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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



## ► Do this

The first example shows a lockup where the partner's logo (@Partner\_Co\_Cloud) is placed before the Red Hat logo. The second example shows a lockup where the Red Hat logo is placed first (+ECH.NO | Red Hat), followed by the partner's logo.

**✓ This**  
Use the partner's logo first in the lockup when they're the lead brand.

**✓ This**  
Use the Red Hat logo as provided, in full color, and with enough clear space.

## ► Not this

**✗ Not this**  
Do not use the Red Hat logo first in a co-brand on partner-led marketing materials.

**✗ Not this**  
Do not place other logos or graphics too close to the co-brand logo.

**✗ Not this**  
Do not use the Red Hat logo in grayscale.

**✗ Not this**  
Do not use Red Hat brand assets or try to mimic or reproduce the Red Hat brand.

**✗ Not this**  
Do not use Red Hat red (other than the logo) if it's not part of the partner's brand palette.

**✗ Not this**  
Do not mix elements of the partner's brand and the Red Hat brand.

**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

The first example shows a dark-themed digital asset for a webinar titled "Webinar: Revolutionizing the transportation industry". It features the Red Hat logo and the Industry, Inc. logo side-by-side. The second example shows a light-themed digital asset featuring a person in a video conference, with the Red Hat logo and the Industry, Inc. logo at the bottom right.

This  
Use Red Hat fonts, design language, and messaging.

This  
Use colors from the Red Hat color palette.

## ► Not this

The first example is a dark-themed digital asset with the Red Hat logo and the partner's logo swapped. The text "Run your containers the right way" is present. The second example is a light-themed digital asset where the partner's brand elements (server icons, purple dots) are mixed with Red Hat's cloud icon. The third example is a light-themed digital asset where the partner's colors (red, orange, yellow) are used to color-code material, while the Red Hat logo and text remain in their original colors.

Not this  
Do not put the partner's logo first or use the partner's co-brand style when Red Hat is the lead brand.

Not this  
Do not mimic or reproduce the partner's brand, or mix elements from the partner's brand with our brand.

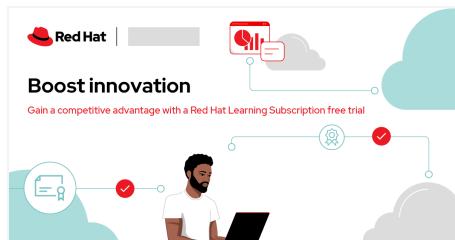
Not this  
Do not use a partner's brand colors or try to color-code materials for different partners.

**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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