

Brand Guidelines for Partners

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Introduction

ChoiceWORX Partner Program

ChoiceWORX is a software firm specializing in intelligent automation solutions that optimizes IT operations. ChoiceWORX offers a number of Intelligent Automation solutions including Apptinium, our end point management platform.

While ChoiceWORX services organizations directly, we have also built a network of partners that is critical to ensuring our customers worldwide receive the best experience from our products and services.

The ChoiceWORX partner logo symbolizes our commitment to our partners in building a conducive environment that enables all partners to succeed in all aspects of marketing, selling and delivering ChoiceWORX solutions. The logo communicates this symbiotic relationship.

The ChoiceWORX Brand Guidelines for Partners helps represents this relationship and ensures it is presented in such a way that ChoiceWORX and our partner brands are portrayed in a consistent manner and aligned with the respective brand voices.

— ChoiceWORX Marketing Team

01

ChoiceWORX Partner Program

1.1 ChoiceWORX Partner Program

Marketing Our Partnership

All partners market, promote and sell a variety of ChoiceWORX solutions. ChoiceWORX partners are encouraged to use the partner logo to identify their organization as a ChoiceWORX partner that specializes in the specific ChoiceWORX solution.

When displayed online, the logos should be used with a link to the ChoiceWORX website (choiceworx.com). In text, ChoiceWORX partners may refer to themselves as “ChoiceWORX partner”, “ChoiceWORX authorized partner” or “ChoiceWORX [solution name] partner” where [solution name] refers to the appropriate ChoiceWORX solution. Partners may translate these names into their local language in text.

When partners sign the ChoiceWORX Partner Agreement, they agree to comply with the branding and trademark guidelines. The ChoiceWORX Partner Logo Usage Guidelines will answer many compliance and usage questions to enable the successful joint marketing of ChoiceWORX solutions.

02

ChoiceWORX Partner Logo Usage

2.1 ChoiceWORX Partner Logo Package

Logo and Guideline Access

Upon executing the ChoiceWORX Partner Agreement, ChoiceWORX partners receive a logo package containing the partner logos in commonly used file formats. Use only the logo art files provided by ChoiceWORX to ensure proper usage and color reproduction.

Use the ChoiceWORX Partner Logo Usage Guidelines to learn how to use your partner logo. The guidelines will help you effectively communicate your partnership with ChoiceWORX to your prospects and customers. An electronic copy of these guidelines and other useful information for partners is available on the ChoiceWORX partner portal. [Go to ChoiceWORX.com/sites/dropbox](https://www.choiceworx.com/sites/dropbox) and log in with your user name and password.



CHOICEWORX
Partner for RPA Management

The logo features the word "CHOICEWORX" in a bold, dark blue, sans-serif font. The letter "X" is stylized with a teal-colored diagonal stroke. Below the main text, the tagline "Partner for RPA Management" is written in a smaller, italicized, dark blue font.

CHOICEWORX
for Digital Workplace

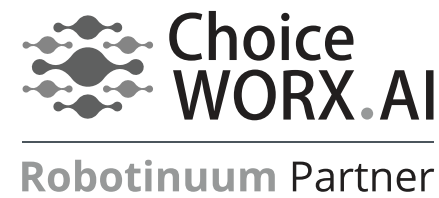
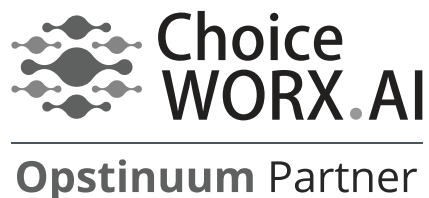
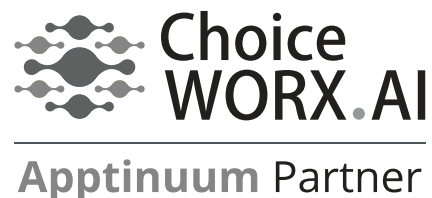
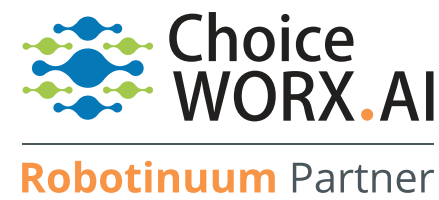
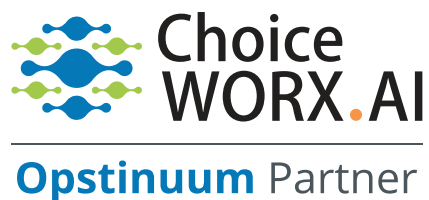
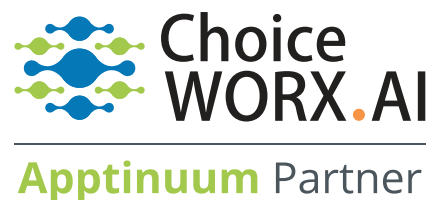
The logo features the word "CHOICEWORX" in a bold, dark blue, sans-serif font. The letter "X" is stylized with a teal-colored diagonal stroke. Below the main text, the tagline "for Digital Workplace" is written in a smaller, italicized, dark blue font.

ChoiceWORX Partner Logos

The ChoiceWORX partner logos build upon the corporate ChoiceWORX logo and signal the strong relationships that exist between ChoiceWORX and its partners. The partner logos combine the ChoiceWORX corporate logo with the words “ChoiceWORX [solution name] partner,” to indicate the solution association.

The ChoiceWORX partner logos communicate the relationship between ChoiceWORX and the partner and indicates that the partner and ChoiceWORX are separate entities. There are both color and gray scale versions of the ChoiceWORX partner logos.

Example



Choosing the Right File Format

The electronic ChoiceWORX partner logo package provides the logo in three file formats: EPS, SVG, JPEG & PNG. These three formats should work for all common business purposes. Each file format is best suited for the purposes described.

EPS Format

The EPS file is a vector-based art file format used with professional design applications and for high-quality print reproduction. EPS files can be scaled to any size without sacrificing image quality. An EPS logo file should not be used for on-screen, Microsoft® Office or website applications. The EPS file format may be used to create exact-size images for other image file formats in either CMYK or RGB color profiles. Professional design software programs are needed to open and view these files. Simply email them to your marketing department, agency or vendor.

SVG Format

Scalable Vector Graphics (SVG) is an XML-based vector image format for two-dimensional graphics with support for interactivity and animation. SVG files are developed as a standard format for displaying vector graphics on the web. SVG images can be created and exported using Professional design software programs from Adobe Creative Suite programs, such as Illustrator and GoLive. SVG files can be scaled to any size without sacrificing image quality.

JPEG Format

The JPEG file format is a pixel-based image file used for both on-screen and document printing applications.

Choosing the proper JPEG image resolution is critical to image display quality. On-screen applications (RGB) use the exact-size JPEG image at 72 dpi. Document printing applications (CMYK) use the exact-size JPEG image at 150 to 300 dpi.

JPEG files may not be scaled up in size. Enlarging JPEG files will compromise image quality. Make sure to always maintain the aspect ratio when sizing.

Note: JPEG files are a “lossy” image file format, meaning whenever saved, JPEG files compress and “lose” image data. If the file is saved repeatedly, image integrity will be compromised.

PNG Format

The PNG file format is a bit map image file used for on-screen applications.

Choosing the proper PNG image resolution is critical to image display quality. On-screen applications (RGB) use the exact-size JPEG image at 72 dpi.

PNG files may not be scaled up in size. Enlarging PNG files will compromise image quality. Make sure to always maintain the aspect ratio when sizing.

Note: PNG files hold their image integrity better than JPEG files. Try to use PNG files for most on-screen visual applications.

2.4 ChoiceWORX Partner Logo Selection

Selecting the Correct Logo

All ChoiceWORX partners are provided with a package of logo files that are designed to work for both online and print applications. When selecting which logo file to use or provide to your marketing department or agency, there are many things to consider. It's important to know if the logo will be used in print, electronic or online material, and whether a color or black-and-white treatment should be used. Regardless of the application, the logo must be an appropriate size to ensure readability. This chart will help determine the best logo file for the application.

Logo Use	SVG	EPS		JPG / PNG		
		RGB	CMYK	72 Resolution	150 Resolution	300 Resolution
Print Collaterals			✓			✓
Web Collaterals		✓		✓		
Website / Email / Social Media	✓	✓		✓		
Microsoft Office					✓	
Large Format Print Posters, Banners, Tradeshow Graphics, Signage etc.			✓			

2.5 ChoiceWORX Logo Spacing and Size

Visually Distinguishing Our Partnership

Size and placement of the ChoiceWORX partner logos varies depending on usage. To clearly present the partner relationship, all materials using an ChoiceWORX partner logo need to be legible and have a clean and uncluttered appearance.

Clear Space

The clear space (margin) established around the ChoiceWORX partner logo ensures visual distinction from type and other graphic elements. The clear space is a minimum and should be increased to establish effective and visually pleasing white space wherever possible.

The dashed lines define the boundaries of the clear space, which helps protect the logo.

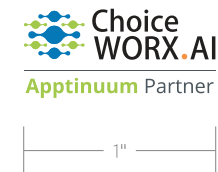
The minimum clear space is equal to half the height and width of "X."

It is essential to maintain the proper clear space allowance around the logo, especially when it is displayed in combination with other marks.



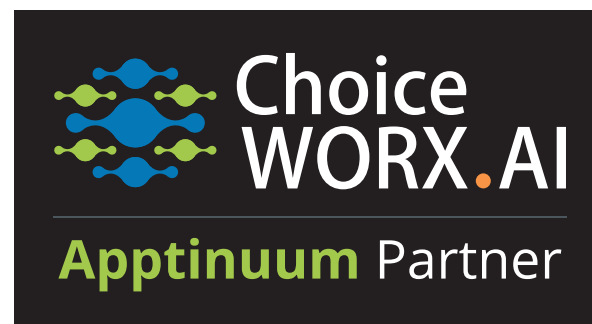
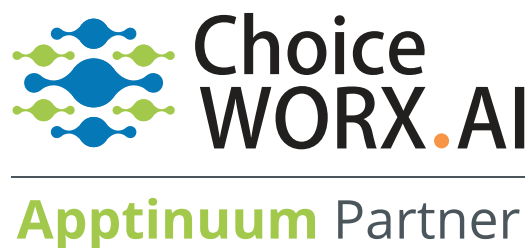
Minimum Size

The ChoiceWORX partner logos should never be sized smaller than 1 inch in width.

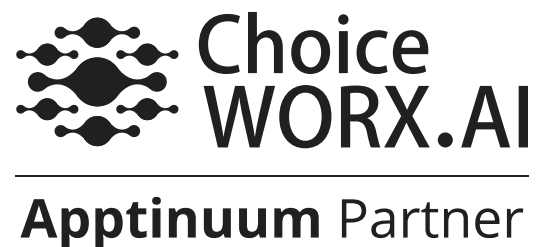
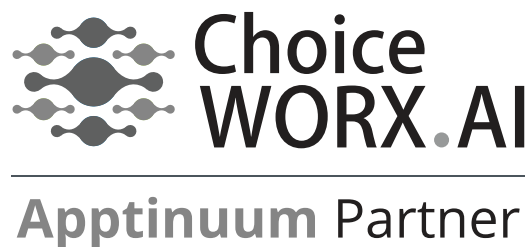


2.6 ChoiceWORX Partner Logo Usage – Color

The ChoiceWORX partner logo is to be used on a white or black background.

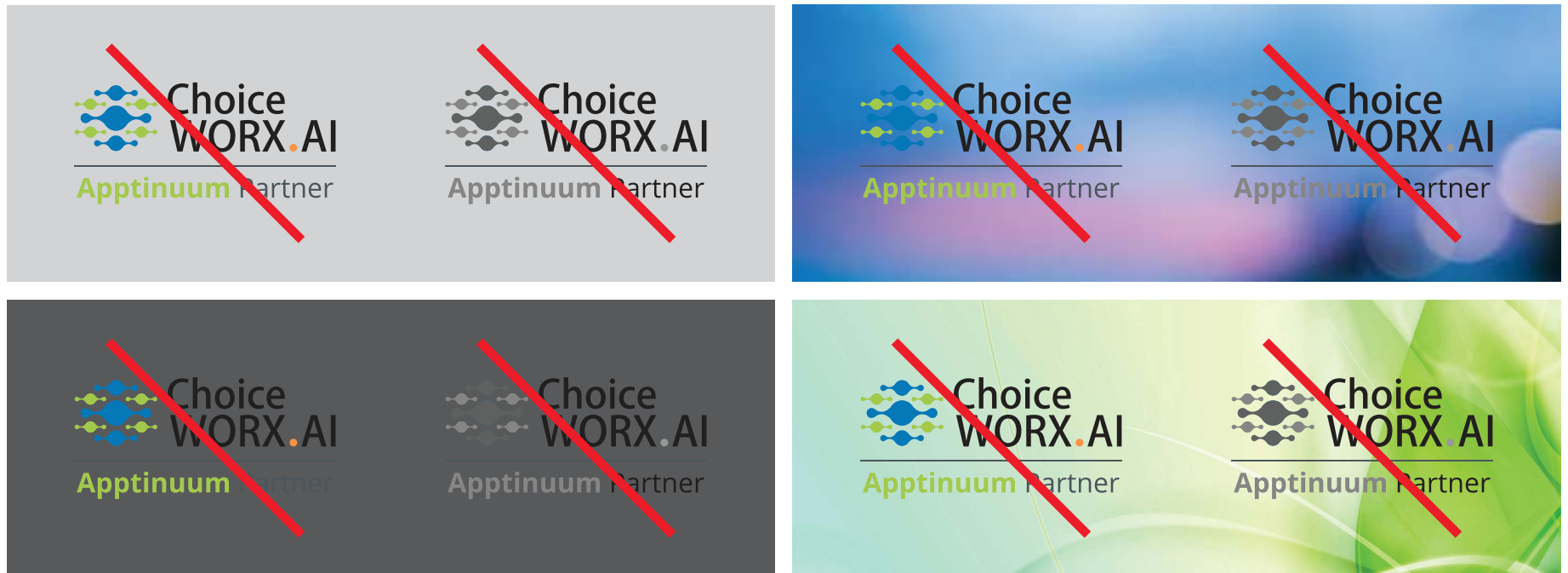


The gray scale configuration is to be used for black-and-white printed materials, on a white background and when four-color printing or the company colors are not available.



2.7 ChoiceWORX Partner Logo Usage – Background

The partner logo should be displayed on a white or black background for easy readability.



2.8 ChoiceWORX Partner Logo Usage – Print Marketing Example

Using the Logo Properly

There are only a few simple rules to follow when using the ChoiceWORX partner logos in marketing collateral, on websites and across other promotional applications.

- The ChoiceWORX partner logo should never be used alone. Whenever an ChoiceWORX partner logo is present, there should also be a partner corporate logo somewhere on the communication piece.
- The ChoiceWORX partner logo should never be larger in size than the partner's own corporate logo.
- The ChoiceWORX partner logo and a partner's corporate logo should never be connected or "locked up" by copy or any graphic elements.

Print Marketing Placement

Example of the ChoiceWORXS partner logo used properly on a piece of marketing literature.



Using the Logo Properly

- When using the ChoiceWORX partner logo online, make the logo function as an active link to choiceworx.com.
- Do not animate the ChoiceWORX partner logo.
- Our partner guidelines extend to the way partnerships are referenced in URLs. The general rule is that “ChoiceWORX” must not appear as part of the primary URL but can be used in the “search area” portion of the address.

Correct usage: www.yourcompany.com/ChoiceWORX

This is allowed because it clearly puts ChoiceWORX in the search area, not in the main address.

Incorrect usage: www.yourcompanychoiceworx4.com

This is not allowed since it uses ChoiceWORX as part of the main URL.

Note: For all individual Web pages where ChoiceWORX is presented (that is, those with addresses containing “/ChoiceWORX”), the following legal disclaimer must be used: This website is not affiliated with ChoiceWORX.”

Online/Website Placement

Example of the ChoiceWORX partner logo used properly on a website.

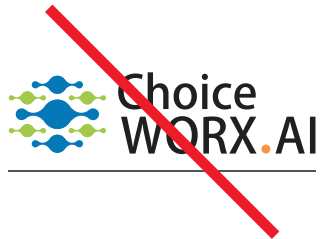


2.10 ChoiceWORX Partner Logo Restrictions

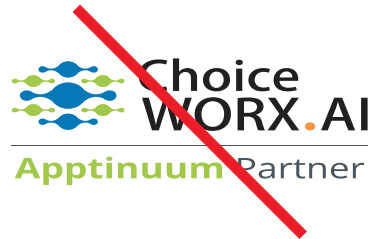
Inconsistent use of the ChoiceWORX partner logos or the introduction of different colors or elements dilutes the ChoiceWORX Partner Program image, and potentially creates confusion about the program. If you have questions regarding uses of our logo, please contact the ChoiceWORX Marketing Department at marketing@choiceworx.com.

The following treatments and arrangements of the ChoiceWORX partner logo are restricted from use.

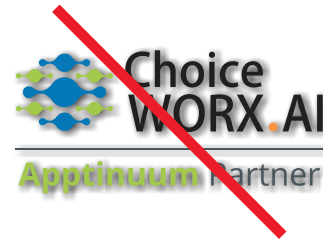
Never change or remove the elements of the logo.



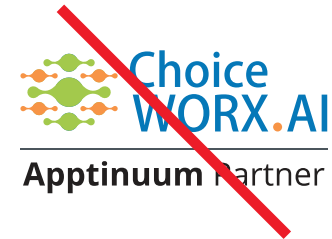
Never change the proportions of the logo.



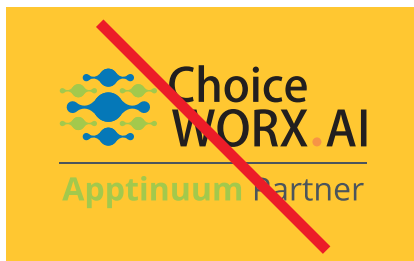
Do not add extra effects, animation or ornamentation to the logo.



Never change the color of the logo for any reason.



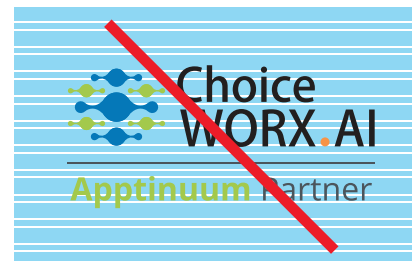
Do not place the logo inside any shape.



Never turn the ChoiceWORX logo on any angle.



Do not place the logo on patterned backgrounds.



Never shift the components of the logo.



03

Solution Logo Usage

3.1 Solution Logo

ChoiceWORX has a portfolio of solutions with associated logos. Partners can use these individual solution logos when representing ChoiceWORX solutions. Logos can be used in print and web/online formats within the guidelines outlined in this document.



3.2 Solution Logo Spacing and Size

Visually Distinguishing the Solution

Size and placement of the ChoiceWORX solution logos varies depending on usage. To clearly present the solution, all materials using a ChoiceWORX solution logo need to be legible and have a clean and uncluttered appearance.

Clear Space

The clear space (margin) established around the ChoiceWORX partner logo ensures visual distinction from type and other graphic elements. The clear space is a minimum and should be increased to establish effective and visually pleasing white space wherever possible. It is essential to maintain the proper clear space allowance around the logo, especially when it is displayed in combination with other marks. The minimum clear space is equal to half the height and width of "X."

Minimum Size

The ChoiceWORX solution logos should never be sized smaller than 1 inch in width.



3.3 Solution Logo Usage – Color

The ChoiceWORX solution logos is to be used on a white or black background.



The gray scale configuration is to be used for black-and-white printed materials, on a white background and when four-color printing or the company colors are not available.

04

Policies and Practices

4.1 ChoiceWORX Partner Requirements

Policies We Require Our Partners to Observe

A partner relationship affords each partner with special status - the ability to be clearly associated with ChoiceWORX - and to express that partner relationship using the appropriate partner logo on marketing materials that are specifically related to the ChoiceWORX partnership.

All marketing materials using a ChoiceWORX partner logo should have a clean, uncluttered and professional appearance, enabling the logo to clearly communicate the partnership. Additionally, partners are expected to follow all guidelines presented in this document.

Print Marketing Placement

- The ChoiceWORX corporate logo is reserved exclusively for use by ChoiceWORX
- Permission to use the ChoiceWORX corporate logo must be granted by the ChoiceWORX Marketing and Brand Management team in writing

4.2 Trademark Considerations

Using ChoiceWORX Trademarks

- Partner logos may be used only for the duration of the partnership, and use of the logo is subject to a written trademark use license. As agreed in the legal contract, you must discontinue using the ChoiceWORX partner logo immediately if your partnership with ChoiceWORX expires or is terminated.
- ChoiceWORX partner logo usage rights may not be passed on to a third party.
- ChoiceWORX partners may not use any ChoiceWORX logos or trademarks on the same page where they are promoting a competitor's solution or in conjunction with the promotion of another company's solution.
- When using the ChoiceWORX partner logo online, the logo must function as an active link to the ChoiceWORX global public website: choiceworx.com.
- Please use the correct names and trademark designations of ChoiceWORX programs and products. (The current list of ChoiceWORX trademarks, both registered and pending, is available from ChoiceWORX. Unregistered or pending trademarks bear the ™ symbol. Registered trademarks carry the ® symbol.)
- The only forms of communication that do not require the use of official trademark symbols are those online applications that render the symbol illegible.

4.3 ChoiceWORX Partner Support

We Succeed Together

When you signed the ChoiceWORX Partner Agreement, you agreed to comply with the branding and trademark guidelines. As you begin using the logos, it's natural to have questions. We're here to help.

The ChoiceWORX Partner Logo Usage Guidelines will answer many compliance and usage questions to enable the successful joint marketing of ChoiceWORX partnerships and programs, but if you're not sure about something, please ask.

The ChoiceWORX Services and Marketing teams are committed to fostering successful partnerships. If you have a question about the Partner Program, contact ChoiceWORX Services at marketing@choiceworx.com. If you have a question about partner branding, contact the ChoiceWORX Marketing team at marketing@choiceworx.com.

Thank you!

info@ChoiceWORX.com

**CHOICE
WORX**

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