

A professional woman in a white suit and striped shirt is walking in the rain, holding a black and white striped umbrella and talking on a silver mobile phone. She is smiling and looking towards the camera.

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



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

This image shows a template for a Partner/Reseller Data sheet featuring a large advertisement for Ericsson BusinessPhone 210. The ad includes a woman on a phone, details about the phone, and a financing offer from addicomm. An arrow points to the 'AUTHORIZED PARTNER ERICSSON' logo.

**Philippe Vox S0PHO 0,6000**

14-09-14-30 De Clusterroute (Vleie en Strategie)	15-45-45-45 Samenspelen (Voice/Data-integratie)
Gertjan van der Heijden, Manager Marketing Philippe Soultre, Manager International Sales Support, Philippe Business Communication	Gertjan van der Heijden, Manager Marketing Philippe Soultre, Manager International Sales Support, Philippe Business Communication

**Wissel:**

14-09-15-10 De Skybox (Virtual Office/ Flexibele werkplek)	15-45-45-50 Het Supportenbeeld (Contactcentra)
Gertjan van der Heijden Gertjan van der Heijden	Gertjan van der Heijden, Productmanager ATM Business Gertjan van der Heijden, Productmanager ATM Business

**Rest:**

14-09-16-30 Voice/Data-integratie: Where two worlds meet	15-45-45-55 Herhalend Voice/Data-integratie: Where two worlds meet
Gertjan van der Heijden	Gertjan van der Heijden

**Keuzesessies:**

14-09-17-10 The Voice In Data, Cisco Voice/ Data-oplossingen (Vleie in netwerken)	15-45-45-60 De nieuwe generatie Vox Novo: De Vox Novo Access: bellen, mailen en internetten (Vleie in netwerken)
Gertjan van der Heijden, Manager Marketing & Sales Gertjan van der Heijden	Gertjan van der Heijden

**Wissel:**

14-09-18-10 Derde helft	15-45-45-65 Absluitende borrel
Ericsson	ERICSSON

**Derde helft**

**15-45-45-65 Absluitende borrel**

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 communications system with everything your enterprise wants. Designed specifically to simplify your working life, it combines the best of IP based telephony and mobility in a powerful, 19-inch package that can link up to 10,000 people in multiple locations. So whether you're on the road or in the office, wherever 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, secure 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.xxxxxxxxxx.com](http://www.xxxxxxxxxx.com), or call 00000000.

AUTHORIZED PARTNER  
**ERICSSON**

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

## Partner/Reseller Brochure

**AUTHORIZED RESELLER**  
**ERICSSON**

the N...  
guide to Ericsson

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- 2 Introduction
- 3 BusinessPhone overview
- 4 BusinessPhone family
- 4 BusinessPhone Compact
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- 8 BusinessPhone 50/128i/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

**introd...**

**BusinessPhone overview**

The BusinessPhone communication platform is available in four versions:

- **BusinessPhone Compact**  
→ housed in a compact cabinet and optimised for telephone systems with up to 30 users  
**new**
- **BusinessPhone 128i**  
→ 19-inch cabinet designed to fit the rack, power backup system and calling of existing data infrastructure, with up to 128 extensions  
Ideal for up to 120 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 250**  
→ housed in a cabinet holding 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!

see 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.

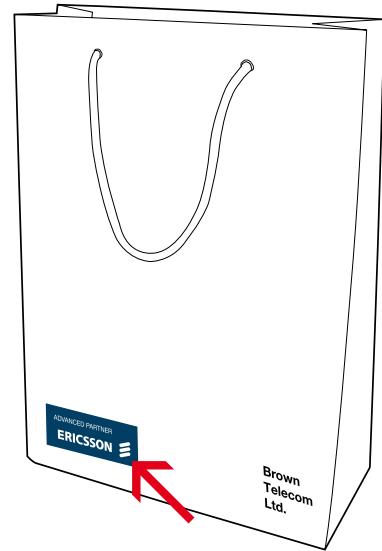
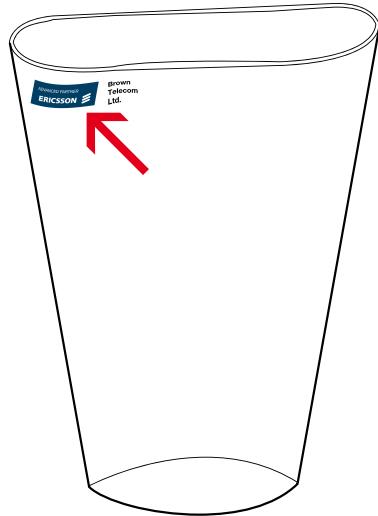


Example of how the co-branding logotype maybe used on exterior signs.

## 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

The invitation card template includes the following elements:

- DAMOYO** logo (red)
- ADVANCED PARTNER ERICSSON** logo (blue)
- A large area for text containing placeholder text: "Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim dolore te feugait nulla".
- A small image of a colorful hot air balloon in flight.
- Program:** A table of scheduled events with times and descriptions, starting on 24 sep 2004 at 12.00 - 13.00.
- 24 sep 2004**

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

24 sep 2004  
7.00 – 10.00 Nostrud exerci tation ullamcorper

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