Xerox Co., Ltd.”

3. Whenever any of Xerox Corporation’s trademark such as FreeFlow are used, the following must be added to the trademark statement:

“Xerox, Xerox and Design, as well as Fuji Xerox and Design and FreeFlow [add any other trademarks that are used here] are registered trademarks or trademarks of Xerox Corporation in Japan and/or other countries.”

Examples of Trademark Statement

Japanese:

1. Xerox, Xerox ロゴ、および Fuji Xerox ロゴは、米国ゼロックス社の登録商標または商標です。
2. Xerox, Xerox ロゴ、および Fuji Xerox ロゴは、米国ゼロックス社の登録商標または商標です。Apeosは富士ゼロックス株式会社の登録商標です。
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3. Xerox, Xerox và Thiết Kế cũng như Fuji Xerox và Thiết Kế và FreeFlow [thêm vào những nhãn hiệu được sử dụng tại đây] là những nhãn hiệu hoặc nhãn hiệu đã được đăng ký của Xerox Corporation tại Nhật Bản và/hoặc các quốc gia khác.

Thai:

1. “เครื่องหมายการค้า Xerox, Xerox และลายกราฟฟิค รวมถึง Fuji Xerox และลายกราฟฟิค เป็นเครื่องหมายการค้าจดทะเบียนหรือเครื่องหมายการค้าของ ซีโรอิช คอร์ปอเรชั่น ในประเทศญี่ปุ่น และ/หรือ ในประเทศอื่นๆ”
2. “เครื่องหมายการค้า Xerox, Xerox และลายกราฟฟิค รวมถึง Fuji Xerox และลายกราฟฟิค เป็นเครื่องหมายการค้าจดทะเบียนหรือเครื่องหมายการค้าของ ซีโรอิช คอร์ปอเรชั่น ในประเทศญี่ปุ่น และ/หรือ ในประเทศอื่นๆ Apeos เป็นเครื่องหมายการค้าจดทะเบียนของบริษัท ฟุจิ ซีโรอิช จำกัด”
3. “เครื่องหมายการค้า Xerox, Xerox และลายกราฟฟิค รวมถึง Fuji Xerox และลายกราฟฟิค และ FreeFlow เป็นเครื่องหมายการค้าจดทะเบียนหรือเครื่องหมายการค้าของ ซีโรอิช คอร์ปอเรชั่น ในประเทศญี่ปุ่น และ/หรือ ในประเทศอื่นๆ”

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