



COMPETENCIES

Each logo can have multiple competencies.



Partner Logo Guidelines

The salesforce.com partner identity system consists of the salesforce.com logo and the partner block. The logo's appearance must not be altered, except as specified in this guide. Use only the logo provided by salesforce.com Corporate Marketing. To obtain digital artwork, consult the "Resources" section of this guide.

Clear Space

To preserve the integrity and clarity of the partner logo, a standard area of "clear space" should be maintained around the logo at all times. The clear space establishes the importance of the logo in environments in which it competes with other graphic elements for attention. No other graphic or text elements should ever appear within the clear space.

Clear space is measured in "x-height," or the height of the *m* in the salesforce.com logo, as illustrated.

Color

The partner logo colors are black and SFDC Green (partner block only). The partner logo should never appear in any other colors or in any combination of colors other than those described in this guide.

	SFDC Gray	SFDC Green
RGB	R 153 G 144 B 140	R 0 G 135 B 77
HEX	#99908C	#009933
CMYK	C 0 M 6 Y 6 K 40	C 87 M 23 Y 91 K 9
Pantone®	Warm Gray 6	PMS-348

Minimum Size

For Web and PowerPoint use: The partner logo must never appear at a width of less than 140 pixels.

For print use: The partner logo must never appear at a width of less than 1 1/16 inch (2.7 cm).

One-Color

When it is impossible to print the partner logo in full color, it is permissible to print it in black.

Backgrounds

The preferred background color of the partner logo is white. In a case where the logo must appear on a dark background, it may be reversed, as shown on left.

On a light-colored background, such as light gray, use white in place of light gray or green.

Partner Logos



Program logo to be used
only by salesforce.com

Partner Logos for Individual Companies



Competencies



Partner Logo Suite

Shown are the various salesforce.com partner identity system logos.

Using the Partner Logo

Partner logos, Consulting Partner logos, and Technology Partner logos are reserved for use by individual partner companies, to identify their partner relationship to salesforce.com. These logos should not be used by individuals.

Using the Partner Competencies Logos

Partner logos now identify specific “competencies” that an individual has earned. Individuals can have multiple competencies as shown below.

Each logo can have multiple competencies



Partner companies may also use the “competencies” logos once they are approved and meet the requirements.

EXAMPLE: Shown at left is the “Strategic Partner” logo. This would be used by the Sample Inc. to show its relationship to salesforce.com as a partner. This would not be used by the individual consultant John Doe who works for Sample Inc., as he is not the “partner,” the company (Sample Inc.) is the partner. John Doe who is certified in Salesforce Marketing would use the Strategic Partner logo with the marketing competency.

Logo Use Approval

Partner logos may only be used with prior approval of salesforce.com.

Contact information:

partnerprogram@salesforce.com

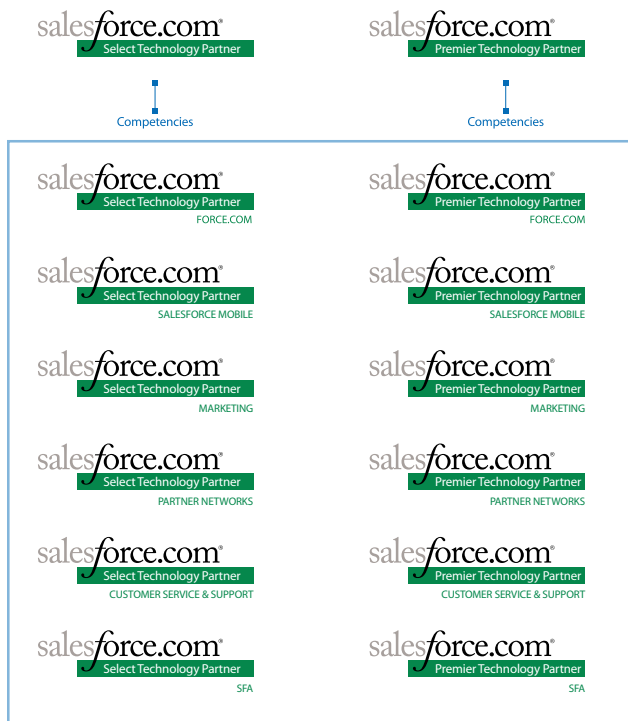
Consulting Partners Logos

Partner Logos for Individual Companies



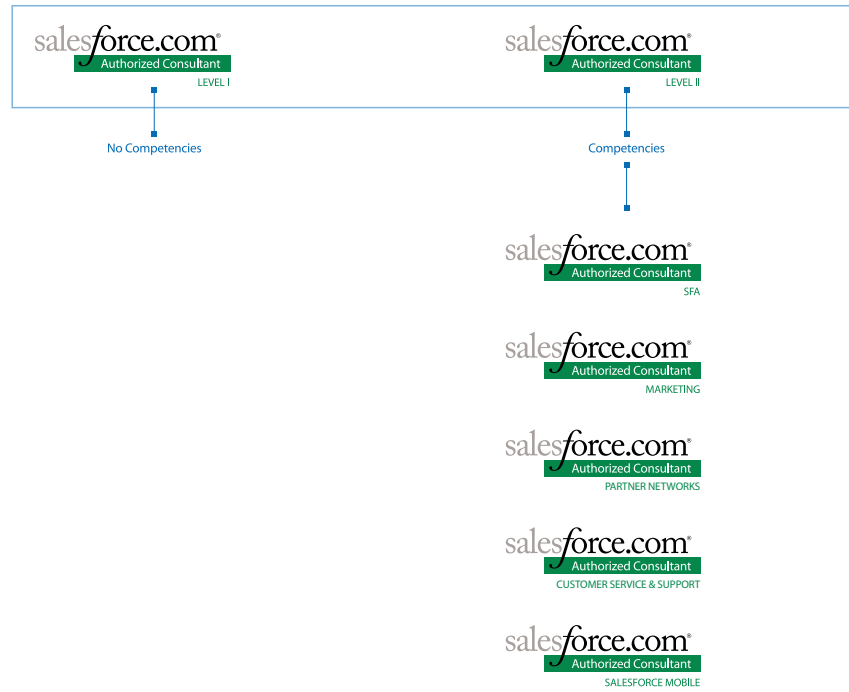
Technology Partners Logos

Partner Logos for Individual Companies



Authorized Consultants

For Individual People



Training Instructor

For Individual People



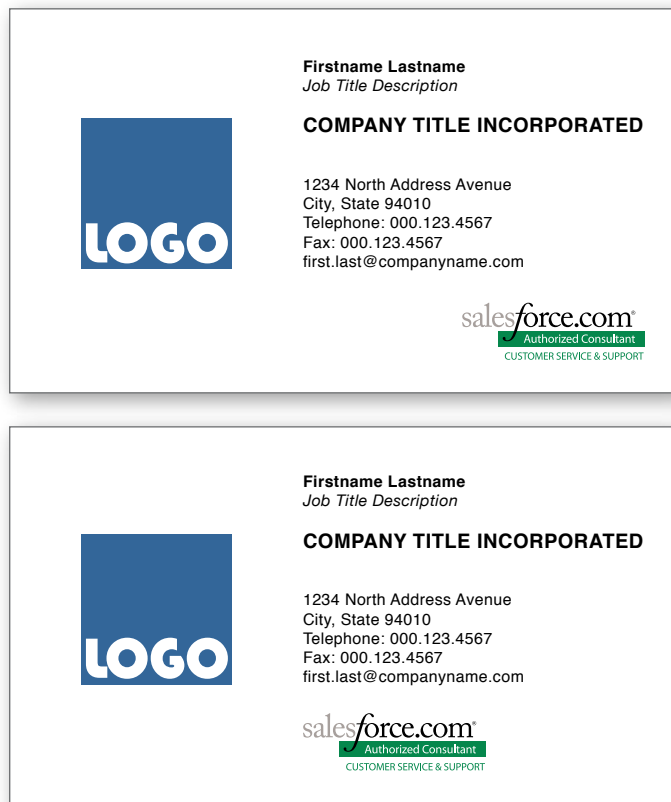


Positioning of Partner logos

Please follow these guidelines when using your salesforce.com partner logo. Make your company logo the prominent trademark, the partner logo must appear in a subordinate relationship to your company logo.

See examples below for sizing and positioning, and follow the minimum size guidelines.

Sample Advertisement



Sample Business Cards

Salesforce.com Foundation

The proper name of the company foundation is: **Salesforce.com Foundation**. Both words take an initial cap **in all cases**. On second reference, it is okay to refer to this organization as “the Foundation.”



The 1% Model

Using a unique 1/1/1/1 model—1% time, 1% equity, 1% product and 1 with the Earth—the Foundation harnesses the power of product and people. The Foundation mission is to remain the leader in pioneering, evangelizing, and implementing the 1% model.

The Power of Us Logotype

This logotype refers to the ability to create change by harnessing the power of product and people, by using the 1% model, and by working together as a group rather than as individual people or individual companies to improve the lives of people around the world.

Third party organizations like partners can use the logotype if they have signed up as a “Power of Us” partner through the partner portal. Other companies (customers) can use it by request if they have substantial Corporate Social Responsibility programs they are either launching or running.

The power of u

The “Us” Logotype

This logotype denotes Power of Us Partners.



Resources

Logo artwork as well as style guides are available on the intranet. Artwork is available in multiple formats.

- ⌘ *Corporate Branding Style Guide*
- ⌘ *Corporate Identity Style Guide*
- ⌘ *Web Style Guide*

Intranet Web Site

The logo artwork can be downloaded from
<http://intranet/departments/marketing/>

Contacts

To obtain digital artwork, receive answers to your graphic identity questions, obtain the latest version of this guide, or get final approval for print or online production, contact:

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