# CISCO

Cisco Networking Academy
Logo Usage Guide

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**Promoting Your Relationship with Cisco**
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 relationship logo for which you have qualified.

**Logo Types**
Cisco offers two types of logos that you may be eligible to use:

- *Relationship* logos, indicating a business relationship with Cisco

- *Technology/Services Affiliation* logos, indicating specific products, technologies, or solutions that are recognized by Cisco

For more information about Cisco logo programs, visit www.cisco.com/go/logo.

# Introduction

A logo usage guide is provided to all Cisco program members who meet the criteria for use of a Cisco relationship logo, as established by their Cisco program office. This guide explains both the general requirements for use of a Cisco relationship logo, and the specific requirements related to your particular program.
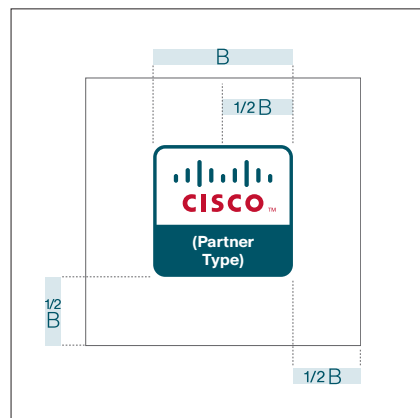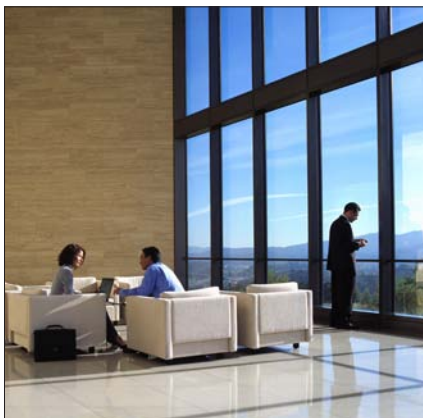
**CISCO™**
**(Partner Type)**



**CISCO™**
**Networking Academy**









**CISCO™**
**(Partner Type)**

B
1/2 B
1/2 B
1/2 B

**Welcome to the Cisco Networking Academy**

The Cisco Networking Academy® is an innovative global education initiative that provides Information and Communications Technology education to students to improve their career and economic opportunities. Only companies or institutions offering the Cisco Networking Academy curriculum through the official Cisco Academy Connection Website may use the Networking Academy logo.

We have created these guidelines to clearly identify the requirements for use of the logo. Except as expressly authorized in writing by Cisco, you may use the logo only as provided in these guidelines and the Cisco Trademark Policy. The terms described in these guidelines are in addition to all other terms and conditions of a written agreement with Cisco. Your use of the logo indicates your agreement to be bound by the guidelines and terms and conditions as set forth herein.

Cisco Trademark Policy:
www.cisco.com/go/logo

**Introduction:** Relationship Logo



Cisco Networking Academy logo.

**Cisco Networking Academy**
The Cisco Networking Academy logo communicates to customers that your educational institution offers Cisco Networking Academy curriculum.

· **Do not** use the logo as an implied endorsement of any other product, technology, or service that does not qualify to use the Networking Academy designation.

· It is recommended that the Networking Academy logo be the only Cisco relationship logo used to achieve greatest impact.

· Marketing materials should reference the meaning behind the logo.

**Introduction:** Using Multiple Logos
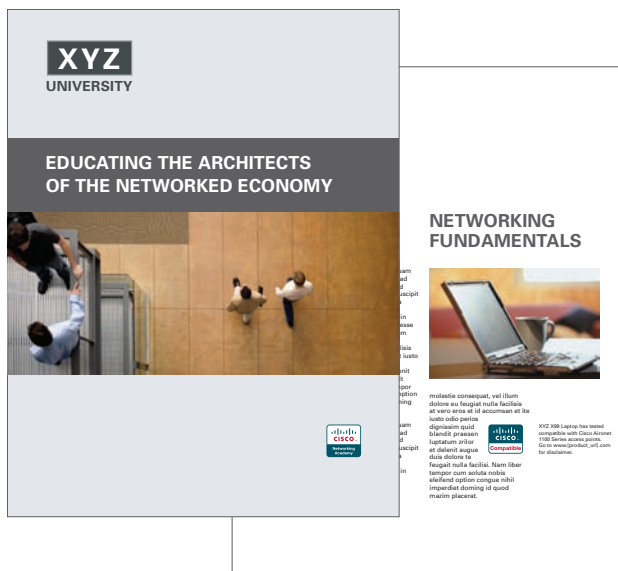


When other logos are required on your materials, always use the Cisco Networking Academy logo in close relation to your institution's logo. There should be no doubt that your institution is the Cisco Networking Academy.

In the examples at left, we show several possible multiple logo use situations. The top example shows the academy logo with the Cisco Networ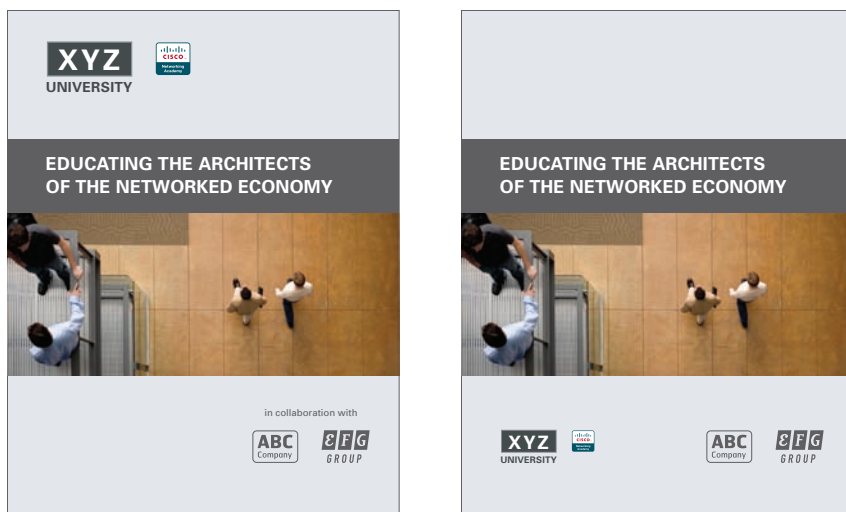king Academy logo shown in a secondary position and smaller size than the institution's logo. Though they are separated it is clear that XYZ University is the Cisco Networking Academy. Also shown is a Cisco affiliation logo associated with the text that it supports.

In the first of the lower examples, the academy leads a program with assistance from two outside organizations. Text is added (in this case "in collaboration with") to put the relation of the other two organizations in context. In the second of the lower examples, the academy and two other organizations equally lead a program. The end user should understand the role played by each organization.

The first example is a simple academy communication, in which the academy uses the Cisco Networking Academy logo in a secondary position to its own logo. It also shows proper use of a Cisco affiliation logo if the institution is qualified to use one. When other logos are displayed the Cisco Networking Academy logo must be clearly associated with the institution qualified to use the logo.

# General Logo Guidelines

These guidelines provide correct usage across all media and will help you properly communicate your relationship with Cisco to your customers.

**General Logo Guidelines:** Color



Preferred color usage



Black (with white descriptor)
In print, use on white or light color background.
On-screen, use on white backgrounds only.



White (with black descriptor)

**Color**
Preferred color usage is the two-color version.

You may also use the logo in black or white as required for the best visibility and contrast on different backgrounds.

Do not use the logo on busy or patterned backgrounds.

A white version of the logo (with black descriptor text) is provided in vector .eps format for print materials.

For use on a Website with a dark background, the white logo has been provided as a layered .psd file. The file must be modified to match the background of the Webpage on which it appears. When the background is modified, the new color should be visible in the four outer corners of the .psd file (behind the logo). Do not modify the color of the logo artwork — only modifications to the background color are permitted. The center should always remain black with a white Cisco corporate logo, and the descriptor area should always remain white with black descriptor text.

**Spot Color for Print**
Cisco Blue is PANTONE 7477
Cisco Red is PANTONE 186

| Do: |
| --- |

When the white .psd file is modified to match the background of a Webpage, the background color should only be visible in the four outer corners.
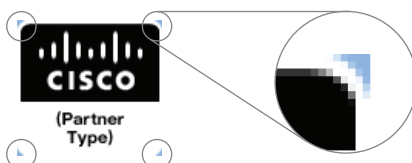


Modified logo on same-colored background



| Do Not: |
| --- |

**Do not** modify the center of the partner logo. The center should always remain black with a white Cisco logo. The descriptor area should always remain white with black descriptor text.

B

1/2 B



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**CISCO** ™

**(Partner Type)**

1/2 B

1/2 B
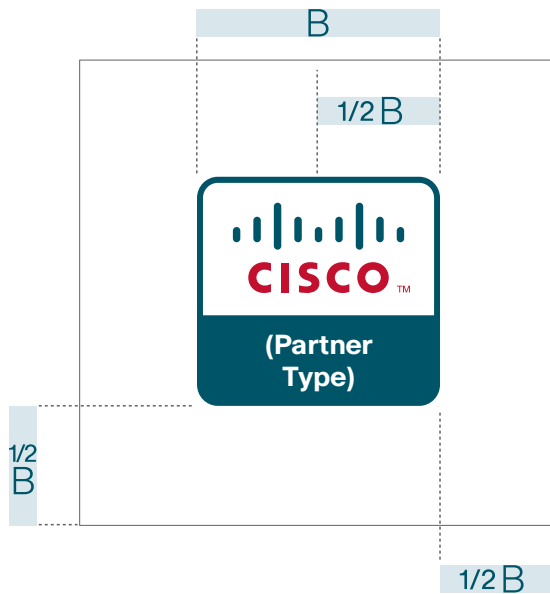
**Clear Space**

In all media, the logo must be separated from all other elements (for example, institution names, logos, or product names). The separation must be at least half the width of the logo. The one exception is for online uses. To accommodate for the space constraints in Webpages, online uses are allowed reduced clear space.

**XYZ**
UNIVERSITY

EDUCATING THE
ARCHITECTS OF
THE NETWORKED
ECONOMY

NETWORKING FUNDAMENTALS

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minim veniam, quis nostrud
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EDUCATING THE
ARCHITECTS OF
THE NETWORKED
ECONOMY

FUNDAMENTALS

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nulla facilisi. Nam liber tempor
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congue nihil imperdiet doming
id quod mazim placerat.

**XYZ**
UNIVERSITY

**Staging**

The logo should always be smaller and less prominently placed than your own institution's logo. Display the logo near your institution's logo. For instance, your institution's logo and the Cisco logo should appear on the same page so that the connection between the two is apparent. Under no circumstances should the logo be used in a manner that obscures or misleads the public regarding the business relationship that you have with Cisco.

**General Logo Guidelines:** Vector .eps Logos for Print

| Vector .eps logos are for print use only | | | |
|---|---|---|---|
| **Vector .eps logos (size in inches)** | **Provided in:** | | |
| | Two-color Cisco Blue/Cisco Red | One-color black | One-color white |
| .75" wide | ● | ● | ● |

File Names:
2-color PANTONE:    (Partner Type)2c.eps
2-color CMYK:        (Partner Type)2c_CMYK.eps
1-color black:        (Partner Type)_blk.eps
1-color white:        (Partner Type)_wht.eps

3/4" min. (19mm)

Minimum size for print applications

Minimum size for embroidery will vary depending on capabilities of vendor; small type must be legible.

Vector .eps relationship logos are intended for print use only. They include the ™ symbol.

The two-color logo on a white background is recommended for most applications because of its visual energy and effectiveness. When it isn't possible to use the two-color logo, or if your program does not provide a two-color logo, use the one-color versions in black or white. The white logo (with black descriptor) may be displayed on black or other dark colors with sufficient contrast.

Vector .eps logos are provided in PANTONE and CMYK equivalents.

**Minimum Size**
**Do not** use the Cisco logo at less than .75-inch-wide (19mm) in print.

**Spot Color for Print**
Cisco Blue is PANTONE 7477
Cisco Red is PANTONE 186

**Merchandise**
The logo may be applied to most merchandise items without loss of clarity. For embroidered items, because the type in the logo is so small, it is important that you select a vendor that is capable of reproducing the type. If standard embroidery does not produce a quality result, please check with your vendor to supply alternative methods such as a woven label.

**Embroidery Thread Colors and Sizes**
Cisco Blue: Isacord brand thread #4644
Cisco Red: Madeira brand thread #1039
Sizes: Classic No. 60 Rayon, or Polyneon No. 40

**General Logo Guidelines:** Bitmap RGB Logos (.gif and .psd) for On-Screen

| Bitmap RGB logos are for screen use only | | | |
|---|---|---|---|
| **Bitmap RGB logos (size in pixels)** | **Provided in:** | | |
| | Two-color Cisco Blue/Cisco Red | One-color black | White (as layered .psd file) |
| **94 pix wide**  | ● | | ● |
| **62 pix wide**  | ● | | ● |

File Names:
(Partner Type)2cRGB_94x.gif
(Partner Type)2cRGB_62x.gif
(Partner Type)2cRGB_94x.psd
(Partner Type)2cRGB_62x.psd

Bitmap RGB logos are intended for on-screen use only (Websites, Adobe Flash Player presentations, mobile devices, etc.) and never in print media. They do not include the ™ symbol.

The bitmap RGB logos are provided in several file formats and colors. The .gif format logos can usually be placed into the intended document as-is. The .psd format logos are intended to be placed over a color background in an Adobe Photoshop document. The document will then need to be saved in an appropriate file format. If saving as a .gif, .jpg, or .png use the highest possible quality settings. For more information on the .psd file, see page 9.

These logos have been provided at specific sizes common to on-screen use and should not be altered, recolored, scaled, modified, etc. in any way.

**Do not** resize these logos.

**Do not** animate these logos.

**General Logo Guidelines:** RGB .emf Logos for Presentations

| RGB .emf logos are for presentation use only | | | |
|---|---|---|---|
| **RGB .emf logos (size in inches)** | **Provided in:** | | |
| | Two-color Cisco Blue/Cisco Red | One-color black | One-color white |
|  1.77" wide | ● | | |

File Name:
(Partner Type)2cRGB.ppt



3/4" min. (19mm)

Minimum size for presentations.

The RGB .emf Presentation logo is intended for presentation use only and never in any other media. It includes the ™ symbol.

This logo has been provided in .emf format in a Microsoft PowerPoint document at an appropriate size. The logo should not be altered, recolored, or modified in any way.  The logo can be scaled in the presentation template to the intended size.

**Do not** animate this logo.

**Minimum Size**
**Do not** use the Cisco logo at less than .75-inch-wide (19mm) in presentations.

Follow these guidelines to comply with general trademark requirements:

- Only use the logo files provided by Cisco.

- Use your institution's brand identity system and message when you use a Cisco logo.

- Place your institution's logo in the signature position (usually top or bottom of the material indicating clear ownership of the communication). A Cisco logo should be smaller in size and in a less prominent position than your institution's logo.

- You will gain the most impact by using only one Cisco logo, the one most appropriate to your message. If your institution is qualified to use more than one type of Cisco logo and you feel it is important to display more than one, we recommend that you use only one Cisco relationship logo in conjunction with one Cisco affiliation logo.

- Any use of Cisco logos that Cisco deems offensive, improper, or otherwise unacceptable will result in termination of usage privileges.

- **Do not** use a Cisco logo without displaying your institution's logo.

- **Do not** use the Cisco corporate logo at any time.

- **Do not** use the name Cisco or any variation as part of the name of a product, technology, solution, program, or service provided by your institution, except under a unique contractual agreement.

- **Do not** delete the ™ symbol when it is included in the logo artwork. Bitmap RGB logos do not include a ™ symbol.

- **Do not** use the logo on business cards, e-mail signatures, stationery, or other letterhead.

- **Do not** animate, morph, or alter the logo in any way other than to resize it.

- **Do not** use a Cisco logo as an implied endorsement of your institution or any of your products, technologies, or services.

- **Do not** use a Cisco logo on any material that directly or indirectly disparages Cisco, its products or services, or its partners, resellers, or other related companies, or their products or services.

- **Do not** use a Cisco logo in any way that infringes upon any Cisco intellectual property.

- **Do not** use a Cisco logo in any medium that is in violation of any applicable laws or governmental regulations.

- **Do not** use the Cisco name as a visual focal point on any materials or in a manner that is likely to confuse the origin of products, services, materials, courses, or programs.

- **Do not** use the Cisco name in a manner that is more distinctive in font style, size, color, or weight than the surrounding text.
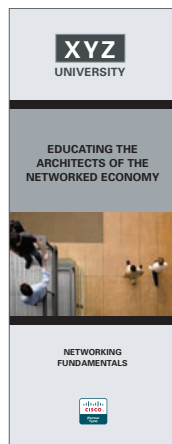
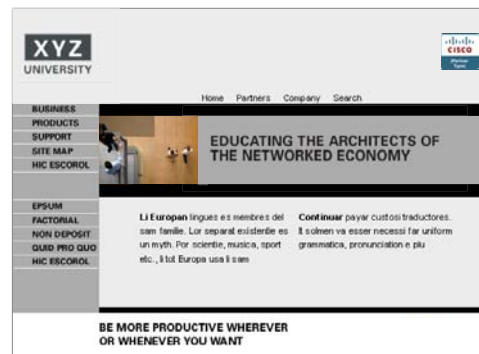**General Logo Guidelines:** Where to Use the Logo



Do:

Whenever the partner brand identity is used, the logo is appropriately sized smaller than the institution's logo.
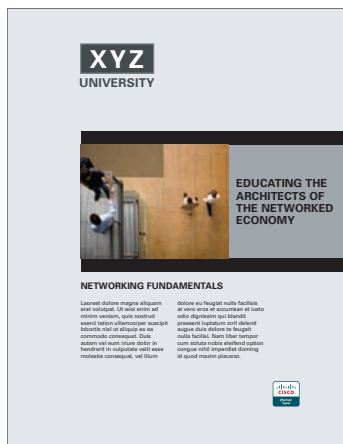


Brochure or print advertisement



Event banner



Webpage



Training manual



Packaging

The examples on this page show proper use of the logo across a range of media.

The logo may be applied to the following:

· Print collateral
  - Direct mail
  - Sales and marketing communications

· Advertising

· Web and interactive media
  - Webpages
  - Microsites
  - Banners
  - Presentations
  - HTML e-mail
  - Adobe Flash Player presentations

· Events
  - Signage
  - Event materials

· Products and documentation
  - Training manuals
  - Product documentation
  - Packaging

**General Logo Guidelines:** Where to Use the Logo

Do:

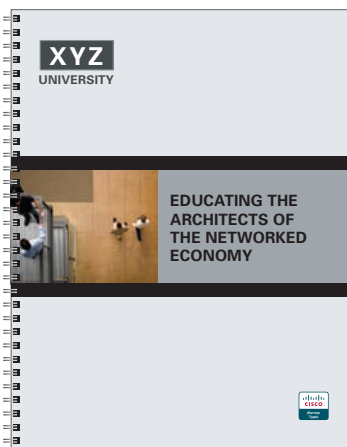Whenever the partner brand identity is used, the logo is appropriately sized smaller than the institution's logo.
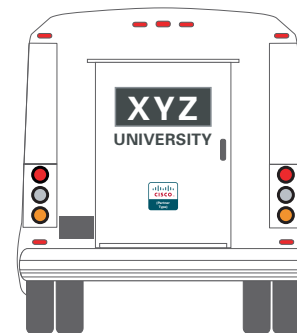
The examples on this page show proper use of the logo across a range of media.

The logo may be applied to the following:

- Merchandise

- Outdoors
  - Billboards
  - Trucks



Promotional merchandise



Billboard



Truck

**General Logo Guidelines:** Where Not to Use the Logo

The logo may not be applied to the following materials unless specifically allowed under another contractual agreement with Cisco that specifies the terms of use in these instances.

- Products
  - Equipment

- Stationery
  - Business cards
  - Letterhead

- E-mail signatures



**Do not** use the logo on equipment.



**Do not** use the logo on business cards or e-mail signatures.



**Do not** use the logo on letterhead.

**General Logo Guidelines:** Incorrect Usage, Graphic Examples

**Do Not:**

The examples on this page demonstrate incorrect use of the logo.

Do not alter or distort the logo in any way. Be particularly careful that the logo is not applied on background colors, patterns, or photographs that visually compete with the logo.

If you are not sure about an application of the logo please contact your Cisco program office. Contact information is provided at the end of this document.

**Do not** use the Cisco corporate logo at any time.

**Do not** remove the ™ symbol when included in digital file.

**Do not** animate the logo.

**Do not** distort the logo.

**Do not** use the Cisco corporate logo.

**Do not** make your logo less prominent than the relationship logo.

**Do not** alter the size relationships of the logo elements.

**Do not** remove parts from the logo.

**Wireless Specialized**

**Do not** add text next to the logo.

**Do not** reconfigure the logo.

# General Logo Guidelines: Incorrect Usage, Graphic Examples

**Do not** use a transparent logo on a colored background.
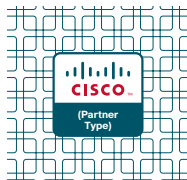


**Do not** use the logo on a heavily patterned or textured background.

The best  is XYZ Company

**Do not** use the logo in a sentence.



**Do not** change the logo color. Only the Registered Partner logo may appear in blue.



**Do not** use special effects such as glows, shadows, etc.



**Do not** morph the logo.



**Do not** alter the background color inside the box.



**Do not** use a white logo on a white background.
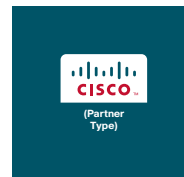


**Do not** use the logo on a same-colored backgroud.

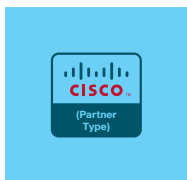The examples on this page demonstrate incorrect use of the logo.

Do not alter or distort the logo in any way. Be particularly careful that the logo is not applied on background colors, patterns, or photographs that visually compete with the logo.

If you are not sure about an application of the logo please contact your Cisco program office. Contact information is provided at the end of this document.

**Do not** use the Cisco corporate logo at any time.

# Terms and Conditions

**Terms and Conditions:** Public Relations

**Public Relations**
Before creating PR in relation to your participation in a Cisco program, you must work with your Cisco program office to obtain all appropriate approvals. Please review the Cisco PR Guidelines, or contact Gareth Pettigrew in Cisco PR.

Cisco PR Guidelines:
http://www.cisco.com/cgi-bin/ecoa/checkPermission?level=16

Cisco PR Contact:
Gareth Pettigrew
gpettigr@cisco.com

## Terms and Conditions: Legal Requirements

The following information summarizes the legal requirements for using Cisco logos.

**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, Cisco Systems, and Networking Academy 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®

For subsequent references in the same communication use: Networking Academy

For subsequent references to an institution's services, offerings, or programs use: Networking Academy [plus a noun such as curriculum, educational services, global educational program, etc., depending on the context of use, to protect the trademark]

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 Networking Academy].
- Do Not Say: XYZ University is a Cisco Academy [do not use Cisco Academy or Cisco academy].
- Do Not Say: XYZ University is one of hundreds of Cisco Academies [should be Cisco Networking academies, full name and lower case when academy is plural].
- Do Not Say: XYZ University is a Network Academy [should be Networking Academy].

Appropriate references:

Do Say: XYZ University teaches the Cisco Networking Academy curriculum.

- Do Say: XYZ University is a Cisco Networking Academy.
- Do Say: XYZ University is a regional Cisco Networking Academy.
- Do Say: XYZ University is one of 17 regional academies.

**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 or institution.

**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 http://www.cisco.com/en/US/swassets/sw293/privacy_statement.html.

**Use of the Term "Partner"**

Use of the 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 or institution 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/en/US/about/ac50/ac47/about_cisco_policies_list.html. The guidelines and policies above are incorporated herein by reference and are subject to change without notice.

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 NON-INFRINGEMENT 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
www.cisco.com/go/netacad

E-Mail
netacadmarketingquestions@cisco.com

**Cisco Brand Strategy**

Cisco Brand Center
www.cisco.com/go/brand

E-Mail
brand@cisco.com