



Co-branding  
guideline

## Co-branding Guideline

### The Ericsson Co-branding Logotypes

Co-branding logotype should be used as a reference to all Partner/Reseller marketing activities promoting Ericsson solutions, products and offerings.

Co-branding logotypes are fixed units. As such, they should only be used in strict accordance with the examples provided. To maintain the highest standards of quality and reliability, all Ericsson Partners and Resellers are strongly urged to use only the Co-branding logotype that they have been specifically certified for. The Co-branding logotype must always be clearly separated from the partner's/reseller's own name, logotype, trademark or product name.

Co-branding logotypes are the only Ericsson logotypes a partner/reseller is allowed to use, i.e. the corporate Ericsson logotype is not allowed to be used.

#### Premium Partner logotype example

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Advanced Partner logotype example

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Authorized Partner logotype example

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Authorized Reseller logotype example

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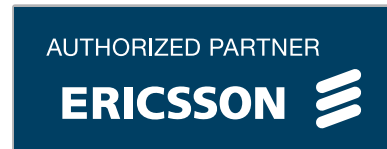
## Co-branding Guideline

### Colors of the Ericsson Co-branding Logotypes

#### **Co-branding logotype in white on Ericsson Dark Blue.**

On an Ericsson Dark Blue background the co-branding logotype shall be white. The blue color forms the base of our identity colors.

Always download the files for the logotype from the Info channel.



Ericsson Dark Blue specification

NCS S7020-R90B

Pantone 7463 C

CMYK 100 70 70 30

RGB 0 50 88

HTML #013F6A

#### **Co-branding logotype in Ericsson Dark Blue on white.**

The Co-branding logotype on a white shall be perceived as Ericsson Dark Blue. Since this background gives the effect of darkening most colors due to the contrast, a special nuance of Ericsson Dark Blue has been chosen for the logotype when used on a white background.

Always download the files for the logotype from the Info channel.



Specification on special nuance of Ericsson Dark Blue for logotype

NCS S4050-R90B

Pantone 2955

CMYK 100 70 0 40

RGB 1 63 106

HTML #013F6A

### Co-branding logotype in black and white.

When only black and white colors are available then the logotype shall be either with black or white background.



### Frame color

All Co-brand logotypes have frames in gray. If a color reference is needed then the following shall be used: RGB 153 153 153.



### How to use the Co-branding logotype.

The Co-branding logotype may be used together with other marks and logotypes. Use it where it makes the best impression and place it in a prominent place. Optimize the size and consider aesthetical aspects.

The construction and design of the Co-branding logotype makes it applicable on most backgrounds and in most situations. But there are a few restrictions.



Do not use when the text and the frame can't be seen.



Do not change color of the Co-branding logotype.



Do not distort the Co-branding logotype.



The Co-branding logotype shall be placed horizontally. Do not tilt.



Do not insert graphical objects into the Co-branding logotype.

## Co-branding Guideline

### Examples of Co-branding logotype usage

#### Letterhead

**Brown  
Telecom  
Ltd.**

#### Business Card

**Brown Telecom Ltd.**

**Mr J Smith**  
Manager

PO Box 122 DW  
123 Hot Lane  
London, W1A 1DW  
Telephone +44 123 456 789  
Fax +44 223 456 789



**Brown Telecom Ltd.**  
PO Box 122 DW  
123 Hot Lane  
London, W1A 1DW



## Partner/Reseller Data sheet

**CHANNEL PROGRAMS**

**FACT LAB SUCCESS STORY**

During a recent multi-vendor hard drive qualification at a customer site, a problem was encountered by our customer in conjunction with a competitor hard drive and a specific controller card. Needing to get at least one HDD vendor qualified in limited time, the customer called FACT Lab in-quest of us had performed any interoperability tests with our hard drives using the specific controller.

The answer was yes and the tests were already successfully completed and listed on our test matrix. The matrix was forwarded to the customer who in turn immediately expedited the qualification of Fujitsu drives. Our interoperability was confirmed as our drives operated flawlessly with the controller card. The complete qualification finished successfully less than 2 weeks later and the customer was able to ship their new systems, incorporating Fujitsu hard drives and the specific controller.

**CONTACT US**

If you need support or want to partner with the FACT Lab, please e-mail us at [mypartner@pa.fujitsu.com](mailto:mypartner@pa.fujitsu.com).

**ABOUT FUJITSU COMPUTER PRODUCTS OF AMERICA, INC.**

Fujitsu Computer Products of America, Inc. is a wholly owned subsidiary of Fujitsu Limited, a leading provider of Internet-focused information technology solutions for the global marketplace. FACT Lab provides innovative solutions for the U.S. marketplace. Current product offerings include: high-performance hard disk drives, magneto-optical drives and scanners.

**FACT LAB INTEROPERABILITY PARTNERS**

**FUJITSU**

FUJITSU COMPUTER PRODUCTS OF AMERICA, INC.  
2004 Orchard Parkway  
San Jose, CA 95134-2099  
(408) 552-0000  
Fax: (408) 432-0000  
Web site: <http://www.fcpa.fujitsu.com>  
Email: [usinfo@cpa.fujitsu.com](mailto:usinfo@cpa.fujitsu.com)

The co-branding logotype may be used together with other marks.

The placement is free. Add the co-branding logotype where it suits best and where it makes the best impression.

## Partner/Reseller Data sheet

**Ericsson erbjudande**

**Byt till marknadens vassaste telefonväxel och få pengar för Ditt gamla system!**

Ericsson BusinessPhone 250-50 för företag med upp till 200 anställda

- Modern HSDN växel med direktval
- Avancerat röst, meddelandesystem
- Kompletta telefonianfunktioner
- Användarvänliga systemtelefoner
- Kompletta Call Center funktioner

**Slutar Ni med FAX operatör?**

Vår samlingsanordning hjälper till att undvika kostsamma fel.

• Varningscentral • Röst • Datacentral

Ring 08-5056 6000

**Finansiering med Telia Finans**

affärskreditning enligt svensk lagstiftning

• Inlåsta • Rika • Låsta

Full ersättning utan värdepappers

**CLARIA HEADSETS - FÖR PROFESSIONELLA ANVÄNDARE!**

Kostnadsfritt prova på-erbjudande under 14 dagar

Investering under 15 dagar. Ett par dagar för att testa headsetet.

**addicom** Ring 08-5056 6000 [www.addicom.se](http://www.addicom.se)

**ERICSSON**

**Philips**

**Vox SORNO 15.000**

**14.00-14.30 De Claretstrategie (Wale en Strategie)**

Spoken: Bert van Nieuwen, Manager Marketing

Philip Business Communications

**15.45-16.15 Sammenspillet (Voice/Data-Integratie)**

Spoken: Gert van Nieuwen, International Sales Manager

Philip Business Communications

**16.40-17.10 De Skybox (Virtual Office/ Flexibele werkplek)**

Spoken: Gert van Nieuwen

100 Business

**17.25-18.05 Het Supportercentrum (Contactcentres)**

Spoken: Aart van Nieuwen, Product Manager, 4000 Telecom

100 Business

**Keuzesessies**

**14.00-14.30 Voice/Data-Integratie: Where two worlds meet**

Spoken: Aart van Nieuwen, Marketing & Sales

4000 Telecom

**15.45-16.15 Herhalend Voice/Data-Integratie: Where two worlds meet**

Spoken: Aart van Nieuwen, Marketing & Sales

4000 Telecom

**16.40-17.10 The Voice In Data, Cheap Voice/ Data-opslossingen**

Spoken: Aart van Nieuwen, Marketing & Sales

4000 Telecom

**17.25-18.05 De nieuwe generatie Vox Novo: De Vox Novo Access, Inliefers, installatie en Internetnet**

Spoken: Aart van Nieuwen, Marketing & Sales

4000 Telecom

**Derde helft**

**18.05-18.30 Afsluitende borrel**

**ERICSSON**

The co-branding logotype may also be placed where it fits best in the partner/reseller layout.



## Partner/Reseller Advertisements



**This little server means big business.**

Are you ready for Ericsson MX-ONE™? It's the all-in-one, server-based communication system with everything your enterprise wants. Designed specifically to simplify your working life, it combines the best of IP, fixed telephony and mobility – in a powerful 19-inch package that can link up to 100,000 people in multiple locations. So whether you're on the road, at home or at the office, you have secure access to corporate information, switchboards and directories, as well as email, voicemail and other personal communication tools.

Ericsson MX-ONE™ makes it easy with clear interfaces and intuitive device management, so you can make the most of your mobile, PC, fixed terminal and other gadgets.

Open, scalable and cost-effective, it's the key to personalized communication and real-time collaboration. And it's fully compatible with Ericsson MD10.

**Ericsson MX-ONE™. The one you want.**

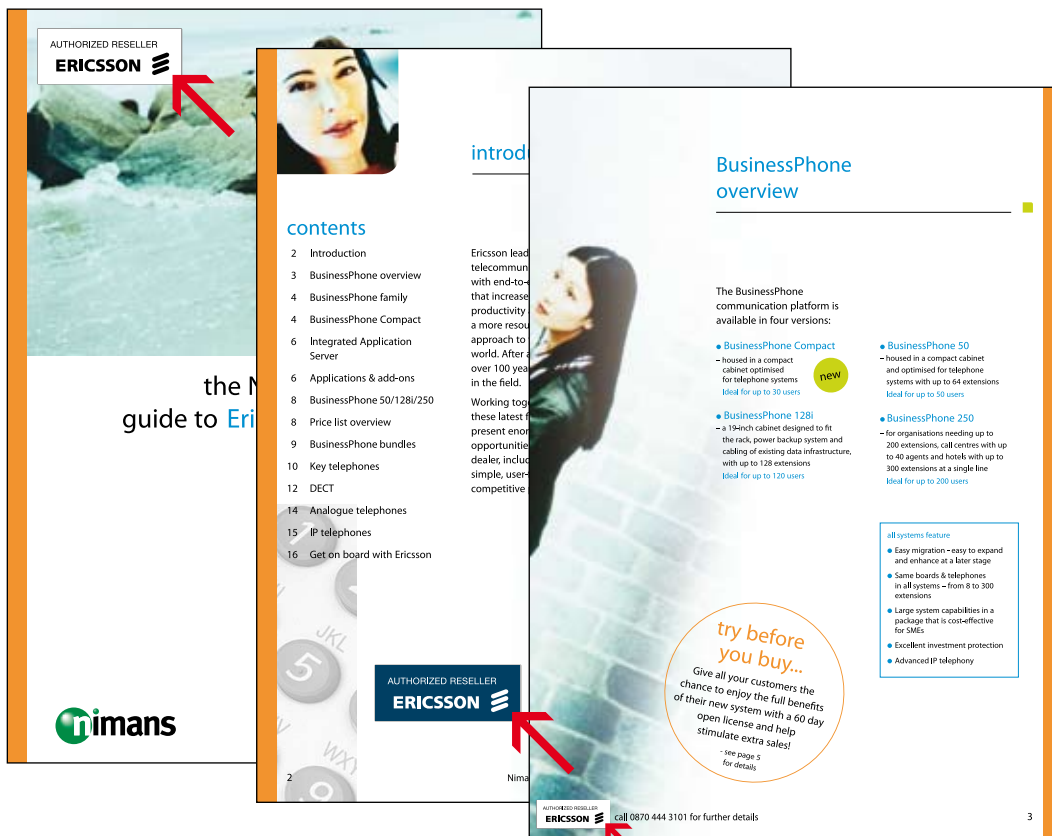
Interested in finding out more?  
Contact us at [www.ericsson.com](http://www.ericsson.com), or call 00000000.

**Brown Telecom Ltd.**

AUTHORIZED PARTNER  
**ERICSSON**

The Co-branding logotype may be used on partner/reseller advertisements.

## Partner/Reseller Brochure



AUTHORIZED RESELLER  
**ERICSSON**

**contents**

- 2 Introduction
- 3 BusinessPhone overview
- 4 BusinessPhone family
- 4 BusinessPhone Compact
- 6 Integrated Application Server
- 6 Applications & add-ons
- 8 BusinessPhone 50/128/250
- 8 Price list overview
- 9 BusinessPhone bundles
- 10 Key telephones
- 12 DECT
- 14 Analogue telephones
- 15 IP telephones
- 16 Get on board with Ericsson

**BusinessPhone overview**

The BusinessPhone communication platform is available in four versions:

- **BusinessPhone Compact**  
– housed in a compact cabinet optimised for telephone systems  
Ideal for up to 30 users
- **BusinessPhone 50**  
– housed in a compact cabinet and optimised for telephone systems with up to 64 extensions  
Ideal for up to 50 users
- **BusinessPhone 128i**  
– a 19-inch cabinet designed to fit the rack, power backup system and cabling of existing data infrastructure, with up to 128 extensions  
Ideal for up to 120 users
- **BusinessPhone 250**  
– for organisations needing up to 200 extensions, call centres with up to 40 agents and hotels with up to 300 extensions at a single line  
Ideal for up to 200 users

**all systems feature**

- Easy migration – easy to expand and enhance at a later stage
- Same boards & telephones in all systems – from 8 to 300 extensions
- Large system capabilities in a package that is cost-effective for SMEs
- Excellent investment protection
- Advanced IP telephony

**try before you buy...**

Give all your customers the chance to enjoy the full benefits of their new system with a 60 day open license and help stimulate extra sales!

– free page 5 for details

AUTHORIZED RESELLER  
**ERICSSON**

Call 0870 444 3101 for further details

The co-branding logotype may also be placed on the front page of a brochure, or any other page that might be more suitable. The main intention is that it should be in the mutual interests of Ericsson and the partner/reseller.



## Partner/Reseller Exhibition stand



The co-branding logotype may also be used at events. Locate the co-branding logotype where it gives great visibility.

## Partner/Reseller Roll-up



The co-branding logotype may also be used on posters, roll-ups etc. See too that the co-branding logotype is given a prominent place.

## Partner/Reseller homepage



The co-branding logotype may also be used on homepages. Use the version of the co-branding logotype which gives the best result. Don't make it too small.

## Partner/Reseller Vehicle



The co-branding logotype may also be used on vehicles. Place it where it will be prominent. Optimize the size.

## Partner/Reseller Sign

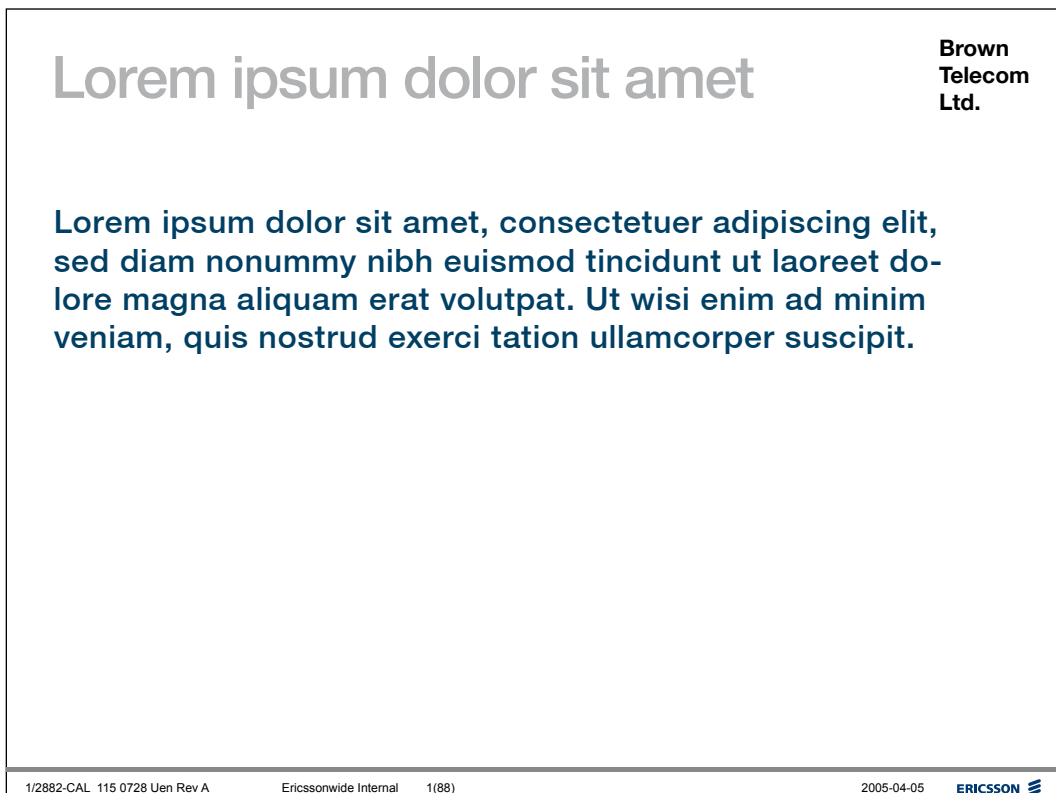


Co-branding logotypes can be used at points-of-sale, either as a sign or a decal on a window.



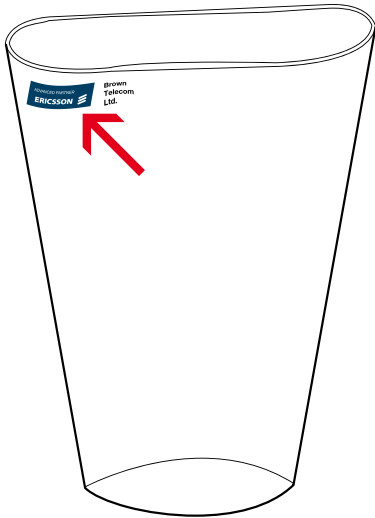
Example of how the co-branding logotype maybe used on exterior signs.

## Partner/Reseller PowerPoint





Original Ericsson presentations should be used whenever making an Ericsson presentation on Ericsson's behalf. The area in the upper right corner is also reserved for the logotype of partners or resellers when the presentation is uniquely made together with or intended for them.


Partner/Reseller Gifts



Partner/Reseller Invitation



>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim dolore te feugait nulla



**Program:**

24 sep 2004

12.00 – 13.00	>Lorem ipsum dolor sit Lorem ipsum dolor
13.00 – 14.00	..Amet, consectetur adipiscing
14.00 – 14.15	..Lorem ipsum
14.15 – 16.15	..Elit, sed diam nonummy nibh euismod tincidunt ut laoreet
16.15 – 17.00	..Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis Lorem ipsum dolor
17.00 – 18.30	..Nostrud exerci tation ullamcorper
18.30 – 19.30	..Lorem ipsum dolor sit
19.30	..Lorem ipsum
20.00	..Elit, sed diam nonummy nibh euismod tincidunt ut laoreet
21.00	..Dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis

24 sep 2004

7.00 – 10.00	..Nostrud exerci tation ullamcorper
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