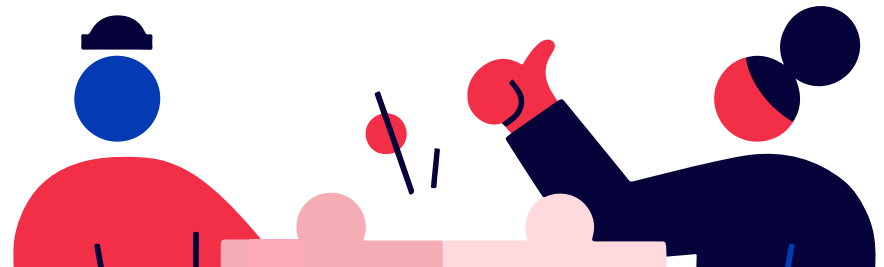
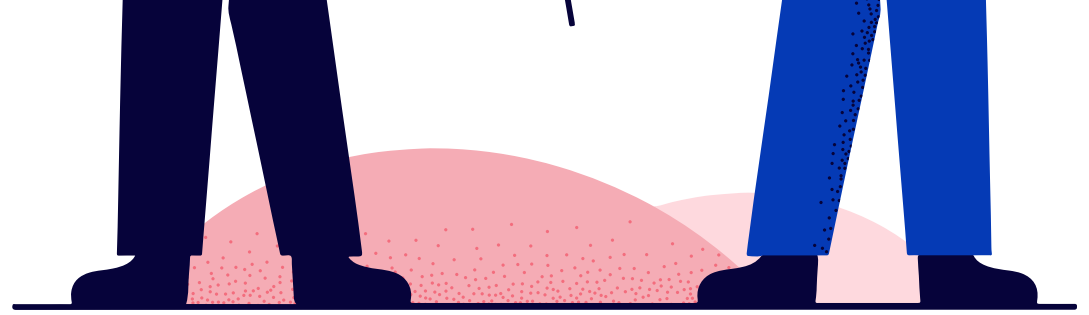


Version: 1.0  
Updated: 03 25 21

# Partner Branding Guidelines



# Overview

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At Twilio, we believe in the power of partnership and in the power of a strong, consistent brand. We created these Partner Branding Guidelines for use by you, Twilio's partner ecosystem, and event sponsors. They supplement our trademark usage policies (located at [www.twilio.com/legal/trademark](http://www.twilio.com/legal/trademark)) and other applicable legal requirements, such as Twilio's Partner Terms of Service (together, the "Twilio Legal Policies").

We developed these guidelines to help you:

- 1 **Clearly understand where and how to use Twilio branding**
- 2 **Build effective marketing materials that support your goals**
- 3 **Avoid costly rebranding and/or infringement issues**

As a Twilio partner or event sponsor, you are responsible for making sure that your use of Twilio brands, logos, domain names, and creative assets in your own branding and in your marketing materials, press releases, and online assets and communications are consistent with these Partner Branding Guidelines, as well as Twilio's current Legal Policies and all applicable intellectual property laws.



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# How to use this document

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Before you develop any branding or marketing materials that will include Twilio's brands, carefully review this document and as well as the Twilio Legal Policies and the terms and conditions of your agreement with Twilio. As part of this review, please distribute these Partner Branding Guidelines to your marketing managers, product managers, product marketers, and graphic designers to make sure the marketing materials they create are consistent with Twilio's standards.

*Please note that these Partner Branding Guidelines and the Twilio Legal Policies are subject to change. As you create materials that use the Twilio brand, please be sure to use the latest versions.*

## Why Twilio created these guidelines

Partnerships work best when we are all aligned and have clear expectations.

Twilio rigorously protects its own intellectual property and respects the intellectual property rights of others — and we expect our partners to do the same. All Twilio brands and branded materials (including trademarks, logos, designs, websites, social media assets, videos, marketing collateral, white papers, etc.) are important assets of Twilio and are protected by various intellectual property laws in the U.S. and worldwide.

Consistent branding is important—and that includes every format across every platform. If Twilio deems that you have violated our standards, we may require you to change and/or remove any materials you produce. If this happens, you will be solely responsible for any costs for rebranding or producing new material that properly complies with Twilio branding guidelines. In addition, if you fail to change and/or remove Branding Material when directed to do so by Twilio, it may affect your standing as a partner or sponsor.

### Do you have questions?

If you have any questions about trademarks and branding that are not covered in these guidelines, please contact Twilio at [trademark@twilio.com](mailto:trademark@twilio.com).

# Branding standards

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Always keep your brands distinct from Twilio brands. People should never be confused about which one is which.

## TM

### What are trademarks?

The US Patent and Trademark Office defines a trademark as a brand name. A trademark includes any word, phrase, name, symbol, or device (or a combination of those things) that identifies the products or services of a company and distinguishes them from the products and services of other companies. A trademark helps consumers identify a company's goods and services, makes it easier for them to find what they want and helps companies with effective promotion.



### What are copyrights?

Copyrights are a form of legal protection that gives their owners exclusive rights to original works, including certain original written material, pictorial, photographic, and graphical work, audio-visual work, and certain computer programs and code. The “©” owner of a copyright has the right to exclude all others from reproducing, displaying, distributing, creating derivative works, performing, or otherwise using the original work. Copyrights owned by Twilio include its logos, website designs and content, videos and other promotional materials, and its proprietary code. With very limited exceptions, partners may not use any copyright asset owned by Twilio without written authorization.

# What is the correct way to refer to Twilio?

It depends on the context. When you refer to Twilio, the type of reference you’re making determines the articulation. For example:

Articulation	Context	Example
Twilio, Inc.	Use this when referring to Twilio as an entity in a legal line (for legal documents, etc.)	“Twilio, Inc. is a Delaware corporation.”
Twilio	Use this when referring to Twilio as an entity in prose.	“We’ve partnered with Twilio for the past four years.”
Twilio®	Use this when referring to Twilio as a brand. The word “Twilio” must be followed by the ® symbol and a generic noun.	“Since deploying Twilio® solutions, we’ve increased revenue by 50%.”

## What are acceptable company and product names?

The logo for 'Acme' in a bold, black, sans-serif font, followed by a trademark symbol (TM). It is enclosed in a green rectangular border.

### Correct

- ✓ Brands, names, domains, and social media assets that are noticeably different from those that belong to Twilio.

The logo for 'Twiliar' in a bold, black, sans-serif font, followed by a trademark symbol (TM). It is enclosed in a red rectangular border.

### Incorrect

- ✗ Brands or names that are confusingly similar.
- ✗ Do not use or incorporate any Twilio brands or names in your own company or product names, taglines, social media handles, advertising keywords, or any other branding or source-identifying materials.

## How can you make sure that Twilio and partner brands are clearly unique?

The logo for 'Acme Message' in a bold, black, sans-serif font. 'Acme' is on the top line and 'Message' is on the bottom line. It is enclosed in a green rectangular border.

### Correct

- ✓ Remove the potential for confusion by creating company and product names that are noticeably different from Twilio's.

The logo for 'Acme Twileos' in a bold, black, sans-serif font. 'Acme' is on the top line and 'Twileos' is on the bottom line. It is enclosed in a red rectangular border.

### Incorrect

- ✗ No tinkering with the Twilio brand.
- ✗ Do not modify, imitate, or abbreviate any Twilio brands or names anywhere in your own branding. This includes misspellings, phonetic or foreign equivalents, rhyming words, stylizations, logos, or other variations.

## How do you indicate that your product is “for Twilio”?

Acme products are built on the Twilio Customer Engagement Platform™

### Correct

- ✓ Use smaller text in a plain font in your marketing materials to indicate that your offerings integrate with Twilio.
- ✓ Make your brand prominent-not the Twilio brands.
- ✓ Use the phrase “for Twilio®,” or the attribution “Built on the Twilio Customer Engagement Platform™,” but only do so referentially.

**Acme**  
for Twilio®

### Incorrect

- ✗ Do not include “for Twilio” in your company name, product name, logo, or tagline.
- ✗ Do not use Twilio logos or design elements alongside (or in the same size as) your own brand to indicate your offering is “for Twilio.”

## Can Twilio product names be used in naming (for example, “Flex”)?

Acme products integrate with Flex.

### Correct

- ✓ Indicate in your marketing materials that your offerings integrate with Flex, or are “for Flex” by using smaller text in a plain font.

**Acme**  
Flex Integrations

### Incorrect

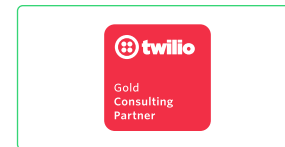
- ✗ Do not use “Flex” in your company, service, or product names.



# Logos and design

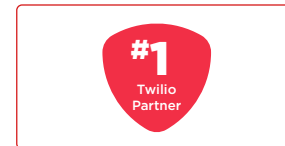
Follow our guidelines to use the Twilio logos and brand assets correctly in your marketing communications, and always keep your own logos separate and distinct.

## Which Twilio logos should you use?



### Correct

- ✓ Use partner-approved badges that accurately identify programs in which your company is currently enrolled.
- ✓ Partner-approved logos are available on the Partner Community at [build.twilio.com](https://build.twilio.com).



### Incorrect

- ✗ Do not use any of Twilio's current or discontinued logos without permission.
- ✗ Do not use badges for programs in which your company is not currently enrolled.

## How can you keep your logos distinct from Twilio brands?



### Correct

- ✓ Create your own, unique, non-Twilio company logos that only promote your brand and products, independent of your company's relationship with Twilio.



### Incorrect

- ✗ Do not use logos or designs that incorporate Twilio design elements, such as the Twilio logo.
- ✗ Do not use Twilio brands or product names in any logos created by your company.
- ✗ Insert your company name or product into an existing Twilio logo.
- ✗ Do not create your own versions of Twilio logos or designs.
- ✗ Do not create logos or marks that are confusingly similar to Twilio's.

## How should you brand your presence at Twilio events?



### Correct

- ✓ Use Twilio-created and approved event promotion materials that include the event logos provided to you at [www.twilio.com/brand](https://www.twilio.com/brand).



### Incorrect

- ✗ Do not create your own event logos using Twilio event names.
- ✗ Do not use Twilio-hosted event logos (for example, the SIGNAL logo) on your event booths or collateral without permission.

# Referencing Twilio in your marketing materials

Follow these guidelines in order to correctly reference claims, rankings, awards, and Twilio brands in your marketing materials.

## How should you cite claims and rankings about your products?

Every day Acme Message delivers 30 million real-time engagements.\*

### Correct

- ✓ Make claims that are true, specific, timely, and verifiable.
- ✓ Show your sources—cite claims based on accurate and truthful third-party findings.
- ✓ Mention that your offerings are available on the Twilio Showcase if applicable.

Acme was considered by many to be the best app for Twilio in 2015.

### Incorrect

- ✗ Do not make claims that are vague, unsubstantiated, or untimely.
- ✗ Do not use claims regarding your rating, ranking, or performance on the Showcase.
- ✗ Do not make claims that refer to (or quote) statements made by Twilio or by Twilio executives.

## How should you cite accolades and awards?

Acme has been presented with the Fast Company 2021 Most Innovative Companies Award.

### Correct

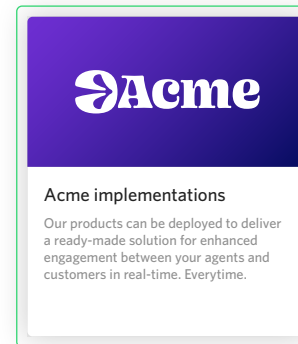
- ✓ Claim awards received in the past two years only.
- ✓ Cite awards given by third parties only.
- ✓ Use legitimate award graphics and logos provided by the awarding entity. Remember that you are solely responsible for the accuracy of all statements and claims in your materials, and that you are also responsible for obtaining permission to use such third-party graphics and logos.



### Incorrect

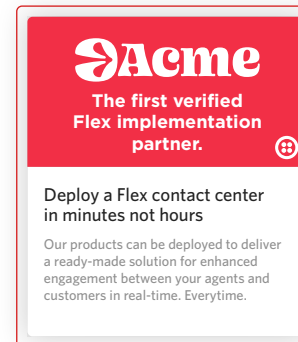
- ✗ Do not claim awards given more than two years ago.
- ✗ Do not list awards without citing a source.
- ✗ Do not create or use graphics or logos that may falsely give the impression of winning an award.

## How should claims be added to Showcase tiles?



### Correct

- ✓ Use substantiated proof points on your Showcase tile and in your listing.
- ✓ Use quotes from customers, awards, or designations from recognized authorities or experts in the relevant field, or projectable survey results that follow these Partner Branding Policies.



### Incorrect

- ✗ Do not make unsubstantiated, false, or misleading claims on your Showcase tile or in your listing.
- ✗ Do not make claims based on Showcase rankings, which can change at any time.

## How can you reference customers and third parties?

### Correct

- ✓ Get permission from customers or third parties before using their logos, names, or quotes.

### Incorrect

- ✗ Do not list customer or third-party logos, names, or quotes without written permission.
- ✗ Do not use pictures of Twilio executives without permission.
- ✗ Do not list Twilio as a customer without written permission from Twilio. Please contact [trademarks@twilio.com](mailto:trademarks@twilio.com) in order to request permission.

## How should Showcase listings be named?

### Correct

- ✓ Use your Showcase tile to explain what your company, app, or service does.
- ✓ Incorporate your own branding into your Showcase listing name.
- ✓ Reference your app's interoperability with Twilio in a referential manner only.
- ✓ List your service using only the approved naming convention.

### Incorrect

- ✗ Do not create your own or modify Showcase corner sashes on your Showcase tile, or put a Twilio design element (for example, Twilio logo) on your tile.
- ✗ Do not make your listing name a description of your app's functionality or just a descriptive phrase.
- ✗ Do not make Twilio brands the most prominent portion of your listing name.
- ✗ Do not use other third-party brands without authorization or in violation of their brand use guidelines.

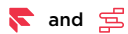
## How should you use Twilio brands in text?

Acme leverages Studio and Flex solutions.

### Correct

- ✓ Use a generic noun following a reference to a Twilio brand in text (for example, platform, offering, technology, etc.)
- ✓ Leverage Studio and Flex solutions.
- ✓ Download the Frontline Mobile App.

Acme leverages



### Incorrect

- ✗ Do not use Twilio marks as nouns or verbs.
- ✗ Do not use abbreviations in place of Twilio's full brand names.

## When should you use trademark symbols in connection with Twilio trademarks?

Twilio™

### Correct

- ✓ Use a ® or ™ symbol next to the first or most prominent use of any Twilio brands in all of your material.\*
- ✓ Refer to Appendix B for the Quick Reference Guide on the proper use of ® and/or ™ for each Twilio brand.
- ✓ In promotional materials intended for a U.S. audience only, the ® symbol is used with marks that are registered with the U.S. Patent and Trademark Office. For all other marks, the ™ symbol should be used. Do not use any symbols on promotional materials intended for non-U.S. audiences.

### Incorrect

- ✗ Do not forget to properly identify and label Twilio brands and product names with trademark designations.

## How do you append your use of Twilio trademarks?

### Correct

- ✓ Use a legal line explaining that any Twilio brands you reference are owned by Twilio.
- ✓ Use an easily readable font and location for the legal line.
- ✓ Use a legal line on any type of promotional material referencing Twilio brands, including webpages, videos, and printed material.

### Incorrect

- ✗ Do not use Twilio trademarks on any website, publication, or other promotional material without a legal line that properly identifies Twilio brands as belonging to Twilio.
- ✗ Do not make the legal statement so small that it cannot be read or seen easily.
- ✗ Do not use any incorrect variants (for example, "Twilio.com, Inc.").

# Digital marketing

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Follow these standards so that you may correctly communicate the Twilio brands and any claims or awards in your digital marketing materials.

## How should Twilio's creative assets be used and referenced?

### Correct

- ✓ Create your own original videos and presentations for online and in-person use.
- ✓ Link to Twilio's videos and other creative assets.

### Incorrect

- ✗ Do not embed or copy Twilio videos, images, audio clips, or other creative content.
- ✗ Do not use clips or images from Twilio videos in your own videos or marketing materials without written permission from Twilio legal department. Otherwise, you may be liable for your use of that video to multiple parties.



## How should names be created for social media?

@a\_c\_m\_e

### Correct

- ✓ Create social media handles, tags, or the like that properly identify your company and its brands only.
- ✓ Visit Twilio's partner community for more on naming in social media posts.

#acme4twlo

### Incorrect

- ✗ Do not create social media handles, tags, or the like that include Twilio brands, abbreviations of those brands, or anything confusingly similar.

## How should domain names and keywords be handled?

www.tryacme.com

### Correct

- ✓ Create domain names that properly identify your company and its brands only.
- ✓ Use advertising keywords and ad copy that are associated with and promote your company or industry.

www.acme4twilio.com

### Incorrect

- ✗ Do not create domain names that include Twilio brands or abbreviations of those brands, or anything confusingly similar to Twilio brands.
- ✗ Do not use advertising keywords or ad copy that incorporate Twilio brand names without Twilio's written permission.

# Exhibits and special events

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Follow these standards when creating exhibiting at SIGNAL and other Twilio events.

## What is the process for exhibiting at SIGNAL?

The Exhibitor Resource Center (“ERC”) is Twilio’s online toolkit that assists partners in preparing their SIGNAL presence.

Certain marketing deliverables are subject to Twilio’s review and approval. The details and deadlines for this process can be found on the ERC. Please note that any marketing materials which are subject to approval under the ERC must still be in compliance with Twilio’s Partner Branding Guidelines and will be confiscated on-site or removed from your virtual sponsor page if they are not in compliance. Only items included in sponsor packages are customizable.

Your booth graphics must be approved by Twilio’s partner branding team before the event. Remember to submit your graphics early to help avoid expensive, last-minute changes.

## What is the process for exhibiting at ENGAGE or other events?

In addition to SIGNAL, there are many events that take place throughout the year, such as Twilio ENGAGE, where partners can showcase their offerings.

All event sponsors at any Twilio event must comply with these Partner Branding Guidelines as well as specific event guidelines, available through the Partner Community. Failure to comply with these Partner Branding Guidelines and specific event guidelines will have a negative effect on your event experience and standing in the partner ecosystem. You will be responsible for costly last-minute corrections or may be barred from the event if your booth or presentations are not compliant.

## Appendix A

# Use of Twilio partner logos

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## How are partner logos accessed?

- 1 Log in to the Partner Community. If you need help signing up, go to <https://build.twilio.com/s/>.
- 2 Go to the Branding Guidelines page at <https://build.twilio.com/s/>.
- 3 Select the “Badges” tab.
- 4 Select “Download all partner badges (.zip file) here.”
- 5 Though all badges are made available in the .zip file, you are only allowed to use the badges that are pertinent to your company.

*Consult the Twilio Brand Identity Guidelines when using any partner-approved Twilio logo.*



Appendix B

# Brand quick reference guide

## How should Twilio brands be referenced?★

Mark	Context	Correct Use	Example
Twilio	Trade name of the company	Always capitalize as shown	“We’ve partnered with Twilio for the past four years.”
Twilio®	Product name or umbrella name of Twilio’s solutions	Always capitalize as shown.	“Since deploying the Twilio® solution, we’ve increased revenue by 50% and boosted productivity.”
Flex	Our Contact Center application	Always capitalize as shown.	Always capitalize as shown. “The Twilio Flex solution makes us much more efficient.”
Customer Engagement Platform	Our platform for communicating with customers	Always capitalize as shown.	“The Twilio Customer Engagement Platform enables personalized customer communications.”
Frontline Mobile App	Our mobile app for deskless employees		“We’ve compiled every resource you’ll need to make your Twilio Frontline Mobile App rollout a huge success.”

★The ™ and ® symbols below are for illustrative purposes only. Please refer to the Twilio Trademark and Copyright Usage Guidelines for additional guidance.

## Appendix C

# FAQ

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## Build Tier Badge

Showcase your Twilio expertise, investment, and differentiate your practice from other Twilio partners by using your badge for your assigned tier.

Twilio Build Partners have access to a Twilio-branded badge once they meet the Bronze tier and above.

## Build Tier Badge FAQs

### **Do I have access to a badge as a “Registered” partner?**

There is not currently a badge available for a Registered partner. Partners have access to a Twilio-branded badge once you reach the Bronze tier and above.

### **Can I use a higher tier badge in anticipation of a tier promotion?**

No, at all times you may only use the badge associated with your tier designation in the Build Community.

### **My tier designation has changed, how long do I have to update my marketing materials and assets to reflect my new Build tier level?**

Partners have one quarter (3 months) to update their marketing materials to reflect their new tier.