

# Channel Partner Logo & Trademark

Usage Guidelines



**2003**

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## How to Use This Manual

This Channel Partner Logo and Trademark Usage Guidelines document was designed *for use by Channel Partners only* in a continuing effort to create the Xerox look and feel in all printed communications and signage used to promote the Xerox product line of network printers and supplies.

These guidelines were intended to be simple to follow and aid in promoting the Xerox and Channel Partner partnership. To ensure the integrity of the Xerox brand, and send a consistent image and message, it is important that the following guidelines are understood and met when referencing Xerox products.

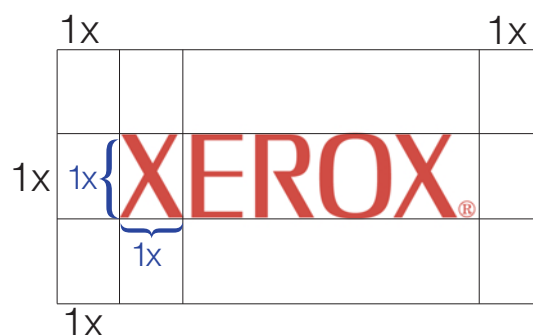
Of particular note, Xerox Channel Partners have available to them the *Xerox Manufacturers Logo* for use in supporting the Xerox Brand when developing materials referencing Xerox product, supplies or services offerings. In no case should Channel Partners use the *Xerox Corporate Signature Logo* in the development of any materials. Only those materials developed by Xerox are authorized to use the *Xerox Corporate Signature Logo*. Accordingly, Xerox in-house marketing, design and creative teams are not to reference this manual, even when creating materials on the behalf of current or future Channel Partners.

## How to Use Xerox Logos Channel Partner Usage Guidelines

### *“How should the authorized Xerox logos be positioned?”*

**Clear Space:** To ensure its visibility and impact, the logos must always be surrounded by an area that remains clear of any graphic or typographic elements. The measure of the “clear space” is determined by the height of the capital ‘X’ of XEROX. The height of one ‘X’ is maintained to the top, right, left and bottom of the logo.

**Minimum Size:** The logos have been designed to retain visual impact in a wide range of sizes. However, there is a minimum size to ensure that the Xerox logos are clearly legible and have maximum impact. The minimum acceptable size for each logo is specifically listed with each logo.



### *“Where can these logos be used?”*

The authorized Xerox Logos discussed in each section can be used throughout Reseller communications (print ads, web pages, direct mail, email, flyers, etc). To protect the integrity of each logo’s meaning it is extremely important that the following guidelines be utilized. The following lists specifies WHICH logo Channel Partners can use WHERE, and the guidelines on HOW to use each of the logos.

#### **When featuring a printer or printer supplies:**

Use the Xerox Manufacturer logo anywhere a Xerox printer and/or supplies are highlighted. This logo should be positioned near the printer/supplies image(s) and in combination with a Channel Partner’s logo.

The Tektronix Color Printer by Xerox logo may ONLY be used next to printers and supplies developed/introduced prior to January 1, 2003.

#### **When representing a Channel Partner’s company:**

Use the appropriate Xerox Partner logo in combination with a Channel Partner’s logo on materials such as flyers, Channel Partner-sponsored events or on a business location (windows, doors, etc.).

On documents, these logos should be at the bottom of the page, with the Xerox Partner logo in the right-hand corner and the Channel Partner logo in the opposite left-hand corner.

#### **When using the Xerox Promo-builder, Email-builder or Web-builder tools:**

The Xerox builder tool templates automatically incorporate the use of the Xerox Corporate Signature logo and should be used in combination with a Channel Partner’s logo.

#### **When a custom ad is created by a Channel Partner:**

Use the appropriate Xerox Partner logo in combination with the Channel Partner’s logo on any print ad that is independently created by a Channel Partner without leveraging any Xerox builder tool template.

Only when a Xerox builder tool template is used can the Xerox Corporate Signature Logo be used.

## Authorized Logos for USE by Channel Partners

### *Xerox Manufacturer Logo*

#### **When featuring a Xerox printer, supply or services offering:**

- Use the Xerox Manufacturer logo anywhere a Xerox printer and/or supplies are highlighted.
- This logo should be positioned near the printer/supplies image(s) and in combination with a Channel Partner's logo.
- The minimum size for the Xerox Manufacturer logo is: 0.75 inches or 19 mm wide.



### *Xerox Channel Partner Logos*

#### **When representing a Channel Partner's company:**

- Use the appropriate Xerox Partner logo in combination with a Channel Partner's logo on materials such as flyers, Channel Partner-sponsored events or on a business location (windows, doors, etc.).
- On documents, these logos should be at the bottom of the page, with the Xerox Partner logo in the right-hand corner and the Channel Partner logo in the opposite left-hand corner.
- The minimum size of the Xerox Partner logo is: 0.75 inches or 19 mm wide.



### *Xerox Corporate Signature Logo*

#### **When using Xerox developed collaterals or tools such as Promo-builder, Email-builder or Web-builder:**

- The Xerox Corporate Signature Logo is not to be used by Channel Partners when developing materials
- The Xerox builder tool templates automatically incorporate the use of the Xerox Corporate Signature Logo and should be used in combination with a Channel Partner's logo.
- Any and all collaterals developed by Xerox on behalf of Channel Partners will automatically leverage the Xerox Corporate Signature logo
- The minimum size for the Xerox Corporate Signature logo is: 0.75 inches or 19 mm wide.



### *Tektronix Color Printers by Xerox Logo*

#### **When featuring a 'Tektronix by Xerox' printer:**

- The common use of this logo is discontinued as of January 1, 2003, with the ONLY exception that it can be used when representing printers and supplies developed/introduced prior to January 1, 2003, that originally featured the Tektronix Color Printer by Xerox logo on/in the packaging.
- In these situations, the logo may continue to be used in promoting the product until such products are discontinued.
- The minimum size for the Tektronix Color Printers by Xerox logo is: 0.75 inches or 19 mm wide.



### **XEROX Logos NOT for USE by Channel Partners**



### *Do Not Misuse any Xerox Logos*

#### **Do not:**

- Change the color of any Xerox logo
- Change position of the elements within any Xerox logo
- Distort the logo elements within any Xerox logo
- Typeset the logos
- Enclose any Xerox logo within a border

Don't create other  
stylized Xs



Don't distort, spin or  
animate in any way



Don't create logos  
using the corporate  
identity elements



Don't use a plain  
X as a substitute  
in emails



Don't add your own  
logos to stationery



Don't modify the  
pixels



Don't spell Xerox  
or other words  
with the digital X



Don't decorate it



Don't apply any  
other colors than  
Pantone 032, black  
or white



## **Domain Names (Internet Use)**

Xerox trademarked, servicemarked and/or registered names are NOT to be used in Channel Partner domain names or website addresses. Please refer to the Trademarked & Registered Names section for legal information.

~~[www.coloratix-now.com](http://www.coloratix-now.com)~~

~~[www.colorphasers.com](http://www.colorphasers.com)~~

~~[www.phasers.com](http://www.phasers.com)~~

## Color Palette

The colors of all Xerox logos are illustrated here. The use of these colors – and only these colors – will reinforce the brand recognition. The RGB values are web safe colors. The colors used in the Xerox logos may be reproduced only in the color value and density outlined below. Always check with your Xerox representative if you are unsure about the use or reproduction of a Xerox logo.

<b>Pantone</b>	<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>	<b>R</b>	<b>G</b>	<b>B</b>
Red 032	0	90	90	0	255	0	0
Blue 2755	100	100	0	10			

NOTE: In lieu of the color specified above, you may use the PANTONE color referenced, the standards for which are shown in the current edition of the PANTONE Color Formula Guide.

## Xerox Registered, Servicemarked & Trademarked Names

The following are names are registered to Xerox Corporation and cannot be used by a Channel Partners without the appropriate legal recognition and support. In addition, Xerox registered names are NOT to be used in a Channel Partner's domain names or website addresses.

CentreWare®  
 ColorCoat®  
 ColorQuick®  
 ColorSeal™  
 ColorStix®  
 DocuPrint®  
 FinePoint™  
 infoSMART™  
 Made for Each Other®  
 Phaser® (for both color and black-and-white printers)  
 PhaserLink™  
 PhaserMatch™  
 PhaserPort™  
 PhaserPrint™  
 PhaserSMART™  
 PhaserSym™  
 PhaserTools™  
 PhaserShare®  
 Photofine™  
 The digital X®  
 The Document Company®  
 The stylized X®  
 Total Satisfaction Services(sm) (Need correct symbol)  
 Walk-Up™  
 Walk-Up Printing™  
 XEROX®

## Logo Legal Recognition & Support

When using any authorized Xerox logo and/or registered, servicemarked or trademarked name, the appropriate legal recognition and support should be incorporated into the legal 'mousetype' at the bottom of the document and/or web page.

Example: When using the Xerox Manufacturer logo and the Xerox Authorized Dealer Partner logo in a document featuring the Phaser® 8200 Color Printer, the supporting legal should read:

“© 2003 XEROX CORPORATION. All rights reserved. Xerox®, Phaser® and Xerox® Authorized Dealer are trademarks of the XEROX CORPORATION.”

## Linking

Reseller shall only link to the Xerox website in accordance with the Linking Policy set forth on the Xerox Reseller/Channel Partner website.

## Terms & Conditions

A Channel Partner's use of Xerox trademarks is restricted to display in or on signs, cards, brochures, data sheets, catalogs, web page, advertising and other materials produced or distributed in support of Channel Partner's promotion and sale of Xerox products as described in the MDF guidelines. Incorrect or inappropriate use of the Xerox authorized logos will result in non-reimbursement in part or in whole of MDF funds. A Channel Partner shall not use Xerox trademarks on or in association with goods other than Xerox products and shall use only those trademarks that relate directly to the products.

Whenever a Channel Partner uses any Xerox trademark, the Channel Partner agrees to strictly adhere to the Channel Partner Logo and Trademark Usage Guidelines document set forth on the Xerox Reseller/Channel Partner website and to any other trademark policies and practices prescribed by Xerox and as determined by Xerox Trademark Counsel.

A Reseller's business name(s) and domain name(s) may not under any circumstances include any Xerox owned trademark (including, but not limited to, The Document Company Xerox®, Phaser® or ColorStix®) or any name or mark confusingly similar to Xerox owned trademarks. For a full disclosure on the Xerox policies and practices, contact your Xerox representative.

Xerox reserves the right to monitor and approve a Reseller's use of Xerox trademarks and Xerox may at any time terminate a Reseller's use of Xerox trademarks. Upon termination of a Reseller's registration, such Reseller shall immediately cease to use or display Xerox trademarks in connection with the Reseller's business.

## Contacts & Support

All appropriate logos authorized for use may be obtained via the web by visiting [www.xids.com/brandcom](http://www.xids.com/brandcom) and by requesting access from your Xerox representative. Or, you may request your Xerox representative to provide them to you directly.