



# Cisco Networking Academy Partner Logo Guidelines

As one of the world's most valuable brands, Cisco® has strong recognition in the minds of our customers. The brand of a company becomes even stronger when aligned with companies that provide complementary products, services and solutions. Take every opportunity to highlight your relationship with Cisco by using the Cisco Networking Academy® Partner Logo for which you have qualified. This guide explains the general requirements for use of a Cisco Networking Academy Partner Logo.

# Contents

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<b>Section 1</b>		
Cisco Networking Academy	Introduction	4
Partner Logo	Overview	6
	Color Specifications	8
	Clear Space / Staging	9
	Preferred Size	10
	Logo File Usage	11
	Logo Application	12
	Incorrect Usage	16
<b>Section 2</b>		
Terms and Conditions	Public Relations	21
	Legal Requirements	22
	Contacts	24

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# Cisco Networking Academy Partner Logo

Cisco Networking Academy Partner Logo  
Introduction

## Introduction

To assist qualified partners in creating market differentiation for themselves and the solutions they deliver, Cisco has created specially designed logos for specific levels of certification and authorization. You may use the logo for the certification level you have achieved in accordance with these guidelines and other applicable program agreements.

These guidelines define the requirements for use of the Cisco Networking Academy Partner Logo. The guidelines, terms and conditions stated herein are in addition to all other terms and conditions, application terms and conditions, agreements or Direct Contracts. Except as expressly authorized in writing by Cisco, you are authorized to use the logo only as

provided in these guidelines and the Cisco Trademark Policy. Your use of the logo indicates your agreement to be bound by the guidelines and terms and conditions as set forth herein. If you do not agree to all such guidelines, terms and conditions, you may not use the logos for any purpose.

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# Section 1:

## Cisco Networking Academy

### Partner Logo

# Overview

Cisco Networking Academy Partner Logo  
Overview

## Overview

The new Cisco Networking Academy Partner Logo has been updated to reflect the new Cisco Brand Identity. This logo represents how Cisco endorses a company or entity. The Cisco Networking Academy is an innovative global education initiative that provides Information and Communications Technology (ICT)

education to students to improve their career and economic opportunities. Only institutions and organizations that are officially recognized by Cisco as active members of the Cisco Networking Academy program may use the Cisco Networking Academy Partner Logo.

# Cisco Networking Academy Partner Logo

Cisco Networking Academy Partner Logo Overview

The Cisco Networking Academy partner logo communicates to customers that your institution or organization offers Cisco Networking Academy curriculum. To use this logo, your institution or organization must meet the criteria established by Cisco. You may only use this logo if you have qualified.

CISCO NETWORKING ACADEMY PARTNER LOGO



# Cisco Networking Academy Partner Logo

Cisco Networking Academy Partner Logo  
Color Specifications

Cisco Networking Academy Partner Logo Color



	C/M/Y/K 85/24/0/36	R/G/B 0/107/153
	C/M/Y/K 82/27/0/0	R/G/B 0/147/211
	C/M/Y/K 62/0/0/0	R/G/B 57/198/244

A distinct blue gradient is used to distinguish the Cisco Networking Academy partner logo. Typography is reversed out in white. Always work from the files provided to ensure color accuracy.

Cisco Networking Academy Partner Logo Black and White



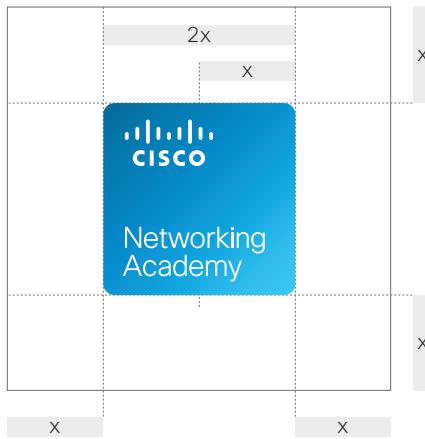
	C/M/Y/K 0/0/0/100	R/G/B 35/31/32
	C/M/Y/K 0/0/0/0	R/G/B 255/255/255

To convey the value we place on the Cisco Networking Academy program, we prefer the Cisco Networking Academy partner logo always be reproduced in the colors specified. However, when production values don't allow for color reproduction, use the black-and-white specifications supplied here.

# Logo Usage

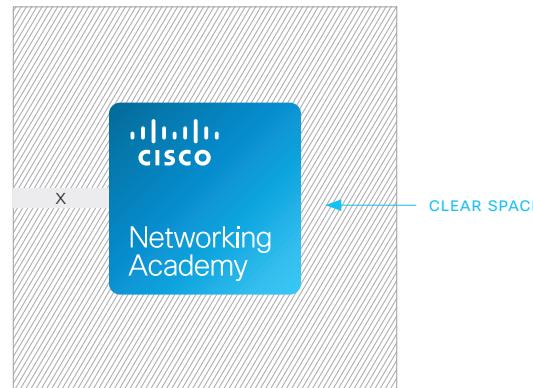
Cisco Networking Academy Partner Logo  
Clear Space / Staging

## Clear Space



Don't crowd the logo. To ensure the Cisco Networking Academy partner logo retains the prominence it deserves, it is important to position it in layout with the proper amount of clear space.

## Staging



Maintain a border of clear space equal to half the width of the logo.



Staging defines how the Cisco Networking Academy partner logo should appear within your layout. To make Cisco's endorsement of your company apparent, your company logo and the Cisco Networking Academy partner logo should always appear on the same page. Your company's logo should always appear larger and in a more prominent position than the Cisco Networking Academy partner logo. The Cisco Networking Academy partner logo should be secondary. Do not make the logos equal in size, or place them too close together, since this could cause the audience to mistakenly assume Cisco has engaged in a co-branding effort.

# Logo Usage

Cisco Networking Academy Partner Logo  
Preferred Size

Preferred Print Size



When reproducing the Cisco logo at any scale, it is important that the Cisco Networking Academy partner logo reproduces with clear legibility and impact. Always work with the files provided to ensure clarity. **IMPORTANT:** Preferred print size is 3/4" wide.

Preferred On-screen Size



When reproducing the Cisco logo at any scale, it is important that the Cisco Networking Academy partner logo reproduces with clear legibility and impact. Always work with the files provided to ensure clarity. **IMPORTANT:** Preferred on-screen size is 87x87 pixels wide.

# Logo Files

Cisco Networking Academy Partner Logo Usage

The Cisco Networking Academy partner logo is provided in several file formats and colors. This logo has been provided at specific sizes common to its media and should not be altered, recolored, scaled or modified in any way.

Vector .eps CMYK and black-and-white logos are intended for print use only. Vector .eps RGB logos are intended for video use.

The bitmap .png logo is intended for on-screen and presentation use only. This logo is provided in RGB and Grayscale.

		EPS - Vector	PNG - Bitmap
Print	CMYK, .75"		●
	Suitable for print, signage, etc.		
	Black and White, .75"		●
On-screen	RGB, 72dpi, 87px		●
	Suitable for websites, Flash presentations, mobile devices, etc.		
	RGB, 225dpi, 87px		●
	Grayscale, 72dpi, 87px		●
	Grayscale, 225dpi, 87px		●
Video	RGB, Vector, 360px		●
Presentation	RGB, 72dpi, 360px		●
	For presentation (Apple Keynote and Microsoft PowerPoint) use only.		
	RGB, 225dpi, 360px		●

# Logo Application

Cisco Networking Academy Partner Logo Application

## Where to Use the Logo

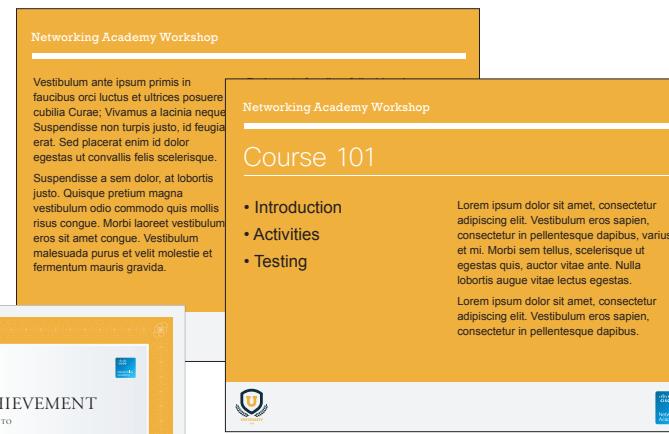
Our goal in revising the Cisco Networking Academy partner logo is to help you communicate your Cisco relationship with clarity, simplicity, and impact. To ensure you get the most impact from the use of your Cisco Networking Academy partner logo, it is vital to use it in the right place.



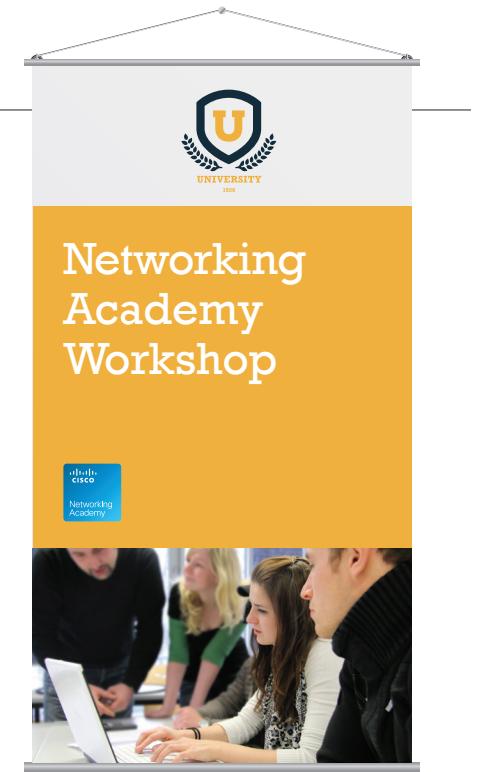
WEBSITE



E-MAIL SIGNATURE



POWERPOINT



BANNER

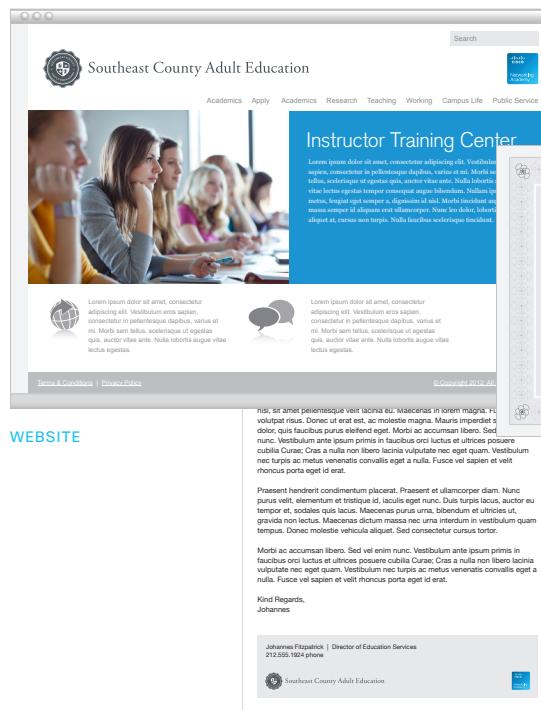
When using the logo on promotional merchandise that requires embroidery, we recommend using a rubber patch on fabric. Do not embroider. Use a text-based version set in your institution's font as illustrated here.

# Logo Application

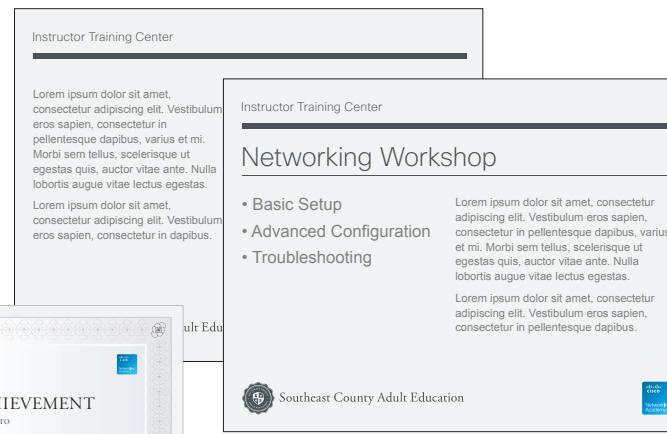
Cisco Networking Academy Partner Logo Application

## Where to Use the Logo in Conjunction with Your Designated Academy Status

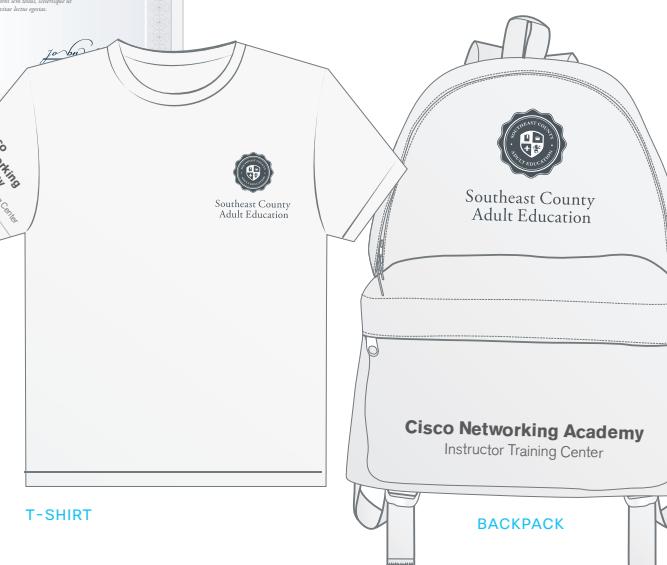
In instances where a Cisco Networking Academy partner logo has obtained an additional designation, these mock-ups show how to promote that extra affiliation.



E-MAIL SIGNATURE



POWERPOINT



BANNER

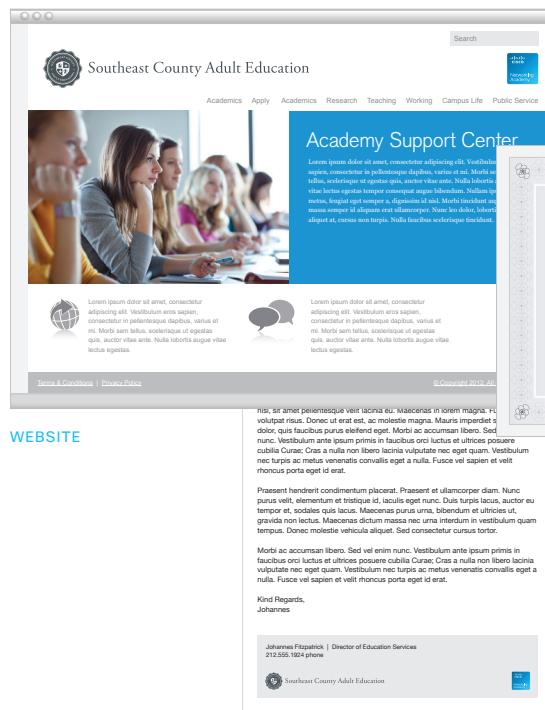
When using the logo on promotional merchandise that requires embroidery, we recommend using a rubber patch on fabric. Do not embroider. Use a text-based version set in your institution's font as illustrated here.

# Logo Application

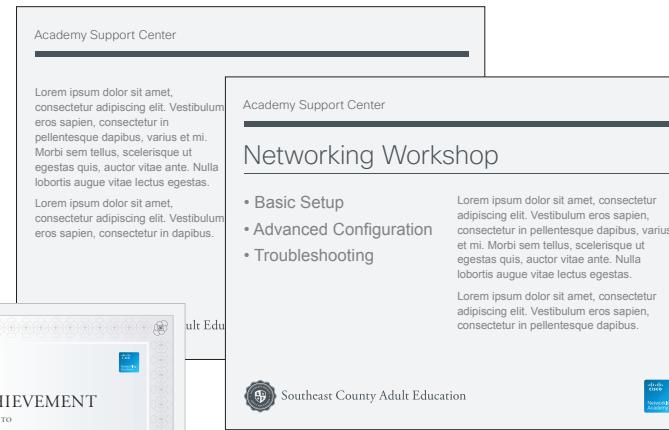
Cisco Networking Academy Partner Logo Application

## Where to Use the Logo in Conjunction with Your Designated Academy Status

In instances where a Cisco Networking Academy partner logo has obtained an additional designation, these mock-ups show how to promote that extra affiliation.



E-MAIL SIGNATURE



POWERPOINT



T-SHIRT

BACKPACK



BANNER

When using the logo on promotional merchandise that requires embroidery, we recommend using a rubber patch on fabric. Do not embroider. Use a text-based version set in your institution's font as illustrated here.

# Logo Application

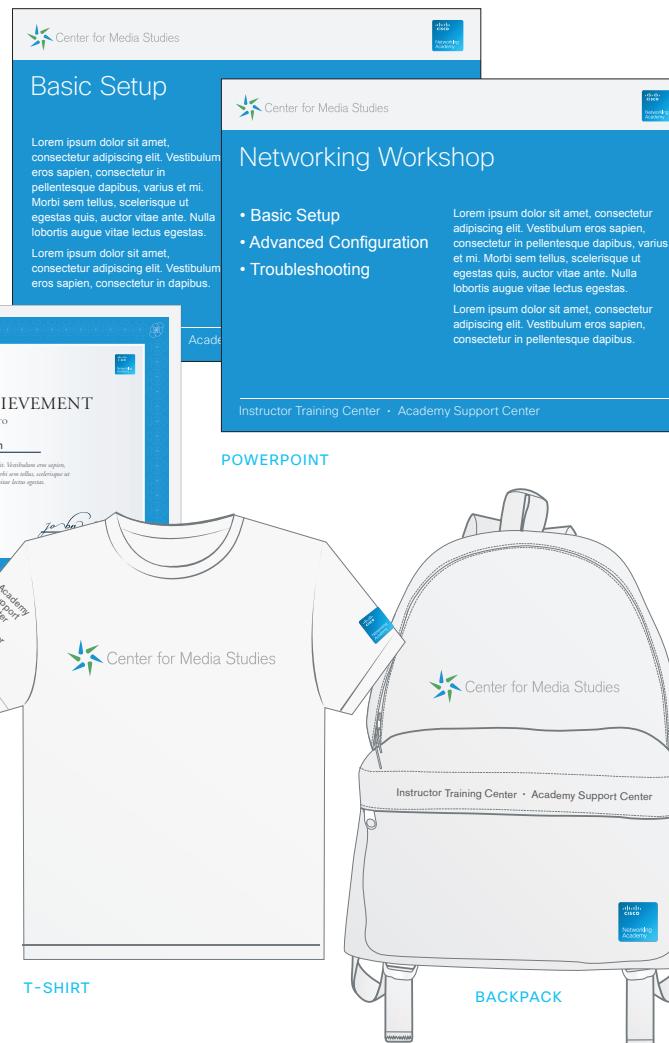
Cisco Networking Academy Partner Logo Application

## Where to Use the Logo in Conjunction with Multiple Designations

In instances where a Cisco Networking Academy partner logo has obtained multiple designations, these mock-ups show how to promote those affiliations.



E-MAIL SIGNATURE



BANNER

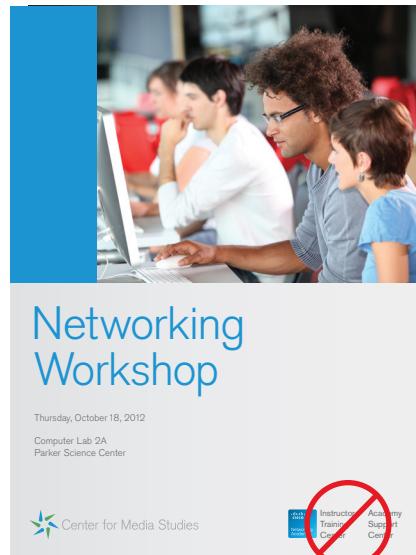
When using the logo on promotional merchandise that requires embroidery, we recommend using a rubber patch on fabric as illustrated here. Do not embroider.

# Incorrect Usage

Cisco Networking Academy Partner Logo  
Incorrect Usage



Where Not to Use the Logo



The use of the Cisco Networking Academy partner logo and text together is prohibited. Cisco prohibits lock ups to be created with the Cisco Networking Academy partner logo.

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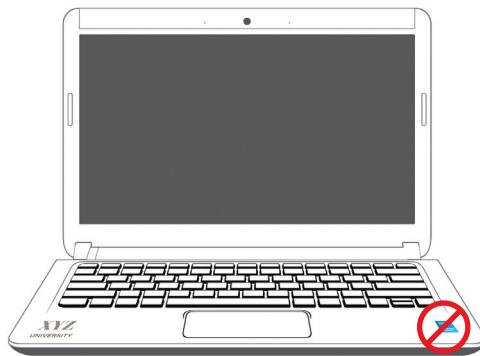
The use of the Cisco Networking Academy partner logo and text together is prohibited. Cisco prohibits lock ups to be created with the Cisco Networking Academy partner logo.

# Incorrect Usage

Cisco Networking Academy Partner Logo  
Incorrect Usage



## Where Not to Use the Logo



DO NOT USE THE LOGO ON EQUIPMENT



DO NOT USE LOGO ON BUSINESS CARDS AND LETTERHEAD



Do not apply the Cisco Networking Academy partner logo to products, equipment, hardware, or devices manufactured by your company unless specifically allowed under another contractual agreement with Cisco that details the terms of use in these instances.

The use of the Cisco Networking Academy partner logo on business cards and email signatures is prohibited, with the following exception:

- It can be reproduced at least 20% smaller than your company logo.
- The result must be high quality, clear, and legible.

Never use the Cisco Networking Academy partner logo on letterhead.

# Incorrect Usage

Cisco Networking Academy Partner Logo  
Incorrect Usage

DON'T MAKE NEW LOGOS.



DON'T DISTORT / SKEW.



DON'T ALTER THE SIZE RELATIONSHIPS OF THE LOGO ELEMENTS.



DON'T APPLY MOTION BLUR TO THE LOGO.



DON'T REVERSE THE LOGO COLOR.



DON'T ALTER THE RADIUS OF THE CORNERS.



DON'T MORPH THE LOGO.



DON'T USE LOGO IN A SENTENCE.

The best  is XYZ University.

DON'T ALTER THE COLOR OF LOGO ELEMENTS.



DON'T ALTER THE COLOR INSIDE THE BOX.



DON'T MAKE YOUR LOGO LESS PROMINENT THAN THE RELATIONSHIP LOGO.



DON'T USE THE CISCO CORPORATE LOGO.



# Incorrect Usage

Cisco Networking Academy Partner Logo  
Incorrect Usage

DON'T RECONFIGURE THE LOGO. 	DON'T USE DROP SHADOW. 	DON'T COMBINE OTHER ELEMENTS WITH THE LOGO THAT MAKE IT LOOK LIKE A NEW LOGO. 	DON'T COMBINE YOUR LOGO AND THE RELATIONSHIP LOGO. 
DON'T REARRANGE THE LOGO ELEMENTS. 	DON'T REMOVE PARTS FROM THE LOGO. 	DON'T USE SPECIAL EFFECTS SUCH AS GLOWS. 	DON'T USE CISCO CORPORATE LOGO IN COLOR. USE CISCO LOGO IN WHITE. 
DON'T STAGE THE LOGO IN POOR CONTRASTING BACKGROUND. 	DON'T USE THE LOGO ON A HEAVILY PATTERNED OR TEXTURED BACKGROUND. 	DON'T USE THE ™ SYMBOL. 	DON'T ADD TEXT NEXT TO THE LOGO. 

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# Section 2: Terms and Conditions

# Terms and Conditions

Cisco Networking Academy Partner Logo  
Public Relations

## Public Relations

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### **Public Relations**

Before creating PR in relation to your participation with the Cisco Networking Academy program, please contact your Area Academy Manager for appropriate approvals and guidelines.

# Terms and Conditions

Cisco Networking Academy Partner Logo  
Legal Requirements

## Legal Requirements

### Required Trademark and Trademark Notice

Unless required to use a more specific legend by any agreement you may have with Cisco, you agree to use the following notice on the page where the logo appears or where there are other legal notices:

Cisco, the Cisco logo, and Cisco Systems are trademarks or registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

### Referencing Cisco Networking Academy in Text

Do not directly combine the Cisco name with your institution or company name. Never use abbreviations to refer to your relationship to Cisco (for example, XYZ University is a CNA).

For signage, titles use: Cisco Networking Academy.

When you first reference Cisco Networking Academy in text use: Cisco Networking Academy® [plus a noun such as curriculum, courses, global educational program, depending on the context of use, to protect the trademark].

For first subsequent reference in the same communication use: Networking Academy™ [plus a noun such as curriculum, courses, global educational program, depending on the context of use, to protect the trademark].

For subsequent references in the same communication use: Networking Academy.

Inappropriate references to the program:

- Do Not Say: "XYZ Cisco Networking Academy."
- Do Not Say: "XYZ University's Cisco course."
- Do Not Say: "XYZ University is a CNAP."

- Do Not Say: "XYZ University is a Network Academy [should be academy or Cisco Academy]."
- Do Not Say: "XYZ University is one of thousands of Cisco Networking Academies [should be academies or Cisco Academies]."

Appropriate references:

- Do Say: "XYZ University teaches the Cisco Networking Academy curricula."
- Do Say: "XYZ University is a Cisco Academy."
- Do Say: "XYZ University is one of thousands of academies in the Cisco Networking Academy program."

### Program Participation and Duration

If at any time your agreement with Cisco for participation in the program terminates, you must stop using the logo and other materials provided by Cisco. Additionally, advertisements and other materials promoting your membership in the program must cease. Incorporation of the logo on materials or electronic information distribution systems must cease as soon as practically possible, but no later than 30 days from the date of receipt of termination notice from Cisco, or as set forth in the program agreement between Cisco and your company.

### Privacy Policy

Please note that Cisco has strict policies regarding the sharing of mailing lists consisting of people that have opted-in to receive mail from Cisco. Any time a mailing list maintained by Cisco is used, the message and visual identity of a communication must be led by Cisco. Program member information may appear in the context of a communication that is sent to members of a list maintained

by Cisco, but the rules for Cisco branded communication must be followed. Any program member obtaining a Cisco list will be required to sign agreements governing use of the list. For details about the Cisco Privacy Policy visit [www.cisco.com/web/siteassets/legal/privacy.html](http://www.cisco.com/web/siteassets/legal/privacy.html).

### Use of the Term "Partner"

Use of the Cisco logo shall not be construed to create or constitute a partnership between your company and Cisco. Use of the term "partner" in the logo or in these guidelines is for convenience only and is not an indication of a partnership relationship between your company and Cisco.

### Review Process

Cisco reserves the right to review and approve your use of the logo at any time. Samples of materials that include use of the logo must be provided as requested and you will make modifications to your use of the logo as Cisco may request. Cisco has the right to terminate, for any reason and without prior notice, your use of the logo. Cisco has the right, at any time and without cause, to modify or suspend the terms of these guidelines.

### Terms and Conditions

Your agreement to the terms below is a condition to receiving rights to display the logo. If you do not agree to these terms you will have no rights to use the logo in any fashion.

1. You agree to abide by both the trademark usage guidelines contained in this document and the Cisco Trademark Policy as amended from time to time. The Cisco Trademark Policy can be found at [http://www.cisco.com/web/about/ac50/ac47/about\\_cisco\\_brand\\_center.html](http://www.cisco.com/web/about/ac50/ac47/about_cisco_brand_center.html). The guidelines and policies above are incorporated herein by reference and are subject to change without notice.

# Terms and Conditions

Cisco Networking Academy Partner Logo  
Legal Requirements

## Legal Requirements

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2. You acknowledge Cisco's rights in the logo and agree not to adopt, use, register, or attempt to register anywhere in the world any logo or trademark confusingly similar to the logo. You agree not to challenge the validity of Cisco's rights in the logo. You will acquire no rights in the logo through your use and shall take no action inconsistent with Cisco's interest in the logo. If you do obtain rights in the logo, you will grant those rights back to Cisco.

3. You understand and agree to abide by Cisco's review process.

4. CISCO DISCLAIMS ALL WARRANTIES REGARDING THE LOGO INCLUDING WARRANTIES OF TITLE AND OF NONINFRINGEMENT OF THIRD-PARTY RIGHTS AND ANY WARRANTIES THAT MAY BE IMPLIED BY APPLICABLE LAW. CISCO DOES NOT GRANT ANY INDEMNITY AGAINST INFRINGEMENT OR OTHER CLAIMS ARISING FROM YOUR USE OF THE LOGO UNDER THESE TERMS AND CONDITIONS. YOUR USE OF ANY SUCH LOGO IS AT YOUR OWN RISK, AND YOU AGREE TO INDEMNIFY CISCO AGAINST ALL CLAIMS AND LIABILITY THAT MAY ARISE FROM YOUR USE OF THE LOGO.

5. You agree that Cisco has the right to take action against any misuse or unfair, misleading, diluting, or infringing use of the logo or other Cisco trademarks.

# Contacts

## Cisco Networking Academy

Website  
[cisco.netacad.com](http://cisco.netacad.com)

Email  
[netacadmarketingquestions@cisco.com](mailto:netacadmarketingquestions@cisco.com)

## Cisco Brand Strategy

Cisco Brand Center  
[www.cisco.com/go/brand](http://www.cisco.com/go/brand)

Email  
[brand@cisco.com](mailto:brand@cisco.com)