

# SONiC co-branding guidelines for print and digital

# SONiC logo treatment and usage

**SONiC logo**

In third-party materials, the full-color SONiC logo must *always* be present.

**Clear Space**

The clear space around the SONiC logo should be equivalent to the width of the SONiC Symbol.

**Co-branding**

In marketing materials the SONiC logo should be placed at least one width of the SONiC symbol from the 3<sup>rd</sup> party logo.

For online landing/web pages, the SONiC and 3<sup>rd</sup> party logos must appear in the first viewable portion of the page.

**Avoid logo overload**

Try not to have more than three logos within a layout. If you need to represent more than three brands, mention them in the copy.

**Powered by**

SONiC is an ingredient brand. When referring to SONiC in relation to third parties who are distributing, or naming software use the terminology “powered by SONiC”. Lower case “p”.

[Download the SONiC logos > \(need link\)](#)

Sonic logo



Minimum Clear Space



Cobranding logo usage

