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Co-branding / marketing cheatsheet

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Purpose

This document is a quick reference guide to help Training Partners understand the difference in Partner-led vs Red Hat-led marketing and when to use the co-brand logos in their marketing and promotional efforts.

In 2023, [Red Hat introduced changes](#) to our partner co-branding standards through defined direction, [co-branding logo guidelines](#), marketing updates to the [Red Hat partner handbook](#) and [additional resources](#) to help with the adjustment.

Co-brand / Marketing matrix

	Red Hat-led	Partner-led
Marketing	When co-branded materials should look and sound like they come from Red Hat - accurately representing the brand, using Red Hat fonts, templates and color palettes. In this scenario, Red Hat is responsible for creating the materials & getting necessary partner approvals	When co-branded materials should look and sound like the partner they came from - using the partner's fonts, templates, color palettes, etc - with the partner logo coming first if a logo lock up is being used. In this scenario the partner is responsible for creating the marketing materials and obtaining necessary approvals from the Red Hat partner team.
Co-brand	Should be used when the materials come from Red Hat, reflecting Red Hat's brand elements, not the partner's.	Should be used when the materials come from the partner, not Red Hat.

Partner-led

Partner-led marketing is when co-branded materials should look and sound like the partner they came from - using the partner's fonts, templates, color palettes, etc - with the partner logo coming first if a logo lock up is being used. In this scenario the partner's responsible for creating the marketing materials and obtaining necessary approvals from the Red Hat partner team.

► Logo lock up

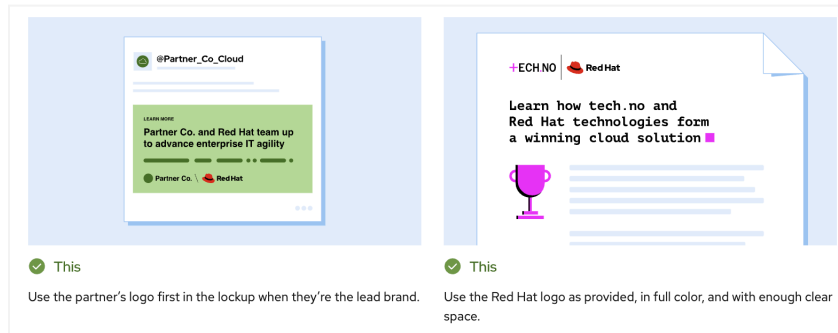


Partner Co.

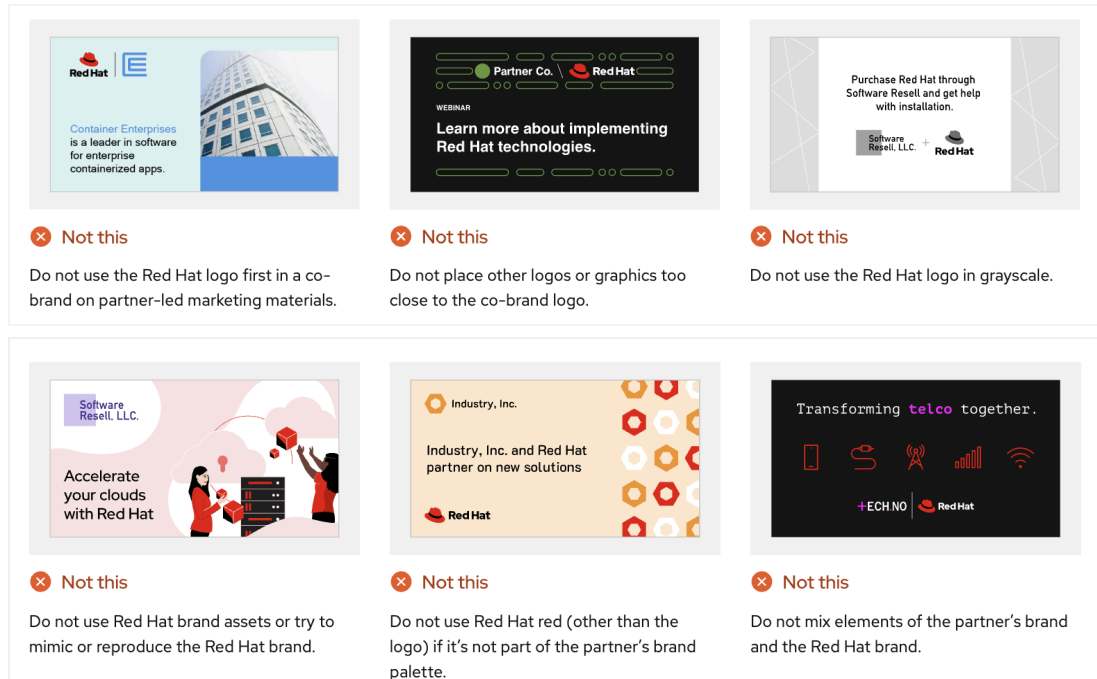


Red Hat

► Do this



► Not this



Partner-led co-branding should be used when the materials come from the partner, not Red Hat.

Partners can create their own version of a Red Hat-led asset by changing the design, voice and branding to align with their own. These assets should not mix in any Red Hat brand elements.

Red Hat-led

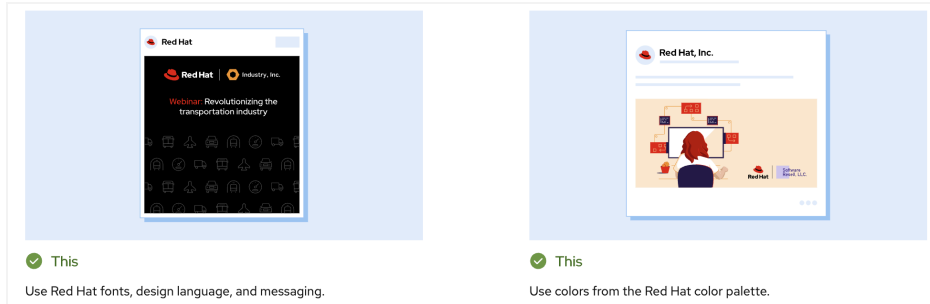
Red Hat-led marketing is when co-branded materials should look and sound like they come from Red Hat - accurately representing the brand, using Red Hat fonts, templates and color palettes. In this scenario, Red Hat is responsible for creating the materials & getting necessary partner approvals.

► Logo lock up

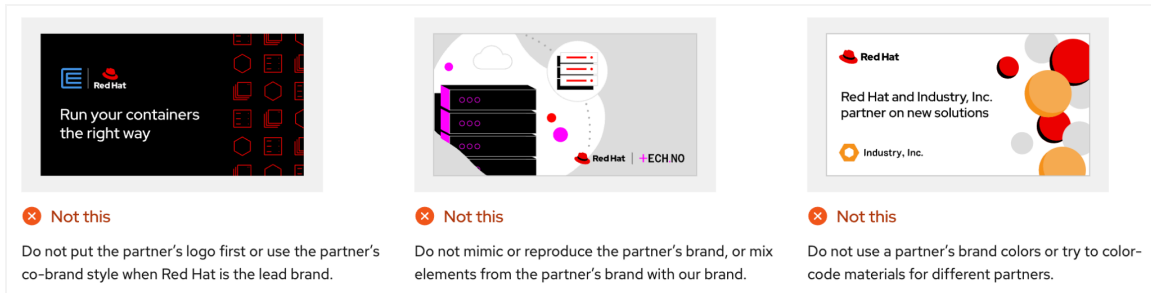


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► Do this



► Not this

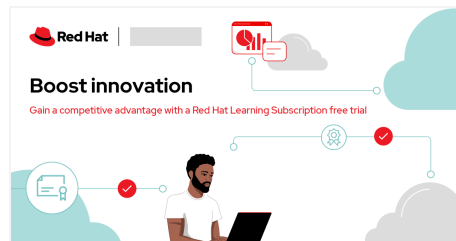


Red Hat-led co-branding should be used when the materials come from Red Hat, reflecting Red Hat's brand elements, not the partner's.

NOTE: related to lead brand for partner execution using Red Hat assets

Partners CAN leverage Red Hat-led co-branded digital assets in their own marketing and promotional activities. An example of this:

- Partners will use Red Hat-led co-branded digital assets when promoting their co-brand lead generation offerings since the digital assets were created with Red Hat imagery, formatting and font:



Resources

- [Red Hat Partner Handbook](#)
- [Partner Co-branding Standards](#)
- [Introduction Partner Co-branding Standards blog](#)
- Brand standards
 - [Color](#), [Fonts and typography](#), [Product logos](#), [Icons](#), [Illustration](#), [Co-branding](#), [Templates](#), [What's new](#)
- Where to go for help: [Partner Acceleration Desk](#)



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